



# **Cultivation of Innovative Marketing Talents in Universities under the New Quality Productivity: A Review**

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## **Authors' contributions**

*This work was carried out in collaboration among all authors. All authors read and approved the final manuscript.*

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## **ABSTRACT**

Developing new quality productive forces is a practical need for China to adapt to the development of the new era, new economy, and new industries, which also puts forward higher requirements for the cultivation of innovative and entrepreneurial talents in universities under the background of the new era. The marketing major in universities keeps up with the trend of digitalization and has made significant progress in innovation and entrepreneurship education. However, there are still problems such as serious homogenization of talent cultivation, further optimization of the teaching team, and overly single practical teaching forms. This article attempts to explore the path of cultivating innovative talents in the marketing major of universities under the background of new quality productivity by searching relevant literature and combining the author's years of teaching

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observation and accumulation in the marketing major of universities, mainly including the following four aspects: a curriculum ideological and political education mechanism with "professional spirit" as the core, a "interdisciplinary, diversified, and strong characteristic" curriculum system, a progressive teacher capacity cultivation of "teaching, research, competition, and innovation", and international competitiveness cultivation, in order to promote the development of university education.

**Keywords:** *New quality productivity; new era background; marketing major; innovative talent cultivation.*

## 1. INTRODUCTION

General Secretary Xi Jinping emphasized during the 11th collective study session of the Political Bureau of the Communist Party of China Central Committee that "we must optimize the discipline settings and talent training models of higher education institutions in accordance with the new trends of scientific and technological development, and cultivate urgently needed talents for the development of new quality productive forces and the promotion of high-quality development (People's Daily, 2024). New quality productivity is an advanced productivity that integrates high quality, high efficiency, and high technology in the context of the new era, new economy, and new industry. New quality productivity emphasizes the virtuous cycle of education, technology, and talent, which puts forward higher requirements for the cultivation of innovative and entrepreneurial talents in universities under the background of the new era (Zhang & Hu, 2024; The Gospel of Lan, 2025; He, 2024; Zheng et al., 2024). At the same time, with the rapid development of Internet plus big data and artificial intelligence, a large number of enterprises in all walks of life quickly integrate into the tide of the development of the times, improve the efficiency of enterprise operations through emerging technologies and tools, and even achieve the upgrading of enterprise core capabilities through the innovation of enterprise business models (Wan, 2019). From the perspective of focus and marketing, there have been unprecedented innovations and changes in the marketing of enterprises, mainly reflected in the following two aspects:

### 1.1 Marketing Thinking Shifts from 4P to 4E

In the new era, the development of the Internet and big data has almost subverted people's traditional marketing cognition. In the past, the classic 4P theory in marketing thinking was an

essential tool for marketers. Based on insights into consumer needs, the company planned and executed marketing combination strategies from four dimensions: product strategy, price strategy, place strategy, and promotion strategy. In the new era, with the popularization of the Internet and the application of big data, enterprises have put more emphasis on 4E in marketing, that is, experience, expense, e-shop, and exhibition (Zhang, 2017). Experience means that in the context of excess products, people seem to have been unable to distinguish between good and bad objective criteria. At this time, enterprises, based on the Internet and artificial intelligence, cross the constraints of time and space, and make it possible to please consumers face to face. Consumer choices are determined through consumers' personal experience, such as "sense of participation, pain points", which are all marketing entry points for enterprises to carry out around user experience. Spending is fundamentally different from traditional marketing methods such as discounts, low prices, and buy and get gifts. More and more companies are supporting free services, investing heavily in free funds to obtain a large wave of traffic dividends, which is in line with the saying 'wool comes from pigs'. The traditional marketing channel is "distributors+terminals", while the sales channel for e-commerce stores in the new era is "logistics+e-commerce". Large, medium, and small enterprises in various industries are vigorously expanding their online channels, including online stores, short video e-commerce, mobile terminals, etc. At the presentation level, in the new era of talent shows, enterprises need to be able to effectively integrate resources such as networks, media, terminals, and outdoor activities, and impress potential consumers through creating scenarios and marketing emotions. Under the guidance of 4E marketing thinking, enterprises have gained more comprehensive standards for examining their business models, marketing strategies, and marketing tactics.

