Research on Innovation of Cross-boundary E-commerce Talents Training in the New Era

Jing Hu

Abstract: The development of modern information technology has promoted the rapid development of the e-commerce industry worldwide, and e-commerce as a new and complex profession has also developed rapidly. The e-commerce major is a cross-disciplinary new discipline that integrates economics, management, and computer science. It requires students to be trained not only to have a solid theoretical foundation, but also to have a strong practical application ability and to be able to use the technical knowledge that is engaged in business applications and management they have learned. Therefore, the construction of a scientific and reasonable innovative practice teaching system is particularly important for the e-commerce majors of undergraduate colleges that aim at the cultivation of applied talents. It is also an important goal of practical teaching of e-commerce majors in many colleges and universities in China. Based on the papers published by Wang Yanping, Fan Mengxuan and Wang Fen, this paper combines the characteristics of China's cross-border e-commerce in the new era and proposes corresponding solutions to the current situation of talent training in universities in China. It strives to foster cross-border markets that meet the needs of the new era. E-commerce talent.

Keywords: cross-border e-commerce talent

1. Introduction

With the development trend of economic globalization and information globalization, the development of cross-border e-commerce has become increasingly rapid, and the areas and total amount involved have been significantly improved. This change in international trading methods gives consumers more choices in the way of spending and payment methods are also more simplified. However, all things in the process of development, more or less will encounter some bottlenecks. The rise of cross-border e-commerce, to a certain extent, requires the training of cross-border e-commerce talented people. Starting from the needs of cross-border e-commerce talents, we briefly described the current status of cross-border e-commerce and proposed some corresponding personnel training strategies based on the current status.

Nanchang Institute of Technology, Nanchang, China 330044; 69462301@qq.com;
Under the background of the globalization of global trade, people's lives and consumption have more and freer space, and people have also increasingly valued the forms of cross-border consumption. Coupled with the rapid development of electronic computers, cross-border e-commerce has become increasingly important and has gradually become a new direction of social trade. Whatever it is, its development cannot be separated from the support of theory and the support of human resources and technology. Therefore, the development of cross-border e-commerce talent has become a must.

II. China Electric Merchants only cultivate the status quo

Now that China’s e-commerce is gradually taking up more shares in world trade, the development of e-commerce currently requires more cross-border e-commerce talent. According to the survey, the gap in China's electricity merchants is about 4.5 million. Filling such a huge gap has become the primary development goal for major universities. Under this background, e-commerce has gained tremendous potential for development. At the same time, some traditional trading companies are also driven by fierce competition in the market and gradually begin to transform into cross-border e-commerce companies. E-commerce talent has become an urgently needed talent type for social production development. In order to stock more electronic counterpart trading talents, major universities in China have now started e-commerce professionals. However, due to the fact that e-commerce still starts late in China, only for more than 10 years, many course systems and teaching contents are still not perfect. Therefore, in view of the current talent training quality and training model, it is far from meeting the needs of talented people in society. It can be said that only by investing more teaching resources and accelerating the transformation of the teaching model can we truly guarantee the effectiveness of the e-business talents training in China.

III. in the Internet + background, China's demand for electricity merchants

Faced with such a fierce international competition market, if schools want to nurture more high-end electric merchants with more advantages and employability in the market, they must satisfy the following points: First, foreign languages. At present, e-commerce is mostly oriented to overseas trade. Therefore, it is not only to be able to achieve barrier-free communication with international customers, but also to expand the customer's face. It is one of the necessary skills for cross-border electricity merchants to master multiple foreign languages. Second, foreign trade negotiation capabilities. Even the e-commerce model requires electric traders to have foreign trade negotiation skills in the process of opening up markets and communicating with customers. Excellent negotiation skills can effectively promote the success of trade is also the basis of international trade. Third, the manipulation of Internet trading platforms. The reason why e-commerce is more market-oriented than traditional trade mode is that e-commerce mostly trades through online platforms. Through the Internet, we can effectively expand the trade and broaden the horizon of the transaction. Therefore, talents in international trade enterprises need to have professional network platform operation capabilities.
IV. China's applied colleges and universities cross-border electricity traders should have the professional ability

