

The Mode Analysis of School-enterprise Cooperation Talents under Cross-border E-commerce background

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Abstract: In order to effectively achieve the educational goals, the most important thing is to have a scientific and rational talent-training model. Among them, the cross-border e-commerce industry has become one of the emerging industries, and in the process of developing cross-border e-commerce professional training talents, although the school can meet the market's standard requirements for talents, but in the cross-border electricity merchants training level improvement. However, there are certain deficiencies, which also restrict the sustainable development of the cross-border e-commerce industry. Based on this, the paper focuses on the training of cross-border electric traders, and expounds the related issues of school-enterprise cooperation for reference.

1. Introduction

In the new era, the e-commerce industry is accelerating, especially cross-border e-commerce. However, there is a great contrast between the employment situation of e-commerce professionals and the demand for market talents. The reason is that the demand for talents of cross-border e-commerce is not only the basic knowledge of the profession, but also the ability of students to have network control. It is necessary to have the practical experience and ability of cross-border e-commerce. However, most schools do not pay attention to the important role of talent training in the training of cross-border e-commerce. To this end, it is necessary to introduce cross-border e-commerce enterprises into the campus reasonably and effectively integrate the resources of both parties to better meet the specific goals of achieving joint training of schools and enterprises, and cultivate cross-border electricity that is consistent with market demand. Merchants [1].

2. Advantages of cross-border e-commerce

Compared with traditional cross-border trade, the cost of cross-border e-commerce in the actual operation process is relatively small, resulting in better economic benefits, relatively low operational risk, and strong operational. The cross-border e-commerce related processes of negotiating and conducting business in cross-border transactions have been greatly reduced, which can effectively reduce the establishment of relevant branches in different regions and different countries, thereby reducing transportation costs, office expenses and accommodation expenses. In addition, under the cross-border e-commerce model, companies can break through space constraints, find partners in the global market, and use the Internet to implement product sales, and greatly increase the proportion of cost input and output, reducing the amount of money needed to expand the international market. The capital investment will greatly reduce the threshold for products to enter the international market, so that the product sales channels can be expanded largely, and the product sales will be better-realized [2].

3. The practical significance of cross-border electric merchants to cultivate school-enterprise cooperation

In recent years, China's e-commerce has developed very rapidly; especially the cross-border e-commerce development momentum is obvious. According to the data, according to the current development trend, the gap of professional talents engaged in e-commerce in China will reach 4

million in the next three years. According to the current situation, many schools in the process of training cross-border electric merchants rarely set up practical skills training for cross-border electric merchants. Therefore, it is difficult to meet the needs of enterprise talents. To better solve the above problems, we should introduce cross-border e-commerce enterprises through resource integration, and cooperate with schools and enterprises to realize the market demand for cross-border e-commerce professionals.

Further, improve the quality of personnel training. The education that students receive is usually theoretical knowledge, but the cultivation of practical skills is rare. Under the background of school-enterprise cooperation, it has positive practical significance for the quality improvement of cross-border electric merchants. Among them, the introduction of enterprises in the teaching process can provide students with the required training platform, and provide many opportunities for their participation in practice, so that students' practical ability is continuously enhanced [1]. Based on this, the mode of school-enterprise cooperation is also based on the needs of cross-border e-commerce merchants. The direction of school teaching is the direction of demand for talents from cross-border e-commerce. In this case, the school and the enterprise can effectively cooperate to ensure that the cross-border electricity merchants cultivated by the school can adapt to the actual needs of cross-border e-commerce. At the same time, the school-enterprise cooperation can not only further enhance the teaching level of the school, but also enable the influence of the corporate brand to continue to increase.

Comprehensively promote the teaching reform of the school. In the process of school-enterprise cooperation, not only can be the original teaching mode be improved, but also the school can effectively transform the planning of cross-border electric merchants. It can also promote the transformation of relevant subject courses, and effectively strengthen and better through training. Develop practical talents to meet market requirements [2]. Based on this, it can also promote the deepening reform of school teaching. Among them, the school-enterprise cooperation organically integrates resources, so that enterprise experts can go deep into the school to guide students, and teachers can enter the enterprise to guide their operations, effectively build a double-teacher-type teaching team, and make the strength of the schoolteachers achieve effective improvement.

