

# **Research on the Training Mode of Cross-border Electric Merchants Facing Southeast Asia of Yunnan Colleges and Universities in the Background of “Belt and Road”**

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**Keywords:** Training Mode, Cross-border Electric Merchants, Southeast Asia, “One Belt, One Road”

**Abstract:** Under the background of General Secretary Xi Jinping's “Belt and Road”, the wide application of Internet + technology has promoted the development of cross-border e-commerce and formed an industrial cluster. The original e-commerce professional talent training mode in Chinese colleges and universities has not adapted to the needs of social development, and it is necessary to change the teaching mode to adapt to the development of cross-border e-commerce mode. This paper expounds the innovative research on the cross-border electricity merchant training system under the background of “Belt and Road” from different aspects, and hopes to provide theoretical reference for experts and scholars engaged in cross-border electric merchant training model research.

## **1. Introduction**

The promotion of the “Belt and Road” economic strategy has enabled Yunnan to connect with the Silk Road Economic Belt and the south to connect with the Maritime Silk Road. It has become a veritable “One Belt, One Road” strategic core fulcrum. For the cross-border electricity training in Yunnan universities located at the strategic connection point, new requirements are also put forward. The training program and education mode of e-commerce talents are carefully analyzed, and the e-commerce talent training in Yunnan colleges and universities under cross-border e-commerce is constructed. The system has become a top priority. Based on the analysis of the status quo and training status of cross-border electricity merchants in Southeast Asia under the background of “Belt and Road”, this paper explores the training mode of cross-border electricity merchants in Southeast Asia based on the disciplines and geographical advantages and characteristics of the schools. Cross-border e-commerce development in the western region provides talent protection.

The promotion of the “Belt and Road” economic strategy has enabled Yunnan to connect with the Silk Road Economic Belt and the south to connect with the Maritime Silk Road. It has become a veritable “One Belt, One Road” strategic core fulcrum. However, for Yunnan Province, where education is relatively backward, talent shortage has become a bottleneck for the development of cross-border e-commerce. It is imperative to analyze and study the training programs and education models of e-commerce talents and build a teaching system for e-commerce talents training in Yunnan universities under cross-border e-commerce.

## **2. The Current Situation of Cross-Border E-Commerce Talent Training in China**

Under the background of “One Belt, One Road”, the application of Internet + technology accelerates the development of cross-border e-commerce in China, and the development of cross-border e-commerce has also improved the development of China's trade industry. At present, China's tertiary industry and even the secondary industry have achieved new leap in the e-commerce platform. Especially in the current economic development of international economic integration, international trade has also adapted to the development of the times, found new ways of trade in the Internet and began a period of rapid development. Therefore, talent cultivation has become the top priority of cross-border e-commerce development. However, the e-commerce

talents cultivated in colleges and universities in China are not suitable for the development of modern enterprises. It is necessary to establish a talent training model that meets the needs of cross-border e-commerce development to meet the needs of enterprise development.

The development of e-commerce has a certain history. In the process of development, colleges and universities explore many teaching modes according to the characteristics of their own schools, but the applications are more “2+2 mode”, “2+1 mode” and “composite mode”. “Work-study combination mode”, “order training mode”, “school-enterprise joint training mode”, “school-enterprise integration, work-study alternation, job rotation” mode, etc. These training modes have their own merits, but there are also many constraints, such conditions include whether the school has sufficient corporate resources, whether there is a clear direction for professional training, whether there are sufficient “double-educational” teachers, and whether there are sufficient training conditions. The teaching mode needs to be changed. It is necessary to select the appropriate teaching mode according to the actual situation of the university and the social environment and other factors. It can be combined and used in multiple modes to complement each other. However, its teaching mode must have application value, to improve students' practical ability, and to cultivate applied high-level talents for enterprises. Taking Harbin Guangsha College as an example, combined with the actual situation of Heilongjiang e-commerce development, after repeated argumentation by experts from both schools and enterprises, the paper puts forward the model of “school-enterprise integration, work-study alternation, job rotation”, highlighting the cultivation of cross-border e-commerce actual combat capability and adapting to Heilongjiang. The demand for multiple talents in a cross-border e-commerce enterprise cluster.

