

Research on Talent Demand of Cross-border E-commerce under the Belt and Road Initiative

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Abstract: With the industrial upgrading and the proposal of the Belt and Road Initiative, the Cross-border E-commerce industry has developed rapidly. The dominant position of Cross-border E-commerce in the whole import and export industry has been continuously strengthened, which has also led to the increasing demand for Cross-border E-commerce talents. As the main position for training Cross-border E-commerce talents, colleges and universities are far from the needs of the industry in the process of training Cross-border E-commerce talents. Therefore, this paper analyzes the demand for cross-border talents through research, interviews and data sorting, and puts forward some suggestions for the training mode of Cross-border E-commerce talents in Colleges and universities.

Key words: The Belt and Road Initiative; Cross-border E-commerce; Talent demand

1 Introduction

With the proposal of the Belt and Road Initiative, Cross-border E-commerce has become a new growth point of import and export trade. According to the data in 2020, the scale of Cross-border E-commerce transactions has reached 12.5 trillion yuan. It is expected that the compound growth rate of China's Cross-border E-commerce market will reach 25% from 2020 to 2025. This series of data means that the dominant position of Cross-border E-commerce in the whole import and export trade industry will continue to strengthen. The explosive growth of the industry has spawned a strong demand for Cross-border E-commerce professionals. However, while major universities actively explore the training mode of Cross-border E-commerce talents, there is still a serious shortage of Cross-border E-commerce talents. At present, China's Cross-border E-commerce talent gap will exceed 6 million, and the talent gap is still expanding at an annual growth rate of 30%.

2 Cross-border E-commerce talent demand analysis

2.1 Talent demand structure of Cross-border E-commerce

The talent demand structure of Cross-border E-commerce enterprises mainly includes three types of cross-border talents: Business talents, also called business talents, management talents and technical talents. Business talents include customer service, marketing promotion, store operation and warehouse keeper; Management talents include operation director, business planning director, logistics director, procurement and supply chain director and international settlement finance director; Technical talents include: Product R & D, art design.

2.2 Recruitment Preference of Cross-border E-commerce enterprises

The data show that Cross-border E-commerce enterprises have the strongest market demand for skilled talents such as sales / marketing promotion, data operation, customer management and product selection analysis. In terms of professional preference, they are more inclined to recruit students majoring in international trade, E-commerce and Business English. In terms of personality, enterprises hope to recruit employees with enterprising spirit, strong learning ability, initiative and certain independence. In terms of experience, 77% of enterprises prefer to recruit employees who have worked for 1-3 years, and only 23% of enterprises will recruit fresh graduates. When recruiting fresh graduates, most cross-border enterprises are not opposed to recruiting junior college students, and the lowest educational threshold is junior college.

2.2 Posts recruited by Cross-border E-commerce enterprises for fresh college graduates

2.2.1 Customer service post

Work tasks	(1)Pre-sales customer service handles customer inquiries and guides transactions (2)During the sale, the customer service determines the order quantity, color, model series, specification, size, payment, etc., and carries out logistics tracking, delivery and after-sales maintenance according to the customer order information (3) After-sales customer service handles after-sales problems (4)Customer relationship maintenance (old customer maintenance, after-sales return visit) (5) Achieve specified sales
Job requirements	(1) CET-4 or above, ability to communicate in English or other languages (2) Master platform rules, products and standard scripts (3) Have a certain understanding of the third-party operation platform, and be able to communicate with customers through e-mail, instant messaging and other communication channels (4) Understand Cross-border E-commerce process (5)Have certain business negotiation skills, strong public relations awareness and strong dedication

Assessment index	Sales target, inquiry conversion rate, customer unit price, first question response time, average response time, response rate, question answering ratio, proportion of withdrawal amount, service attitude, work enthusiasm, sense of responsibility, being praised by customers, whether there are complaints, violation of platform rules, etc
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2.2.2 Network promotion post

Work tasks	(1) Paid promotion, competitive ranking, network alliance cooperation (2) Promotion outside the station: Responsible for the promotion of social platform and brand promotion: Facebook/Skype, etc (3) Be able to formulate promotion plans and complete promotion activities
Job requirements	(1) CET-4 or above, ability to communicate in English or other languages (2) Use search engine optimization, link exchange, website optimization, other technologies and data analysis methods to promote commodities (3) Understand the thinking mode and life style of overseas consumers, and be able to use network marketing means to promote goods
Assessment index	Promotion sales, return on investment, PV, UV,CTR CVR, ROI, etc

2.2.3 Visual Design post

Work tasks	(1)Shop decoration, detail page production, upload (2)Product shooting, video and picture processing, beautification, etc (3)Visual marketing and product activity marketing design (4)Page optimization to promote transformation
Job requirements	(1) CET-4 or above, if master other languages is better (2) Master PS, DW, video editing and other software operations (3) Proficient in design aesthetics and visual marketing (4) Understand platform rules
Assessment index	click rate,silent conversion rate, bounce rate, average access time, visit depth, timely rate, on-time completion degree, cooperation, accuracy, advertising words compliance and legitimacy, etc

