



# Post-epidemic era Reflections on teachers' cross-border e-commerce "live teaching"

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## ABSTRACT

Network live broadcasting is booming, and it is becoming more and more common for teachers to use network platforms to teach. In order to guide the benign development of live teaching, this article combed the live with goods, and the development of the network teaching process, and think it has huge scale, the industry chain constantly improve, diversified trend obvious characteristics of the host, is affected by the outbreak, to reduce the number of personnel, many education institutions are closed, the traditional way of teaching is also a rapid transition from offline to online teaching. Many educational institutions provide free online tutoring courses to students who are isolated from home and unable to attend school. They actively shoulder their social responsibilities and enhance their corporate image. Pressure at the same time, also by the outbreak, transform education concept and upgrade technology, find a new growth point of the enterprise economic benefit by applying the method of investigation by new Oriental group with the help of a live teaching case affirms the live teaching for the government, the ordinary Internet users, with the rapid development of unemployed people and poor areas is of great significance.

**Keywords:** Teacher Crossover, Live with Goods, New Media, Cultural Industry, Live Broadcast of Teaching.

## I. INTRODUCTION

Live with goods, refers to the celebrity or web celebrity as electricity, such as the host, relying on the Internet platform, "in the form of live, based on its ability to flow to liquidate, to introduce and display of goods, and interacting with customers, provide consumers with guidance, consulting and answering questions, to stimulate consumer purchasing behavior of a kind of marketing way", Live with goods is essentially "scene + interaction together" comprehensive, is a kind of traditional television shopping Internet evolution that need to be recorded TV advertisements in advance under the support of technology implements real-time online publicity and answers host, user and the host in the network space to realize "field", the traditional television shopping won a greater influence in the real-time interaction. Gao Feng, spokesman for the Ministry of Commerce, said live-streaming can help consumers improve their consumption experience and open up sales for many products with guaranteed quality and service, but live-streaming must comply with relevant laws and regulations. On the one hand, "Live streaming with goods" is more interactive and affinity, consumers can communicate with sellers and even bargain with them just like in big stores. On the other hand, "live broadcasting with goods" can often achieve the lowest price in the whole network. It bypasses traditional intermediary channels such as dealers and directly realizes the connection between goods and consumers. Especially for the Internet celebrity anchors, the essence of live broadcasting is to let the audience watch the advertisement, and they need to provide the maximum discount through "second kill" and other means to attract consumers and stick to consumers. Among them, live teaching has also brought a lot of convenience to the people. Under the COVID-19 pandemic, learners are unable to attend normal classes in learning places, which has brought a lot of inconvenience to their study and life. However, live teaching has solved this dilemma. Among them, New Oriental Education Group has assumed its corporate responsibility during the epidemic and brought good news to learners.

## II. RESEARCH METHOD

This research uses the literature search method in the process of: through all kinds of network information resources means, such as China hownet to collect a large amount of data analysis, all kinds of related references at home and abroad and the academic data, summary analysis and summarizing the research achievements of predecessors, as the writer of the article research provides a relevant academic reference. Secondly, empirical research

method was used to provide solid and accurate research information through understanding the objective fact that live broadcast teaching had a good response during the epidemic period, especially the study of the change in the scale of live broadcast teaching from 2017 to 2021, and then it was concluded that live broadcast teaching had been further developed during the epidemic period.

### III. DISCUSSION

#### 3.1 The ecological reconstruction of livestreaming education is accelerating in the face of the epidemic

With the development of The Times and the progress of society, enterprises that blindly seek to maximize wealth are gradually being eliminated by history. The outstanding enterprises in the new era must be enterprises with social responsibility. During the COVID-19 pandemic, many companies have sprung up to donate money and materials to hard-hit areas and actively shoulder their social responsibilities. Educational and cultural companies have also been hit hard by the pandemic. Affected by the epidemic, many educational institutions have been forced to close classes in order to reduce the concentration of staff, and the traditional teaching method has been rapidly changed from offline to online teaching. Many educational institutions have provided free online tutoring courses to students who are isolated at home and unable to go to school, actively assuming their corporate social responsibilities and improving their corporate image. At the same time, through the pressure brought by the epidemic, it has also found new growth points of economic interests of enterprises by changing educational concepts and upgrading technological means. Research status of the relationship between CORPORATE social responsibility and economic interests First, domestic scholars have conducted certain studies on the relationship between corporate social responsibility and economic benefits. Tian Hong (2008) believes that in the long run, corporate social responsibility and corporate economic benefits are balanced, and enterprises will even gain fat profits due to customers' favor. Jiang Qijun (2007) believes that if the product value cannot be effectively differentiated in the short term, the profits of enterprises that fulfill social responsibility may be smaller than those that do not. Meanwhile, in the process of literature retrieval and collation in the early stage, it was found that most of the existing research objects on the correlation between corporate social responsibility and corporate performance were traditional environment-related enterprises such as chemical enterprises and construction enterprises. And many of the research from the perspective of finance analysis of corporate social responsibility disclosure and earnings, or from the Angle of economics, law, to analyze the influence of corporate social responsibility of enterprises, and the relevant domestic education culture industry corporate social responsibility and economic interests of the association study is less, this article will base on education, the cultural industry in the case of new Oriental, Study the relationship between corporate social responsibility and economic interests and put forward win-win strategies.