Cultivating reserve talents for cross-border e-commerce enterprises. With the rapid development of the cross-border e-commerce industry, the demand for talents has gradually increased. However, for cross-border e-commerce, it is more necessary to have applied and professional talents [3]. Through the cooperation between schools and enterprises, cross-border electric merchants can be effectively cultivated, and enterprises can also create training platforms on campus, and then introduce cross-border e-commerce professionals to ensure that enterprises have more stable human resources. . This method can effectively save the time and energy of corporate talent recruitment and expenses.

Strengthen the cultivation of practical skills. Through the joint training with enterprises, the professional quality of cross-border electric merchants can be greatly improved. Introducing corporate teaching, providing students with a professional training platform, so that students have more opportunities for post training, can significantly improve students' business operations [3]. At the same time, under this approach, talents are trained in accordance with the needs of cross-border e-commerce business, making the school a step in the direction of market demand development. At the same time, it has also strengthened the close ties between schools and enterprises, so that the direction of cross-border electric traders training is in line with the actual needs of cross-border e-commerce. In this way, in addition to the school can improve the teaching level, it can also enhance the brand influence of the company.

4. Problems in school-enterprise cooperation to train cross-border electric merchants

The school-enterprise cooperation-training model is still in its infancy, which also makes this model have many problems, leading to many shortcomings in talent cultivation. The main problems are as follows.

The enthusiasm of the company is low. The main purpose of the company's activities is to make

profits. They pay more attention to the immediate interests. Many companies think that they cannot quickly obtain benefits from the school-enterprise cooperation mode. Instead, they must spend a lot of money in student development. Cost and labor costs affect the normal work of the company itself, and overall it is not worth the candle. However, cross-border electric traders need students to carry out a large number of management practice activities. Enterprises must not only send special personnel to guide, but also be responsible for the management activities of students [4]. This makes many enterprises have low enthusiasm for school-enterprise cooperation, often Schools are more willing to invite companies to participate, but the company's willingness to cooperate and enthusiasm for cooperation is seriously insufficient.

School-enterprise cooperation is still on the surface. The school-enterprise cooperation model has not really been recognized by enterprises, and the benefits from the school-enterprise cooperation are limited. This leads to the school-enterprise cooperation model still staying at the surface stage, cross-border e-commerce the school-enterprise cooperation form is larger than the content. Many schools have only set up practice bases in enterprises after they cooperate with enterprises. Students practice in the enterprise for a period [4]. The school is not very concerned about the growth and gain of students, the enterprises fail to provide students with targeted Sexual work practice positions, students are often only engaged in some low-level work, and the gains that can be obtained through school-enterprise cooperation are limited.

Schools do not have a good grasp of school-enterprise cooperation. School-enterprise cooperation requires the joint efforts of both universities and enterprises to complete. Many schools no longer care about students' learning after sending students to business practice, and all responsibility is transferred. To the enterprise, this is an imperfect school-enterprise cooperation model [2]. In the process of cooperation between schools and enterprises to cultivate cross-border electric talents, colleges and universities should play a more proactive role. In the process of enterprise practice, colleges and universities need to further develop students, especially for students in the process of practice. The problem is to carry out education and teaching activities to ensure that the effect of school-enterprise cooperation can be highlighted.

5. The construction of cross-border e-commerce school-enterprise deep cooperation mode

At present, the main way for cross-border e-commerce to train talents is school-enterprise cooperation. Among them, the national government has also given strong support in the development of cross-border e-commerce. Therefore, the school must pay great attention to the school-enterprise cooperation mechanism, and introduce the school-enterprise cooperation in the training of cross-border e-commerce talents as a training work. The starting point and the foothold.

Comprehensively reforming the teaching content. There are a large number of majors involved in cross-border e-commerce, especially international trade, foreign languages and e-commerce. Therefore, for different professional talent programs, it is necessary to achieve close integration in the setting process to ensure students. Ability to cross-learn different professional knowledge [5]. At the same time, it is also necessary to increase the number of professional courses related to cross-border e-commerce, so that students can actively conduct practical research activities in enterprises that cross-border e-commerce, and then correctly understand the actual needs of enterprises. Based on this, it is also possible to reasonably integrate third-party training courses with student practice. Among them, the more common is the cross-border e-commerce product release and operational processes, etc., to implement a richer and more diverse classroom education to students in a practical way. In addition, you can also improve the learning effect of students through various ways of display or situational simulation.

