

Bridging Education and Enterprise: The Impact of Live Streaming Training on China's Digital Workforce

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ABSTRACT

In the context of China's highly developed digital economy, there is significant attention on the training of talents related to e-commerce live streaming and short video production. This study explores the role and status of live streaming training institutions within China's digital economy and education market. It examines the impact of training in live streaming and short video technologies on job seekers and digital entrepreneurs, as well as the effects on e-commerce platforms. Data was collected through semi-structured interviews with managers, course advisors, and live streaming course instructors from five live streaming training institutions. NVIVO software was used to conduct qualitative analysis on the institutions' background, teaching methods, courses, student profiles, corporate partnerships, and market demands. The research results indicate that live streaming training institutions play a significant supplementary educational and bridging role for job seekers and employers. Training in live streaming and short video skills significantly enhances the competitiveness of entrepreneurs in the fierce digital market. The rapid expansion of training institutions has also injected new vitality into the digital economy, while simultaneously contributing to negative phenomena in short video and live streaming sales on e-commerce platforms. This study provides the latest insights into China's digital economy and live streaming training industry, offering valuable reference points for industry practitioners, policymakers, and researchers.

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KEYWORDS:

Digital Entrepreneurship

Live Streaming Training

Short Video Technology

Digital Marketing Strategies

E-commerce

CITATION:

Wang, X. et al. (2024). Bridging Education and Enterprise: The Impact of Live Streaming Training on China's Digital Workforce. *Malaysian Journal of Social Sciences and Humanities (MJSSH)*, 9(7), e002915.

<https://doi.org/10.47405/mjssh.v9i7.2915>

Contribution/Originality: This study, one of the few investigating live streaming training institutions in China, provides updated data from 2019 onwards and contributes to filling the literature gap in this field.

1. Introduction

With the rapid development of the digital economy, live streaming and short videos have become significant drivers of entrepreneurship and e-commerce innovation (Si, 2021). Particularly in China, the utilisation of these emerging media has not limited to dramatically changed consumer purchasing habits and market strategies for businesses but also opened new marketing channels for entrepreneurs (Wongsunopparat & Deng, 2021). In the e-commerce industry, live streaming and short videos provide brands and new ways to directly engage with consumers through their interactivity and immediacy (Qian, 2021). As a rapidly digitising nation, China plays a pivotal role in this transformation with its burgeoning live-streaming training institutions (Keane et al., 2020). Despite its immense potential, research on live streaming training by enhancing entrepreneurial skills remains relatively limited.

This study aims to fill this gap by exploring how Chinese live-streaming training institutions integrate live-streaming and short video technologies to foster competitiveness among entrepreneurs in the digital economy. Through in-depth interviews and case studies, this paper will delve into the founding motivations, development processes, market positioning, and current operational status of these institutions. It will examine course designs, teaching objectives, teaching methods, and the alignment between training institutions and enterprises. Furthermore, the study will analyse their role and position in the Chinese digital economy and educational market. Additionally, this research will discuss how live streaming training can help entrepreneurs adapt to the challenges of digital transformation and its potential long-term impacts on China's e-commerce ecosystem, particularly in the apparel sector.

By combining a review of existing literature with on-the-ground research, this paper will offer new theoretical and practical perspectives on live streaming training in the digital economy, providing guidance and insights for policymakers, educational institutions, and business practitioners. The present study aims to achieve the following objectives:

- i. To investigate the establishment motivations, development history, market positioning, and current operational status of live streaming training institutions, analysing their role and status in China's digital economy and education market.
- ii. To explore the role of live streaming training institutions by examining their teaching methods and goals, course design, student profiles, market demands, and corporate partnerships.
- iii. To analyse the contributions and impacts of live streaming training institutions in promoting the development of the e-commerce ecosystem.

