

On the Cultivation Mode of Cross-Border E-commerce Talents in Higher Vocational Colleges under the Background of Hainan Free Trade Area Construction

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Abstract—with the construction of Hainan free trade area and Haikou cross-border e-commerce comprehensive pilot zone, a lot of specialized talents are needed. However, at present, colleges and universities haven't set cross-border e-commerce specialty. The relevant talents, whether in quality or in quantity, can't meet the needs of the construction. This paper, based on the requirements of Hainan free trade area construction, shed light on how to cultivate qualified cross-border e-commerce talents from the perspectives of teaching group, curriculum system, on-campus training practice platform and the "Chan-Xue-Hang" combination training mode.

Keywords—Hainan free trade area, cross-border e-commerce, talent training mode

I. INTRODUCTION

April 13, 2018 marked the 30th anniversary of the provincial special economic zone in Hainan province. General Secretary Xi Jinping declared on the meeting that the Party Central Committee decided to support building pilot free trade area on the Hainan Island. Hainan was encouraged to build the free trade port, and establish policies and institutional systems step by step [1]. It means that Hainan will become more open and inclusive in institutional environment, investment, finance, trade, regulation and services. On December 28th, 2018, the Hainan government released the Implementation Plan of China (Haikou) Cross-Border E-Commerce Comprehensive Pilot Area. It pointed out that through 3 to 5 years, the free trade area in Haikou should be characterized by the online integration, cross-border trade, and comprehensive services, with logistics clearance channels, cross-border e-commerce integrated services regulatory information system and financial value-added services as the core competitiveness. Integrating "customs", "tax", "exchange", "business" "goods" and "integration", with the combination of the online "cross-border e-commerce comprehensive service supervision" platform and the offline "comprehensive zone", investment and trade become more convenient, regulation more efficient and legal environment more standard [2]. Cross-border e-commerce, with its characteristics of fast, convenient and strong penetration of products and culture, has become a new driving force for trade liberalization and economic globalization in

Hainan, and will certainly become a new engine for Hainan's future economic growth.

II. THE CURRENT SITUATION OF CROSS-BORDER E-COMMERCE TALENTS TRAINING IN HIGHER VOCATIONAL COLLEGES UNDER THE BACKGROUND OF HAINAN FREE TRADE AREA CONSTRUCTION

Hainan, the gateway to the South China Sea, is the most critical junction for the Maritime Silk Road. Facing Vietnam, Philippines, Indonesia, Malaysia, Singapore, Thailand, Papua New Guinea, Australia and Brunei across the sea, it presents as a strategic hub linking ASEAN and Oceania, laying good foundation for the development of cross-border e-commerce in Hainan province. The establishment of Hainan free trade area will undoubtedly promote the rapid development of cross-border e-commerce, and then drive the demand for relevant talents. However, at present, colleges and universities haven't set exclusive cross-border e-commerce specialty which is only the branch of business English, e-commerce and international trade. What's more, the cross-border e-commerce belongs to interdisciplinary and the talents are trained to not only master knowledge of international trade, international logistics, e-commerce technologies, but also become proficient in foreign languages and cross-cultural communications. Colleges and universities usually open few basic theoretical courses with specialized courses falling far behind the capability cultivation. As a result, the curriculum system of cross-border e-commerce is backward and the training of talents lags behind. Whether in the quality or in the quantity, the talent training is hard to meet the needs of cross-border e-commerce enterprises in terms. What's worse, there is a lack of teachers with relevant knowledge and practical experience. Cross-border e-commerce is a newly emerging industry, and there are no teachers with professional training. Teachers are required to have e-commerce, international trade and foreign language knowledge, and also master customs clearance, logistics and tax. However, the teachers currently engaged in cross-border e-commerce teaching are mainly from electronic commerce or international trade. Their single discipline knowledge structure and the lack of practical operation experience, make the teaching content disconnect from the target and practical operation. Therefore, it

is difficult to enable students experience the whole operation, cultivate the talents in line with the practical needs of the society. As a consequence, how to cultivate talents specialized for cross-border e-commerce in line with the requirements of cross-border e-commerce enterprises has become an urgent problem of talent training in vocational colleges.

III. EXPLORATION ON THE CULTIVATION MODE OF CROSS-BORDER E-COMMERCE TALENTS IN HIGHER VOCATIONAL COLLEGES UNDER THE BACKGROUND OF HAINAN FREE TRADE AREA CONSTRUCTION

A. *Strengthen the teaching group and build a team of high-quality full-time and part-time teachers*

The cultivation of high-quality talents depends on the excellent faculty team. Being an interdisciplinary with strong practicability, cross-border electronic commerce specialty needs a special faculty team. The author holds that the team should consist of full-time and part-time teachers of universities and the part-time teachers invited from enterprises. The full-time teachers are mainly responsible for students' theory study in courses like Electronic Commerce and Cross-border E-Commerce Marketing. The part-time teachers in universities mainly deliver the content included in interdisciplinary like international trade, clearance, logistics and taxation. Teachers from enterprise assume the practical training course to teach students how to operate the cross-border electronic commerce. With each side performing its own functions, we can produce advanced talents with not only solid theoretical knowledge, but also good skills in operation and business processing.

As to the construction of teaching faculty, full-time teachers are encouraged to learn other interdisciplinary, participate in short-term training and relevant scientific research and academic activities, so as to expand their scope of knowledge and research capabilities. Teachers can also be sent to related enterprises to improve their practical teaching ability, increasing the number of full-time teachers that own on-site experience, so as to facilitate the construction of teaching group with double professionally titled teachers [3].

