



Research on the Path of Cross-border E-commerce Talent Training under the Background of New Liberal Arts

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Abstract. The ever-changing information technology is reshaping the social requirements of cross-border e-commerce talents. The construction of new liberal arts should weaken the boundary of traditional disciplines and majors, make full use of information technology, and cultivate interdisciplinary talents for the society through discipline reorganization and interdisciplinary arts and sciences. In recent years, as a new form of international trade, the cross-border electricity has developed rapidly, the society has large demand and high requirements for cross-border e-commerce talent. This paper believes that the training of cross-border e-commerce talents needs the guidance of new liberal arts concepts, and it is necessary to cultivate applied innovative talents with high comprehensive quality through the intersection of arts and sciences, information technology embedding, and integration of production and education.

Keywords: Information technology; new liberal arts; cross-border e-commerce; talent cultivation

1 Introduction

The continuous progress of technologies with storage, retrieval, analysis and data mining as the core has promoted the rapid development of blockchain and artificial intelligence, endowing the cross-border e-commerce industry based on the Internet platform with the following characteristics: cross-integration with the new technological revolution, and continuous update with the Internet platform. The changes of the cross-border e-commerce industry have affected and changed the social requirements for the professional ability and comprehensive quality of cross-border e-commerce talents. As a interdisciplinary discipline involving cross-border e-commerce, international economy and trade, e-commerce, foreign language, international law and others, majors related to cross-border e-commerce should actively adapt to the industry development requirements, that is to realize interdisciplinary integration on the teaching content, embed information technology in cross-border e-commerce teaching, and build a high quality cross-border e-commerce talent training system fused with industry and education.

2 Concepts and connections related to the new liberal arts

2.1 Connotation of new liberal arts construction

Compared with the traditional liberal arts, the new liberal arts takes the technological revolution and economic development as the background, breaks the traditional liberal arts thinking, promotes the cross-integration of different disciplines, changes the traditional subject orientation, adjusts it to be demand-oriented, provides students with interdisciplinary learning, and expands students' Learning scope and innovative thinking.

Driven by high technologies such as big data and cloud computing, China's social development is undergoing major changes, and social changes will lead to new requirements for talents. Traditional education emphasizes theory over practice, which leads to the disconnection between school personnel training and social reality. The construction of new liberal arts is a major measure for China to comprehensively deepen the reform of higher education. In 2018, the Central Committee of the Communist Party of China issued a document proposing that "higher education should strive to develop new engineering, new medical, new agricultural, and new liberal arts" (referred to as the "four new" construction), and formally proposed the concept of "new liberal arts". In November 2020, the New Liberal Arts Construction Work Conference proposed innovative development measures for China's higher liberal arts education in the new era, and issued the "New Liberal Arts Construction Declaration". The construction of new liberal arts should make use of information technology, through the reorganization of disciplines and the intersection of arts and sciences, to cultivate comprehensive and compound talents with strong innovation and entrepreneurship practice ability for the society.

2.2 Construction of new liberal arts and talent training

The current social demand for talents focuses on the connotation and quality of talents. Colleges and universities should combine the needs of the society to formulate professional talent training goals and run through the entire teaching process. The society's requirements for talents have changed from the original knowledge and skills to the current compound talents. If colleges and universities want to train students into new liberal arts talents with comprehensive knowledge and excellent ability, they need to learn the experience of teaching concepts and methods in other disciplines, break through the limitations of the original discipline and professional system, and cultivate comprehensive talents.

2.3 New liberal arts construction and curriculum system

The construction of new liberal arts needs to break the traditional boundaries of disciplines and majors, and realize the cross-integration of different disciplines such as liberal arts and sciences, which puts forward new requirements for the reform of the curriculum system of related majors in colleges and universities. The traditional talent

education in Chinese colleges and universities is carried out according to the professional catalogues of different disciplines. The talents cultivated by this method are more restricted by professional education and cannot meet the needs of social reality, and talent training faces severe challenges.