Improve the level of teachers in schools. In China, the development of cross-border e-commerce is not long, so there is no perfect and sound teaching method for reference. Under this circumstance, for the talent-training mode of school-enterprise cooperation, teachers should actively enter the enterprise and have a deep understanding of the specific situation of cross-border e-commerce operation. At the same time, we should actively participate in practical activities and continuously enhance our practical ability. In addition, it is necessary to invite business experts and technical staff

to enter the school, give correct guidance in cultivating students' practical ability, and improve their practical level and ability. Only in this way, can we ensure the close integration of practice and theory, and then build a more comprehensive dual-teacher team to provide preconditions for cultivating cross-border e-commerce professionals [6].

Actively create a training platform for school-enterprise cooperation. After the school has a deep understanding of cross-border, e-commerce companies, it is necessary to find the best cross-border e-commerce companies and work together to create a training platform. Through this platform, students are taught the education of practical operations and the education of job skills. Among them, the specific content of the training involves not only the specific practical operation and cross-border sales skills of the cross-border e-commerce platform, but also the related content such as career guidance and career planning [5]. Therefore, the student can use the carrier of the training platform. Flexibility and proficiency in cross-border e-commerce related skills and knowledge, especially in the areas of cross-border logistics and taxation, payment and other aspects of operations.

The enterprise provides a technical internship base for the school. Internships are organized by the school to provide students with a real environment and to train their vocational skills and professional ethics. Under normal circumstances, this kind of environment can only be owned by enterprises. Therefore, schools should cooperate with enterprises to provide professional practice for schools. The environment provides students with basic positions in e-commerce, and is based on the actual ability of students to truly exercise. At the same time, internship students working in the enterprise can reduce the cost of employing the enterprise; provide a certain degree of cheap labor for the enterprise, and save costs for the production of the enterprise [7]. At the same time, the mode of providing such an internship base for schools requires the school to strictly meet the requirements of the students, prevent them from being allowed to work in the enterprise, and work lazily. At the same time, as an enterprise, the interns should be strictly required to treat the work seriously and regard themselves as a part of the business.

The school and the enterprise jointly set up professional courses. The curriculum is the core of setting a profession, and its quality affects the development of the entire profession and the employment situation of students. At the core of the current teaching reform is the reform of the curriculum. At present, some colleges are undergoing reforms, but some colleges and universities are abusing teaching materials and do not actually consider the needs of enterprises [6]. At present, the advantage of the school is that it can provide students with a superior environment, can understand the students' cognitive level, and conduct professional theoretical teaching. However, the current problem of the school is that it cannot provide professional practical operation, and there is no practical problem-solving experience. The current e-commerce graduates need to re-learn professional knowledge after entering the society, and many students are forced to change careers. Therefore, the school should be integrated with the enterprise, set the curriculum according to the actual needs of the enterprise, and according to some problems that arise in the business process of the e-commerce; the students can participate in the solution together with the enterprise staff, and add more to the students.

Schools and enterprises look for profit points. When schools and enterprises face the mode of school-enterprise cooperation, they should consider each other's considerations and seek a side that is beneficial to them. Enterprises can help the company's own development by providing an internship base for schools, and some excellent electric businesspersons can be found [5]. In order to meet the needs of the current electric merchants, the school provides interns to solve the students' practical experience, provide more opportunities for students to practice, and form a school-enterprise cooperation model with regional characteristics.

Establishing a school-run enterprise or an enterprise-established institution. The school can encourage students to set up some e-commerce studios during school, and the school can provide professional technical assistance and support. In doing so, it will provide a base of practice for more students, and secondly, it will encourage students to innovate and enhance their creativity. The establishment of a college is because it has strong financial support, and secondly, it can provide more professional electric merchants for itself [7]. Whether it is a school-run enterprise or a business-run

college, it can make it actually benefit. Schools and enterprises should recognize their benefits and vigorously advocate this model.

6. Summary

In summary, based on the cross-border e-commerce school-enterprise cooperation talent-training model, enterprises can obtain more stable and professional talents, thus provide a strong guarantee for the increase of their own economic benefits, and strengthen their comprehensive competitiveness. Under this model, students are able to gain more practical opportunities to ensure the full enhancement of personal practical skills and operational skills. For the school, it can strengthen the teaching level and promote its long-term stable development, making greater contributions to social development. In general, the use of the school-enterprise cooperation model has a positive effect on the cultivation of cross-border electricity merchants. It is also a teaching model in which schools and enterprises are mutually beneficial and win-win, and resources can be shared.

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