B. *Integrate and optimize the professional teaching resources in the university, take employment as the orientation, and construct the cross-border e-commerce course system in line with the construction of Hainan free trade area*

We need to make research and investigation among cross-border e-commerce enterprises in Hainan free trade area, based on which optimize the resources in current majors like international trade, business English, e-commerce, and marketing, in a bid to build a cross-border e-commerce curriculum system responsive to the free trade area construction in Hainan province.

First of all, we should improve students' English application ability and cross-cultural communication ability by introducing corresponding courses like international logistics English, Internet English, cross-cultural communication in business world, and business etiquette. Secondly, we can improve students' professional abilities for specific posts by integrating and optimizing cross-border e-commerce courses.

For example, international trade practice can be optimized into cross-border practice, business English correspondence into cross-border e-commerce English, and international marketing into cross-border e-commerce marketing.

C. *Establish an on-campus training and practice platform and a cross-border e-commerce practice teaching base with the goal of cultivating the professional ability*

By establishing a practical teaching base in school, we can provide students the opportunities to complete the operation of cross-border e-commerce business on the simulated cross-border e-commerce platform. This allows students to learn about platform rules and content, operational data, and market feedback. In addition, we can cooperate with E-commerce platform enterprises like Alibaba to build a practical training course system designed according to the demands of industry, and enterprises. We can also make full use of their research and development of cross-border electronic business knowledge training system, let the student master the B2B and B2C cross-border e-commerce practical skills through the study and operation in the platform, such as to improve students' operating ability for the employment and the entrepreneurship in the future.

D. *Formulate "Chan-Xue-Hang" combination talent training mode combined with the economic development of Hainan free trade area*

The "Chan-Xue-Hang" combination refers to the systematic cooperation among enterprises, schools and industrial associations. From the school level, education under "Chan-Xue-Hang" combination is to make full use of different teaching environment and teaching resources as well as their respective advantages in talents cultivation, organically combine knowledge-transferring school education and production and practice where students can gain actual experience. By designing a personnel training mode combined with the economic development in Hainan free trade area, schools can effectively adjust specialties, teaching plan, curriculum modules, reform teaching mode and the evaluation method, according to the need of industry associations and cooperative enterprises. What's more, they can strengthen the construction of teaching team and training practice base, cultivate talents geared for the market of free trade area in Hainan province, so as to better adapt to the needs of the development of the free trade area. The "Chan-Xue-Hang" combination can be conducted in the following aspects:

1) *Jointly formulate personnel training programs*

Talent training program is the top-level design of talent training in schools and the fundamental basis of teaching activities and teaching management. By designing talent training program under the "Chan-Xue-Hang" combination, we can facilitate the linking between the cross-border business specialties and Hainan free trade zone development demand, course content and cross-border e-commerce professional standards, teaching process and cross-border e-commerce operation, graduation certificate and professional qualification certificate, vocational education and lifelong learning [4]. In this way, we can improve students' employment ability; realize the target of talent education serving local economic construction.

2) *Joint Develop Courses*

Developing courses by the joint efforts of the three sizes, we can follow the thinking of “post - ability – course” to establish reasonable course structure, making the teaching content timely reflect the cross-border electricity new forms, new knowledge, new technology and new standards, so as to integrate knowledge, skills and professionalism that are required by the cross-border e-commerce jobs into the professional teaching. Let learning and application promote each other.

3) *Establish training bases*

Off-campus training base is an important feature of vocational education. Schools can make full use of the “Chan-Xue-Hang” combination to improve the off-campus training bases for cross-border e-commerce. The construction of off-campus training bases is conducive to improving students’ practical ability and innovation and entrepreneurship ability. Schools can associate with cross-border e-commerce business enterprise to open training base, labs, studios, and explore training modes like ordering, apprenticeships, working-schooling alternation, to improve students’ vocational skills for the future work.

4) *Construction of the team of teachers with double certificates*

The “Chan-Xue-Hang” combination is conducive to the two-way flow of teachers. First, cross-border e-commerce enterprises can provide opportunities and places for school teachers to practice and exercise, so that teachers can go to the frontline to participate in the production, research and development, sales and scientific research of enterprise products, and improve their practical ability, application ability and professional skills. Second, the school can, according to the needs of practical teaching, employ some entrepreneurs, senior technical personnel that have rich practical experience and teaching ability from the companies to work as part-time teachers guiding practice [5]. In this way, we can improve the students’ practical operation skills, make students understand the concept of enterprise production, service, management, marketing, and improve the students’ professional knowledge and skills, promote students’ employment ability.

5) *Employment and Entrepreneurship*

The “Chan-Xue-Hang” combination training mode is conducive to employment and entrepreneurship of students. To

get a job or start a business, students need to understand the internal operation of the enterprise, and decide what they want to do in the future combining their own majors and interests. It not only provides students with the opportunity to operate in the front-line positions to improve their practical ability, but also enables students to understand the needs and operation of e-commerce enterprises and accumulate experience for future employment and entrepreneurship. In addition, employers prefer to those who have relevant working experience in the recruitment. The training mode can enable students to acquire what are wanted by enterprises and industries in school and become the primary recruitment target of enterprises and industries, thus improving students’ employment competitiveness [6].

IV. CONCLUSION

Cross-border e-commerce is an emerging industry. Hainan is just beginning its free trade area construction. Colleges and universities need to explore in an active manner the application-oriented personnel training mode for cross-border e-commerce according to the needs of the industry and the free trade area construction. They should strive to provide talents for the industry, highlighting the local characteristics of talent training.

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