2. Literature Review

2.1. China's Digital Economy

The rise of China Digital economy While the digital transformation of education in China offers numerous benefits, it also presents challenges (Zhang et al., 2022). Issues such as digital divide, data privacy, and the need for teacher training in digital literacy must be

addressed to ensure equitable and effective use of digital technologies in education. China's digital economy has profoundly impacted its education system by making learning more accessible, personalised, and aligned with the demands of the modern world (Xiao, 2019). Through continued investment in technology and infrastructure, China is poised to further enhance its educational landscape and prepare its population for the future. China's digital economy has fostered the growth of numerous online learning platforms such as VIPKid, TAL Education, and Yuanfudao (Feijóo et al., 2021). These platforms offer a wide range of courses, from K-12 education to professional development, making education more accessible to a broader audience.

The Chinese government has been proactive in integrating digital technologies into the education system. Policies such as the "Education Informatisation 2.0 Action Plan" aim to enhance the use of digital resources and infrastructure in schools (Yan & Yang, 2021). This includes initiatives to provide high-speed internet access to rural and remote areas, ensuring that students in these regions can benefit from online education. Artificial Intelligence (AI) plays a crucial role in China's digital education landscape. AI-driven tools and applications help personalise learning experiences by analyzing students' performance data and tailoring educational content to meet their individual needs (Castro, 2024). This approach enhances learning efficiency and outcomes.

2.2. The Importance of live-streaming and short videos in E-commerce

Live-streaming and short videos allow for real-time interaction between sellers and consumers. This dynamic engagement builds trust, as potential buyers can ask questions, see products in action, and receive immediate responses (Hollebeek, 2019). The interactive nature of these formats creates a more personalised shopping experience, which lead to higher conversion rates. Seeing a product demonstrated live or in a short video provides consumers with a sense of authenticity that static images and text descriptions cannot offer (Zhang et al., 2020). This transparency helps reduce uncertainties about product quality and functionality, thereby increasing consumer trust and confidence in the purchase.

Live-streaming and short videos offer a powerful medium for storytelling, allowing brands to convey their narrative, showcase their values, and create an emotional connection with their audience (Lu et al., 2018). Through compelling visuals and engaging content, brands can differentiate themselves in a crowded market. During live-streaming sessions, sellers receive instant feedback from viewers. This real-time interaction allows sellers to address concerns, adjust on the spot, and tailor their approach based on audience reactions (Wang et al., 2022). It also provides valuable insights into consumer preferences and behaviors. Live-streaming and short videos enable detailed product demonstrations that highlight features, benefits, and usage scenarios. This format is particularly beneficial for complex or high-value items, where a thorough understanding is necessary for the consumer to make an informed decision. Short videos, especially on platforms like TikTok and Instagram Reels, have a high potential for virality. Engaging and creative content can quickly reach a broad audience, amplifying brand exposure and attracting new customers. The shareable nature of short videos extends their reach beyond the initial viewer base (Babu et al., 2024).

2.3. Disadvantages of live-streaming and short videos in Digital Entrepreneurship

The live-streaming and short videos offer numerous benefits in digital entrepreneurship, they also come with several disadvantages. Understanding these challenges is crucial for entrepreneurs to navigate potential pitfalls and optimise their digital strategies (Zhang & Erturk, 2022). Here are some key disadvantages. Creating high-quality live-streams and short videos can be expensive. It often requires professional equipment, skilled personnel, and post-production editing. For startups and small businesses, these costs can be prohibitive, especially when compared to other forms of digital content. Live-streaming requires a stable and high-speed internet connection. Technical glitches, such as buffering, poor audio quality, or connection drops, can disrupt the broadcast and negatively affect the viewer experience. Handling these issues in real time is challenging and require technical expertise (Ali, 2024).

The need for regular and engaging content can put pressure on entrepreneurs. Consistently producing fresh and high-quality videos demands creativity, time, and resources. Specifically, the taxing for small teams or solo entrepreneurs who juggle multiple responsibilities (Li, 2022). Live-streaming and short videos open a direct channel for audience feedback, which sometimes be negative or even hostile. Managing negative comments or inappropriate behavior during live sessions can be difficult and requires careful moderation to maintain a positive brand image (Paraman et al., 2022). Live-streaming is time-sensitive and requires the audience to be available at the scheduled time. This can limit the reach if the timing is not convenient for a significant portion of the target audience. Unlike pre-recorded videos, live content may not attract the same level of engagement when viewed later (Rubenking & Strawser, 2023).