## 1.2 Customized Marketing under Big Data Thinking

With the continuous development of the Internet and data analysis technology, big data has become more and more important in the market competition, and marketing channels and models have also undergone great changes. Traffic dividends, fan economy, emotional value, etc. have become hot areas and topics that enterprises have attached importance to. Many enterprises utilize big data for data storage, analysis, and mining, leading to multi-level business innovation and operation. In the era of big data, consumer profiling is a very effective tool for user mining and marketing analysis (Zhao et al., 2024; Chen & Zhang, 2024). Marketers use consumer profiling to understand users' social attributes, consumption characteristics, behavioral data, and interest preferences, in order to carry out more accurate customized marketing for users, increase user stickiness and loyalty. For example, the thousand person, thousand face technology adopted by e-commerce platforms is based on the accumulation of big data to display customized products and related marketing for potential consumers, thereby improving user conversion. Some companies also enhance user favorability and transactions by dividing user circles and offering customized value-added services such as salons or membership activities. Consumer profiling and circle marketing based on big data thinking can enable enterprises to study user behavior more accurately, serve terminals more precisely, and meet the real needs of market consumers (Aithal & Aithal, 2020; Mohammed et al., 2018; Mi, 2024; Appau et al., 2021).

In recent years, many scholars have conducted multi-faceted research on the topic of cultivating top-notch innovative talents, from different perspectives such as the current situation and difficulties, paths and values, mechanisms and strategies, as well as the reference of foreign innovation talent cultivation experience in different university levels, research backgrounds, and training fields (Wei, 2023; Wang & Yang, 2023; Lu, 2024). Based on the background of the development of new quality productivity and the wave of iterative innovation in enterprise marketing, this article conducts research on the cultivation of students in marketing majors in universities through literature research and summarization, by searching for relevant literature on CNKI and combining years of teaching observation and accumulation in

marketing majors in universities. It attempts to explore the problems and reasons behind the cultivation of innovative talents in this major, and seeks a high-quality path for the cultivation of innovative talents in marketing majors by combining the reform and practice of high impact teaching in universities, contributing to the further development of new quality productivity in the country.

## 2. THE CURRENT SITUATION AND CHALLENGES OF TALENT CULTIVATION IN MARKETING MAJORS IN COLLEGES AND UNIVERSITIES

Universities in China have made great progress in innovative education, especially in the context of the era of Internet plus big data, the marketing specialty of universities has followed the wave of digitalization, put forward the goal of digital intelligent talent training, and based on Bloom's three-level teaching goal system, updated and iterated the talent training program of marketing specialty at the three levels of knowledge, ability and quality. The talent training curriculum system has kept pace with the times, integrating the trend and needs of the development of the times. At the same time, the selection of digital textbooks has also been constantly optimized and updated. Overall, the digital intelligent marketing talent training and innovation and entrepreneurship education of marketing specialty have made some progress, but also faced some challenges and difficulties (Yang & Gao, 2022; Chen & Wang, 2023).

One is influenced by existing social beliefs, where people often confuse sales and marketing, and even college students may disdain their majors, thinking that what they have learned is superficial, or even not studying at all. This bias to some extent hinders the inclusion of high-quality students in marketing majors.

The second challenge is the practical difficulties faced by graduates majoring in marketing. As the saying goes, "marketing is everywhere". Graduates majoring in marketing face various industry and job choices in the employment process, from restaurant servers to insurance brokers, from company salespersons to marketing specialists in large factories, and other enterprise positions are all candidate employment positions for marketing personnel. However, in actual job interviews, many graduates always feel that they have more

theoretical knowledge but lack practical training, and face a dilemma between job selection and actual work.

Thirdly, innovation awareness needs to be further improved. In recent years, universities and some cooperative enterprises have successively launched many practical competitions and internship opportunities. However, the number of students who can truly combine social trends and carry out planning and innovation is always limited to less than 20% of the students. Most of the students have not actively absorbed new knowledge, integrated and inspired innovation. In actual employment practice, there is also a serious lack of innovation awareness.

