

Research on Talent Training Mode of Cross Border e-Commerce Foreign Trade Based on School Enterprise Cooperation

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Abstract: In order to adapt to the development of the era of knowledge economy and the wide application of Internet technology, colleges and universities should actively update the concept of foreign trade personnel training, and reform the teaching of international trade, business English, e-commerce and other majors. In view of the common problems existing in the talent training mode of cross-border e-commerce in Colleges and universities, relying on the cross-border e-commerce platform, strengthen the cooperation with relevant enterprises in personnel training, and constantly enrich the teaching content and system of cross-border e-commerce. To provide students with a variety of knowledge and skills training platform, give full play to the advantages of various resources, and cultivate high-quality talents suitable for the development of cross-border e-commerce industry.

1. Introduction

Foreign trade is affected by market demand, resources, labor costs and other factors. The comprehensive business costs are rising constantly, and the development of enterprises is greatly hindered [1-2]. Cross border e-commerce emerges as the times require. This mode has completely changed the established pattern in traditional international trade and replaced by a new industrial chain of international trade [3-4]. Enterprises have more direct opportunities to face individual wholesalers, retailers, and even final consumers, that is, the cross-border e-commerce mode of B2B and B2C, which effectively reduces the trade links and saves the circulation cost of international trade commodities, greatly improves the profitability of enterprises and improves the welfare of consumers [5-6]. At the same time, the e-commerce platform integrates many service functions of import and export links, and has the advantages of intelligent commodity retrieval, commodity information disclosure, consumer feedback disclosure, fast transmission speed, and convenient payment. It has opened the way for the majority of small and medium-sized enterprises and local brands to enter the international market, and plays an important role in maintaining the stable and sustained growth of foreign trade [7].

At present, cross-border e-commerce is developing rapidly. Most import and export enterprises have used the cross-border e-commerce operation mode, and cross-border e-commerce has become a new profit point for foreign trade enterprises [8-9]. In the face of this trend, the traditional teaching of international trade related majors in has been greatly challenged. How to adapt to the trend of industrial development, take the traditional professional structure as the skeleton, and from the perspective of "Internet +" to reconstruct the elements of professional construction, so as to make it have the ability to cultivate cross-border e-commerce talents, has become a major issue to be solved by colleges and universities.

2. Construction of Evaluation Index System of Cross Border e-Commerce Foreign Trade Professional Ability

2.1 Overview of Cross Border e-Commerce Development

The Internet plus foreign trade has spawned vigorous cross-border e-commerce. The

development of cross-border e-commerce is a new starting point for the government to promote the structural adjustment of foreign trade and an important measure to promote the high-quality development of foreign trade. On the one hand, the government has gradually set up a tangible carrier, cross-border e-commerce Comprehensive Experimental Zone, to promote the development of cross-border e-commerce in a wider range [10]. So far, the State Council has approved the establishment of three batches of cross-border e-commerce comprehensive experimental zones, a total of 35. On the other hand, since 2013, from the State Council to major ministries and commissions to local governments at all levels, a series of favorable policies and measures involving export tax rebate, bonded import, customs clearance and quarantine, cross-border payment and other links of cross-border e-commerce have been intensively introduced, providing continuous power for the cross-border E-commerce industry. In particular, since 2018, the government has promoted the development of cross-border e-commerce by holding fair, Promulgating the “e-commerce law” and introducing a series of new policies on cross-border e-commerce.

Cross border e-commerce has promoted the development of industrial agglomeration, promoted mass entrepreneurship and innovation, shouldered the important task of manufacturing going abroad and boosting international trade, and became a new engine for foreign trade transformation and upgrading. In recent years, the scale of cross-border e-commerce transactions has continued to expand. As can be seen from Figure 1, from 2014 to 2020, the scale of cross-border e-commerce transactions in continued to rise, from 6.3 trillion yuan to 9.1 trillion yuan, with a year-on-year growth rate of 20.8% in 2018. At the same time, globalization and consumption upgrading will promote the continuous growth of cross-border e-commerce transactions, accounting for an increasing proportion in import and export trade. AI media consulting report points out that by 2020, the scale of cross-border e-commerce transactions will reach 12 trillion yuan, accounting for about 38.7% of total import and export.