2.4. Live-streaming training institutions and their role in education and China's Market

Training facilities that stream live are extremely relevant to education since they offer easily accessible, adaptable, and hands-on learning experiences. They give students the fundamental digital skills they need to produce videos, stream live content, and create content. These educational establishments provide dynamic and captivating instruction tailored to industrial demands, enabling immediate, experiential learning (Barboutidis & Stiakakis, 2023). According to Svart (2018), it does away with the requirement for content downloads by enabling real-time event broadcasting online (Svart, 2018). Ojala (2019) defined as live web streaming of audio and video content that may be viewed immediately or later (Ojala, 2019). Chen, Freeman, and Balakrishnan (2019) point out that interactive viewers communicate with a live presenter through a chat channel. They facilitate career growth, work with firms to stay in line with market expectations and assist in closing educational gaps. All things considered; they constitute a novel learning method that equips people for the contemporary digital economy. With the use of internet technology, live broadcasting links individuals worldwide (Chen et al., 2019).

3. Methodology

This study adopts a qualitative research approach, primarily relying on in-depth interviews and literature collection as data sources. The goal is achieved by engaging in verbal discussions with respondents to gather their views, opinions, and supporting materials (Alam, 2021). The choice of a qualitative method is driven by the exploratory nature of the research, as there is limited prior research and data on live stream training

institutions in this new environment. The study employs semi-structured interviews with personnel from five live-stream training institutions to better understand this complex and evolving social phenomenon. The interview data is then organised and analysed using NVivo software for thematic grouping and summarization.

Criteria for Participating Training Institutions:

- i. The institution must have obtained official educational certification from the National Ministry of Human Resources and Social Security and must be deemed qualified in the annual vocational skills training institution inspection.
- ii. The institution should be engaged in or offer services related to photography, short video, and livestream teaching, and have a certain level of online recognition.
- iii. The institution must have been operational for at least two years and have trained no fewer than 50 individuals.

Criteria for Respondent Selection:

- i. Respondents must have at least two years of work experience and hold a core position within the institution or have a comprehensive understanding of teaching and employment.
- ii. Respondents must have an understanding of the market demand and development trends in the photography industry and be familiar with the live stream industry's recruitment market.
- iii. Respondents should have deep interactions with personnel in related fields such as photography, short video production, and live streaming, and be able to provide relevant industry data and market insights.

The total sample size for this study is five individuals, including two institution managers, two-course advisors, and one live-stream course instructor ([Table 1](#)).

Table 1: Informant Profile

Sample	Gender	Age	Position	Background	Interview Date
Informant 1	Male	43	Training Institution Manager	Over 10 years of teaching in a photography training institution, manager since 2019.	12 January 2024
Informant 2	Male	46	Training Institution Owner and Course Advisor	10 years in e-commerce training, currently owner and course advisor of the institution.	24 January 2024
Informant 3	Female	48	Training Institution Course Advisor	Course advisor for live stream training after 6 years of teaching in a new media training institution.	12 February 2024
Informant 4	Female	35	Training Institution Manager	Joined new media training institution in 2016, transitioned to live stream training in 2019.	17 February 2024

Informant 5	Male	31	Training Institution Live Stream Course Instructor	Started in e-commerce live streaming in 2016, became a training instructor in 2020.	23 March 2024
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4. Findings

This study primarily focuses on understanding the background, development history, market positioning, and current operational status of live streaming training institutions, analysing their role and status in China's digital economy and education market. Additionally, it delves into the teaching methods and goals, course design, student profiles, market demands, and corporate partnerships of these institutions to analyse their contributions and impacts in promoting the development of the e-commerce ecosystem.

