

An Analysis on the Strategic Positioning of Digital Trade Personnel Training for Applied Universities in Heilongjiang Province¹

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Abstract: Taking the cultivation of digital trade talents as the research object, this paper expounds the status quo and trend of industrial development in Heilongjiang Province, analyzes the demand of regional economic development in Heilongjiang province for digital trade talents, and demonstrates how to conduct strategic positioning in the cultivation of digital trade talents for international trade majors in applied universities.

Keywords: Applied universities; Digital talents; Cultivation of talents; Strategic positioning

1. Digital Trade Talent Demand of Heilongjiang Region

According to the 2019 Construction Plan of Heilongjiang Province as an Industrial Strong Province (2019-2025), by 2025, the province's new modern industrial system will be basically completed, the proportion of which in the province's GDP will reach more than 30%. And the whole province will form a batch of enterprises whose prime operating revenues are over 10 billion level, industries over 100 billion level and industrial clusters over one trillion level will be formed. Heilongjiang province will prioritize developing the four biggest strategic industries, that is, green food, new materials, high-end device, and biomedicine. Its key cultivating point is to develop the three pioneering industries of energy protection and conservation, new energy, as well as new-generation IT. Improve the three essential industries of chemical engineering, automobiles, as well as traditional energy, and create a multi-dimensional development framework in the industry featuring "one district, two belts, and multiple bases". In June 2020, Heilongjiang government introduced Several Policies and Measures on Strengthening opening-up and Deepening Reform and Innovation of Harbin Section of China (Heilongjiang) Pilot FTZ, centering on the 4+4+3 industrial development plan of the new zone covering many fields such as new materials, equipment manufacturing, new generation of IT, headquarters economy, comprehensive health, consociation with Russia, and cultural tourism. From the demand point of view for talents predicted by regional development, international economic and trade specialty cannot correspond to a particular industry, but to nearly all the posts related to transnational development in all industries, and has cross-demand relationship with various industries.

Therefore, international trade not only serves traditional international trade fields such as "The Belt and Road" and "Trade with Russia", but also needs foreign trade talents for the transnational development of all industries, digital trade in particular. For example, black soil in cold area industry and green organic food industry has become the most advantageous and distinctive agricultural business cards in the province. China's grain and green organic food production base is being built in Heilongjiang. Talents with sales skill for deep-processing food, agricultural products, as well as sideline products, domestic

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and abroad, especially talents for cross-border electronic commerce led by digital trade, have been undersupply and will continue to be in great needs in the future. From the perspective of Heilongjiang Province's efforts to develop original ecological tourism, the needs for talents in international service trade will increase. As the province's cooperation with Russia has been constantly deepening, international digital trade has been speeding up its development. With the sustainable development of the reform and innovation of Heilongjiang Pilot FTZ, the number of foreign trade talents familiar with the rules of free trade zone will continue to increase. Since 2019, when Harbin became a full-scale pilot zone for cross-border electronic commerce, which is one among the 37 pilot cities in China where cross border electronic commerce retail imports are supervised as personal use items, cross border electronic commerce has developed fast, which has greatly stimulated the talents needs for cross-border electronic commerce in the foreign trade industry. As a typical innovative commercial model of "Internet + foreign trade", it has the characteristics of high salary starting point and broad development space for cross-border talents. Nevertheless, compared with the booming growth rate of cross-border electronic commerce industry, cross-border talent shortage is still a common problem in cross-border e-commerce enterprises. Compound, talents with creative mind having foreign language capabilities, data and information gathering and copy writing ability, being able to operate foreign trade practice and brand management, and those who are up on platform rules and foreign trade laws, regulations and cross-border settlement and payment, logistics as well as SCM, are in urgent demand especially for cross-border electronic commerce firms. Considering the rapid growing tendency of new form of foreign trade in the cross-border electronic business form, it is obvious that the new era of digital economy is coming, and customers are becoming a specific kind of significant assets for cross border electronic commerce firms to develop. How to use new digital means and ways in order to know the needs of customers better, and then carry out accurate marketing and services for these customers is crucial for future cross border electronic commerce firms. At the same time, it also poses new challenges to the cross-border e-commerce business personnel in the digital age.

2. Demonstration of Strategic Positioning for Digital Trade Talent Training

China's economic and foreign trade growth is walking into the new normal, the transition and development of regional economy has become the strategic choice of our sustainable economic development. Facing the needs of the new times, local universities are bound to cultivate many application-oriented undergraduate talents of various levels and types with high compatibility with the demands of modern industry and employment. However, in the practical digital trade talents training process, there is still a mismatch between application-oriented undergraduate talents and the demand of the job market. How to change this situation and accelerate the promotion of core employment competitiveness of application-oriented undergraduate talents must be deeply studied and the new characteristics of regional economic transformation and development, and the upgrading and growing of regional economy to put forward new and higher demands for talent structure, knowledge, and capability reserve also must be explored.

By 2025, national digital literacy will reach the average level of developed countries, the amount of digital trade talents will steadily enlarge, and this digital industry will become an important employment market. The further growth and improvement of the digital economic industry in years to come will expand new employment space. Under the policies that are driven by innovation of digital economy and trade development, IT industries, for instance the Internet, artificial intelligence etc., will generate higher quality new jobs. The digitalized reformation of traditional industries will drive more workers to change jobs and perfect the quality of employment. In-depth integration between big data, cloud computing, artificial intelligence and the substantial economy will be promoted. Traditional service industries will be transformed into digital and networked services. And thus more and more employment in digital trade will be stimulated. Other new generation of IT industry will be fully applied to promote digitalization of agricultural production, operation and service, and to vigorously develop smart agriculture, to make the whole industry chain of agriculture extended and upgraded, to speed up the integrated growth of the primary, secondary and tertiary industries in country regions, and to fasten rural revitalization, which will also bring fast development of rural electronic commerce.

In this context, international economic and trade major in applied universities should strengthen the education of digital talents, speed up the blending integration between data analysis, computer science, and international trade, enlarge the training scale of digital talents in international trade, strengthen the training education to professional teachers in digital trade, co-construct and co-sharing of digital resources with other application-oriented undergraduate education, strengthen the construction

of higher education international trade teaching standard system adapted to the growth of digital economy and trade, and go on to optimize specialty setting of applied university.

Strengthen the digital skill training for students and reinforce practical teaching in applied university, attract social force groups to join in the professional training of digital trade talents. It is vital to deepen the integration between industry and applied universities and strengthen college-company cooperation, seek new forms of co-training for colleges and enterprises, promote consociation with scientific institutions and industrial businesses in co-education, and timely transform advanced achievements and practical technologies in the digital field into teaching content. It also should support large digital economy backbone enterprises to build a talent training base with this specialty.

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