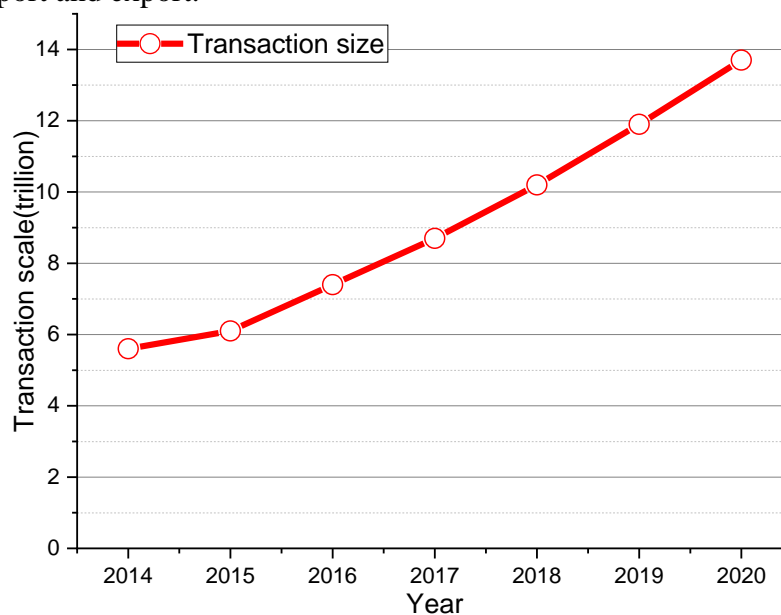


Fig.1 Scale and Forecast of Cross Border e-Commerce Transactions in 2014-2020

2.2 Construction of Evaluation Index System of Foreign Trade Professional Ability

Professional ability is the synthesis of various abilities for people to engage in a certain occupation. It is generally recognized as composed of three basic elements. One is the ability that must be possessed in order to be competent for a specific occupation, which is manifested as the qualification; the second is the professional quality after entering the workplace; the third is the career management ability after starting the career. Among them, the training of post qualification ability is mainly undertaken by education and training. At the same time, the education and training background of talents also affects their professional quality and career management ability in the

future. Therefore, based on the three basic elements of vocational ability, this paper constructs the evaluation system of foreign trade vocational ability based on college education. The foreign trade professional ability mainly consists of two kinds of abilities, one is the qualification ability of foreign trade. It includes foreign language comprehensive application ability, foreign trade business ability and international marketing ability; the second is the ability to influence the professional quality and career management quality after entering the workplace, which is defined as “sustainable development ability”. It includes learning ability, innovation ability, communication ability, teamwork ability and adaptability to pressure, as shown in Figure 2.

(1) Foreign trade qualifications

For a long time, whether in the field of traditional foreign trade or cross-border e-commerce, foreign language ability has always been the primary requirement for the recruitment of enterprises. For example, in addition to the requirements of College English Band 6 or above, the candidates are required to have the ability of comprehensive application of foreign languages. The so-called comprehensive application ability of foreign language refers to mastering the listening, speaking, reading and writing of English (or other small languages). The specific application involves the ability to communicate with foreign customers by telephone and video, correctly handle foreign trade correspondence, and after-sale foreign language communication ability of cross-border e-commerce platform. Foreign trade business ability refers to mastering the process operation of goods preparation, transportation, insurance, voucher preparation, payment, customs declaration, inspection and tax refund, as well as the operation knowledge and skills of cross-border e-commerce platform. International marketing ability refers to the research and analysis ability of international market and cross-border network marketing skills.

