Research on the Content and Path of Pre Job Training for Employees in Cross Border E-Commerce Enterprises Based on the Internet Plus Background

Yuan Zhang

Yantai Vocational College, Yantai, China

Keywords: Cross-Border E-Commerce; Job Training; Personnel Training

Abstract: There are some differences and contradictions between the cross border e-commerce enterprises in the Internet plus background and the training needs of personnel in Colleges and universities, which is difficult to solve in a short time. Pre job training is combined with the practical training of colleges and universities, requiring training to break the traditional job classification and improve the overall quality as the development goal. To effectively solve the shortcomings of the post, enrich the content and form of training, form a training system for the whole process of the post, and comprehensively improve the post adaptability.

1. Introduction

According to the data released by Yantai Business Bureau, up to the first half of 2018, more than 3630 enterprises registered on B2B cross-border e-commerce platform in Yantai City, with a cross-border e-commerce transaction volume of US$1.256 billion, an increase of 18.8%. From the current situation of the two-way growth of cross-border e-commerce enterprises and transaction volume in the Internet + background, it is bound to put forward higher requirements for the job capability. This paper tries to find out the optimal mode of job training from the reality [1].

2. Present Situation and Problem Orientation of Post Training

This paper randomly selected 15 employees from 5 cross border electricity providers in the Internet plus background in Yantai, conducted an open questionnaire survey, which mainly covered three questions: what is the biggest problem of the current job training; what problems do you expect to solve before the job training; what are the main contents of your training?

2.1. The existing training system is not strong and there is a gap between employee expectation and company orientation.

It is found that 47.1% of the employees think that the training plan designed by the company is not specific and there is a certain gap between the training plan and the needs of the employees, which results in that the employees feel inadaptable and the effectiveness of solving practical problems after training is not strong. 33.2% of employees think that the company's investment is insufficient, and training is greatly affected by the budget, resulting in poor training effect. 10% of employees think that training time is not guaranteed, and the form of part-time work and part-time study makes employees have no time to digest themselves. 9.7% of the employees think that individualized design is not enough. For example, the individual with strong foreign language ability should complete foreign language training according to the prescribed class hours. It is better to personalize and customize the training needs and strengthen the training of weaknesses [2].
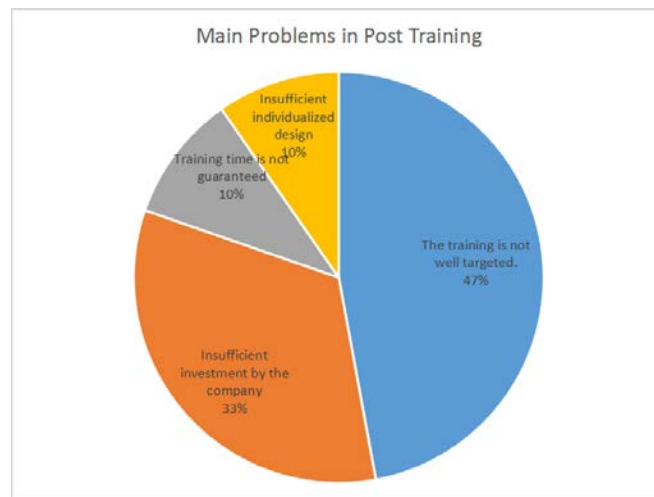
Fig.1. Distribution chart of main problems in post training

2.2. The biggest problem to be solved in post training is the lack of job recognition.

According to the analysis (see figure 2), 53% of enterprises expect to solve the problem of staff's lack of job awareness through training. However, newly-recruited college students are eager to achieve certain results in their hearts. Sometimes they work very hard, but they can't find direction. That is, there are problems in their understanding of themselves and their positions, and they need to be adjusted through training. Whole improvement. 21% of enterprises believe that the purpose of job training is to solve the problem of insufficient hardworking spirit of employees, especially the foreign trade industry sometimes has to adapt to the time difference of different countries, there is no fixed law in work, hardworking has become a necessary quality [3].

