

Research on Competency Model of Cross-border E-commerce Professional Talents

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Keywords: Cross-border E-commerce, Professional Talents, Competency Study

Abstract: This paper analyzes the competence of cross-border e-commerce professionals. The event interview method and questionnaire survey method are mainly used. Through the statistics and analysis of the original data, the competency characteristics of cross-border e-commerce talents are classified and the competency model of cross-border e-commerce professionals is constructed. The establishment of the model can not only provide theoretical basis and reference for the training of various types of electric merchants in higher vocational colleges, but also provide better support for the selection of Yiwu cross-border electric merchants.

1. Introduction

With the rapid development of the Internet industry, the e-commerce network marketing model has entered thousands of households, so the requirements for cross-border e-commerce professionals are getting higher and higher, and higher vocational colleges are sending large quantities to the society. This paper will focus on the construction of talent competency model for this profession, and hopes to provide a more powerful reference for the cultivation of cross-border e-commerce professionals in higher vocational colleges.

Cross-border e-commerce mainly refers to the transaction entities under two different systems, using electronic platforms to complete the online payment transactions, breaking the bond between countries, so the development of cross-border e-commerce needs some Compound professionals can understand the financial laws of many countries and have certain foreign language communication skills.

2. The current situation of cross-border e-commerce professional talent gap and the necessity of research on its competency model

With the continuous development of modern international financial trade, various cross-border e-commerce platforms have also emerged in people's field of vision. According to incomplete statistics, the demand for Internet and e-commerce professionals in China's modern enterprises has already appeared. The trend of increasing year by year, especially for those foreign-funded joint ventures, the demand for cross-border e-commerce talents is high, such as the position of customer service in the Internet and Taobao shop, the need for specialized e-commerce talents to accelerate e-commerce The speed of development of enterprises, and the demand for jobs related to cross-border e-commerce work are also very high, which has led to the development of professional developments such as graphic design, website programming and logistics management. In the context of the development of global international trade, enterprises need More complex talents, who are proficient in basic computer skills, as well as proficient in English, and understand financial management and marketing knowledge about cross-border e-commerce. Analyze the workplace environment.

Due to the large number of cross-border e-commerce platforms, the company is eager for comprehensive high-end talents who have the ability to co-ordinate application and are familiar with e-commerce operations. Whether it is a productive foreign trade enterprise trying to get involved in cross-border e-commerce, or a traditional foreign trade company that intends to transform, there is a great demand for cross-border electric merchants. At present, the employment

of high-end talents of Yiwu e-commerce is mainly based on high salary and high welfare. Policies that save time and quickly address business needs. According to industry analysis, the current mature and excellent cross-border electric businessmen are mainly hired from mature e-commerce companies, and even directly dig the wall. It can be seen that cross-border electric merchants have a single mode of competency in their existing positions, and their positions are too concentrated, resulting in shortage of talents in other positions and uneven distribution, which limits the development of cross-border e-commerce business to a certain extent. To become a qualified and even excellent cross-border electric businessman, you must have expertise in foreign languages, e-commerce, international trade, marketing, statistics, management, and computer. There is still no complete system to measure the eligibility of a cross-border electric businessman, and whether his professionalism and ability are qualified for the position. Therefore, it is necessary to study the competency of cross-border electric traders.

3. Cross-border e-commerce professional talent competency model process and research methods

The so-called competency model refers to the combination of a series of different quality factors that an individual should have in order to accomplish a certain task or achieve a certain purpose. It can be characterized by intrinsic motivation, knowledge and skills, self-image, and social role. To measure. Cross-border e-commerce professional talent competency has not yet been recognized by academia, mainly because cross-border e-commerce is an emerging field, and the background of professional knowledge is extensive. The classification of talents has not yet formed a relatively mature system. . How to determine the competency characteristics of cross-border e-commerce professionals is the key to building a competency model. Most researchers are completed through event interviews and questionnaires.

