On Talents Cultivation Strategies of Cross-Border E-Commerce Based on Compositions of Professional Ability

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Abstract. With rapid development of cross-border e-commerce in China, most vocational colleges begin to cultivate this kind of talents. However there are still many contradictions between talents from vocational colleges and enterprises’ needs. Many enterprises are not satisfied with those graduates from vocational colleges. In order to develop high-quality technical talents of cross-border e-commerce in line with enterprises’ needs, vocational colleges should build market demand-oriented training programs based on compositions of professional ability from enterprises. At the same time vocational colleges should carry out cooperation between school and enterprises, and widen the application of project-based teaching. Lastly vocational colleges should encourage students to develop innovation and pioneering activities.

Analysis of the Status of Cross-Border E-Commerce Industry Development

Affected by changes in global economic integration, many traditional foreign trade enterprises in China have fallen into the bottleneck of development, and the economic situation has forced enterprises to carry out transformation and upgrading. At the same time, with the development of Internet technology, e-commerce has been widely used in the foreign trade industry. With the characteristics of “small and beautiful”, cross-border e-commerce has sprung up everywhere, showing a “blowout” development. According to statistics from the Ministry of Commerce, the scale of cross-border e-commerce transactions in China was 4.2 trillion yuan in 2014, with a growth rate of 35.48%, accounting for 15.89% of total import and export trade. There are more than 5,000 cross-border e-commerce platform enterprises, and more than 200,000 cross-border e-commerce companies have been launched through various platforms. With the development of the Internet and e-commerce, according to estimates by the Ministry of Commerce, the scale of cross-border e-commerce transactions in China will increase from 0.8 trillion yuan in 2008 to 6.5 trillion yuan in 2008, accounting for 19% of the total foreign trade, with an average annual increase. The speed is nearly 30%. Not only that, the profit margin of cross-border e-commerce is as high as 50%. In 2015, it was called the first year of cross-border e-commerce development. In 2016, cross-border e-commerce entered a period of rapid development. It is estimated that at least in the next 10 years, the development of cross-border e-commerce is unstoppable. The rapid development of cross-border e-commerce has generated a large demand for talent.

The authors surveyed cross-border e-commerce companies in Jiangsu, Zhejiang and Shenzhen, and found that almost all enterprises indicated that the talent gap is serious. More than 80% of the enterprises believe that the recruited talents cannot meet the job requirements. In addition to the urgent need for the number of talents, the relevant skills of the practitioners are far from the requirements of the company.

Analysis of the Status of Cross-Border E-Commerce Training in Vocational Colleges

The Development of Talent Training Mode is Backward

The development of cross-border e-commerce puts forward new requirements for the talent training mode of higher vocational colleges. In addition to mastering traditional foreign trade skills,
students should also possess new skills such as network marketing, supply chain management, logistics management and platform operation. However, the cross-border e-commerce major of higher vocational colleges is still in the process of preparation. There is no detailed talent training program, no scientific and reasonable curriculum system, and fewer textbooks to choose from. Higher vocational colleges lack sufficient practice in the professional courses of cross-border e-commerce. Due to the lack of real environment and the increasing threshold of cross-border e-commerce platform, it is difficult for students to verify their knowledge in practice.

**Insufficient Teachers**

Cross-border e-commerce is an industry that is developing rapidly and changing rapidly, so the needs of enterprises have always been ahead of the school. Most of the teachers in higher vocational colleges are from the class, graduated from school and returned to school to teach, and lacked their own practical experience. For cross-border e-commerce teaching, it is almost "paper-based" teaching, it is difficult to cultivate a match. The talents required by the company. This is also an important reason for the huge gap in demand for cross-border e-commerce.

**The Rise of Cross-Border E-Commerce Training Institutions**

On the one hand, students trained in schools can't meet the needs of cross-border e-commerce enterprises. On the other hand, the demand for cross-border e-commerce merchants is strong, which has led to the rise of cross-border e-commerce training institutions. Through the survey, many higher vocational colleges have established cooperative relations with cross-border e-commerce intermediary training institutions, and the training institutions provide short-term practical training for graduates and recommend employment. The author found that most training institutions have high fees and short training time. These training fees are generally required by employers. At the same time, the graduates who have just entered the workplace lack stability, and the turnover rate is very high. Coupled with the phenomenon of digging a wall between peers, the human resource cost of cross-border e-commerce enterprises is virtually increased.

