

Exploration of cross-border e-commerce talent cultivation based on core competency cultivation

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Abstract: With the acceleration of economic globalization, the introduction of policies such as the “the Belt and Road” and “Internet plus” has accelerated the development of cross-border e-commerce industry. At present, the scale of transactions in China continues to grow, and the scale of cross-border e-commerce in import and export trade is also constantly increasing, and its position in China’s import and export transactions is constantly improving. However, this has led to an increase in the demand for cross-border e-commerce talents. And universities are the main source of cross-border talent cultivation. Universities should combine the problems in cross-border e-commerce talent cultivation and propose corresponding countermeasures, laying a solid foundation for e-commerce enterprises to cultivate talents. Based on this, the article analyzes and studies the cultivation of cross-border e-commerce talents through core competency cultivation, identifies the advantages and disadvantages of current cross-border e-commerce talent cultivation, and proposes a cross-border e-commerce talent cultivation strategy based on core competency cultivation for reference.

Key words: Core competency Cross-border e-commerce; Talent training

Introduction

In the background of the progress of science and information technology, Internet technology is widely used in all walks of life. Different from the traditional international trade methods, cross-border e-commerce is highly innovative and has been recognized by more consumers. Many small and medium-sized cross-border e-commerce companies have been established one after another, which also makes the training of cross-border e-commerce talents become a key problem restricting the development of cross-border e-commerce under the Internet environment. In the current talent training practice, how to solve the problems in a scientific way and improve the current situation of e-commerce talent training has become the core problem facing the universities and colleges.

I. The advantages of cross-border e-commerce talent training

1. Opportunities brought by “the Belt and Road Initiative”

By the end of August 2019, China had carried out cooperation with 136 countries and international organizations and signed 194 cooperation documents on jointly building the Belt and Road. The Belt and Road Initiative has provided new opportunities for the development of cross-border e-commerce, as well as broader space for the development of foreign trade enterprises. With the continuous improvement of China’s opening level, the import volume, the domestic market’s demand for overseas products and commodities have been increasing. Overseas brands see the consumption potential of our market and have more import opportunities. At this stage, China’s free trade zones have been expanded to 21, providing trade facilitation and helping to better achieve institutional reform, bringing new opportunities for the development of business.

2. Continuous expansion of cross-border e-commerce industry

In the context of the concept of “Internet plus”, the scale of cross-border e-commerce industry is increasing, and enterprises’ demand for cross-border e-commerce talents is constantly growing. At this stage, all colleges and universities start to set up e-commerce majors according to their real situations, and put forward the “2+2 model”, “2+1 model” and the model of combining work with study. According to the direction of e-commerce education in China and the resources of e-commerce enterprises, a university-enterprise integrated education model has been created, which strengthens the education reform and cultivates talents with strong professional quality and ability. Colleges and universities actively declare and develop related majors, through the joint efforts of schools and enterprises, cultivate composite talents that adapt to the development of the country in the new era, driving the development of colleges and universities across the country, changing the way of personnel training, and providing more talents for the implementation of “the Belt and Road Initiative”.

II. Disadvantages of cross-border e-commerce talent training

1. Insufficient courses

Because cross-border international e-commerce has strict control mechanism on management, technology, transportation, safety and other standards, this puts forward higher requirements for talents’ language ability and technical ability. In order to better adapt to the development of e-commerce industry in inbound and outbound countries and meet the needs of talents, relevant courses should be set up and disciplines in the direction of cross-border e-commerce should be set up. However, most schools offer one or two courses separately, and there are few links with other courses.

2. Inadequate participation of enterprises

First of all, the cooperation between enterprises and universities is not very active. The main reasons are as follows: First, enterprises are faced with great uncertainty and risk. Enterprises and universities should strengthen the construction of talent training mechanism and invest more time, capital and manpower. Taking cost input as an example, the benefits obtained by enterprises are difficult to determine and

the effect is not good in the short term causing the participation of enterprises not active enough; Second, enterprises have more choices of cooperation objects. Cross-border e-commerce major has a more perfect talent training mechanism, through cooperation with enterprises, it can help to improve students' practical ability. At the same time, small and medium-sized enterprises can also contact with the school to establish a corresponding talent recruitment mechanism to achieve talent recruitment, which is conducive to better realize the construction of cooperation mechanism.

Furthermore, the two sides lack in-depth long-term cooperation, and the effectiveness of the integration of industry and education is insufficient. In the process of cultivating application-oriented talents, the existing cooperation mechanisms between schools and enterprises include order-type teaching, apprenticeship teaching and work practice. In the process of order teaching and apprenticeship teaching, schools and enterprises can not really grasp the essence of the ideological value of the integration of production and education, and the cooperation is mainly limited to inviting professionals in the enterprise to give lectures at universities or colleges. Such a cooperation mode is not in-depth, and it is difficult for students to fully understand the characteristics of the job.

3. Single orientation of talent training

At this stage, the training goal of cross-border e-commerce professionals in schools is generally to train the talents to be familiar with economic and trade work and foreign investment through understanding the economic development of countries and regions. This is relatively something very little for the cultivation of innovation ability and professional knowledge required by the current cross-border trade. At the same time, dynamic adjustment does not adapt to the economic development of the situation, the traditional foreign trade personnel training model can not meet the needs of the industry.

4. Lack of good practical teaching environment

Practical teaching is an important way for colleges and universities to train talents for cross-border e-commerce application. Colleges and universities generally adopt the mode of combining on-campus practical training with off-campus practical training. However, at this stage, although the on-campus training room is equipped with a series of application software, it lacks a real trading environment, and there is a problem of being out of touch with the market. The account management of some mainstream cross-border e-commerce platforms is relatively strict, and the threshold of operation is also relatively high, which limits the development of educational practice to a certain extent.

