

Research on Cross-border E-commerce Talents Training from the Perspective of Industry-University-Research Cooperation

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Keywords: Industry-University-Research, Cross-border E-commerce, Talent, Culture, Innovation Path.

Abstract: In the process of international trade, cross-border e-commerce, as a new type of business and an important source of power, is very important for the development of foreign trade enterprises. At present, China's cross-border e-commerce personnel training still has some problems, such as inadequate professional construction, weak teachers and lagging training mode, which cannot effectively connect with the talent needs of cross-border e-commerce enterprises, and is not conducive to the development of cross-border e-commerce. In view of this, this paper analyses the problems of cross-border e-commerce personnel training, and puts forward innovative ways of cross-border e-commerce personnel training from the perspective of industry, University and research, in order to improve the quality of university personnel training and meet the needs of society and enterprises.

1. Research background

1.1 Literature review

At present, the teaching system of production, teaching and research in China has effectively promoted the improvement of the level of professional personnel training in Colleges and universities. Especially in the current environment, the collaboration of industry, University and research can match the content of cross-border e-commerce professional training with social development, and provide many convenient conditions for China's phased talent training (Lu and Chen, 2018). The development of cross-border e-commerce talents is very important for the development of cross-border e-commerce enterprises and foreign trade industry. Dai Xueshan and Lin Cunwen put forward the training and development strategy of cross-border e-commerce talents in view of the problems existing in the current cross-border e-commerce talents training in China through sorting out the context of cross-border e-commerce talents development and from the perspective of cooperation between industry, University and research (Dai and Lin, 2018). In view of the disconnection between the supply of innovative and entrepreneurial talents and the demand of enterprises in Higher Vocational colleges, Wang Hanrong scholars have constructed a new mode of education which combines school-enterprise cooperation with cross-border e-commerce talents training in Higher Vocational colleges. Through the coordination resonance between supply and demand, the disconnection between education and industry has been effectively solved (Wang, 2016). As the third largest industry in China, cross-border e-commerce has been highly valued and supported by the government and related industries. Under the background of economic slowdown, the rapid development of cross-border e-commerce has become the main engine to promote local economic development. Yan Maohui found that there are still many shortcomings in the current cross-border e-commerce personnel training in Colleges and universities through field research. It is urgent to carry out strategic adjustment (Yan, 2018). As a mode of "Internet + international trade", cross-border e-commerce gradually reinvests the international trade mode of small and medium-sized enterprises, so that enterprises can directly face the international market, effectively reduce intermediate links, reduce transaction costs, and create a new way for enterprises to participate in international competition (Xiao, 2018).

1.2 Research purpose

With the rapid development of Internet and information technology, e-commerce has risen rapidly. In international trade, cross-border e-commerce, with its advantage of breaking through time and space constraints, has gradually surpassed the traditional international trade situation and greatly improved the level of international trade (Sun,2019).However, the rapid development of cross-border e-commerce has also resulted in the lack of counterparts in relevant enterprises. At the same time, the traditional cross-border e-commerce personnel training mode in Colleges and universities has been unable to adapt to the development of new cross-border e-commerce enterprises, and the cross-border e-commerce personnel training mode needs to be adjusted and upgraded urgently. In this context, as a new strategy in the process of talent cultivation in Colleges and universities, industry, University and research can accelerate the innovation of cross-border e-commerce talent cultivation mode on the basis of realizing the innovation of talent cultivation mode. Therefore, from the perspective of industry, University and research, this paper analyses the problems existing in the training mode of cross-border e-commerce talents, and puts forward the innovative path of cross-border e-commerce talents training, which is conducive to improving the level of cross-border e-commerce talents training in Colleges and universities.

2. Definition of related concepts

2.1 Industry-University-Research Collaboration

The so-called industry-university-research cooperation mainly refers to a new type of cooperation mode in which universities, enterprises and scientific research institutions reach a certain cooperation intention through consultation, and then achieve horizontal coordination (Zhou, 2018). Generally speaking, the synergy between industry, University and research institutes generally exists between university personnel training, scientific research institutes and government-related subjects. With the gradual implementation of the relevant personnel training mode in Colleges and universities, the collaboration of production, teaching and research has gradually become an important mode of personnel training (Yan, 2017). China's collaborative innovation for industry, University and research was first put forward in the “2011” plan launched by the Ministry of Finance and the Ministry of Education, which includes innovation for cultural heritage, frontier innovation for scientific development, innovation for industry development and innovation for industry development. Among them, the cooperative relations established between schools, enterprises and research institutes are mainly oriented to industry and industry. The implementation of Industry-University-Research collaboration mainly refers to a kind of technological innovation activity, in which schools, enterprises and scientific research institutes carry out technological innovation and research and development of scientific achievements through resource integration and complementary advantages.