14% of enterprises believe that foreign language skills can not meet the requirements and hinder the further development of employees. The focus of training is to improve foreign language skills. Another 12% think that it is difficult to adapt to the job demand for professional mismatch and expect to be solved through training.
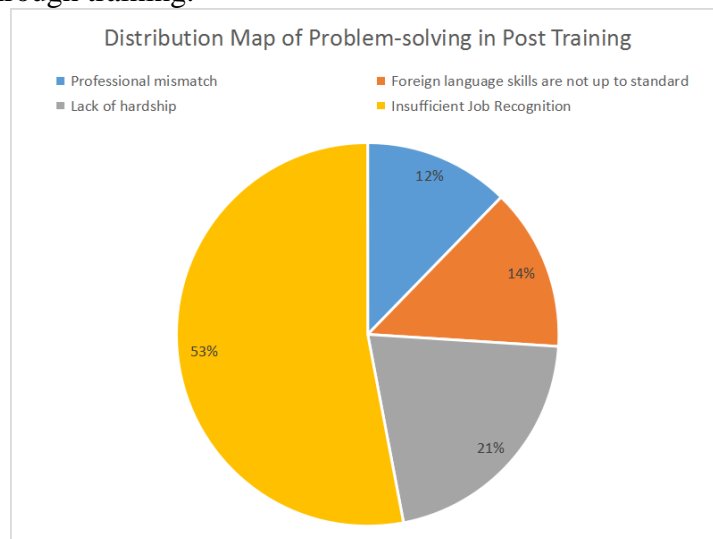

Fig.2. Distribution of problem-solving in post training

2.3. The training which is most directly linked to the profit of enterprises, such as marketing training, is the biggest demand-oriented.

The analysis found that (see figure 3), marketing training is the biggest tendency of enterprises and employees, accounting for 55%. Enterprises pursue high profits and employees pursue high wages, which is the most realistic problem, followed by language and technology training forms. The above data show that for the top-level design of employee job training, it is necessary to solve the problem of balancing realistic interests and long-term strategic objectives [4].
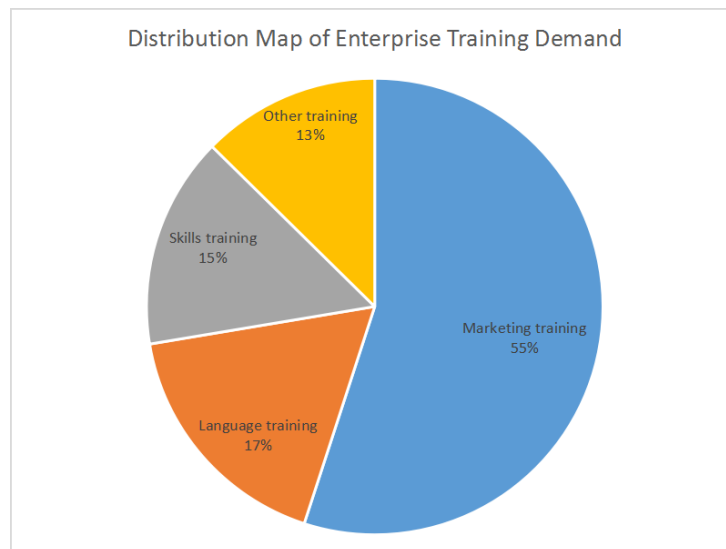
Fig.3. Distribution chart of training needs of enterprises

3. The Main Goal of Job Training is to Solve The Shortage of School Education.

With the rapid development of cross-border e-commerce industry, the demand for the quantity and quality of talents has increased dramatically. The biggest dilemma faced by many enterprises is the problem of talents. Schools are the main source of talents'output. However, due to various objective and subjective factors, the imbalance of demand has arisen and urgent problems need to be solved [5].

3.1. The docking of traditional and emerging industries requires mutual adaptation.

Cross-border e-commerce itself is a cross-border specialty, which requires a variety of competencies, including knowledge of international trade, foreign languages, computers, modern technology, communication and negotiation capabilities and aesthetics-related knowledge. At present, the education system of our country is mostly based on the traditional system, and cross-border e-commerce has not yet become a reality. In many colleges and universities, independent majors are mostly trained in business English, international business and other majors in different directions. It is difficult to form a systematic professional system, resulting in a low degree of coincidence between talent training and social needs.

3.2. It is difficult for school education to meet the requirements of practical training.

In many cross-border e-commerce platforms, such as Alibaba, Express, e-bay, wish and so on, in order to achieve real training, real registration is required, and in the operation of accounts, every search is charged. In this case, most colleges and universities can hardly afford the cost, and the main body of registration is also modelled. Fuzzy, it is difficult to require teachers to register as individuals, and then let students practice, which is bound to rely on real enterprises to operate. China's current cross-border Internet business background is mainly based on small businesses and individual enterprises, which are hard to satisfy the needs of teaching.