The professional capabilities of cross-border electricity providers should be divided into two basic capabilities and core capabilities. The basic capabilities include business English or small-language language capabilities, international social and negotiation skills, information collection and processing capabilities, and computer and network technology application capabilities. Core competencies mainly include the following four categories:

(1) Excellent internet marketing capabilities. Cross-border e-commerce directly connects with overseas consumers and eliminates intermediate links. It is scattered and fragmented marketing with low cost. However, it requires employees to master the basic knowledge of marketing, and can understand the consumption of different countries by analyzing overseas market conditions. The person's trading methods, spending habits, find their pain points, and refine the selling point of the product. At the same time, Internet marketing is marketing in a virtual environment. It must allow target consumers to pay attention to themselves or their products. Therefore, employees must be able to effectively implement SEM, SNS, and other information channels in target countries such as search engines and social networking sites. Foreign media PR and other network promotion activities. In short, it is necessary to increase the click-through rate, page views, and order rates, as well as control marketing costs.

(2) Skilled trading platform operation capability. Small and medium-sized foreign trade enterprises generally carry out international trade activities through foreign trade e-commerce platforms. The internationally renowned B2C cross-border e-commerce platforms include Alibaba, Amazon, eBay, Wish, Lightinthebox, and Dunhuang network. Localized cross-border e-commerce platforms include Flipkart (India), new egg (United States), and trademe (New Zealand). Wait. Many cross-border e-commerce platforms have different positioning and operating skills. Cross-border power traders must be skilled in operating such business platforms as "Export Link" and "Express Link" to conduct inquiry management, inquiry conversion, customer relations, and so on. Product management and other import and export practices.

(3) Operational capabilities of cross-border e-commerce websites or online stores. In addition to using existing international trade platforms, for large and medium-sized enterprises, an independent e-commerce website for overseas markets can also be established as required to provide services to overseas consumers. In addition, companies that open online stores on foreign trade platforms also need to maintain, promote, optimize, and integrate their online stores. This requires that the relevant employees have the management capabilities of coordinating the overall situation, coordinating and handling contradictions, and tracking the operations of each link.

(4) Logistics and supply chain management capabilities. Cross-border e-commerce logistics is mostly completed by postal direct mail, express mail, airlines, and seaborne bulk cargo counters, which are essentially different from traditional foreign trade mainly relying on liners or charter bookings. This has led to major changes in cross-border e-commerce product inspection and transportation insurance links. Therefore, the trade practitioners in the cross-border e-commerce environment should not only be able to handle the domestic and overseas logistics convergence of bulk commodities, but also must coordinate the various aspects of the supply chain efficiently in the context of small batches and multiple batches. Control the overall cost of logistics.
V. Training Strategies for China's Cross-Border E-Commerce Talents

(1) Optimizing curriculum settings
In today's social context, having only written knowledge is far from enough. You should combine knowledge and practice, strengthen professional training, and achieve the integration of classroom and business, so that the zero link between textbook knowledge and business needs. For example, in the foreign trade documentary course, the process and operation method of cross-border e-commerce customs declaration can be properly added; in the foreign trade settlement class, some electronic settlement contents are added. Increase the proportion of practical training courses to simulate the actual work scene, so that students are on the ground and feel the corporate atmosphere in advance. Can also be based on the needs of students, open some e-commerce related elective courses. At the same time as setting up the course, there is another point that is very important and very necessary. It is necessary to establish a team of teachers with perfect knowledge and practical ability, and do their best to divide the work and cooperate to complete the teaching of the course.

(2) Strengthen their skills
Cross-border e-commerce talent involves three aspects: cross-border, electronic and business. Students are required not only to learn business knowledge, but also to be proficient in the use of language and to master the skills of computer operations. Schools should provide more exhibition platforms for students to learn from themselves. There is a platform for self-improvement and self-improvement to improve their skills. After graduation, students have a more comprehensive level of technology, can perfectly meet the needs of enterprises, for their own, for the company to achieve better development.

