



Analysis of the Demand for Business English Talents in the Context of the New Crown Epidemic

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Abstract. With the outbreak of the Corona Virus Disease 2019, various industries in the domestic and foreign markets have been impacted severely, and many factories are also at risk of closure, especially the export-oriented enterprises. Under this circumstance, the demand for talents in various industries has attracted much attention, especially the talents in the field of foreign trade. At the same time, business English professionals are in high demand in this field, so the analysis of the demand for business English talents is particularly important at this moment. To provide valuable reference opinions and suggestions on the development of business English for some correlated scholars, this paper will comprehensively analyze the demand for business English talents in the market in the past ten years, especially the changes of the demand for the professional talent in this field under the present background. And the mainly adopted methods are the reference of literature and the survey of questionnaire.

Keywords: business English · the demand of talents · Corona Virus Disease 2019

1 Introduction

In recent years, the number of literature on the analysis of the demand for this professional talent has gradually decreased and with the outbreak of the Corona Virus Disease 2019, many trade industries in the domestic and foreign markets have been extremely hit by a huge impact, especially on the foreign trade industry, and such impact is still ongoing [4]. In this regard, the demand for talents in various industries in this new environment has to be taken seriously and reflected upon, especially the analysis of the demand for business English talents. For several years, many scholars who analyzed the demand for talents mostly did so in the context of the development of the current times, for example, with the development of networking, digitalization and intelligence, live streaming with goods became the trend, and scholar Li Fang (2020) [5] and Li Chunyang (2020) [6] believed that there was an urgent need of training foreign trade operation talents and excellent network anchors in the market. However, in the process of analyzing the demand for business English talents, in addition to the demand for this professional in the market, the needs of business English talents themselves should be also taken into consideration.

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In order to better understand the demand for business English talents, this paper mainly adopts a comprehensive literature research and survey method. Through such a survey, it may help to understand the demand for business English talents, summarize the demand for business English talents in the current context, and seek inspiration for the development of business English.

2 The Impact of the “COVID-19” Epidemic on the Demand for Business English Talents

2.1 The Impact on the Demands of Post for Business English Talents

According to the statistical results of the questionnaire, the most desired job of business English majors is foreign trade clerk, followed by translation clerk and civil servant. It can be seen from Table 1 that 35.48% of the students expect the position of teachers, and 25.81% of the students expect the position of foreign trade merchandiser.

Through the comparison of the result of the above, it can be seen that for the position of foreign trade clerk, the needs of the society and the needs of students are exactly the same, but for the post of foreign trade merchandiser, the needs of the society and the needs of students seem to be different. Besides, it can be found from the data in Table 1 that the number of students who are expected to be civil servants accounted for 41.94%, only second to the position of foreign trade merchandiser. And the number of students who are expected to be teachers has also reached 35.48%. Comparatively speaking, this

Table 1. The expected positions of business English majors

Post	Proportion
Foreign trade salesmen	51.61%
Translation clerk	41.94%
Civil servants	41.94%
Cross-border e-commerce platform operators	35.48%
Foreign assistant/Secretary	35.48%
Teachers	35.48%
Marketing	29.03%
Foreign trade merchandiser	25.81%
Foreign trade documentation	25.81%
Customs declaration	22.58%
English guide	19.35%
Department managers	12.9%
International forwarder	12.9%
The service	9.68%
The other	6.45%

value is not low. Therefore, it can be seen from the comparative analysis that students prefer to find a stable job when the situation is unstable.

In addition, in the questionnaire, 58.06% of the students chose the option “Yes” to the question “Do you have any desire to change the direction of employment regarding the current occupation?”. It can be seen that under the current circumstances, students majoring in business English are not very confident of the employment prospects of their major.

2.2 The Impact on the Demands of Knowledge and Professional Qualities for Talents

According to the results of the questionnaire, in the process of employment, students often consider conscientiousness, responsiveness and attentiveness as key qualities, followed by optimism, honesty, positive attitude towards life, and finally other qualities such as hard-working and modesty.