3.3. School education is restricted by information security

Cross-border e-commerce requires the operation of information technology such as international search software, which is restricted by information security. To simulate real business completely, most of the requirements can only be achieved overseas. This series of requirements are difficult to break through in the existing school education system. Enterprise post training is to focus on solving the problem of disconnection between school education and practical business. At present, job training is set by enterprises according to the needs of different posts, lacking of a certain degree of systematicness and coherence. Emphasis is placed on practical skills training in the training process, while neglecting quality cultivation. There is no overall arrangement for school practice

training and pre-employment training [6].

4. Construction of Post Training Module

In the Internet + background, cross-border electric business enterprises usually divide into business operations according to their functions. They are mainly responsible for product procurement, selection and logistics related business. Customer reception mainly involves communicating with potential customers online, arranging customers to visit and receiving contracts, and making contract texts. Store operation, mainly responsible for technical processing, backstage maintenance of online stores. In the job training work, if the training module is set up according to the position completely, it will cause the barrier of the post department, that is, the person on a post can not achieve multi-position exercise, the professional ability can be improved quickly, and the comprehensive ability can not be effectively guaranteed. In many small and medium Internet + background cross-border enterprises, posts are often complementary to each other, and there is no clear line of responsibility. When confronted with problems, it raises high requirements for the comprehensive ability of employees. Therefore, in the post training, a comprehensive set of programs should be formed and based on the above. The training content should be set up in an all-round way according to the characteristics of the post. Entrusted by a cross-border e-commerce company in Yantai, after nearly a year of research and practical training, this study has formed a set of job training programs, and implemented in the enterprise for a period of time, its training effect has been recognized by enterprises and employees. From the overall design of training, it is divided into four independent modules.

4.1. Language competence module

It is mainly divided into two parts: foreign language competence training and language negotiation skills. In the training module of foreign language ability, spoken language skills and written communication skills are equally important. In this process, if it is job training, spoken language is difficult to break through in a short time. Written communication skills can develop some business templates and recite professional vocabulary, which can achieve certain success in the training process. Effectiveness. Therefore, the job training of foreign language competence should be based on written communication. Oral language can only be improved in the specific work. Compared with the requirements of foreign language competence during the internship period, most of the training starts from written communication on the Internet, which requires that the training should focus on, so as to achieve practical results. In addition to the improvement of foreign language skills, language art is also a very important aspect. Especially in the initial communication with customers on the Internet, it will put forward high requirements for salesmen. Faced with the various links of offer, inquiry and counter-offer, we should think from the customer's point of view and really understand the customers. What is the actual demand? This demand may come from maximizing profits, maximizing psychological satisfaction, or finding a balance between these two aspects. These are the key contents of job training [7].

4.2. Information technology skills module

On the surface, the cultivation of cross-border e-commerce information technology skills is the operation of several major platforms, but the layout of goods on the platform, the maintenance of backstage, and the way of product display, etc., should also be the focus of training. In recent years, the operation of office software has become a key issue for enterprises. Because of the popularity of mobile phones, the dependence of school students on computers has been decreasing. As a result, the most basic office software such as word and excel has become the main content of training. In this respect, we must have expectations. In the process of training, the skills in this regard must be expected. It can be improved in a short time. In this respect, the input-output ratio of this kind of training is higher, but it is easy to be ignored. In the training of information technology skills module, we should add some aesthetic knowledge, how to make the goods displayed in the platform more attractive, not only need technical treatment, but also give people a kind of aesthetic

enjoyment, in order to enhance the competitiveness of products [8].