2.2 Cross-border E-commerce

Cross-border e-commerce refers to a kind of cross-border trade activities that related enterprises engage in through the use of e-commerce platform. For the training of cross-border e-commerce talents, the main purpose is to promote the development of cross-border e-commerce. Relevant enterprises organize and train relevant talents with certain e-commerce skills, foreign language translation ability and foreign trade business knowledge. Generally speaking, cross-border e-commerce talents are required to have the ability of network marketing and the theoretical knowledge and skills matching cross-border e-commerce. When enterprises carry out cross-border e-commerce trade, cross-border e-commerce talents need to engage in a number of tasks. Therefore, to a certain extent, cross-border e-commerce talents are also a new type of compound talents.

3. Problems existing in current cross-border e-commerce talents training

3.1 The “quantity” and “quality” of talent training mode are both low

According to the data in the “Survey Report on China's E-commerce Talents in 2017”, 376 cross-border E-commerce enterprises in China were sampled. Among them, including Taobao, Jingdong, Amazon China, Tianmao and Suning E-commerce platform. Through sorting out and analyzing the survey data, it is found that Taobao, Jingdong, Amazon China, Tianmao and Suning Easy-to-buy and other e-commerce platforms are facing the problem of insufficient talent supply in the process of development. In the process of the development of related enterprises, the requirements of enterprises for cross-border e-commerce talents still remain on the traditional training mode of cross-border e-commerce talents, which has become one of the main contradictions hindering the development of cross-border e-commerce. Moreover, the survey results show that there is a contradiction between “quantity” and “quality” in the traditional cross-border e-commerce personnel training mode in China, which, to a certain extent, has become a major problem faced by cross-border e-commerce enterprises in personnel training.

3.2 Inadequate construction of cross-border E-commerce Specialty

Cross-border e-commerce is a large industry which combines the Internet, Internet of Things and big data. With the development of related emerging technologies, the cross-border e-commerce industry has gradually highlighted the contradiction of talent demand. However, in the specialty setting of cross-border e-commerce talents training in Chinese universities, it is still impossible to form a talent training mode that is compatible with market development and international trade according to the needs of the market. Moreover, cross-border e-commerce belongs to an international trade specialty, and related universities only regard it as a major branch of e-commerce, but do not specialize in cross-border e-commerce specialty. In the process of developing cross-border e-commerce specialty, it needs to involve many kinds of cross-information, such as international logistics, information technology, international trade, computer technology and balance of payments. However, due to the shortage of cross-border e-commerce teachers in Colleges and universities, it is difficult to research and open related courses, which further limits the training of cross-border e-commerce talents.

3.3 Cross-border e-commerce teachers are weak

Cross-border e-commerce as a new industry, its rise time is relatively short. In the process of training cross-border e-commerce talents, universities have found that the relative weakness of teachers related to this major has seriously hindered the development of cross-border e-commerce. On the one hand, as a new industry and discipline, cross-border e-commerce related enterprises are operating in the process of development, but also in the process of gradual exploration. The gathering of cross-border e-commerce knowledge points by university teachers and experts is also in the exploratory stage. Moreover, due to the one-sidedness of cross-border e-commerce knowledge, teachers and experts cannot absorb a wide range of knowledge in a relatively short time and convert it into corresponding academic research results. In this context, teachers related to cross-border e-commerce in Colleges and universities cannot translate relevant knowledge into academic achievements, and cannot apply relevant knowledge to teaching classes. On the other hand, most of the teachers majoring in cross-border e-commerce in Colleges and universities are professionals related to e-commerce trained at the end of last century and the beginning of this century. These teachers themselves belong to the product of the traditional e-commerce personnel training mode, and it is difficult for them to participate in the cross-border e-commerce personnel training mode in a short time. In the process of personnel training, there are still some problems such as insufficient theoretical knowledge and practical ability, which lead to the disconnection between cross-border e-commerce talents and actual needs.