The traditional liberal arts education in major colleges and universities emphasizes theory over practice in the process of cultivating talents. Under the construction of new liberal arts, when setting up a curriculum system for each major, it must be combined with the specific requirements of society, industry and enterprises for talents, so that students' knowledge and ability can meet the employer requirements. During the construction of the new liberal arts, different majors need to set up a curriculum system that adapts to the new liberal arts education. In addition to emphasizing students' knowledge learning, they should also pay more attention to the cultivation of innovative and entrepreneurial thinking and practical ability, and plan students' on-campus training and off-campus practice, cultivate innovative and entrepreneurial talents who understand theory and practice in an all-round way.

3 Analysis of cross-border e-commerce talent demand and training

3.1 Demand for cross-border e-commerce talents

According to the 14th Five-Year Plan for E-commerce Development jointly issued by the Ministry of Commerce, the Cyberspace Administration of the CPC Central Committee and the National Development and Reform Commission, the number of e-commerce practitioners will reach 70 million by 2025, and the number of e-commerce talent gap is expected to reach 9.85 million in the next five years. In addition, Chen Haiquan, president of Guangdong Asia Pacific E-commerce Research Institute and deputy director of Guangdong E-commerce Standardization Technical Committee, said that according to incomplete statistics, China's cross-border e-commerce talent gap needs 4.5 million, which is continuing to grow, with an annual growth rate of more than 30% since 2017. It can be seen from the data that the rapid development speed of cross-border e-commerce field and the great demand for related talents. Combined with the needs of social and economic development, major colleges and universities should cultivate compound talents with high ability and high quality, so as to provide a good guarantee for the development of cross-border e-commerce in the digital economy era.

3.2 Talent quality demand for cross-border e-commerce

Cross-border e-commerce is updated synchronously with the Internet platform, and its rapid development and changes will have higher quality requirements for cross-border e-commerce talents. In order to achieve high-quality training of cross-border e-commerce talents, colleges and universities must grasp the requirements of the social enterprise industry for the quality of talents, and carry out cross-border e-commerce

talent training based on actual needs, so as to achieve high-capacity and high-quality personnel training effect.

The current requirements for cross-border e-commerce talents are mainly reflected in the following aspects, as shown in Figure 1, Cross-border e-commerce talents need to have strong foreign language use and communication skills. A good foreign language is a necessary condition for doing well in cross-border e-commerce, and they must be able to use different languages for translation and conversion. Cross-border e-commerce talents need to master knowledge in the field of international trade, master foreign trade processes and operations, be familiar with payment methods such as letters of credit, customs clearance business, and master international marketing methods and international logistics and other related knowledge. Cross-border e-commerce talents must also have a certain level of e-commerce. Cross-border e-commerce involves cross-border website construction and maintenance, cross-border electronic payment and transfer, cross-border network security, etc. Cross-border e-commerce talents are required to master corresponding majors knowledge and have the appropriate technical level.

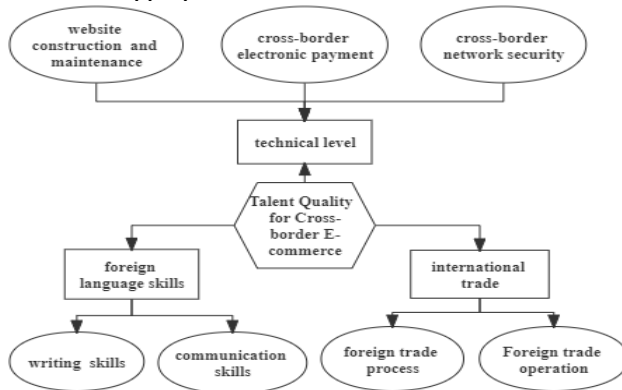


Fig. 1. Talent Quality for Cross-border E-commerce

Figure source: Self drawn by the author

3.3 Cross-border e-commerce talent training needs the guidance of new liberal arts concepts

Driven by big data, cloud computing and mobile e-commerce technologies, cross-border e-commerce has grown into a new channel for unimpeded international trade in the development of Silk Road e-commerce, Belt and Road, and RCEP. By January 2022, China had approved the establishment of comprehensive cross-border e-commerce pilot zones in 132 cities in five batches. However, with the rapid development of cross-border e-commerce, the shortage of talent supply cannot meet the needs of society.

