

Cultivation Path of Cross-border E-commerce Talents

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Abstract. Cross-board e-commerce are overturning the traditional international business model and become the new trend of international business, along with the in-depth application of internet and information technology. The talent training of cross-border e-commerce need to clarify training objective, innovate training mode, reconstruct curriculum system, improve practical skills, to meet the social demand for high-quality cross-border e-commerce talents along with the rapid development of cross-border e-commerce. Based on analyzing the relationship between supply and demand of cross-border e-commerce talent and the status of college education, this paper discussed the training mode of cross-border e-commerce and talent training path and practice to provides reference for the training of cross-border e-commerce talent in China.

Introduction

Cross-border e-commerce has become a new approach for the transformation, upgrading and sustainable development of traditional international trade, along with internet and information technology integrated into international trade under the background of globalization. The total transactions of Chinese cross-border e-commerce is 9.1 trillion yuan in 2018 and expect to reach 10.8 trillion yuan in 2019, reach 12 trillion in 2020. The compound annual growth rate of cross-border e-commerce is about 20% from 2015 to 2020 in China. Cross-border e-commerce has entered a new stage of development, and enterprises' demand for cross-border e-commerce professionals has soared, resulting in more than half of cross-border e-commerce enterprises' talent recruitment being normalized. The shortage of cross-border e-commerce talents seriously restricts the development of cross-border e-commerce and the transformation and upgrading of enterprises.

The traditional mode of training e-commerce talents cannot keep up with the rapid development of cross-border e-commerce industry. There is a gap of knowledge and skills between the training of cross-border e-commerce talents in universities and the demand of enterprises. The modes of "ecological alliance" and "crowd innovation space" ^[1]aiming at cross-border e-commerce talent cultivation mode are not systematic and practicable. Cross-border enterprises need compound talents who are familiar with e-commerce, international trade, overseas consumption concept and culture, master cross-border e-commerce platform operation and marketing skills, familiar with international logistics, customs declaration, tax refund and other skills.

This paper study the talent training path and implementation to meet the gap between cross-border e-commerce enterprises and the training objectives of cross-border e-commerce talent in universities.

Demand of Cross-board E-commerce Talents

After visited 10 e-commerce start-up parks, 40 cross-border e-commerce enterprises, interviewed 50 graduates, we find the demands of cross- e-commerce enterprise for the talent as below.

(1) diversified needs on talents

The interdisciplinary cross-border e-commerce talents who understand operation and management are the enterprises need most. cross-border companies want to comprehensive ability training of talents in university, because there was no lack of skilled technician and senior manager

in enterprise. The second demand on the cross-board e-commerce talents is operative skills. The third demand on the cross-board e-commerce talents is operation management talent integrated international trade, e-commerce and platform operation knowledges.

(2) Professional skills cross with non-professional skills

The top three valued skills are: language communication skills, data processing and analysis, e-commerce operation. Cross-border talents need to be familiar with the operation of third-party e-commerce platforms. Enterprises not only need cross-board procurement, marketing, logistics, customer service, network payment, information technology support, the website construction and maintenance, but also need independent learning ability, and strong sense of responsibility. According to the survey, the top three non-professional abilities for cross-border talents are: ability of cooperation, communication, organization and coordination, ability of self-learning and innovation, responsible and positive working attitude.

(3) Capabilities do not match requirements

The serious shortage of cross-border e-commerce merchants is not the inability to recruit people, but the inability to recruit the right talents. Students majoring in international trade or business are more professional than cross-border e-commerce talents, e-commerce graduates are not solid in professional knowledge and foreign language skills, lack of industry knowledge, which directly leads to the shortage of talents in cross-border e-commerce on the one hand, and the strange phenomenon that graduates majoring in cross-border e-commerce do not find jobs in the cross-border e-commerce industry on the other hand.

Situation of Talents Training

Cross-border e-commerce graduates cultivated by colleges and universities have a low degree of match with social needs in terms of comprehensive ability and skills.

(1) The talent training program lack of pertinence

In order to meet the demands for talents generated by the rapid development of cross-border e-commerce industry, many universities offer cross-border e-commerce majors or directions on the basis of e-commerce, international trade and even business English majors. Universities and colleges focus on international trade courses in their talent training programs, neglected the comprehensiveness and interdisciplinary of cross-border e-commerce.

(2) Teaching modes are simplicity

In addition to professional knowledge and skills, cross-border e-commerce merchants should also have professional practical operation, management and communication skills. Theoretical knowledge can consolidate students' basic professional knowledge, but it is easy to neglect the cultivation of independent learning ability and comprehensive practical ability. Although some teachers have acquired cross-border operation practices through industry training, they mainly focus on the operation of cross-border e-commerce platforms and lack in-depth understanding of the trade industry. Short-term training is far from meeting the actual teaching needs, and it is difficult to conduct flexible teaching according to personalized job requirements.

(3) School-enterprise cooperation lack of operability

Schools reached school-enterprise cooperation training projects with enterprises to improve cross-border talent's international trade ability. But the limitation between university and enterprise in the curriculum, teaching content, teaching arrangement, interactive communication narrowed the scope and depth of cooperation^[2].