3.4 Talents training mode lags behind relatively

The design of international operation language, network marketing, regional customs and habits in personnel training mode all pose new requirements and challenges to traditional e-commerce. At present, many colleges and universities in China do not take relevant issues into account when training cross-border e-commerce talents, resulting in a relatively lagging talent training model. Moreover, due to the limitation of natural conditions, some universities' teaching ideas and realistic conditions are limited. In the process of cross-border e-commerce, theoretical teaching is still the main method, and the traditional teaching mode is not improved. The relevant information is not updated in time, which leads to the lag of teaching resources. In addition, the courses of cross-border e-commerce related specialties in universities, such as platform operation, network marketing and international logistics, have not been offered, or they are not perfect enough to meet the needs of cross-border e-commerce enterprises. In addition, some universities have set up production, teaching and research bases, but they have not been effectively utilized as an internship platform. The enthusiasm of scientific research institutions, enterprises and schools is low, which cannot meet the needs of modern cross-border e-commerce enterprises for personnel training.

4. Innovative path of cross-border e-commerce talents training from the perspective of industry-university-research cooperation

4.1 Perfecting the talent development system of cross-border E-commerce

Talent development system is the main guarantee for cross-border e-commerce personnel training. From the perspective of industry, University and research, we should optimize and improve the talent development system of cross-border e-commerce based on the traditional training mode of cross-border e-commerce talents. The talent development system of cross-border e-commerce mainly includes teaching and training management system, talent training system and talent evaluation system. Relevant government departments should actively introduce the Industry-University-Research mode, innovate the traditional teaching mode and introduce preferential policies and legal guarantee system related to industry-university-research by encouraging cooperation between universities and related cross-border e-commerce enterprises. Moreover, colleges and universities should further promote the implementation of the cross-border e-commerce personnel training system, regard the relevant system as the center of cooperation between universities, enterprises and scientific research institutions, take industry, University and research as the main direction, formulate and promulgate the corresponding system together, and then realize the integration of different disciplines, so as to cultivate cross-border e-commerce personnel. Nurture lays the foundation.

4.2 Optimizing the Course System of Cross-border Electronic Commerce

From the perspective of industry, education and research, universities should take the cultivation of university talents as the main objective, make use of the relevant theoretical knowledge of international economy and trade, and establish the curriculum system of cross-border E-commerce Specialty in view of the changes of international market and rules. In the course of constructing the curriculum system of cross-border e-commerce specialty, colleges and universities should take suitable cross-border e-commerce related posts as basic criteria, such as cross-border e-commerce operation and management, cross-border e-commerce business processing, international market research and so on. On this basis, by dividing the professional curriculum system, the relevant majors are divided into three grades: high, medium and low, and targeted personnel training is carried out to stimulate students' interest in learning and achieve the training goal of teaching students in accordance with their aptitude.

4.3 Deepening School-Enterprise Cooperation Mechanism

School-enterprise cooperation is the main mode of talent cultivation in Colleges and universities. The traditional school-enterprise cooperation mode mainly takes the school as the place for interns

to study. Enterprises use students as a cheap labor force to transfer talents. Under this mode, it is impossible to improve students' abilities and the management level of enterprises. From the perspective of industry-university-research, based on the University industry-university-research base, the school-enterprise cooperation model is established. Through simulation and training, students are encouraged to create practical works, which can effectively mobilize students' enthusiasm and improve students' learning ability.

4.4 Actively encourage entrepreneurship and scientific research

The cultivation of cross-border e-commerce talents requires not only the corresponding theoretical knowledge of students, but also strong practical operation ability. Colleges and universities should actively introduce corresponding scientific research projects according to the actual needs of national scientific research projects, so as to help students transform theoretical knowledge into practical ability and improve their professional theoretical level. At the same time, colleges and universities should introduce brand-new technical elements into relevant projects through market research, open students' practical thinking, and help to enhance students' comprehensive quality and innovation ability.

Acknowledgements

National program of humanities and social sciences: Discussion on the business model of cross-border e-commerce of agricultural products under the new sino-us trade relations(18JR01052)

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