#### 3.2 Corporate responsibility of New Oriental Education Group under the epidemic

##### 3.2.1 Case Study -- Beijing New Oriental Education Technology (Group) Co, LTD

Beijing New Oriental Education Technology (Group) Co., LTD., headquartered in Zhongguancun, Haidian District, Beijing, China, is a comprehensive education group as well as an education and training group. The company's business covers preschool education, elementary and secondary education, overseas consulting, book publishing and other fields. It is a prominent representative enterprise in China's educational and cultural industry, so it is taken as an example as the object of study. Analysis of economic interest indicators

Despite the impact of the epidemic, New Oriental's revenue grew 23.5% quarter-on-quarter in the first quarter of fiscal 2021, compared with \$798.5 million in the previous quarter, according to the earnings report, reflecting the gradual recovery of its various businesses to some extent.

Operational capabilities are the collection of company-specific skills, processes, and routines developed in operations management systems, typically used to solve problems by allocating operational resources. In the first quarter of fiscal 2021, New Oriental invested \$836 million in operating costs and operating expenses, up 1.27% year-on-year and 6.1% quarter-on-quarter, according to the earnings report. Of this, cost of revenue was \$465 million, up 5.6% year-over-year and 18.9% sequentially. Operating costs mainly include teacher salaries, classroom rent and maintenance costs, and textbook costs. By the end of the first quarter, New Oriental's teaching area increased by about 23% year on year and 1% from the previous quarter. The total number of schools and learning centres was 1,472 as at 31 August 2020, an increase of 211 from 1,261 as at 31 August 2019. Marketing expenses were \$117 million, up 15.5% from \$101 million a year ago and essentially flat from the prior quarter. The main reason is to expand online business, increased a large number of customer service representatives and sales staff.

Solvency refers to the ability of an enterprise to repay all kinds of maturing debts. According to the financial data of New Oriental in recent years, liquidity ratio and quick ratio are both greater than 1, indicating that the enterprise has a strong ability to repay short-term liabilities and current liabilities and a low financial risk ability.

From the perspective of quarterly data, New Oriental's revenue growth rate basically maintained above 30%. However, according to the report of the third quarter of fiscal year 2020 during the epidemic period, New Oriental's revenue reached 6.469 billion yuan, with a year-on-year growth rate of 21.37%, which was the lowest in the recent ten quarters. At this time, New Oriental has stopped offline operations. It can also record a revenue growth rate of more than 20%, which is mainly due to the consumption of resources in the early stage and the transfer of offline courses to online, and the deferred revenue has been confirmed. However, after the consumption of resources, there will be a performance inflection point, and the performance weakness in the next quarter will be fully evident.

### 3.2.2 New Oriental's corporate social responsibility under the epidemic

1. The contributions are together with anti-epidemic, especially in wuhan, hubei province people's January announced new Oriental to hubei province Red Cross donation of twenty million yuan, in order to support in hubei province and wuhan will be coronavirus pneumonia epidemic prevention and control work, including the procurement of goggles, masks, breathing machine, such as emergency supplies, and medical personnel to provide support and help.
2. Free classes for children of health care workers: In late January, New Oriental said it would offer free "winter vacation classes" for children of health care workers in primary and secondary schools in more than 70 cities across China. After the news was released on the official wechat account of New Oriental, it immediately triggered widespread praise and enthusiastic registration from medical staff. As of 24:00 on Feb 1, New Oriental has offered free classes to 15,592 children of medical workers at its branches across the country.
3. Provide free psychological counseling: New Oriental and Fang Xin, director of Psychological Counseling and Treatment Center of Peking University, provide free online professional psychological counseling for primary and secondary school teachers and parents.
4. Actively organizing online teaching: Under the background of suspending offline training activities of off-campus institutions, new Orient managers and staff sacrificed their Spring Festival holidays to actively prepare for online teaching. New Oriental managers actively develop online teaching programs and try their best to solve problems in the process. Teachers communicate with parents about the class in a timely manner; Front-line teachers conscientiously learn the use of online systems, and actively adjust teaching plans and steps to actively prepare lessons.

