Development and Practice of Cross Border e-Commerce Platform System Based on School Enterprise Cooperation

Qingsheng Chen
Huali College Guangdong University of Technology, Guangdong, China

*Corresponding author e-mail: chenqingsheng@aimitek.com

Abstract. With the maturity of 5g technology and the development of science and technology. Since then, the Internet has begun to merge with all walks of life, and has created a thriving "Internet plus" economy. The most representative of the Internet plus economy is the e-commerce economy. With the characteristics of "cross-border integration, innovation driven, open and free, connecting everything, fast and convenient", e-commerce economy has widely penetrated into the traditional manufacturing industry, logistics industry, education industry, government affairs and other fields, and has become the focus of the world's development. Cross border e-commerce, as a new type of business in e-commerce economy, closely connects the global economy, but also becomes one of the main factors to measure the economic development of various countries. After cross-border e-commerce has become the mainstream of the market, the problems faced are the lack of e-commerce talents, unreasonable talent structure and so on. Based on the cross-border e-commerce platform of school enterprise cooperation, using literature review method and social survey method, cross-border online shopping consumers show an obvious trend of youth, and the proportion of users aged 25-35 is as high as 60%, The proportion of 18-24 years old and 36-46 years old was 13% and 17%.

Keywords: School Enterprise Cooperation; Cross-Border E-Commerce; Social Survey Method

1. Introduction
With China's cross-border e-commerce industry gradually entering the golden development period, the demand for talents is increasingly strong. However, at this stage, the talent bottleneck problem is increasingly prominent. First, relative to the market demand, the overall supply of cross-border e-commerce talents in China is insufficient. Secondly, the talent team structure is unreasonable, and high-level talents, especially innovative and entrepreneurial talents, are lacking. Traditional manufacturing and foreign trade enterprises need technical and marketing talents to build e-commerce platform and promote enterprise transformation and upgrading; cross-border e-commerce enterprises need more operation and management talents to promote enterprise development. In addition, cross-border e-commerce is an emerging industry. Compared with traditional industries, cross-border e-commerce involves a wide range of business and requires higher innovation and entrepreneurship ability and quality of employees.
Facing the problems of lack of talents and employees' skills, some experts and scholars have put forward some suggestions for these problems. Feng proposed that cross-border e-commerce is different from the traditional import and export mode, and cross-border e-commerce will become a new development point of China's foreign trade in the future. Although the start time of cross-border e-commerce in China is relatively short, it is rapidly changing people's lifestyle with a faster speed and scale. The cross-border e-commerce relies on the development of the Internet, drives economic consumption and, to a certain extent, can strengthen foreign exchange. The development of this industry is accompanied by the choice of enterprises and the encouragement of the government. At the same time, it is necessary to further improve the legal and supervisory issues in the aspects of logistics, payment, credit system, dispute settlement mechanism and customs procedures.[1]. Based on the analysis of consumer data, Wei analyzed the influence of environment, technology and talents in the development process of cross-border e-commerce logistics, and thought that the state should actively implement and improve the preferential policies and convenience measures of cross-border e-commerce, and provide convenience for enterprises from the aspects of planning, supervision and customs clearance [2]. Yang introduced the ecosystem thinking into the talent training mode and analyzed the characteristics of talent demand and post skill requirements. Cross border e-commerce enterprises have an urgent demand for talents. Although the demand for talents is urgent, what they need is professional counterparts. They should not only understand foreign trade, but also understand the operation of e-commerce platform, Most of the talents who can use the e-commerce platform to sell the company's products to overseas markets are the most needed talents for cross-border e-commerce [3]. Although their ideas are very rich and successful, there are many cutting-edge teaching technologies and teaching concepts that can be combined with the teaching of cross-border e-commerce. To sum up, cross-border e-commerce talent training is still in its infancy in both theoretical research and practical development.