Cross-border e-commerce talent training path

Understand Training Target. Training objective is to solve training what kind of talent, which is the premise of formulating and implementing the talent training program[2]. Different

from traditional international trade, cross-border e-commerce has its own business process requirements and characteristics in talent training objectives. Based on its professional and characteristics, combined with the actual operation process of cross-border e-commerce, we believe that the training objectives of cross-border e-commerce can be summarized as follows: Business intelligence is the core, with solid professional international trade knowledge, skilled use of network information technology for data analysis and network marketing, familiar with the network and information technology in the application of cross-border e-commerce. The relationship of information technology support, data analysis and cross-border operation abilities as fig.1 shows.

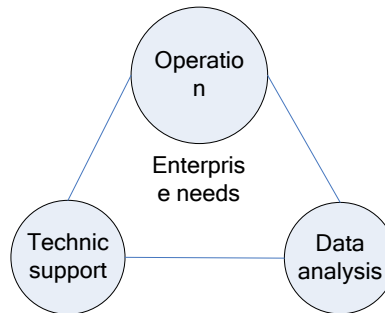


Figure 1. Cross-border e-commerce business training objectives

Reform the models of cultivating talents. Talent training mode is embodied in the formulation and implementation of talent training program, include curriculum planning, curriculum system setting, practical arrangement. The combination of theory and practice is the most effective and fastest way to cultivate the actual ability of cross-border e-commerce talent. Combine the practical advantages of the enterprise in the industry, with the advantage of talent, venues, facilities in school, form "teaching factory" model, to build a bridge between school and industry enterprises. School-enterprise cooperation training objectives as fig. 2 shows.

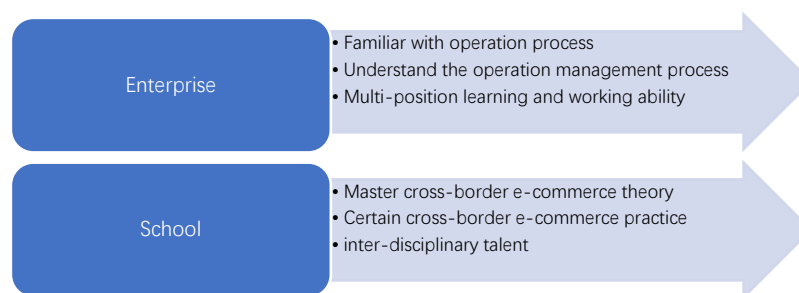


Figure 2. School-enterprise cooperative talent training

Innovative Cultivation Method. Teaching method innovation is the core of cultivating method innovation. Enterprise has rich industry background and practical experience, school has rich talent advantage. Enterprises are willing to cooperate with schools to jointly explore talent training in curriculum development, providing practice opportunities, accepting graduates, sending enterprise experts to participate in the teaching process, teachers training in enterprises, signing order cultivation agreements, etc. The practice course teaching changed from course teaching to platform practice, then to working competence practice, shows as figure.3.

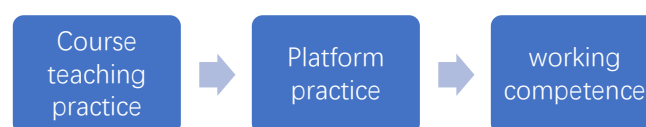


Figure 3. Practice curriculum reform thought

Specific Training Measures. To reconstruct the course system, we take the follow specific

measures: integration of common course of the school resources, build the modular of cross-border e-commerce curriculum system, including general compulsory course module, basic specialized course module, specialized practice module, personalized development and diversified development module. The courses system and class hour allocation show in table 1.

Table1. Courses system and class hour allocation

Course type	Total credits	%	Total hours	Theory hours	Practice hours
General compulsory course	54	36	976	884	92
Basic specialized course	30	20	480	416	64
Specialized course	34	23	544	392	152
Specialized Practice	32	21	768	0	768
Total	150	100	2768	1692	1076
Theory: Practice (%)	62:38				

Establish School-enterprise Cooperation Training Mode. Cross-border business talents train need a large number of teachers with practical operation experience, which is a quite demanding for teachers. If teachers lack practical operation experience, they will be unable to guide students. By systematically introducing professional teachers with cross-border business experience, and part-time teachers from enterprises, combining with the existing full-time teachers provide skills training, promote teachers engaged in cross-border business, establish school-enterprise cooperation training mode, which is an flexible and varied teaching methods. The school-enterprise cooperated practice model we taken show as fig.4.



Figure 4. Implementation of school-enterprise practice

Conclusion

Cross-border e-commerce will continue to develop rapidly in the future, bringing more favorable opportunities and development space for international trade. Schools and enterprises should fully cooperate with each other and complement each other's advantages, actively cultivate high-quality and innovative cross-border e-commerce talents who understand international trade and e-commerce platform operation, to promote the vigorous development of cross-border e-commerce industry, which is also an important measure to respond to the national "One Belt And One Road" strategy under the new situation.

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