**Analysis of the Composition of Professional Core Competence in Cross-Border E-Commerce Enterprises**

We find that the amount of cross-border e-commerce trade export transactions of SMEs in China is far greater than the import transaction volume, so the talents demanded by enterprises are mainly engaged in cross-border export business.

The survey shows that the current platforms for cross-border e-commerce are: Alibaba International Station, China Manufacturing, Dunhuang Network, eBay, Amazon, AliExpress, wish and so on. From the perspective of the transaction subject, it mainly includes B2B and B2C trade types. Different types of cross-border e-commerce are different in business processes, and the ability requirements for talents are also different.

By investigating relevant companies and practitioners, the following core skills should be available for cross-border e-commerce related positions:

**Foreign Language Ability**

The foreign language here includes not only English, but also other languages such as Russian, Portuguese, Spanish, etc. In particular, the B2B business is an import enterprise for foreign countries. It often has face-to-face, telephone and e-mail communication with customers, so the verbal expression and writing ability of foreign languages are often crucial. Therefore, the traditional language major has a certain language advantage when training B2B cross-border e-commerce practitioners.

Customer relationship communication in the B2C cross-border e-commerce business is more focused on e-mail communication and requires good writing and writing skills. For example, more than 30% of the customers on the AliExpress platform come from Russia. If the customer service
staff can use Russian to communicate with customers, it will achieve good results.

**Intercultural Communication Ability**

The cross-border e-commerce industry faces customers from different countries and regions around the world. Different languages, cultures, politics, religious beliefs and thinking habits will affect the communication between the two parties. Good intercultural communication can not only improve communication efficiency but also effectively improve the success rate of business negotiation. Whether it is B2B or B2C is a must-have basic skill.

**Platform Rules and Operational Capabilities**

Cross-border e-commerce is centered on online trading activities, from product selection to preparation of product information, information release, network marketing, customer development, order generation, logistics and distribution until the payment of funds is completed on the platform. There are certain differences in the operation methods of different platforms, and each platform has its own rules. If you are not familiar with the rules, it will cause serious consequences, such as deduction, closing, etc. Effective use of platform rules can be more effective. Therefore, skilled platform operation and operation capabilities are essential skills for cross-border e-commerce.

**Ability to Operate in Logistics and Finance**

At present, the main transaction targets of cross-border e-commerce are foreign individual consumers and small wholesalers. The transaction characteristics of products are small amount, small batch size and high trade frequency. International logistics expenses account for nearly half of the expenses of cross-border e-commerce companies. At present, there are many types of international logistics mainly used in small-scale cross-border e-commerce, such as postal logistics, special line logistics, and commercial express delivery. Logistics service providers generally offer different discounts depending on the order quantity, product characteristics, destination, and transportation channels. This requires logistics managers to closely grasp the market trends, and be able to know the preferential information of different logistics service providers in a timely manner. In addition to this, there are also "overseas warehouse" models favored by big sellers and Amazon's FBA delivery model. This also contains a very professional operating process; these different types of logistics models require professional management personnel to operate. Familiarity with operational rules in logistics is also one of the core skills that practitioners must engage in cross-border e-commerce.

International payment can be made in a variety of channels. Small orders use the payment channel that comes with the platform. The cross-border e-commerce platform automatically completes the collection. It only needs to pay a certain fee to the platform. For example: Alibaba International Alipay, PayPal. For orders over a certain amount, you need to use offline payment channels, such as wire transfer, collection, letter of credit, etc. This also requires practitioners to master the knowledge of international trade payment, so as to avoid the smooth collection of financial risks.