(3) Strengthen the cultivation of individual's comprehensive quality
The overall quality of an employee is a very important aspect of the company. Schools can make full use of the moral education platform, organize various team activities, quality development training, etc., improve students' teamwork ability, and adapt innovation capabilities to better guide students to establish a correct outlook on life and values. Students are offered related elective courses or organized social activities to encourage students to actively participate in activities, cultivate sentiment, cultivate their sense of social responsibility, train their own accomplishments, and enhance their social activities.

(4) Strengthen the cooperation between schools and enterprises
School-enterprise cooperation is a great way to develop a student’s professional knowledge and practical ability. Through school-enterprise cooperation, students can not only learn the knowledge they have learned in the book, but also can visit the corporate atmosphere, start hands-on operations, and improve their practical ability, instead of just staying in books. Organize students to enter cross-border e-commerce companies for short-term or long-term professional training, so that students can integrate into the work environment as soon as possible and understand the working atmosphere of the company. Let the company truly integrate into the student's life, integrate into teaching, use the enterprise's way to guide the students, and lay a solid foundation for the transfer of talents.

(5) Encouraging entrepreneurship
In recent years, the entrepreneurial enthusiasm has remained high, and many departments in China are also actively organizing various entrepreneurial competitions for college
students to encourage college students to step out of textbooks and practice themselves, and join in the trend of entrepreneurship. Students can create corresponding studios according to their own interests and hobbies. The studios can cooperate with corresponding enterprises and jointly undertake projects. With a real platform, real products and real foreign trade processes, students can cultivate students' awareness of entrepreneurship and innovation. The government, on the other hand, should give preferential treatment to the talents engaged in cross-border e-commerce activities in terms of funding, office space, and financial taxation, and create a loose and flexible entrepreneurial environment.

(6) Cooperation with domestic well-known cross-border e-commerce education institutions to establish a local cross-border electricity merchant cultivation base

To develop cross-border electricity merchants, we must introduce fresh water and use our potential. At present, e-commerce giants with leading domestic industries have established institutions focusing on education and training. Local colleges and universities, especially inland local colleges and universities, are required to integrate themselves into the cross-border e-commerce ecosystem. The fastest and most effective way is to cooperate with these institutions. Through cooperation, we will obtain opportunities for cooperation between universities and enterprises, and understand the trends in the development of business conditions in the industry. More importantly, through cooperation, hiring and training, a cross-border e-commerce teacher team with strong practical ability is built; a complete chain of practical teaching resources is formed through self-building and cooperative construction.

(VI) Establish cross-border e-commerce curriculum group and improve corresponding curriculum resources

From the perspective of the course content, cross-border e-commerce foundation and special subject courses such as cross-border e-commerce, cross-border e-commerce platform operation and cross-border e-commerce operation promotion can be added to professional courses. Meanwhile, logistics and supply chain management and projects The reform of traditional courses such as management and risk management is closely linked to the actual development of cross-border e-commerce and serves the actual needs of training management capabilities for cross-border e-commerce projects, products, processes, and risks. From the perspective of the nature of the curriculum, this curriculum group must be a student-centered, practical, and highly involved curriculum. Through the course study, students can independently complete a series of practical business operations such as the construction of online stores, product promotion, and data analysis. Therefore, it is necessary to establish a complete and extensible curriculum resources, such as task-oriented curriculum teaching programs, experimental training case materials, experimental training operation manuals, projects or product libraries.

Sixth, summary

The development of cross-border e-commerce has accelerated the exchange of global trade, increased the frequency of consumer spending, achieved geographical breakthroughs, and made consumption global. However, cross-border e-commerce is a business communication that involves the international scope. China's cross-border e-commerce is also constantly being explored. China should seize this opportunity to constantly adjust its own industrial model, adapt to the trend of development, and devote itself to global trade. The
transformation of traditional trade patterns into e-commerce can be regarded as a revolution in trade patterns. Therefore, to break the limitations of the traditional trade model and enhance the competitiveness of e-commerce will inevitably require a large number of professional counterparts to fill loopholes in electronic commerce and management issues. Colleges and universities should take the student's future development direction as a starting point to develop students' high quality and high standards as development criteria.

References