



The Impact of ecommerce on Chinese employment market

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1

Skilling or Deskilling of Jobs

2

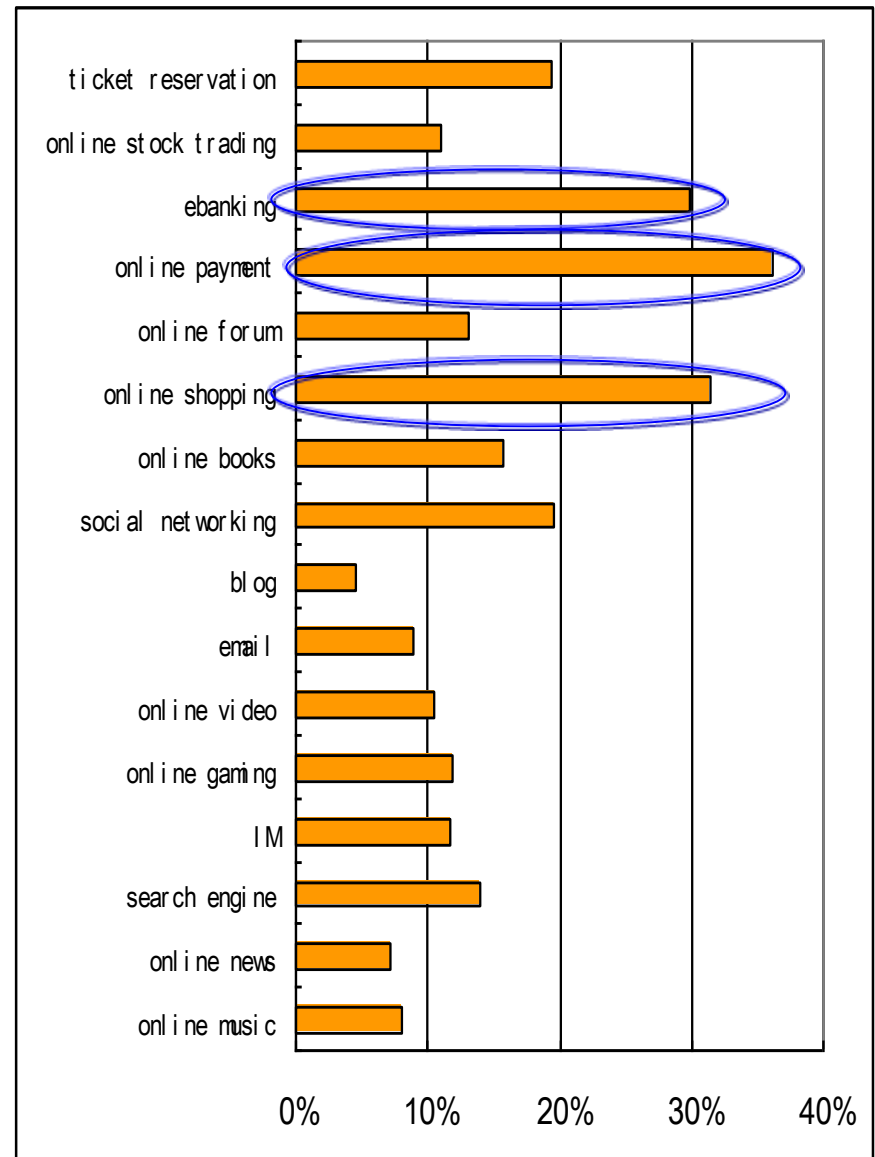
**Job enrichment or Job
Impoverishment?**

3

**Which Industry's Employment is
Most Impacted?**

What's changed because of ecommerce

- ❖ The traffic volume of ecommerce of the 1H this year in China is 2.25 trillion, B2B volume 2.02 trillion;
- ❖ Ecommerce accounts for 3% of the whole society's retail trade volume;
- ❖ The subscribers of online payment, online shopping and ebanking grew more than 30% for the first half this year in China;



Ecommerce landscape in 2020

- Volume of ecommerce accounts for a much bigger percentage (more than 20%) of the whole society's retail volume
- Most enterprises involve ecommerce into their business, especially SMEs
- Healthy value chain of the whole industry, such as third-party payment organization, logistics
- Transparent regulation and law environment

Skilling or Deskillling of Jobs

- E commerce may worsen or improve the skill matching between employment and the labour force;
- Ecommerce may accelerate the existing upskilling trend by requiring high-skilled computer scientists to replace low-skilled information clerks, cashiers or market salespersons;