### **3. The Development of Cross-Border E-Commerce in Southeast Asia**

There is a lack of local cross-border e-commerce platforms. The cross-border e-commerce platform is currently in a diversified state. According to different formats, imported retail e-commerce can be divided into five major operating modes: overseas purchasing mode; direct marketing, direct shipping platform mode; self-operated B2C mode; shopping guide/return platform mode; overseas commodity flash buying mode. The export-oriented cross-border e-commerce platform can be divided into three types according to different transaction entities: business-to-business/business-to-business, single-to-one. The cross-border e-commerce B2B platform can be broadly divided into two types: “information service platform (mainly by advertising)” and “integrated service platform (to promote order transactions)”;

B2C platform can also be called “cross-border” The online retail platform has the characteristics of frequent trade volume transactions; the C2C platform is mostly the purchasing platform of Haitao buyers under the B2C platform.

The level of online shopping consumption and the category of goods are uneven. According to the “2014 Thailand Internet User Behavior Report” released by the Thai Electronic Commerce Development Agency (ETDA), 25.5% of men, 32.7% of women, and 39.1% of third-party people choose mobile shopping. 49.1% of men, 45.1% of women, and 50.7% of third-degree people will use online shopping when using computers. (Netizens account for 43.1% of men and women account for 43.1% of women. 55.6% and the third gender accounted for 1.3%). Although Thailand's mobile Internet is developing rapidly, consumers are more inclined to use the PC to shop because they think it will be safer.

Cross-border e-commerce online payment is based on bank cards. Cross-border payment is the key to the rapid development of cross-border e-commerce. Malaysia's online payment platform has formed a certain scale, with more than 5 million credit card active users and more than 100,000 active PayPal users. Credit cards, debit cards and online banking are the dominant methods in online payment methods. Among them, online banking accounted for 50% in 2012, credit card and debit card accounted for 37.5%, and other methods such as PayPal or cash on delivery accounted for 12.5%. At the same time, the Malaysian government is also vigorously building an online payment system. Currently, all local banks have opened online banking services.

#### **4. The Status Quo and Problems of the Training of Cross-Border Electric Merchants in Southeast Asia in Yunnan Universities**

The number of cross-border electricity merchants in Southeast Asia is seriously lacking and the professional level is low. At present, the development of e-commerce in Southeast Asian countries lacks a group of comprehensive quality talents who have theories, will operate, understand management, master technology, familiar with trade rules and Southeast Asian languages, and have received formal e-commerce education. E-commerce talents are in short supply. This lack of supply and lack of high-quality integrated e-commerce talents has led to a relatively low level of e-commerce development and service in Southeast Asia.

The problem of insufficiently clarified training objectives is more prominent. The training objectives are broad and unfocused, and they do not combine the advantages of running a school, the advantages of the discipline, and the professional positioning of the market for talent demand integration.

The course setting is poor. The e-commerce industry covers a wide range of subjects and is rich in subject knowledge. It is a multidisciplinary and multidisciplinary major. However, from the current curriculum, “menu-style” training only meets the special talents of a certain position, and the “composite” training It is a million-dollar style, all-inclusive, and students lack comprehensive skills. Among the Southeast Asian members, Vietnam, Laos, Cambodia and other relatively backward countries, the e-commerce talent training is more serious because of the backward education system and the lack of a systematic system of educational mechanisms.

The curriculum system lacks rationality and systemicity. Because e-commerce involves multiple disciplines, the curriculum is arranged in a variety of disciplines. The courses are numerous but not systematic, and the students' knowledge is not systematic and professional.

Lack of practical skills and practical environment. The theory of e-commerce lags behind practice. The deep understanding and cognition of e-commerce is more in practice and experience. Although many colleges and universities have invested a lot of money to build various e-commerce simulation labs, there are also some simulation software for students to simulate training. Or sandbox practice, but no task without competition simulation is out of the actual business environment, and because the teacher itself lacks practical operation management experience and experience, there are many limitations in the course entrepreneurship and internship guidance, resulting in students can not deeply understand The true value of e-commerce is only aware of the network consumption scenario.