For college students to provide free courses: in colleges and universities all over the country provinces and cities to delay after the beginning of the new Oriental school for the national college students' free offers a course includes one's deceased father grind, cet, ielts, toefl, etc. A total of 100000 courses, within three days after the expiration of the collar, new Oriental is further additional quota to ensure the test requirements of college students' groups.

Provide free courses for primary and secondary schools: For primary and secondary school users across the country, New Oriental Online provided 1 million spring regular classes live courses on January 27, 2020, distributed in less than 2 days, and then additional; At the same time, in view of the postponement of schools across the country, New Oriental once again opened the simultaneous courses in the middle of the week for free, including family education courses for students' parents, so that parents can learn together.

Active cooperation: In order to maximize the potential of public welfare, New Oriental has also cooperated with Learning Power, CCTV, Baidu, Weibo, Kuaishou, Tencent, Youku, iQiyi and other platforms to spread the courses to more students affected by the epidemic.

Employee compensation protection: When asked whether the epidemic has affected the salaries of New Oriental employees, Yu Minhong said that new Oriental not only did not deduct any salary of its teachers, but actually gave them a raise.

### 3.3 Research on the development strategy of Live streaming in China in the context of COVID-19

Normal commercial activities across the country were suspended and offline consumption, including catering, retail, tourism and movies, came to a standstill during the epidemic. According to colliers International, 85% of catering retail tenants reported a drop of more than 80% year-on-year in customer traffic since the COVID-19 outbreak, and 60% of them have suspended operations. On the other hand, the emergence of live streaming goods based on network technology has developed rapidly during the epidemic, which is in sharp contrast to the decadent overall economic situation and has become a prominent economic phenomenon in the epidemic society. Live broadcast with goods scale expansion, showing a huge quantitative trend. Suppliers to join the live broadcast with goods need to provide large discounts according to the requirements of the live broadcast platform, plus the preferential subsidies of the platform itself, the commodity price of the live broadcast room will have a greater advantage than the normal situation, anchors in the live broadcast room will also hit the slogan of "the lowest price of the whole network"; With a variety of product choices, preferential prices and discounts, convenient shopping channels and online shopping experience, live streaming has become an important choice for Internet users to shop. Live with goods is not single combat with the shipper seeding, but many people process of labor division in harmony, need to be broadcast live product selection, script writing, the live broadcast equipment debugging and backstage rehearsal and other preparatory work, live and process management, the anchor logistics auxiliary operations, analysis of data checking, copywriting publicity and community promotion and management, and other auxiliary fans work, You can't miss anything. At the same time, the final completion and sustainable development of live streaming needs the cooperation of multiple industries, from upstream technical platform support, product supplier supply, MCN anchor incubation, to downstream logistics and distribution, customer service and platform supervision. Through numerous practices and adjustments, the direct broadcast industry chain was rapidly improved during the epidemic." In addition to 'disintermediation', the functions of brand link, host selection, value recognition and high-quality customer aggregation will be further concentrated." Thirdly, with the expansion of cargo main sowing volume, the composition of a diversified trend. During the outbreak of the epidemic, in addition to the traditional host groups represented by Li Jiaqi and Viya, people from all walks of life have also joined the team of live broadcasting with goods. The situation dominated by "Internet celebrities" has gradually evolved into a situation where diversified subjects coexist, such as Gree CEO Dong Mingzhu, Ctrip Chairman Liang Jianzhang and other corporate executives. Mainstream media personalities such as Kang Hui, Zhu Guangquan and Li Xiang, government officials represented by heads of some poverty-stricken counties and mayors of affected areas, and virtual

Internet idols represented by Luo Tianyi. Diversified groups join the team of live broadcasting and goods delivery, attracting vertical audiences into the field of live broadcasting by virtue of their own influence, and expanding the social influence and social attention of live broadcasting and goods delivery. In addition, the traditional mainstream media are also in the layout of live with goods, such as Hunan TV, Dragon TV and Shandong TV and other traditional provincial mainstream TV channels, CCTV, People's Daily and other mainstream media have also held their own live with goods activities.