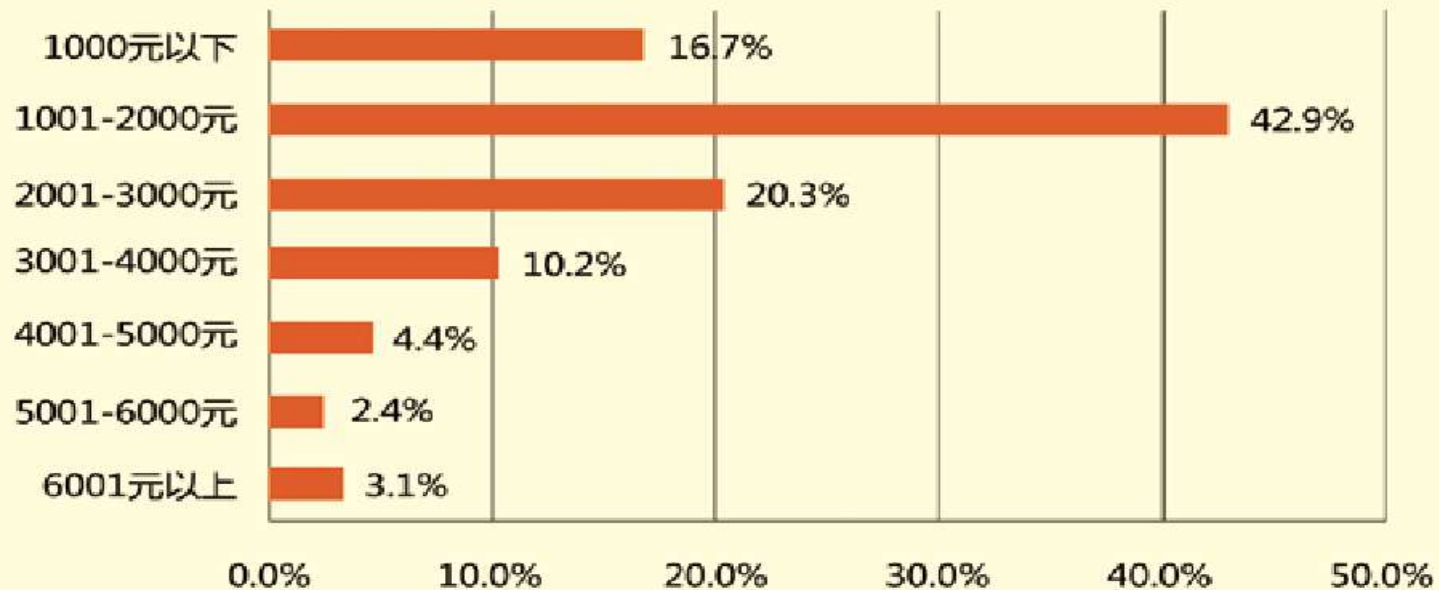
Job enrichment vs job impoverishment?

- ❖ Off-line and online services substitution.
 - Travel and advertising agents, sales personnel may lose their job importance;
 - Some activities may increase as a direct consequence of electronic commerce
 - New intermediaries and companies will bring in new jobs
- ❖ The industry itself's employment is very small. However, the related industries, such as finance and logistics could be large.
- ❖ Overall job creation may absorb possible job losses with substitution of traditional by on-line revenues.

About Taobao...

- ❖ According to Taobao, there has been 1mn position provided over its ecommerce platform.
- ❖ And one direct position can bring 2.85 indirect positions. Taobao also increases other positions at about 3mn, such as logistics and third-party financial service job positions

2009年上半年淘宝创造的就业岗位收入情况



Which Industry's Employment is Most Impacted?

- ❖ A number of industries will be affected by ecommerce;
- ❖ The sectors affected by ecommerce are not homogeneous in terms of growth trends and skill composition.
- ❖ Generally speaking, there are five industries that are mostly affected:
 - Retail: products/ music/movie
 - Logistics
 - Finance
 - ICT
 - Travel agency

What about two decades away...

	Job positions	percentage
ICT	1.73mn	1.4%
Retail	5.2mn	4%
Finance	4.5mn	3.6%
Transmission and logistics	6.34mn	5%
TOTAL	17.77mn	14%

Source: China Statistics Bureau, 2009



THANK YOU !