This paper mainly uses behavioral event interviews and questionnaires to conduct research on relevant positions in foreign trade e-commerce, collect, analyze and organize the requirements of cross-border electric merchants' competency in the data, and determine the competency of cross-border electric merchants. Feature elements and a questionnaire. The survey targets 50 randomly selected units in Yiwu that are engaged in e-commerce-related business. The survey content is "What quality should be the most suitable for cross-border e-commerce professionals". The questionnaire survey returned a total of 48 copies, with a recovery rate of 96%. Due to the lack of cross-border electricity merchants, Yiwu has a special concern for companies with foreign trade. Therefore, the questionnaires for recycling are completely completed, and the questionnaire efficiency is 100%. The original information involved in the event interview and questionnaire is shown in Table 1. These questionnaires are summarized and summarized, and the five dimensions of cross-border electric merchants' competence are extracted. 13 characteristics are: foreign language reading and writing application ability and foreign language communication ability in foreign language ability; second, international trade knowledge ability Familiarity of foreign trade process and familiarity with international trade regulations; third, store product design capability, online transaction process familiarity, and customer service capability in e-commerce capabilities; fourth, customer demand analysis capability in marketing capabilities, and overseas retail market acumen , network channel marketing capabilities; five is the comprehensive management of the company's management capabilities, psychological quality, teamwork.

4. Constructing a competency model for cross-border e-commerce professionals

Through consulting a large number of domestic and foreign literature and reference materials, no specific research on cross-border e-commerce professional talent competency model has been found. The classic universal competency model cannot be applied to the cross-border e-commerce professional talent demand field. The iceberg model and the onion model. The iceberg model is characterized by a two-part competency feature as a whole: on the surface of the water and below the surface of the water, from the top to the bottom. The part on the water surface is an in vitro

knowledge and skill that can be visually observed and evaluated; the part below the water surface is not easy to observe and evaluate, and even some individual characteristics and characteristics that are difficult to find. The onion model is characterized by the understanding of individual competency characteristics as a process from the inside and the outside, from the outer and inner layers. At the top of the model is the most easily discovered feature of the individual. The more difficult the feature is. Students in higher vocational colleges are generally weaker in terms of theoretical basis, but they have strong hands-on ability. Students have basically defined their graduation direction when they choose a major. It is impossible and timeless to slowly explore the characteristics of individual students. In the direction of exploration, focus on the post needs of graduates, directly position and train professional talents, and set up special courses. Therefore, based on the interviews, questionnaires and final statistical analysis, this paper analyzes the competency characteristics of cross-border e-commerce professionals and builds a competency model for cross-border e-commerce professionals. When constructing a talent competency model for cross-border e-commerce in higher vocational colleges, the iceberg model and onion model are generally used to improve the overall quality of students. In the iceberg model, the competency of talents is divided into two parts, the water part and the underwater part. The water part refers to the external performance ability that can be directly observed or can be directly evaluated, while the underwater part is It is a potential trait that is not easy to observe or evaluate. For example, the attitudes and values of life expressed by talents in ordinary work, the self-recognition image of individuals and the internal driving force of work, such as the self-confidence and self-success of talents. Tendency. The onion model understands the talent competency model as a feature model from the outside to the inside. The more the characteristics of the inner layer of the model, the more difficult the individual needs and motivations are, so the higher vocational colleges are developing the talent training model. More differentiated cross-border e-commerce professionals should be trained according to the different needs of international financial trade.

No matter what kind of enterprise, the communication ability of talents is the most concerned by enterprises, and it is also the most valued by enterprises. If high-level cross-border e-commerce students cannot have certain communication skills, then they will not be able to work better. Cross-border trade projects. In addition, the familiarity of cross-border e-commerce students with all online trading methods and transaction processes is also an important part of cross-border e-commerce work, with an importance of 93.75%. The importance of foreign language literacy and Internet marketing ability of students is roughly the same, indicating that these two abilities are also important capabilities for cross-border e-commerce professionals, such as service capabilities, online storefronts and product design capabilities. The ability of teamwork is also a key capability that e-commerce talents should possess. For example, familiarity with foreign trade transactions and market sensitivity, and sound psychological quality are all cross-border e-commerce professionals capable of working. Important support, but the high-level cross-border e-commerce students are not very concerned about the familiarity of international trade law, and its importance is relatively low. This also illustrates the weak legal concept of many cross-border e-commerce professionals. It is easy to make some violations of international trade laws in the process of cross-border e-commerce transactions.

5. Conclusion

In summary, through the construction of the competency model for cross-border e-commerce professionals in higher vocational colleges, we can further strengthen the Internet marketing awareness of higher vocational students and actively participate in daily theoretical teaching and practical teaching activities. Improve their professional quality to adapt to the market development needs of modern international financial trade.

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