III. Cultivation strategy of cross-border e-commerce talent based on the cultivation of core competency

1. Clear talent training objectives to promote students' development

In the general university education, the process of talent training is not only the effective combination between the profession and the industry, the effective docking of the profession and the post, the content of the professional course should also meet the standards and requirements of the profession. In addition, teachers in the teaching practice activities also need to cultivate students' practical ability as the core, so as to better practise the teaching process and production process of close contact. The training goal of college education is to send more compound talents with strong professional quality and ability for enterprises. Therefore, teachers should clarify the key objectives of talent training, establish corresponding positioning, innovate the mode of talent training and development, and adjust the e-commerce curriculum system. Cross-border e-commerce is an interdisciplinary subject, and the majors at this stage mainly involve e-commerce, international trade and international business. According to this research, enterprises need more interdisciplinary talents, who should have business English ability, be familiar with the basic process of cross-border e-commerce transactions, understand the basic operation of cross-border e-commerce platforms, learn how to develop and maintain customers, and cultivate foreign trade talents with high quality and strong ability.

2. Construct course teaching modules to cultivate innovation ability

The modular curriculum system helps to better achieve the goal of talent training, so as to cultivate students' basic professional quality and professional ability, and pay attention to the cultivation of students' core ability and quality. In the teaching of cross-border e-commerce curriculum system, teachers should not only pay attention to the cultivation of students' core professional abilities and set up corresponding courses, but also add a series of cross-border e-commerce practical training courses.

The key to training students' professional ability is to let students master the basic cross-border e-commerce communication skills, have e-commerce English ability and master basic network marketing strategies. The training purpose of professional practice courses is to enable students to form good application ability and promote the development of students' innovation ability. As the application language of cross-border e-commerce platform, English helps to cultivate students' good communication awareness, enhance students' English expression ability, and promote students to form a good comprehensive ability.

3. Strengthen the construction of school-enterprise cooperation and build practical training platforms

First, establish a cross-border e-commerce training platform jointly operated by schools and enterprises. In the process of cultivating cross-border e-commerce talents, colleges and universities should pay attention to the cultivation of students' core competency. Therefore, teachers should set up a series of cooperative practice cooperation ways, so as to promote students to form a good comprehensive practical inquiry ability. Both schools and enterprises should strengthen the construction of practical teaching system, do a good job in the negotiation of practical objectives, and take the development needs of enterprises as the core, accept the suggestions of enterprises, so as to carry out specific practical training activities. Schools should require professional teachers to integrate into the enterprise, so as to enhance the social

service ability and improve the comprehensive quality of teachers.

Secondly, a scientific and reasonable curriculum education system should be built. Teachers also need to encourage students and guide them to be engaged in self-employment. In the context of the “Internet Plus” era, students need more guidance and support from teachers when trying to start cross-border online businesses, and optimize industry processes and service systems in actual cross-border e-commerce operations. At the same time, colleges and universities should strengthen cooperation with enterprises, build project teaching method, and infiltrate group learning, role playing and other methods into practical projects, so that students can form a good quality of cooperation and improve their writing and exploration ability. In addition, schools can also create online stores, promote products online, exercise students’ ability of practical exploration, and better realize the connection between study and employment.

Furthermore, it could also be helpful to conduct orientation training in cross-border e-commerce teaching. In order to enable students to achieve better employment, colleges and universities should strengthen the cooperation mechanism with enterprises to train talents needed by enterprises. Therefore, the two sides should sign a talent training plan, clearly target technical talents, and choose the right working environment and job post according to their personal interests and characteristics. Schools and enterprises should actively participate in the cooperation, provide more opportunities for students to learn and practise, enhance students’ comprehensive quality and ability, make students acquire good professional skills, and lay a solid foundation for students’ subsequent employment.

Finally, strengthen the construction of off-campus post practice base. Most colleges and universities use five semesters for on-campus study and one semester for off-campus internship. However, the direction of off-campus internships is not controllable, and it is difficult for schools to get actual feedback from enterprises about students. Therefore, schools should establish a close cooperation mechanism with off-campus enterprises, let students participate in off-campus internship, provide better conditions for students, speed up the speed of students to work, and evaluate students’ performance.

4. Establish an innovative and entrepreneurial model to promote students’ employment

For over two decades, China’s population policy has been adjusted and universities have begun to expand enrollment, which has led to increasing employment pressure for some students after graduation. In this context, many students are faced with the problem of writing resumes before applying for jobs. When writing resumes, they cannot ensure that their personal strength can meet the needs of cross-border e-commerce enterprises’ requirements, which will also lead to the rise of unemployment after graduation, which is not conducive to social and economic development and hinders social stability. Therefore, the construction of innovative and entrepreneurial talent training model helps to better protect students’ employment, promote social and economic stability, and promote social and economic development. In addition to employment, teachers can also encourage students to use innovative projects to complete entrepreneurial work according to their own actual conditions, so that students can form good learning and practice skills, therefore, find their own life relatively more guaranteed.

Conclusion

To sum up, on the basis of the rapid economic development and the flourishing of international business and trade, the state has introduced incentive measures to promote the development of e-commerce, which is also a new opportunity for the e-commerce industry. However, under the background of the rapid development of the e-commerce industry, the gap of professional talents is relatively large. Therefore, schools should strengthen ties with society and enterprises, constantly improve and reform courses, take market demand as the core, and cultivate talents suitable for social development, so as to facilitate the development of cross-border e-commerce.

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