4.1. Background of Training Institutions

The five live streaming training institutions surveyed indicated that their courses were primarily established based on market demand (Table 2). These institutions have not been in operation for long, having all been established post-2019, focusing on various new media, e-commerce, and live streaming training.

Table 2: Background information on the five training institutions

Sample	Establishment Time	Development History	Market Positioning	Operational Status
Institution 1	Established in 2010	Initially focused on photography, videography, and makeup training, began live streaming training in 2019.	A comprehensive professional training institution specialising in photography, videography, live streaming, makeup, and styling.	Currently operating well, with over 1,000 trainees since 2019.
Institution 2	Established in 2014	Initially focused on e-commerce apparel online sales training, transitioned to live streaming training in 2019.	Specialises in short video and live streaming e-commerce platforms, provides systematic training for e-commerce entrepreneurs, one-on-one consulting, resource matching services, and online education training.	Currently operating very well, with over 2,000 trainees since 2020.
Institution 3	Established at the end of 2020	Mainly focused on e-commerce live streaming and media operations training.	Provides systematic training for live stream hosts, live stream operations, and e-commerce platform operations.	Currently operating moderately, with over 400 trainees in total.
Institution	Established	Initially focused on	Focused on short	Currently

4	in 2019	personal commercial IP creation, brand short video marketing, later expanded to include short video live streaming sales training, collaborative live streaming room initiation, and interest e-commerce course development, forming a national chain of e-commerce vocational education training institutions.	and IP sales incubation. Independently develops practical courses on short video operations, live streaming sales training, and live stream operations.	video live streaming talent well, with 7 national chain institutions and over 3,000 trainees in total.
Institution 5	Established in 2016	Initially focused on new media operations, e-commerce webpage design, and animation training, transitioned to live streaming training in 2020.	Mainly provides training on e-commerce webpage design, short video, and live streaming related operational skills.	Currently operating well, with over 1,000 trainees in total.

Four of these institutions expanded into live streaming training from other training businesses, such as photography and videography, e-commerce apparel sales, new media operations, and animation and gaming training. These institutions continuously adapt to societal employment needs by expanding their business scope.

"Our institution initially provided training for online sales in the e-commerce apparel sector because we are located in Changshu International Clothing City, which primarily deals in various types of clothing. During the e-commerce boom in 2014, we offered training to those who wanted to move their clothing sales online, primarily teaching them how to open Taobao stores. As e-commerce has evolved, with most platforms now utilizing live streaming or short videos for online sales, our institution has also transitioned to live streaming training for apparel sales. We now primarily teach those involved in online apparel sales how to use live streaming and video channels to sell their products."
-Informant 1, Institution 1, Training Institution Manager, 43 years old

One of the institutions was newly established with a specific focus on live streaming training from its inception. Currently, the course consultant of this newly established training institution indicates that it is new and lacks substantial advertising. Thus, their main student body comprises internal employees from companies.

4.2. Role and status of training institutions

Training institutions not only meet the urgent social need for live streaming skills but also complement the traditional education system, promoting employment and entrepreneurship. Training institutions are part of the digital ecology and belong to a

type of education extended by the demand of the market. Interviews reveal that the five participating live stream training institutions play a supplementary educational role in the digital economy. While formal national education includes video-related courses, live streaming education is still in its exploratory stage. Short-term, efficient training provided by these institutions effectively bridges the gap for those entering the industry, serving as a crucial link between job seekers and employers.

"Our ultimate goal is to ensure students meet corporate hiring requirements after three months of training. We act as a bridge from training to employment, ensuring that trainees can competently perform relevant jobs in companies." -Informant 4, Institution 4, Training Institution Manager, 35 years old

The economic impact of short video live streaming has driven many e-commerce workers and social media entrepreneurs to participate. Training institutions have emerged within this digital entrepreneurship ecosystem to accelerate and increase the success rates of startups. Training institutions are part of the digital ecology and belong to a type of education extended by the demand of the market.