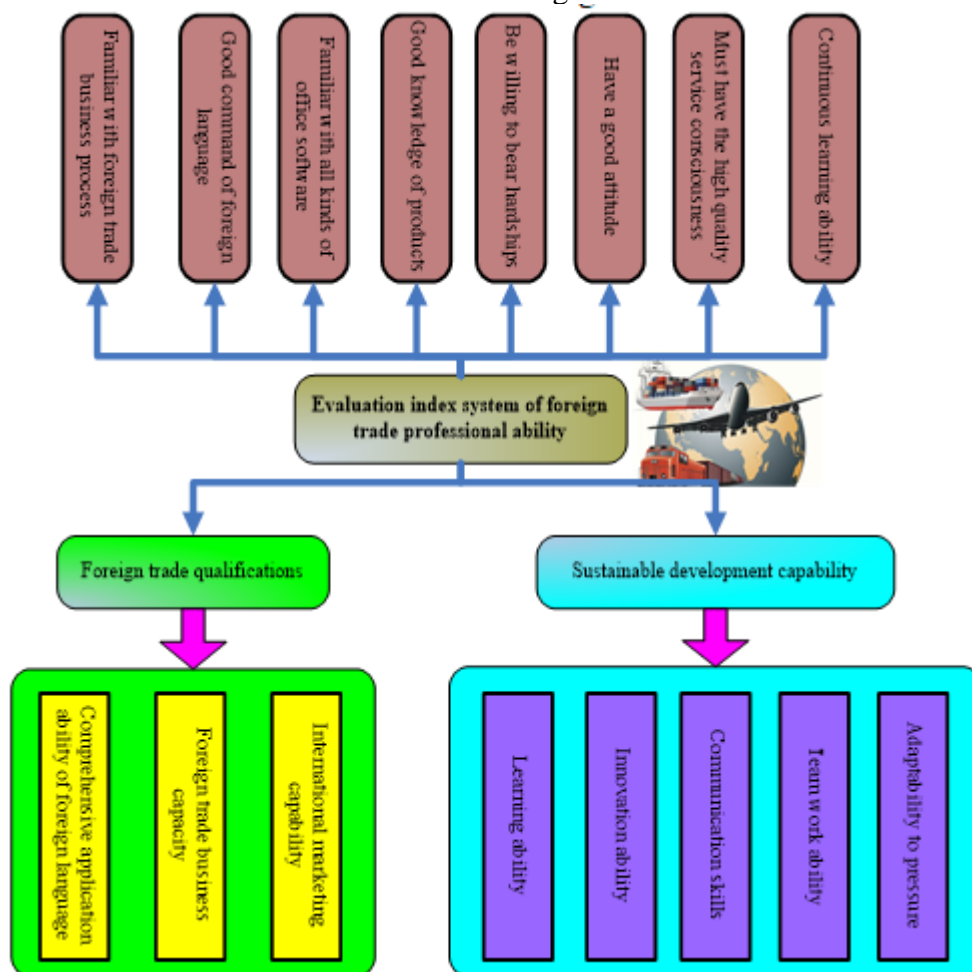


Fig.2 Evaluation Index System of Foreign Trade Professional Ability

(2) Sustainable development capability

Among the five sustainable development capabilities, learning ability and innovation ability

mainly refer to the ability to actively learn new things and new knowledge in the information technology era, which also needs time management ability and professionalism to a certain extent. According to the survey and analysis, communication ability is an important ability that foreign trade enterprises require second only to foreign language ability. As most of the people who have entered the foreign trade workplace in the 1980s and 1990s are more individualistic and independent, they also have distinct characteristics in interpersonal communication. Therefore, for foreign trade enterprises, foreign trade talents need to have the ability to maintain good interpersonal relationship with relevant personnel of domestic and foreign enterprises. Foreign trade personnel's communication and coordination ability also determines his team cooperation ability; when the foreign trade company develops to a certain extent, with the increase of the number of employees, the Department is more detailed, foreign trade business is no longer a person's work, often reflects the level of cooperation of a team, therefore, in the ability of sustainable development, team cooperation ability is particularly important. As we all know, under the market economy environment, foreign trade enterprises are faced with the challenge of survival of the fittest at any time. For every foreign trade personnel, if they want to succeed, pressure is inevitable. Therefore, foreign trade enterprises hope to have more foreign trade talents with strong adaptability to pressure to join their ranks.

3. Exploring the Training Model of Foreign Trade Talents under the University Platform

3.1 School Enterprise Cooperation with Cross Border e-Commerce Platform

The cross-border e-commerce platform has a large number of enterprise resources and broad network resources. The platform also hopes that more enterprises can go to the platform, and one of the bottlenecks of enterprises' tardiness on the platform is the lack of operators, and the most important thing for schools is talents. There are a lot of common interests among platforms, enterprises and schools, which is doomed to win-win cooperation. Therefore, the role of the platform as a link between schools and cross-border e-commerce enterprises is crucial.

First of all, in order to enable school students to complete the basic operation of the platform, teachers must first understand. Cross border e-commerce platform can focus on Teachers' learning and training, organize teachers from multiple colleges and universities to train together at the same time, or directly enter the campus to bring cross-border e-commerce into the campus. The international e-commerce teachers of the cross-border e-commerce platform have rich experience and skilled operation skills, which can be quickly mastered by teachers and passed on to students. Teachers can also go to the member enterprises of the cross-border e-commerce platform to understand and learn the background operation of the cross-border e-commerce platform. Training a teacher can train a large number of students, and the effect is amazing. The representative platforms are Alibaba and Dunhuang. Ali college and Dunhuang University also have a large number of lecturers, and a large number of corresponding projects and personnel are responsible for establishing a cooperative relationship with the University, conducting business training, and connecting with enterprises. After the training is qualified, the trainees can immediately achieve double selection with the enterprise, and they can go to the enterprise immediately after mutual satisfaction.