4.3. Professional ethics promotion module

Under the background of Internet + cross-border e-commerce enterprises, the elite backbone is often mastering the core business secrets of enterprises. How to retain people is a problem faced by many enterprises. While improving economic treatment, enterprises pay more and more attention to cultural construction. They are looking forward to the improvement of some soft power in their work, the overall improvement of the professional ethics quality of employees, and the building of a highly specialized and stable upward team. In the design of professional ethics promotion module, professional ethics and loyalty promotion are the key. In the process of vocational ethics training, the spirit of contract is the core. Employees should establish good trust in their business activities. Psychological courses should be included in the training. Through guidance, employees should set up good values, correctly deal with the problems of gains and losses, learn to think about problems in the long run and help them solve problems. Practical problems that may arise in the course of work. Loyalty promotion is mainly to solve the problem of high turnover rate. In the training process, it can be combined with outdoor quality development. At the same time, corporate culture should be refined and inculcated. This is the shortcoming of many small and medium-sized enterprises, and also the focus of job training. In this process, enterprise managers are required to do a good job of summarizing and publicizing, especially in today's society with developed media. If any enterprise voluntarily abandons the opportunity of self-publicity, it will lose a lot of potential business opportunities and loyal employees. As for the propaganda of enterprise culture, it needs enterprise managers to practice and present their opinions, so as to continuously improve the cohesion of an enterprise, form a stable staff, and play a positive role in promoting the healthy development of the enterprise in the future [9].

4.4. Module of regulations and regulations

For cross-border e-commerce enterprises under the background of Internet +, the fine adjustment of national trade policy, for example, the exchange rate is adjusted every day, and there are many uncertain factors of tariff adjustment. Under this system, job training should highlight policy orientation, add more case studies, let employees know all kinds of policy requirements, and grasp the impact of policy changes, in order to be better qualified for the job. In addition to policy issues, system building is also a matter of great importance for enterprises. After investigation, it is found that the main reason why most employees violate the system is that they have a biased understanding of the system, or even do not know what systems exist. This requires enterprises to publicize the enterprise system in all job training. This kind of publicity is not simply to inform employees what systems exist in the enterprise, but should be formulated from the system. The starting point and the key problems to be solved are what to do and how to do it. Only by promoting the implementation of various systems, can we achieve the important goal of job training [10].

5. Conclusion

The post training of cross border e-commerce enterprises in the Internet + background is an important means to make up for the demand of talents. In this process, enterprises and schools should achieve cooperation at a higher level. Only when both sides take the initiative to realize the integration of the whole process of personnel training and use can we effectively solve the problems of enterprises and schools. . In the future development of on-the-job training, it is bound to bring more challenges because of various new technologies. It is necessary to establish a dynamic adjustment system to ensure that all kinds of specific problems are solved well, to effectively improve the quality of talents and to maximize the benefits of enterprises.

on the training content and path for the new employees in cross border e-commerce enterprises based on the Internet plus background 2019-328

References

[1] Business English Talent Cultivation Research under the Background of Cross-border E-commerce. Overseas English, 2018 382 (18) 252-253.

[2] Hsiao Y H, Chen M C, Liao W C. Logistics service design for cross-border E-commerce using Kansei engineering with text-mining-based online content analysis. Telematics & Informatics, 2017, 34:S0736585316303136.

[3] Kawa A. Supply Chains of Cross-Border e-Commerce. 2017.

[4] Ángel Valarezo, Pérez-Amaral T, Garín-Muñoz T, et al. Drivers and barriers to cross-border e-commerce: Evidence from Spanish individual behavior. Telecommunications Policy, 2018:S0308596117304986.

[5] Valarezo Unda A, Perez Amaral T, Garín Muñoz T, García I H, López R. Drivers and Barriers to Cross-Border E-Commerce: Evidence from Spanish Household Behavior. Social Science Electronic Publishing, 2018.

[6] Wang Y K. Model for Evaluating the Logistics Service Quality of Cross-Border E-Commerce Enterprises with Intuitionistic Fuzzy Information. Journal of Computational & Theoretical Nanoscience, 2017 14 (2) 1136-1139.

[7] Li J, Yao Y, Xu Y, Li J, Wei L, Zhu X. Consumer's risk perception on the Belt and Road countries: evidence from the cross-border e-commerce. Electronic Commerce Research, 2019 1-18.

[8] Lee E, Hamelin T, Daugherty J. Globalization of Health Service: Sharing of Best Practices in Perianesthesia Nursing Care, a Case Study of Cross-Border Institutional Collaboration. Journal of Perianesthesia Nursing, 2018 33 (2) 209.

[9] Francis C, Felts P. Archive Activism: Vergangenheitsbewaltigung!. Qed A Journal in Glbtq Worldmaking, 2017 4 (1) 28-41.

[10] Song J, Gao Y. Innovative Design of Agricultural Cross-border E-commerce Management Platform Construction between Hainan and Taiwan. IOP Conference Series: Earth and Environmental Science, 2018 113 012168.