"While trainees could figure out live streaming on their own, our one-month training helps them avoid many pitfalls. They learn platform rules and traffic distribution mechanisms, allowing them to create their accounts more strategically and avoid frequent suspensions or product takedowns. Trial and error would be very costly without this guidance." - Informant 5, Institution 5, Training Institution Live Stream Course Instructor, 31 years old

4.2.1. Teaching Methods and Objectives of the Institutions

The final aim of training these students is to achieve a high alignment between employment and skills, which is the core value of business training institutions acting as intermediaries between job seekers and employers.

Institution 1 emphasises practical exercises in real projects and small class sizes to ensure individual attention. The institution stresses comprehensive professional training, aiming to ensure students acquire strong skills to become financially independent and secure satisfactory employment.

"Our teaching model is primarily practice-based learning within real projects, combining practice and theory. Therefore, we use small class sizes to ensure that teachers can provide hands-on guidance, focusing on developing students' practical skills. Especially in our live streaming operations course, we train students according to the job requirements for live streaming setup." -Informant 1, Institution 1, Training Institution Manager, 43 years old

Institution 2 offers an entrepreneurial incubation teaching environment where students can learn in a real business context and gain actual profits. The institution focuses on practical operations, allowing students to learn by handling real products and emphasising the value of supporting student entrepreneurship. The value created during the course translates into personal entrepreneurial experience.

"Our teaching model involves teaching theoretical knowledge through practical operations in an entrepreneurial incubation environment. On the first day of enrollment, students enter the clothing mall to observe their desired field. For instance, if a student wants to sell women's clothing, we guide her from account creation to live streaming sales, with real products and systematic support for inventory and shipping. The money earned through their live streaming account belongs to the student." -Informant 2, Institution 2, Training Institution Owner and Course Advisor, 46 years old

Institution 3 adopts a project-based practical teaching method to cultivate students' ability to independently complete live streaming projects. The institution highlights its high-quality faculty and employment assurance, developed through long-term research and practice. They ensure teaching quality and students' employment prospects through stringent teacher selection and training processes.

"Our teaching method is project-based practical teaching. Our teachers are highly paid professionals hired from Guangzhou, focusing on developing students' practical skills. Upon completing all learning, students are required to independently complete a real live streaming session, such as those in our host sales skills class." -Informant 3, Institution 3, Training Institution Course Advisor, 48 years old

Institution 4 combines personalised and small class teaching methods, integrating teaching with real work environments. They sign employment agreements with students upon enrollment to ensure their interests. The institution emphasizes its ability to place students in jobs and considers employer evaluations of students' abilities.

"To ensure personalized development, our teaching is integrated with real work environments. Many courses are conducted during actual live streaming sessions. We selectively enroll students as we sign employment agreements with them. Our teaching includes basic tests after each course and a final qualifying test to ensure students meet standards. We directly connect students with employers, who evaluate their abilities to determine salaries." -Informant 4, Institution 4, Training Institution Manager, 35 years old

Institution 5 employs a job-specific teaching model, dividing teaching into practical job-oriented training and establishing various assessment mechanisms to ensure teaching quality. The institution emphasizes the alignment of students' practical skills with specific job requirements, focusing on practical application.

"Our teaching is job-specific. For example, from the start, we guide students to independently complete the entire live streaming process, from account creation to successful product sales. We assess their competence upon completing sales and shipping, determining whether they meet our course standards." – Informant 5, Institution 5, Training Institution Live Stream Course Instructor, 31 years old

4.2.2. Curriculum Design

All five institutions offer comprehensive education related to live streaming technology, but each has its own focus in curriculum design. According to the survey, the main training directions in the current live streaming field are fourfold: photography, short video production, hosting skills, and live streaming operation. Each direction provides specialised training tailored to market demands to enhance online sales effectiveness and brand influence. Overall, training in hosting skills and live streaming operations forms a significant part of these institutions' programs, aiming to equip students with the multifaceted skills needed in the modern live streaming industry.