**Professional Product Cognition**

This ability is a shortcoming for students in higher vocational colleges. Whether it is a cross-border e-commerce or a traditional foreign trade industry, the core is commodity trade. Therefore, practitioners must first master product expertise, not only to master the performance parameters of the product, but also to familiarize themselves with the production process from raw materials to finished products. It is necessary to understand the process of each link, especially for B2B type business, because the trade target is often familiar with the product. If the export enterprise personnel are not as good at the product as the buyer, then the order transaction rate is very low.
Countermeasures and Suggestions on the Cultivation of Cross-Border Electric Merchants

In summary, cross-border e-commerce industry requires that practitioners must be foreign trade talents with comprehensive skills. In addition to the operational skills of e-commerce platforms, they should also be product experts. Secondly, you need to master one or two foreign languages and be able to communicate effectively with customers of different cultures, religions and customs. Finally, we must have the ability of trade supply chain management, from the selection, procurement of raw materials, production, inventory management to export logistics and distribution, safe collection of foreign exchange must be very familiar with. The traditional e-commerce industry has a saying that "customer service that does not map is not a good operation" is used to describe the comprehensiveness of the e-commerce industry. If you add "cross-border", then the skills needed will be more complicated, which is also the reason for the huge gap in demand for cross-border electric businessmen.

Through a survey of some cross-border e-commerce companies, it was found that only a small number of enterprises chose the training provided by the university, and the enterprises that selected the commercial training institutions were clearly dominant. Faced with the urgency of cross-border e-commerce enterprises’ demand for talents and the favor of business-to-business training, higher vocational colleges should reflect on their cross-border e-commerce talent training programs. How can we cultivate talents that meet the needs of enterprises? The author believes that based on the reform of current talent training ideas and methods, higher vocational colleges can start from the following points:

**Building a Market-Oriented Talent Training Program**

The professional teaching of the school usually has a lot of courses, and the teaching of the courses tends to be different and there is no synergy. To build a market-oriented training curriculum system should be led by the platform, industry companies to ask for requirements, universities to provide services, and establish a team of experts from industry associations, universities and major cross-border e-commerce platforms to guide talents Cultivate, jointly develop training programs for talents, and guide universities to develop teaching plans and curriculum systems from admission to graduation.

**In-Depth Cooperation between Schools and Enterprises, Extensive Application of Project-Based Teaching**

The knowledge and skills used in traditional teaching are always behind the enterprise in the cross-border e-commerce industry. In the first two years when cross-border e-commerce was very hot, many higher vocational colleges also tried to develop cross-border e-commerce talents, but generally reflected that one problem was that no relevant teaching materials were available, so they missed the best development opportunities. This is the difference between the training of cross-border electric traders and the cultivation of traditional professional talents. The traditional teaching is based on the teacher-based teaching. If the teacher does not have the experience of cross-border e-commerce, it is conceivable that the students who are trained will not be competent in the enterprise. To solve this problem, we recommend doing the following:

**Carry out School-Enterprise Cooperation.**

Encourage companies to participate in school. Try cross-border e-commerce order classes, the company dispatches lecturers to the campus, and invites the school teachers to go to the company to work, and the two sides jointly set up a teaching team to break the traditional teaching of the class. School teachers focus on foreign language, cross-cultural communication, international trade and other aspects of teaching and training, corporate lecturers focus on cross-border e-commerce practices and product expertise.

**Actively Carry out Project-Based Teaching.**

In the teaching, the project practice teaching should be added, and the project practice should be
used to improve the students' ability to practice hands-on operation. After the students have the basic skills of cross-border e-commerce operation, under the guidance of the teacher, the students can participate in the real cross-border e-commerce business of the enterprise, and in the later stage, the combination of engineering and learning can be adopted, and the students are independent by the group team. Conduct project operations for cross-border e-commerce companies. Such targeted teaching can be more relevant to the needs of enterprises.

**Encourage College Students to Innovate and Start**

Some of the students have mastered the operation of the cross-border e-commerce platform through the previous study. With the support of the enterprise, they can explore the entrepreneurial incubation of the school in a team manner. It is worth emphasizing that it must be carried out in a team manner, not only because of the many links involved in the cross-border e-commerce business, but also the division of labor and cooperation, and as the enterprise, it pays more attention to the cultivation of the teamwork ability of the employees. At the same time, because of the guidance and support of enterprises, this type of cross-border e-commerce entrepreneurship success rate will be high. In addition, supporting students to participate in practical cross-border e-commerce competitions is also an effective way to encourage students to innovate and start businesses.

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