#### **5. The Southeast Asia Cross-Border Electricity Merchants Training Mode of Yunnan Colleges and Universities under the Background of “One Road, One Belt” Strategy**

Taking Yunnan's unique geographical and regional advantages as the starting point, under the background of Yunnan's economic and trade cooperation with South Asia and Southeast Asia and the demand for e-commerce talents, we broke through the traditional e-commerce talent training model and built a distinctive “basic theory + technology application + Practice training + entrepreneurship” four-in-one cross-border electrician talent training model.

Building a scientific and rational curriculum system. “Theory + Technology” pays equal attention to constructing a curriculum system that matches the training objectives. The curriculum-based subject-based curriculum involves related activities including economics, management, information systems development, business and economic statistics, operations research and other practical teaching activities. The main activities include: electronic money payment and security, web development, network and Communication, operating system, JAVA (J2SE, J2EE), JAVA (J2ME), software engineering and other courses; professional direction courses include business intelligence, e-commerce model, network marketing, mobile commerce development technology, Web interface, ASEAN e-commerce, investment analysis And other courses.

To realize the organic combination of knowledge transfer and innovation and entrepreneurship

training in e-commerce teaching, establish a “mentor + practice + entrepreneurship team” mechanism, undergraduate students implement the reform of tutor system, assign teachers to the students after entering the school, and professionally prepare students in advance. Quality training, each teacher instructs students to form a professional team, seniors with juniors, sophomores, freshmen, students from the beginning of the school began to gradually understand the professional structure, prepare for the follow-up professional course learning and entrepreneurial team formation ;

Strengthen practice and innovation and entrepreneurship skills development. Instruct students to participate in various practical competitions and entrepreneurial competitions, college students' innovative entrepreneurship training program, Baidu search engine contest, national college students “innovation, entrepreneurship, creativity” three creations. Guide students to find opportunities and needs from cross-border e-commerce and Southeast Asian markets.

Curriculum reform. For the Southeast Asian cross-border e-commerce course “ASEAN E-Commerce”, the curriculum modular design and teaching practice design, into the Southeast Asian border trade characteristics and macro-micro environmental analysis, to grasp the e-commerce involved in logistics, payment, network marketing and other support content, Apply professional knowledge to the practical work of business and economic development in Southeast Asia.

Comprehensive Experimental Curriculum Reform. Due to the limitations of the existing experimental conditions, the first semester is taught by the teachers of the teaching and research section. The teachers will teach with their own research direction and the content of the guidance paper. Each student can learn and understand the different research methods and e-commerce related. Content, in the process of learning, students can expand their horizons beyond the scope of their chosen teachers and topics, and can also join other groups to learn and discuss; the second semester comprehensive experiment is undertaken by teachers with market operation experience. The students will be organized into the entire e-commerce framework, and the three-year course will be integrated into the system realization and business model analysis of the comprehensive experiment, paving the way for the graduation design.

Through the infiltration and integration of practical teaching concepts into theoretical teaching, through the reform of theoretical teaching organization forms and teaching methods, the cultivation of students' application ability is strengthened, and the organic combination of knowledge transfer and ability cultivation is achieved. The reform realizes the reform from the graduation thesis writing to the graduation design technology realization. The graduation design must include the analysis and operation of the front-end business model, the background technology realization and the data management. The students have a comprehensive grasp of the e-commerce structure, and integrate the curriculum system in the graduation design process. Most courses. It penetrates into all aspects of teaching and runs through the whole process of teaching to explore effective ways to cultivate cross-border e-commerce talents that the society needs.

## **6. Conclusion**

Cross-border electrician training is a complex system engineering. Our practice and research have found that cross-border e-commerce talents are highly integrated and are a specialized field of management, economics and network engineering. Our training programs fully reflect this; secondly, cross-border electricity The cultivation of merchants is very practical. We have established sufficient practical training through the establishment of the “mentor + practice + entrepreneurial team” mechanism and comprehensive experiments. Once again, our cross-border electric businessman training fully reflects the regional characteristics. Closely combine the geographical characteristics of Yunnan facing Southeast Asia, and cultivate talents that adapt to the development of cross-border e-commerce in Yunnan.

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