Institution 1 emphasises systematic training in live streaming technology, offering comprehensive courses covering all aspects from equipment operation to content production.

"We are a comprehensive professional training institution integrating photography, videography, makeup, and styling, primarily focusing on the e-commerce industry's demand for imaging talents. Our main courses include wedding photography, commercial advertising photography, children's photography, e-commerce photography, short video creation, video post-production, e-commerce live streaming, live streaming operation, live streaming setup, and makeup styling." -Informant 1, Institution 1, Training Institution Manager, 43 years old

Institution 2 leans more towards the operation and promotion of live streaming, while also focusing on short video content production. The curriculum includes content on e-commerce platform rules and traffic management.

"Our main training modules include e-commerce live streaming, live streaming operation, Thousand Stream Promotion, and short video operation. Our institution's training mainly revolves around e-commerce education, with courses categorized by each e-commerce platform. For example, Douyin APP has dedicated courses for short videos and live streaming tailored specifically to this platform. Since each platform has different traffic strategies, platform rules, target audiences, and related content, our courses are designed to teach according to the rules of each platform." -Informant 2, Institution 2, Training Institution Owner and Course Advisor, 46 years old

Institution 3 sets up separate courses for live streaming sales skills and live streaming operation skills and implements various assessment mechanisms to ensure teaching quality.

Our institution's main course directions are threefold: short video direction, hosting direction, and live streaming operation direction. For example, we offer courses in short video shooting and production, live streaming sales hosting, and live streaming control room operations." -Informant 3, Institution 3, Training Institution Course Advisor, 48 years old

Institution 4 focuses on e-commerce live streaming courses, with live streaming sales and live streaming operation being the core of their teaching content.

"Our institution's course content includes e-commerce shop registration, Douyin account binding, live stream room traffic attraction, live streaming techniques, and after-sales service, providing a complete process teaching from beginner to advanced levels." –Informant 4, Institution 4, Training Institution Manager, 35 years old

Institution 5 adopts a job-specific teaching model, dividing students' training into practical job-oriented teaching, focusing on practical skills in their respective fields.

"Our course content is developed for specific job positions. For instance, if you have a targeted career goal, we offer training specifically for the skills required for that position, such as short video directing, content planning, shooting and production, growth operation, live streaming promotion, live stream control room operations, and live streaming operation. We aim to help students quickly master the necessary skills for their desired profession. In addition, we provide employment training, including resume writing and interview skills training." –Informant 5, Institution 5, Training Institution Live Stream Course Instructor, 31 years old

4.2.3. E-commerce Talent Demand

According to staff from the career services departments of live streaming training institutions, there is currently a high demand for talent in the live streaming industry, with a situation where supply does not meet demand. Students trained in live streaming have excellent job prospects, often having the luxury to choose from multiple job offers. The salary levels in this industry are generally high, especially driven by the surge in the online economy during the pandemic. The live streaming industry is not only attractive due to its salaries but also because of its rapid growth and innovative nature, making it a popular field for attracting talent. Interviewees indicated that the live streaming industry is a burgeoning sector filled with opportunities, with a strong demand for professionals with various skills. As the era of new media continues to unfold, this demand is expected to grow. This underlying reason keeps such training institutions active and continuously expanding in the market.

"The demand for talent in this industry is enormous; otherwise, why would thousands of students come to our institution to learn? The rapid establishment of many branches across the country within just a few years also demonstrates this. Furthermore, the salary packages offered by companies are very high, reflecting the growing demand for media talents in the new media era." –Informant 4, Institution 4, Training Institution Manager, 35 years old

Companies value the ability to jump into work directly and quickly create value, helping to reduce training costs. Practical operational skills are also highly valued, particularly the ability to complete tasks independently. Market perception skills, such as sensitivity to traffic, social trends, and public preferences, are also crucial. Possessing these skills helps companies adapt quickly to market changes, reducing training investment and improving efficiency.