3.2 School Enterprise Cooperation with Cross Border e-Commerce Enterprises

At present, the cultivation of cross-border e-commerce talents can no longer stay on paper. In order to achieve the "five truths", that is, on the real platform, facing real customers, selling real products, receiving real US dollars, and reaping real cross-border e-commerce innovation and entrepreneurship practice, one of the key links is cross-border e-commerce enterprises. The products we sell come from enterprises, and the production enterprises with cross-border e-commerce business are the best target for the school to choose cooperation. Whether selling products on the platform or in physical stores, sales personnel need to be very familiar with the products, master the characteristics and selling points of products, understand the cost and pricing

of products, and how to introduce products to customers. On the platform, the products that customers see are all pictures, and the data packages that school students get from enterprises are also pictures. What really impresses people is the product itself. Therefore, when the school cooperates with cross-border e-commerce enterprises, enterprises should send special personnel to connect with the school and establish good communication.

Cross border e-commerce covers English, international trade, e-commerce and other professional fields, involving the edge and cross derived knowledge and skills of the three. These professional knowledge and skills are not a simple superposition of English, international trade and e-commerce skills, but a comprehensive application based on the three. Through the research on cross-border e-commerce enterprises, yuan enterprises urgently need compound talents who are familiar with front-line work and understand international trade and e-commerce platform operation to help them make good use of e-commerce platform to sell products in international market, operate cross-border e-commerce platform, conduct online customer service and management, and complete cross-border payment and settlement. The specific requirements are shown in Table 1.

Table 1 New Requirements for Foreign Trade Talents under Cross Border e-Commerce

Capability requirements	Quality requirements	Knowledge requirements
Operation ability of traditional foreign trade business	Sound mind and healthy body	Basic knowledge of international trade
Cross border e-commerce platform communication ability	Strong sense of responsibility and team spirit	Cross border E-commerce English knowledge
Cross border e-marketing promotion capability	Good communication and multicultural literacy	Cross border e-commerce marketing knowledge
Cross border e-commerce logistics supply chain management capabilities	Strong innovative spirit and competitive consciousness	Cross border logistics knowledge
Cross border e-commerce product development capability	Quick thinking, strong sense of continuous learning	Product knowledge
Cross border store customer service and customer relationship management capability	Good sense of service and pressure resistance	Cross border e-commerce customer management knowledge

3.3 Promote Employment and Entrepreneurship through Competition.

In the ocale cross-border e-commerce competence competition jointly sponsored by the Ministry of Commerce, the international trade association and the Ministry of education, colleges and universities can try to build a platform-based cross-border E-Commerce teaching mode. And establish a mechanism of “promoting learning by competition”, promote the construction of school education and teaching and cross-border E-Commerce teaching system, focus on Cultivating College Students' innovation consciousness and practical ability, and improve the competitiveness of talent market. By launching competition activities, a new cross-border e-commerce school enterprise cooperation platform is created to realize “industry university” exchange and interaction. Students can directly participate in the operation activities of enterprises and learn the knowledge and technology required by cross-border e-commerce operation mode as soon as possible. To speed up the cross-border e-commerce talents training process and create better conditions for cross-border e-commerce talents training. Moreover, with the participation of many cross-border e-commerce units and the guidance of business people, it provides students with better opportunities to learn and accumulate employment experience. In addition, the university can actively create a talent pool of cross-border E-commerce while optimizing the teaching system and launching competitions, so as to provide an important reference for students' employment and enterprise recruitment.

4. Conclusion

The cultivation of cross-border e-commerce talents is not only the internal requirement of the economic and social development for the international trade major in Colleges and universities, but also an important basis for the survival and development of the specialty. In the cultivation of international trade professionals in Colleges and universities, it has become a new trend that how to

combine the needs of economic and social development to cultivate characteristic talents suitable for the development of cross-border e-commerce industry. Only by facing the needs of social and economic development, grasping the trend of foreign trade personnel training, choosing and implementing the correct talent training mode, can the international trade major win the initiative and success in the education and training of foreign trade talents.

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