In order to meet the talent demand brought by the rapid development of the industry, better serve the development of local governments and even China's economy, promote

the transformation and upgrading of traditional foreign trade enterprises, and help the national double-cycle strategy, the new liberal arts proposal has pointed out a new direction for the training of cross-border e-commerce talents. Colleges and universities should weaken the boundaries of traditional disciplines such as international economy and trade, e-commerce and business English, make full use of information technology, reorganize disciplines and cross the arts and sciences, and cultivate compound cross-border e-commerce talents with high professional and comprehensive quality under the guidance of new liberal arts concepts.

4 The path of cross-border e-commerce talent training under the background of new liberal arts

With China's economic and social development and the impact of the epidemic around the world, China can buy goods from all over the world without export. Cross-border e-commerce has developed rapidly as a new form of international trade. Therefore, China has introduced a series of policies, such as pilot cities for cross-border e-commerce and comprehensive pilot zones for cross-border e-commerce. The report of the 19th National Congress of the Communist Party of China pointed out the far-reaching significance of building a cyber power, proposed to "promote the deep integration of the Internet, big data, artificial intelligence and the real economy", pointed out the direction for the training of cross-border e-commerce talents under the background of new liberal arts, as shown in Figure 2:

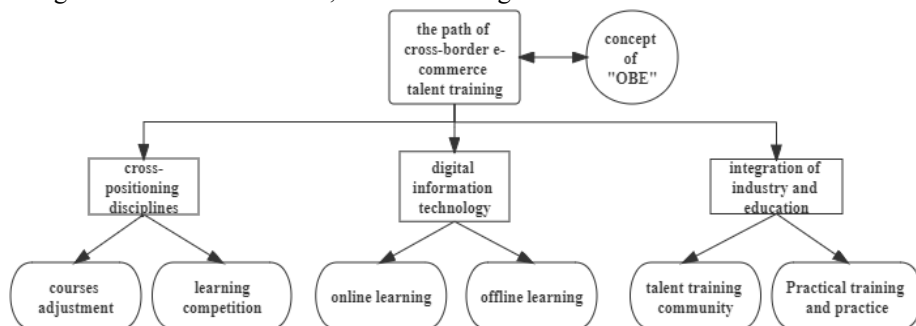


Fig. 2. The Path of Cross-border E-commerce Talent Training

Figure source: Self drawn by the author

4.1 Determine the cross-positioning of cross-border-e-commerce related disciplines

The construction of new liberal arts should cultivate talents needed by the society through the cross-coordination or integration of multiple disciplines. With the help of Internet information technology, cross-border e-commerce has developed rapidly. In addition to mastering international trade, e-commerce, foreign language and other

knowledge content, cross-border e-commerce talent training also requires application skills in digital technology and other aspects. Integrating digital technology with cross-border E-Commerce teaching is a requirement for cross-disciplinary training under the new liberal arts background.

In the crossover between different disciplines, colleges and universities should formulate talent training based on the OBE teaching concept, in accordance with the requirements of social industry guidance and school-enterprise cooperation, combined with the background of new liberal arts, student-centered, and industry enterprises' specific requirements for cross-border e-commerce talents program. By adjusting the professional elective courses, the concept of interdisciplinary is reflected. For example, courses such as data analysis and digital technology application are added to the courses of cross-border e-commerce, adding courses such as cross-border e-commerce, data analysis, computer application, etc.

In addition, "promoting learning through competition" is also an important means of talent training in the context of the new liberal arts, and innovative talents can be cultivated through skills competitions in cross-border e-commerce. The competition can not only help students master theoretical knowledge, but also improve their comprehensive practical ability, such as: "Three Creation Competition 'Cross-border E-commerce Practical Track'", "OCALE National Cross-border E-commerce Innovation and Entrepreneurship Competition", "National Cross-border E-commerce Innovation and Entrepreneurship Competition", "Cross-border E-commerce Professional Competition", etc. The competition can promote cross-learning between different majors, encourage students to expand their knowledge, and improve their ability to apply theory to practice.

4.2 Embedding digital information technology in cross-border e-commerce teaching

After the implementation of the "Internet +" plan in China, the e-commerce industry has entered a new era, and e-commerce has had a huge impact on the modern business environment. In the process of e-commerce, by using big data for massive data analysis, it is used in foreign customer analysis, cross-border product selection, cross-border marketing and other links to improve the efficiency of cross-border e-commerce. Under the background of new liberal arts, cross-border e-commerce education needs to focus on the new era and new formats, and cultivate cross-border e-commerce talents through modern information technology.