"Employers favour candidates with strong practical skills and a good sense of the internet, those who understand traffic, are sensitive to social trends, and know what the public likes. Employers hope that candidates can start working immediately, completing tasks without requiring additional training from the company, thus bringing immediate economic value." -Informant 2, Institution 2, Training Institution Owner and Course Advisor, 46 years old

In the interviews, it was mentioned that the live streaming industry has specific requirements for its personnel. For hosts, the requirements include confidence in front of the camera, clear logical expression, and mastery of marketing techniques. Some positions also require relevant qualifications and certain age and appearance criteria. For live streaming operation roles, the most crucial skills are practical operational skills, including setting up live streams, video promotion, product launching, and traffic control.

"For live streaming hosts, the courses focus on enhancing marketing skills. The key aspects are confidence in front of the camera and logical and effective verbal expression. For live streaming operations, the training focuses on comprehensive skill development as we previously mentioned." – Informant 5, Institution 5, Training Institution Live Stream Course Instructor, 31 years old

4.2.4. Enterprise Connections

Two live streaming training institutions focus on enhancing online marketing skills for hosts and platform operation skills for live stream operators. Their courses are designed to teach students how to conduct live sales and product promotion on different platforms. Students can start from scratch and, through short-term training, learn to proficiently manage live sales, ultimately enabling them to independently sell products online. Two other institutions have strong collaborations with businesses, offering targeted training programs. These programs include entrance tests and rigorous selection processes to ensure the quality of students, with a promise of job placement upon graduation.

"Our institution collaborates closely with businesses to deliver targeted training for talent. For students enrolling in our programs, we sign employment agreements. Before formal registration, students must pass an entrance test and selection process where we evaluate their learning ability and attitude. Only students with clear learning goals are allowed to enroll. If they don't meet our standards, we won't sign them up for our guaranteed employment training program. If graduates do not achieve a salary of at least 5000 yuan, we will refund their tuition in full." – Informant 4, Institution 4, Training Institution Manager, 35 years old

"Our city's main economy relies on clothing sales, so our students are primarily involved in selling clothing products online. Many are individual business owners looking to learn how to sell their products on e-commerce platforms. Our courses teach them how to conduct live sales and promote products through videos on different platforms. After short-

term training, students can successfully sell their products online. For example, if a student wants to open a store on Douyin, we teach them how to register a store using a business license, set up a Douyin account, bind it to the store, add links, attract traffic to the live stream, conduct live sales, and handle post-sale services. Our training is akin to a startup incubation process, guiding students through every step." -Informant 2, Institution 2, Training Institution Owner and Course Advisor, 46 years old

Training institutions for clothing e-commerce personnel play a vital role in the live streaming industry by enhancing employment and entrepreneurship opportunities. They offer systematic, market-driven courses that cover technical operations, content creation, and market strategies, making job seekers more competitive. Practical, personalised training helps students quickly adapt to various roles in the industry. These institutions meet market demands by producing multi-skilled, job-ready professionals, thereby raising industry standards. Entrepreneurship courses further boost innovation and career prospects, contributing significantly to the industry's development.

4.3. Contribution and impact of livestreaming training institutions

According to five live stream training institutions, the total number of participants from 2019 to the present has reached nearly 10,000, with just one institution accounting for several thousand. This has significantly supplemented the workforce within the digital ecosystem.

"Our institution's system shows a payment list of 3,096 trainees. This system was only introduced at the end of 2021, so the actual number of trainees is much higher." -Informant 4, Institution 4, Training Institution Manager, 35 years old

"In the clothing wholesale market next to our institution, there are many e-commerce live streaming entrepreneurs. Most of them just use a mobile phone and a computer, along with some sample clothes, to start live streaming and selling products online. Due to the location in the clothing wholesale market, they don't even need to handle stock or inventory. For instance, if they sell 20 pieces of clothing via video or live stream today, they simply place an order for 20 pieces with the clothing wholesalers online, who then ship the items directly to the customers' provided addresses. The logistics and shipping costs are also very cheap, making the startup costs and risks of live streaming sales very low. As a result, a large number of people here are engaged in short video and live streaming sales. At least 70% of the people doing this in our city have come from our institution." -Informant 2, Institution 2, Training Institution Owner and Course Advisor, 46 years old

Based on feedback from these institutions, most trainees pursue careers in e-commerce live streaming or short video production after completing their courses. A significant portion work on the front lines of e-commerce sales, while others become digital entrepreneurs. The training provided by these institutions is highly practical for those venturing into digital entrepreneurship, as it shortens startup times and lowers entry barriers.