2.2.4 Site operation post

Work tasks	(1) Daily maintenance of stores or independent stations, product launch and optimization, activity planning, analysis of market conditions (2) Deal with emergencies in the store (3) Coordinate promotion, customer service, art work and warehousing, and make overall planning and control (4) Make annual, quarterly, monthly and weekly plans, complete sales targets and implement plans (5) Formulate specific implementation plan, implement plan, supervise process and follow up problems (6) Conduct data analysis, make weekly / monthly / annual summary and improvement plan
Job requirements	(1) CET-4 or above, ability to communicate in English or other languages (2)Familiar with cross-border third-party platform operation:Data analysis / website maintenance / product release (3)Sensitive to data, know SEO keyword ranking and website optimization (4) Be able to use marketing means to promote products (5) Internet marketing thinking (6) Understand the way of thinking and lifestyle of local consumers
Assessment index	GSV, click rate, conversion rate,exposure, ROI, content quality, repurchase rate, team cooperation, whether there are major mistakes, complaints, violation of platform rules, etc

2.2.5 Storage post

Work tasks	(1) Be responsible for goods preparation, inspection, loading and delivery in the warehouse (2) Responsible for making foreign trade documents (3) Specific after-sales services such as goods return and exchange (4) Responsible for warehouse product management, classification and input of warehouse management system (5) Product delivery, product and packaging inspection (6)Daily inventory maintenance and management, report unsalable products
Job requirements	(1) CET-4 or above, proficient in English writing (2) Understand business email reply skills (3) Familiar with document making and trade shipment process
Assessment index	Timely delivery rate, error rate, inventory accuracy rate, charge-back rate, etc

3 Talent gap faced by Cross-border E-commerce enterprises

3.1 Small and medium-sized enterprises face language related problems

Since cross-border trade is essentially import and export trade, language customs is a basic prerequisite. However, small and medium-sized enterprises face two problems in language customs: (1) The overall English foundation of higher vocational students is weak. At present, the English level is directly proportional to the overall level of students, and the students with better results in Higher Vocational Colleges prefer to improve their academic qualifications rather than employment after graduation, which leads to the worse English foundation of higher vocational students who choose employment. (2) There is a huge gap of minority languages talents. At present, the second foreign language of most talents engaged in Cross-border E-commerce is mainly English, therefore talents in minority languages like German, Russian and Spanish are very scarce.

3.2 Lack of overseas marketing ability

Cross-border E-commerce enterprises are doing business around the world. They need to understand the market environment, transaction mode, culture, personal consumption habits, local customs, etc. of different countries. Most of these students majoring in international trade, e-commerce and English are difficult to have systematic and in-depth access to these contents during school.

3.3 Low proficiency brings high training cost

At present, the Cross-border E-commerce enterprises have responded that 82.4% of the fresh graduates are not really competent for the relevant posts. The fresh graduates generally lack practical experience and control over the platform rules, and their professional knowledge is not solid, their practical ability is weak, and their ability to solve practical problems is not high. At the initial stage of operation, there are often violations of platform regulations and careless behaviors that bring economic losses to enterprises, and even enterprises are punished for closing stores. In addition, the inability to retain Cross-border E-commerce talents is also one of the pain points of Cross-border E-commerce enterprises. Many fresh graduates lack basic professional quality, lead to the phenomenon of resignation is rising.

4 Suggestions on the connection between enterprise needs and teaching

4.1 Reconstruct the teaching system according to the needs of enterprises

With the in-depth development of Cross-border E-commerce, the talent demand structure is becoming clearer. Instead of simply adding one or two courses related to Cross-border E-commerce on the basis of the original professional courses, we should reconstruct the curriculum system of Cross-border E-commerce. In the teaching system, pay attention to cultivating students' workplace mentality construction, workplace quality system, role transformation, office ability, data analysis, problem-solving ability, market control, market prediction, team management, English skills, teamwork, cross-border operation, analysis and summary ability, art design, plan formulation, customer maintenance, marketing and other abilities.

4.2 Cultivate Cross-border E-commerce teachers

Cross-border E-commerce has a complete industrial chain, which requires the cooperation and discussion of multiple professional teachers to work together in the training of Cross-border E-commerce talents. In addition, many teachers lack practical experience in Cross-border E-commerce, and Cross-border E-commerce is characterized by the extremely fast pace of E-commerce and innovation. Full time teachers should participate in Cross-border E-commerce training every year and actively practice in enterprises. In the process of training and practice, they should not only be limited to the transaction links of Cross-border E-commerce platforms, but also comprehensively take into account the relevant knowledge in the whole chain of cross-border trade.

4.3 Explore the integration of industry and education

The comprehensiveness and practicality of Cross-border E-commerce force colleges and universities to constantly explore the integration of industry and education if they want to cultivate qualified Cross-border E-commerce talents. Change the original traditional teaching mode and theoretical teaching content, strengthen school and enterprise cooperation, introduce real enterprise projects, carry out project-based teaching reform, establish Cross-border E-commerce training base, or carry out modern apprenticeship.

Finally, in cultivating Cross-border E-commerce talents, colleges and universities should adhere to the basic goal of "ability centered", pay attention to the needs of industrial upgrading and enterprise development, cultivate Cross-border E-commerce talents with foreign language ability, E-commerce skills, foreign trade business knowledge, understand the concept and culture of customers' online shopping, master the marketing skills of Cross-border E-commerce platforms, and with certain professional quality.

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