In this paper, through the literature research method, we have a certain understanding of cross-border e-commerce and school enterprise cooperation to facilitate the next step of work. In the form of questionnaire survey, we investigate the talent cultivation and talent demand of our country in recent years, collect certain data, and put forward how to develop cross-border E-commerce and talents in the future by combining the knowledge points of cross-border e-commerce and school enterprise cooperation How to make suggestions on how to better cultivate the two, so that they can be integrated into each other and develop in a better way[4].

2. Method

2.1. Cross Border E-Commerce

(1) The initial stage. In recent years, with the development of network technology, the threshold of international trade has reduced. Some small and medium-sized enterprises can also participate in cross-border e-commerce platform to further expand and strengthen the scale of the company. At present, cross-border e-commerce mainly builds information platform and provides transaction platform for cross-border bilateral business [5]. (2) Development stage. Through the accumulation and expansion in the past, cross-border e-commerce at this time is not limited to providing services for cross-border bilateral information, integrating more cross-border commercial resources, building cross-border financial enterprises, overseas warehouses and international logistics distribution centers. To make the whole cross-border e-commerce form a pre integrated cross-border international trade platform prototype [6]. From the original large and medium-sized foreign trade processing enterprises to a complex and comprehensive cross-border business model. It can not only meet the needs of commodity trade, but also examine China's increasingly rich personal cross-border consumer market. At present, the cross-border e-commerce business is developing rapidly, and the industrial chain is also expanding rapidly. Traditional industries range from financial services, overseas international warehouses, integrated service providers, to large insurance companies and banks. They have also joined the cross-border e-commerce field, hoping to make their business more comprehensive and
competitive.

2.2. School Enterprise Cooperation

School enterprise cooperation is a kind of government guidance, schools and enterprises as the main leading sheep, leading teachers and students to participate together. During the period, the school supplies talents for enterprises, and the school focuses on cultivating students' vocational skills, strengthening their vocational and technical knowledge, and improving their employment competitiveness. Integrate the resources between the two, apply classroom knowledge to practice, and cultivate talents with professional theoretical knowledge and higher vocational skills, so as to meet the employment needs of enterprises [7]. In the whole training process of "dual system" in Germany, teaching is alternating between schools and enterprises. The skill training of enterprises accounts for the whole teaching process, which is three or four times as much as that in theoretical schools. This mode is widely used in German enterprises and has been used by many Chinese enterprises in recent years. Over the years, cooperative education in the United States has shown great value. The number of employers participating in the cooperative program has gradually expanded from the initial number to several. Moreover, the high occupational mobility in the talent market in the United States has a direct impact on the enterprise's commitment to the task of talent training. The degree of participation of cooperative education and "dual system" is relatively low compared with that of enterprises. Vocational education in the United States is based on ability, which is also the external manifestation of American pragmatism. In the United States, almost every community has community schools. A large number of Americans learn technology in community schools and become technical personnel, which is the so-called blue collar workers in China. They do not feel low status by becoming "blue collar workers". On the contrary, their status and treatment are relatively high. The principle of school enterprise cooperation is the sharing of information and resources between the two sides. Enterprises provide free equipment for schools, while schools train talents for enterprises. Students can organically combine the theoretical knowledge learned in school with the practical skills acquired in enterprises, so as to realize the complementary advantages between schools and enterprises. This not only ensures the employment rate of students, but also enables enterprises to obtain talents, thus achieving a win-win situation [8]

2.3. Learning Effect Evaluation Mechanism

The index weight of the five evaluation dimensions and the weight of the evaluation indexes under each dimension should be determined after consulting experts. Each index has four evaluation grades: excellent, good, pass and fail. Secondly[9]. The specific steps are as follows:

(1) The fuzzy comprehensive evaluation index set is determined,

\[ W = \{w_1, w_2, w_3, w_4, w_5\} \]

(1)

(2) Determine the weight set of each index of professional quality dimension

\[ v_1 = \{v_{11}, v_{12}, v_{13}, v_{14}, v_{15}\} \]

(2)

(3) Dimension evaluation model of computational professionalism

\[ s_i = R * v_i \]

Where R is the evaluation matrix.