"For those learning short video operations, if one video goes viral, they can quickly generate sales that surpass what they previously sold in a year offline. One of our trainees, an e-commerce business selling fishing rods, sold nearly 1 million yuan worth of equipment from one viral video—something he could never have achieved before." -Informant 3, Institution 3, Training Institution Course Advisor, 48 years old

Live streaming training institutions boost students' digital market competitiveness through integrated live streaming and short video technologies, enhancing digital marketing skills. However, the ease of entry has allowed unqualified individuals to join, leading to issues like misleading advertising and scripted broadcasts, which harm consumers and damage e-commerce reputations. These problems, driven by profit motives and poor regulation, hinder the digital ecosystem's healthy growth. While these institutions inadvertently contribute to these issues, they also offer rapid entry and skill development for digital professionals.

5. Conclusion

This study examines the backgrounds, development, and market positioning of five live streaming training institutions, most founded post-2019 in response to market demand. Initially operating in fields like photography, videography, e-commerce clothing sales, and new media, these institutions now focus on live streaming training. Their teaching models combine practical operations with theoretical knowledge, emphasising hands-on experience to ensure job readiness in the live streaming industry.

Each institution has unique methods aimed at boosting students' employability and independence, offering comprehensive education in photography, short video production, hosting, and live streaming operations. The live streaming industry faces a talent shortage, leading to high salaries and growth, particularly spurred by the pandemic's boost to the online economy (Luo, 2020). Companies seek versatile, skilled individuals who can quickly adapt and perform.

The student body is diverse, including students, business managers, professionals, and industry personnel, mainly young with varied educational backgrounds. Their professional backgrounds span self-media, e-commerce clothing sales, and business ownership. However, the influx of students has led to challenges, such as misleading advertising and counterfeit product sales due to a lack of industry norms awareness, harming consumer interests and the industry's reputation and development (Kasuma et al., 2020). Hence, the present study underscores the essential role of live stream training institutions in the e-commerce ecosystem's growth. Additionally, with digital economy's expansion, live streaming and short videos have become key for e-commerce and entrepreneurship. These institutions equip digital entrepreneurs with vital skills, boosting their capabilities and injecting new energy into the digital economy.

Their rapid adaptation to market needs is a key advantage over traditional education systems. By offering personalised instruction, they lower the barriers to digital entrepreneurship. As technology advances, these institutions continually update their curricula, now incorporating AI and VR to enhance trainees' skills and market competitiveness. While practical skills are paramount, professional certifications from these institutions add value in high-end job markets (Gallagher, 2022). As the new

media era advances, live stream training institutions will increasingly influence the digital e-commerce sector, meeting growing market demand

Ethics Approval and Consent to Participate

The researchers used the research ethics provided by the Research Ethics Committee of Universiti Teknologi MARA (RECUiTM). All procedures performed in this study involving human participants were conducted in accordance with the ethical standards of the institutional research committee.

Acknowledgement

Part of this article was extracted from a doctoral thesis submitted to Universiti Teknologi MARA (UiTM), Bandar Seri Alam. All data collected are from China. Thank you for the data support provided by the leaders, course consultants, and training course instructors of Wright Vocational Training School, Huixue Education, Yuda Education, Changshu Zhibang Education, and Hongguazi Media.

Funding

This study received no funding.

Conflict of Interest

The authors declare that there are no conflicts of interest regarding the publication of this paper. All opinions and interpretations expressed in this study are solely those of the author(s) and have not been influenced by any external parties.

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