### **3. ANALYSIS OF THE PROBLEMS AND REASONS IN THE CULTIVATION OF MARKETING TALENTS IN COLLEGES AND UNIVERSITIES**

#### **3.1 Students' Innovative Thinking is Limited, and there is a Streamlined Talent Cultivation Process**

University education is different from the exam oriented education in primary and secondary schools. After entering university, students need to break away from the traditional rote learning model, and teachers need to go beyond textbook knowledge and teach by rote. At present, the cultivation of undergraduate marketing talents in some universities still mainly focuses on textbook knowledge, and judges students' academic excellence based on the classroom teaching of theoretical knowledge and the final exam scores. Although most universities have included process assessment in their assessment scope, the phenomenon of low proportion of process assessment and setting high or low final written exams still exists widely. This to some extent leads to insufficient cultivation of students' innovative practical ability and ideological quality, and a lack of students' innovative consciousness and independent thinking ability, like "workers on the assembly line". The marketing knowledge learned by students, especially the knowledge in textbooks, is too standardized and even outdated. As graduates of marketing majors, they have not gained in-depth insight into the rapid development of new media, large-scale intervention of artificial intelligence, and the emerging new trends of new marketing concepts and methods. This leads to marketing

professionals being unable to adapt to the ability and literacy requirements of enterprise marketing positions.

#### **3.2 The Teaching Staff Needs Further Optimization**

Against the backdrop of the current overall economic downturn, there is a serious internal competition in various industries. More and more highly educated talents with comprehensive backgrounds are entering universities as teachers, especially marketing talents who have accumulated years of practical experience in the industry. They not only have a deep understanding of professional knowledge, but also inject new vitality into the teaching of marketing through years of industry accumulation. However, there are still some teachers who are limited by their habitual teaching thinking in the past, lack interest in updating and supplementing classroom knowledge, or lack practical actions during the teaching process. This leads to a lack of innovation in marketing classroom teaching. Case introductions and classic case analysis in the classroom still use old cases from many years ago, and cannot combine theoretical knowledge of marketing with recent practices or cases in business scenarios. At the same time, there is a common problem that teaching teachers in marketing majors often focus on the marketing and management fields of business. Marketing itself has strong applicability and comprehensiveness, and the knowledge taught by university teachers is single, which is not conducive to the cultivation of students' integrated marketing thinking, and thus cannot meet the demand for composite talents in enterprises and society to a certain extent. Therefore, universities need to further optimize their teaching staff, enhance their innovative and practical abilities, and introduce outstanding teachers from different fields to improve the diversity of their teaching backgrounds.

#### **3.3 The Form of Practical Teaching is too Single**

For students majoring in marketing, computer simulation of business processes and social awareness internships are the main practical teaching methods, and the teaching forms are too single. As a highly practical and applied discipline, marketing has both a systematic theoretical knowledge framework for business plans and concepts such as SWOT analysis STP, Practical tools such as marketing mix strategies,

but it is not enough for teachers to only explain knowledge and analyze cases in the classroom. Learning and doing are two different things. Before the 1960s, Dewey advocated the teaching philosophy of "learning by doing", which is particularly applicable in the teaching of marketing. Integrating students' practical project-based learning (PBL) into classroom teaching is a very good teaching model of learning while doing (Stojcic et al., 2018). However, due to the complex preparation of projects and the cumbersome operation of project-based teaching processes, teachers have not applied it much in practical classroom teaching. The marketing planning professional subject competitions that can exercise students' practical abilities by stepping out of the classroom generally have insufficient attention and low student participation in universities. In addition, school enterprise cooperation teaching that can enrich students' business vision and practical cognition has not made significant progress in universities, and even died halfway.