Cross-border electricity talent training can be around the "Internet +" and digital economy research, form a high quality teaching research team, to transform scientific research achievements into talent training practice, the data thinking and modern information technology embedded students learning each link, break through the traditional business thinking, pay attention to cultivate students' data thinking and big data application ability. Digital technology courses are added to the curriculum system to improve students' ability to use data thinking and modern information technology to solve practical problems, and to strengthen the informationization construction of cross-border e-commerce talent training under the background of new liberal arts.

Cross-border e-commerce talent training emphasizes the integration of modern information technology into the curriculum system and teaching links, further integration into the talent training, and cultivating students' ability to combine modern information technology with practice. Cross-border e-commerce talent training should create a teaching environment combining online and offline, internal and extracurricular, physical and virtual, which is an important link in the core ability training of cross-border e-commerce talents in new liberal arts. Build a classroom model combining online and offline, make use of online platform resources, including course resources construction, network resources and various practical teaching resources, and update online teaching resources. At the same time, teaching platforms such as Superstar Learning Pass are used to conduct classroom sign-in, post pre-class and after-class tasks, and carry out topic discussion, so as to realize the interaction between teachers and students and students, and improve the degree of teaching informatization. Through the interaction between online and offline teaching, the new teaching mode of "degree-center, teaching-led" is realized, combined with the talent training objectives determined under the OBE concept, the project task is driven, and the education of knowledge, skills and literacy is internalized into the talent training of cross-border e-commerce.

4.3 Cultivate cross-border e-commerce talents through the integration of industry and education

The Declaration on the Construction of New Liberal Arts "points out that" we should promote model innovation, promote the complementary advantages of academic circles and industry, and strengthen the 'double coordination' between universities and practical departments, and at home and abroad ". In the current development stage of higher education, higher education and outside are an open and cooperative education community. Based on the concept of "OBE", universities should comprehensively study the cross-border e-commerce talent training demand system, build a multi-dimensional integrated collaborative education mechanism such as the integration of industry and education, take root and train high-quality new and liberal arts talents in accordance with the idea of "achievement-oriented, reverse design and positive implementation", and fulfill the mission of serving the society.

Cross-border e-commerce takes the deep integration of industry and education as an important way, combined with the needs of the industry, builds a talent training community to jointly formulate training plans, build teaching resources, build a curriculum system suitable for the vocational skills standards of cross-border e-commerce, and increase the participation of industry enterprises in the professional compulsory courses. Jointly develop courses with Zhendao information technology (Shanghai) Co., Ltd., ocean education and other cross-border e-commerce enterprises, further optimize the structure of the teaching staff of cross-border e-commerce, form the construction of cross-border e-commerce related professional groups, and integrate the scientific research achievements of teachers into the teaching content.

Cross-border e-commerce is a subject with parallel theory and practice. Under the background of new liberal arts construction, it is necessary to build an in-

ter-professional production-university-research integrated training center to provide students with a training platform and improve their training ability. The practice link is an important link in talent training. In the process of cross-border e-commerce talent training, colleges and universities should conscientiously do a good job of inspection, communication and cooperation with on-site enterprises, and provide students with practical opportunities through school-enterprise cooperation. School-enterprise cooperation and education can be carried out by jointly building industrial colleges and jointly building cross-border e-commerce training rooms to improve students' practical skills and innovation and entrepreneurship capabilities.

5 Conclusion

The cultivation of cross-border e-commerce talents in colleges and universities should closely focus on the construction requirements of the new liberal arts, and explore the cross-integration of cross-border e-commerce related disciplines; combining the new requirements of new technology for cross-border talent, information technology should be embedded in e-commerce teaching and the mutual cooperation of education subject should be promoted, so as to build a high-quality cross-border e-commerce talent training system. To meet the needs of social development in the new era for cross-border e-commerce talents, it is necessary to gradually shift from adapting to the needs to improving the quality and innovation, and further realize the training goal of inter-disciplinary new liberal arts talents.

Fund Project

Research topic of the online open courses Steering Committee of Guangdong undergraduate colleges and universities in 2022: Research on the construction of online open Courses Based on 0be - based on the theory and practice of cross border e-commerce (2022zxkc514)

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