### **3.4 Live teaching has promoted the upgrading of traditional teaching and gained considerable economic benefits**

Through the questionnaire survey, the research group found that during the COVID-19 outbreak in 2020, every grade of students in colleges and universities had access to free online course information, which was obtained through a variety of channels, mainly through classmates' sharing and online browsing resources. About half of the students who were exposed to the information were enrolled in free classes.

During this period, the interaction between New Oriental corporate social responsibility and economic interests is mainly reflected in the following aspects:

1. Promotion of courses: Through the questionnaire survey, nearly 16% of students who have participated in the online free courses continue to participate in the paid courses. Although there are not many students, they have promoted the paid courses through the free courses.
2. Preferential selection: According to the questionnaire survey, about 73% of students who have participated in online free courses will give priority to institutions providing free courses when choosing the required courses. By giving priority to them, economic benefits can be improved.
3. Corporate image improvement: According to the questionnaire survey, 84% of the students who participated in the questionnaire think that providing free courses reflects corporate social responsibility and can improve the corporate image.
4. Developing potential customers: According to the questionnaire survey, 66% of the students who participated in the questionnaire would recommend this institution to the students in need, which can effectively develop and cultivate potential customers.

Win-win strategy: (I) Adjust corporate strategy by using policies: COVID-19 has brought comprehensive impact to all large and small enterprises, as well as opportunities and challenges. After the outbreak, the government quickly introduced a series of policies to help enterprises tide over the difficulties. For example, if the employer is unable to pay the social insurance premium on time due to the epidemic, the payment can be postponed to three months after the epidemic ends, and no late payment fee will be charged during the period. Meanwhile, the Ministry of Education officially encourages and allows teachers and students to complete teaching and learning online.

As a leading enterprise in the education industry, New Oriental not only made good use of the policy to reduce costs but also seized the opportunity to expand the penetration of online education during the epidemic. This virtually increases the public's trust and recognition of online education provided by New Oriental, and provides opportunities for New Oriental to reduce costs and increase profits. According to the financial report disclosed by New Oriental in 2020, the net profit of New Oriental is 413 million US dollars, with a year-on-year increase of 73.6%. The scale of the company is also expanding. It can be seen that during the COVID-19 outbreak, New Oriental further strengthened its market penetration and ushered in new development opportunities by taking advantage of its faculty, financial strength, online ability and various government policies.

### **3.5 The impact of COVID-19 on live teaching and its implications**

Enterprises should explore the real needs of students and develop more educational products that meet the needs of students. Taking the education industry as an example, it is necessary to make an in-depth study of the updating of China's education concept and the change of education market demand, and establish the development of enterprises on the basis of accurate interpretation of policies and meeting the needs of students. Enterprises should give employees more high-quality training and space to play, so as to promote the improvement of teaching quality. Take the education industry as an example, abundant teachers and perfect service system are important reasons for consumers to choose this educational institution. Improve service level to attract and retain more customers. Take New Oriental as an example. During the epidemic, new Oriental used extensive and convenient online resources to give video lessons to about 80,000 employees and teachers for a total of hundreds of hours, comprehensively improving team quality and service quality. In the face of COVID-19, live teaching has brought convenience to learners at home and solved the dilemma of traditional teaching being unable to attend classes. But at the same time, there are also many risks in live teaching, for example, the efficiency of each class cannot be guaranteed, and even the quality of live teaching cannot be guaranteed in some regions where the network is not developed. All these problems are worth pondering.

## **IV. CONCLUSION**

1. Under the normal situation of the epidemic, live broadcasting in China has achieved sustainable development. Live teaching needs to take advantage of the trend and explore the emerging market. When traditional teaching cannot be carried out, webcast class is the only way for learners to obtain knowledge, which brings convenience to the majority of people who study at home.
2. The development of fast reading in live teaching drives the development of other domestic industries and effectively speeds up the economic recovery. Meanwhile, the government has established a more perfect policy system to effectively promote the safe development of live teaching.



3. Under the normal situation of the epidemic, enterprises like New Oriental Education Group have sprung up in large numbers, taking the initiative to shoulder corporate responsibilities and provide convenience for learners, thus solving many dilemmas of the government.
4. There are also many risks, such as network security and network congestion, which requires government policy guidance to protect the vital interests of learners.

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