#### **4. SUGGESTIONS ON MEASURES FOR CULTIVATING INNOVATIVE TALENTS IN MARKETING MAJORS IN UNIVERSITIES IN THE NEW ERA**

General Secretary Xi Jinping emphasized the importance of "establishing a correct view of talent", "creating a good environment where everyone can succeed and fully display their talents", and "striving to give everyone the opportunity to shine in life". The cultivation of innovative talents in marketing majors in universities should also meet the requirements of the times for talents, and explore feasible paths for cultivating innovative talents from the aspects of training mode, curriculum system, faculty team, practical exercise, and international training. The specific suggestions are as follows:

##### **4.1 A Progressive Curriculum Ideological and Political Education Mechanism**

In the new era, the rapid development and popularization of the Internet, big data and artificial intelligence are both challenges and opportunities for the cultivation of marketing professionals. Universities can seize the social opportunity of cultivating applied talents, strengthen the cultivation of professional innovative talents with deep professional foundation, strong practical skills, and keen marketing insight ability, which is actually conducive to promoting the employment of

marketing professionals and cultivating innovative talents to meet the needs of social development (Zhou & Gao, 2024; Wu, 2023; Yang, 2022). Specifically, universities need to start implementing from the following aspects:

Firstly, in the optimization of talent cultivation goals and plans, it is necessary to integrate the main theme of national ideological and political education, combine the concept of innovation and entrepreneurship with school-based culture, and root the innovative digital talent cultivation goals of marketing in the four-year undergraduate teaching system and practice, forming the core curriculum ideas and guidance outline of university marketing majors.

Secondly, by combining the future career development path and employment prospects of marketing professionals, integrating the ideological and political teaching design of marketing courses, we aim to enhance students' professional identity, expectations, and patterns in terms of ideology, thereby stimulating their learning enthusiasm, improving teaching quality, and educational effectiveness.

Finally, it is necessary to fully utilize the professional background of dual qualified teachers on campus and local enterprise resources, activate internal and external resources, integrate extracurricular resources for cultivating innovative talents in marketing, enhance students' willingness to combine their own career development with serving the local economy, and strengthen the comprehensive literacy and social responsibility of marketing students.

##### **4.2 A Curriculum System that is Interdisciplinary, Diversified, and has Strong Characteristics**

By constructing an interdisciplinary, diversified, and distinctive curriculum system, we can respond to the differentiated and personalized needs of talent cultivation in the context of economic downturn and industrial structure adjustment and upgrading. Guided by the current deep application of big data, further development of artificial intelligence, and rapid popularization of new media channels, we will integrate emerging technology elements or tools such as AI, digitization, business data analysis, and new media into the curriculum teaching of marketing majors, further optimize the existing professional curriculum group, and innovate the construction

of interdisciplinary and cross disciplinary curriculum systems such as "marketing"+"big data"+"artificial intelligence".

According to the course categories, diversified training modules are set up, mainly including three types: first, professional compulsory courses, covering the basic knowledge of management, marketing and other compulsory courses in the marketing major, and building the foundation of students' knowledge system framework; The second is professional elective courses, covering peripheral courses related to marketing, such as service marketing, new media marketing, business data analysis and mining, etc. Students can combine their interests to finely study the segmented fields of marketing; The third is innovation and entrepreneurship practice courses and projects. Schools can leverage their resource advantages to establish long-term cooperative relationships with enterprises. Specifically, this can be achieved by inviting enterprise experts to classrooms, jointly building practice bases between schools and enterprises, and outsourcing enterprise projects to universities. At the same time, universities should pay more attention to the organization and support of professional subject competitions, and use various regional, national, and even international competition opportunities to encourage students to actively participate. Through the promotion of learning through competitions, they can effectively exercise the awareness and ability of marketing students to innovate, start businesses, and be creative in the context of the new era.

In terms of specific teaching implementation in the course, we should break away from the traditional rote learning method and create a flexible and distinctive teaching process. Specifically, for theoretical foundational knowledge, we will organize the key knowledge graph of the course, and based on graph thinking, focus on teaching students how to construct marketing thinking. We will grasp the core principles and key tool applications, and explain them in depth and thoroughly.

For methodological knowledge with strong practicality, on the one hand, it supplements recent social current affairs marketing cases to stimulate students' insight and interest, broaden their marketing horizons, and on the other hand, based on the perspective of serving local economic development, it can incorporate marketing problems of surrounding social or

enterprise projects into the classroom. Students can apply current marketing thinking and tools to solve real marketing problems, effectively implement the teaching philosophy of "learning by doing", which is more conducive to discovering and solving problems, and enhance the practical ability of marketing majors.