3. Experiment
3.1. Literature Research Method.
Based on the analysis and understanding of the development of cross-border e-commerce, and referring to domestic papers and literatures in relevant fields, this paper summarizes the existing research contents and theoretical viewpoints combined with what I have learned, so as to better and accurately extract the information about cross-border e-commerce, and provide certain literature support for the following research[10].

3.2. Questionnaire Survey Method
By using the questionnaire star, the questionnaire is transmitted through wechat and other new media to survey the e-commerce majors of universities in the first tier cities, and the questionnaires are collected and sorted out to ensure the validity of the data.

4. Discussion

4.1. Current Situation of Talent Cultivation in Colleges and Universities
E-commerce based on Internet technology is becoming more and more mature, while cross-border e-commerce is still a relatively new concept. With the development of economic globalization and the change of consumption habits of users around the world, cross-border e-commerce is developing rapidly at home and abroad. The number of employees in the e-commerce industry is also growing rapidly.

![Figure 1. Development Trend of Employees in China's E-Commerce Service Enterprises in Recent Five Years.](image)

From the data in Figure 1, it is obvious that e-commerce is showing an increasing trend, e-commerce is showing an increasing trend, which is a good omen. However, for the just started cross-border e-commerce, the lack of talent supply will lead to a huge talent gap in the future. Thus, it can be seen that talents are still very important for cross-border e-commerce. The survey results show that more than 60% of the effective sample enterprises clearly indicate that they are in urgent need of talents in this field, only 10% of the enterprises indicate that the demand is reduced, and 33% of the enterprises' demand remains unchanged.

4.2. Project Scale Description System
Table 1. Descriptive statistics of entrepreneurial competence of cross border e-commerce talents

| factor                              | Number of projects | Minimum value | maximum value | mean value | standard deviation |
|-------------------------------------|--------------------|---------------|---------------|------------|--------------------|
| Entrepreneurial opportunity competency | 4                  | 1.1           | 5.2           | 3.1        | 1.2                |
| Team building competency            | 8                  | 1.1           | 5.2           | 3.8        | 1.0                |
| Cross border cultural competence    | 6                  | 1.1           | 5.2           | 3.7        | 1.2                |
| Business innovation competency      | 9                  | 1.1           | 5.2           | 3.4        | 1.3                |
| Entrepreneurial effectiveness competency | 9              | 1.1           | 5.2           | 3.5        | 1.1                |

As can be seen from the above table, the cross-border e-commerce entrepreneurial talents show five competency characteristics: entrepreneurial opportunity competency, team building competency, cross-border cultural competency, business innovation competency and entrepreneurial effectiveness competency. Relatively speaking, the opportunity competency is slightly weak, while the team building competency and cross-border cultural competency are slightly prominent.

4.3. Market Development Status

![Figure 2. Age Structure of Cross Border E-Commerce Consumers](image)

From Figure 2, we can clearly see that the cross-border online shopping consumers show an obvious trend of youth, with 60% of users aged 25-35, and 13% and 17% of users aged 18-24 and 36-46. This is mainly due to the fact that, on the one hand, young users have more opportunities to contact new things and absorb faster. For older people, learning a new thing takes longer time and takes more energy to accept.
4.4. Reasons Why Consumers Choose Cross Border E-Commerce

| Reason                                    | Percentage |
|-------------------------------------------|------------|
| The product quality is guaranteed         | 60%        |
| The product is cheap                      | 65%        |
| Product brand preference                  | 50%        |
| The product is not available in China     | 49%        |
| There are many products to choose from    | 44%        |
| Willing to buy back used products         | 40%        |
| Other                                     | 1%         |

From table 2, we can see that the product quality is guaranteed, the product price is cheap, and the proportion of product brand preference is the highest. This is because these three characteristics are also the most important places for consumers. Whether an item is good or not can be reflected from these three aspects. Taking the milk powder for cross-border shopping as an example, due to too many milk powder rollovers in China, Sanlu milk powder is still the nightmare of all treasure mothers, and the trust crisis of domestic milk powder and other foods has emerged. The main forces of online shopping have turned their eyes to cross-border online shopping. In terms of price, take cosmetics and skin care as an example, some foreign cosmetics are more affordable because they are not subject to tariff restrictions. If Estee Lauder's star product moisturizing essence is available on the Amazon and China's official website, the difference can be up to 100 yuan.