At the same time, incorporating teaching activities such as debates, experiments, and research into the classroom, guiding students to communicate, discuss, divide tasks, and even conduct field research in the form of "teamwork", thereby improving the breadth and depth of students' self-directed learning and promoting the improvement of their creative thinking and critical thinking abilities.

#### **4.3 Progressive Teacher Competency Development through "Teaching, Research, Competition, and Innovation"**

A good course is not something that can be achieved overnight, nor can it be achieved by one person alone. It requires the collective efforts and long-term accumulation and exploration of the teaching team. University teachers are not only the lecturers of university courses, but also bear a more important responsibility for educating students. Through the progressive teacher training model of "teaching, research, competition, and innovation", they enhance the educational ability and level of the marketing teacher team. While selecting and building a composite faculty team in schools, it is necessary to continuously cultivate and hone the teaching, research, and education abilities of the teaching team through a progressive model of improving teaching quality, deepening teaching and research, deepening teaching and research, peer competition in teaching competitions, and innovation and entrepreneurship student mentors, laying a solid human resource foundation for the cultivation of new talents in innovative universities in the new era.

On the one hand, based on the teaching philosophy of "learning centered", we explore and implement high impact teaching practices, and carry out teaching from six aspects: "helping students become better learners", "learning centered curriculum design", "team oriented learning", "learning in practice - reflective teaching", and "becoming student leaders", to enhance the professional and comprehensive literacy of business students.

The second is to form a teaching and research discipline team in teaching practice, build first-class courses, and form a closed loop between teaching and research, namely "teaching practice teaching competition (lecture) - teaching innovation competition (teaching design) - teaching research exploration (topic/paper)". Through the closed loop of classroom teaching, competition improvement, and teaching research innovation, we explore the excellent paradigm of marketing professional teaching.

Thirdly, for teachers, it is necessary to achieve a solid theoretical foundation with a focus on practice. By guiding students to actively participate in innovation and entrepreneurship competitions, serving as academic mentors, and other methods, students can improve their professional accumulation, enhance their practical abilities, and help them establish good habits and cultivate lifelong learning abilities.

#### **4.4 Cultivating International Competitiveness**

With the gradual enhancement of China's international strength, Chinese enterprises are appearing more frequently and with greater strength in the global competitive landscape on the big stage of the international business environment, which puts higher demands on the cultivation of innovative talents in marketing. Universities need to adapt to the trend of international development and enhance their international perspective from schools, teachers, to students in all aspects. Specifically, optimization can be implemented through offering professional international education courses, increasing students' opportunities for international exchange and competition, and integrating high-quality educational resources at home and abroad.

Firstly, international education courses such as "Marketing International Topics", "International Marketing", "Cross cultural Communication", and "Business English" should be added to the talent training program and integrated curriculum system of the marketing major. Some courses can be taken as elective courses for interested and capable students to voluntarily choose from.

Secondly, with the help of online platforms such as "MOOCs" and "Coursera", high-quality course resources from domestic and foreign universities can be introduced, and a blended learning model reform can be implemented in teaching to

optimize the learning resources of marketing majors and promote the construction and sharing of high-quality resources.

Thirdly, through diversified and multi-level international exchange programs such as exchange programs, joint training, overseas study, and summer practice, students will be selected in stages and batches to study and exchange at foreign universities, expanding their international perspectives and improving the quality of international talent cultivation in universities (Salas, 2014).

## **5. CONCLUSION**

Cultivating innovative talents with a deep foundation in marketing, strong practical skills, and sharp marketing insights in the new era is an inevitable requirement in line with the trend of social development and an important component of the overall pattern of higher education development. This is a systematic project that requires the three-dimensional linkage between universities, teachers, and students. Universities should take responsibility, teachers should set an example, and students should take action. All parties should work together to help the efficient development of new quality productive forces and promote the construction of a strong national higher education country.

## **DISCLAIMER (ARTIFICIAL INTELLIGENCE)**

Author(s) hereby declare that NO generative AI technologies such as Large Language Models (ChatGPT, COPILOT, etc.) and text-to-image generators have been used during the writing or editing of this manuscript.

## **COMPETING INTERESTS**

Authors have declared that no competing interests exist.

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