5. Conclusion

In recent years, the human cost, store rent cost, logistics storage cost and publicity cost of traditional enterprises have been rising. In addition, the government's preferential policies for e-commerce and Internet enterprises have led to the pressure of internal and external environment for traditional enterprises. All of these have led to the decline of traditional enterprises' advantages. The development of cross-border e-commerce can provide a good development platform for enterprises, promote their development towards informatization and networking, effectively reduce the threshold of international trade, reduce intermediate links, reduce costs, and improve export profits. At the same time, cross-border e-commerce has the advantages of directness, interactivity and low publicity cost, which is conducive to small and medium-sized enterprises to build international brands and improve economic benefits. The development of cross-border e-commerce will become an important way to promote the transformation and upgrading of small and medium-sized enterprises and promote China's industrial transformation, which has far-reaching significance for maintaining the stable growth of China's foreign trade. Through the research on the development of cross-border e-commerce and promoting the in-depth penetration of e-commerce channels, it can provide enterprises with a relaxed, convenient and direct face-to-face communication platform, which is conducive to enterprises to accept the direct demand of consumers, formulate product strategy according to market demand, timely update products, promote product upgrading, so as to enhance the core competitive advantage of enterprises. The basic framework and operation mechanism of cross-border e-commerce talent training mode of integrated school enterprise cooperation are constructed. On the basis of analyzing the operation of the current cooperation mode, we can get enlightenment from it, apply the research results to the practice of talent training characteristic positioning, order training, teacher sharing, curriculum system reform and innovation, "production-oriented" training base construction and student management mode innovation, and put forward the implementation guarantee measures from four aspects of enterprises, schools, students and government.

Acknowledgments

2018 Guangdong Province School-Enterprise Cooperation Cooperative Education Project (object Number: OJ999832208187461632).
References

[1] Yangsheng Feng "The Realistic Dilemma and Guarantee Mechanism of the Dual-Subject School-Running in School-Enterprise Cooperation of Higher Vocational Colleges." 000.006(2019):84-87.

[2] Wei Liang. "Construction of Training Base for School-Enterprise Cooperation Integration Based on German "Dual System." 000.006(2018):151-154.

[3] Yang, Jianzheng, Chen, et al. Mechanism of government policies in cross-border e-commerce on firm performance and implications on m-commerce[J]. International journal of mobile communications: IJMC, 2017, 15(1):69-84.

[4] Yugang, H. E., and J. Wang. "A Panel Analysis on the Cross Border E-commerce Trade: Evidence from ASEAN Countries." Journal of Asian Finance Economics and Business 6.2(2019):95-104.

[5] Sun, Libo , et al. "Cross-Border E-commerce Data Set: Choosing the Right Fulfillment Option." Manufacturing & Service Operations Management (2020):1-17.

[6] Xiaoyang, Li. "DIGITAL ROUTE, CLOSER TIES Cross-border e-commerce platform boosts trade between Belt and Road participants." 062.016(2019):P.18-19.

[7] Chen, Xuhua. "Marine Transport Efficiency Evaluation of Cross-border E-commerce Logistics Based on Analytic Hierarchy Process." Journal of Coastal Research 94.sp1(2019):682.

[8] Minkler L , Prakash N. The role of constitutions on poverty: A cross-national investigation[J]. Journal of Comparative Economics, 2017, 45(3):563-581.

[9] Rutter E C , Tyas S L , Maxwell C J , et al. Association between functional social support and cognitive function in middle-aged and older adults: A protocol for a systematic review[J]. BMJ Open, 2020, 10(4):e037301.

[10] Kwon, and Yangsub. "Study on the Application and Legal Limits of Big Data for Crime Prevention and Investigation." Law Review 17.1(2017):179-198.