Through the analysis of the results, it can be seen that the knowledge requirements of enterprises for the professional talents tend to be networked and modernization. The quality requirements tend to be comprehensive and diversified, but students still don't know enough about this aspect. Therefore, for many graduates, they may not be able to meet the requirements of enterprises in some degree when they enter the society for the first time. In this regard, the author believes that is caused by insufficient social practice. Thus, the professional talents need to strengthen their social practice in order to enhance their professionalism and enrich their knowledge.










2.3 The Impact on the Demands of Skills for Talents

According to the statistical results of the questionnaire, in the current situation, students themselves have to master some necessary skills in addition to professional knowledge. Among those various skills, the skills of e-commerce platform operation are the most important, followed by intercultural communication skills, computer operation skills, critical thinking and innovation skills, and new media operation skills, all of which account for a large proportion. The specific data can be found in Table 2.

According to the results of this question “what practical teaching projects are needed for business English majors?” on the questionnaire, “Business Oral English practice” accounts for the largest proportion, which shows that the students of this major need to strengthen the training of output skills.

Through the analysis of the above results, it can be seen that with the development of the Network and the emergence of the Internet and new media, also because of the epidemic prevention, business English students should not only pay attention to their oral English skills, but also lay stress on the cultivation of practical ability in all aspects. In addition, it is necessary to have a certain ability of thinking and innovation, the flexible use of the Internet and new media.

Table 2. Necessary skills

Skill	Proportion
E-commerce platform operation ability	 87.1%
Intercultural communication ability	 83.87%
Computer operation ability	 80.65%
Thinking and innovation ability	 77.42%
New media operation capacity	 67.74%
Strain capacity	 67.74%
Team work	 67.74%
Logical reasoning ability	 67.74%
Ps	 51.61%

3 Suggestions on Coping with the Impacts of the Epidemic

3.1 In Terms of Post

Through the analysis, it can be seen that in terms of jobs, there are a large quantity of and various kinds of jobs offered by the society to business English talents. Objectively speaking, under the current background, the employment prospect of business English talents is still relatively not bad. However, talents themselves seem to want a more stable job and have a negative attitude towards the employment prospects of their majors [8].

To improve this phenomenon, for schools, the author believes that they should positively guide students to learn to objectively analyze the current employment prospects of their majors that in the field of foreign trade, there are still many jobs waiting for them. And provide them with relevant consultation platforms to guide them to find their directions and believe that this epidemic will eventually pass. For talents themselves, they should take the initiative to learn about the employment positions of this major. They can consult with experienced professionals such as previous seniors, school teachers, etc., or they can learn about their suitable positions and the development prospects of the profession by participating in practical training.

3.2 In Terms of Knowledge and Professional Qualities

For this part, many companies have put forward new requirements for business English professionals: In addition to basic knowledge, professionals are required to master some network marketing, network security laws and regulations, and network-related knowledge. In the author’s opinion, these requirements will be raised with the development of the times, whether it is because of the epidemic or not, but the epidemic has accelerated the emergence and importance of this impact [9].

In response to these new requirements, the author believes that schools should keep pace with the times and train teachers, so as to have a better knowledge about the changes and needs in the market in a timely manner, formulate new teaching content, and eliminate some outdated textbooks etc. At present, with the rise of the Internet, schools can add some Internet-related teaching, such as network marketing knowledge, network security law and other knowledge. Besides, school teaching cannot stop at theoretical teaching, but carry out some classroom simulation training, so that students can consolidate knowledge, learn to apply what they have learned into practice, and pay attention to the professional quality and spirit required in it. Students can also be encouraged to make good use of their spare time to read, pay attention to news, practice, etc. on the basis of consolidating their basic knowledge in order to broaden their horizons, discover their advantages, activate their thinking, and develop and innovate.

3.3 In Terms of Skills

With the emergency of COVID-19, both enterprises and individual students have found that the network has penetrated into everyone's work and played a role in the work process that cannot be ignored, such as the use of new media like Tik Tok and live broadcast. However, most talents cannot master these skills in short period of time. In addition, the talents themselves find that they are lack of output-oriented professional skills, such as spoken English.

In terms of society, it is necessary to provide training opportunities, time and environment for talents to develop, encourage and support talents to learn new skills. In terms of talents themselves, they should be studious and motivated, actively participate in practice, and have more contact with English in practice and communicate in English. In addition, in practice, learn to operate different e-commerce platforms, use various new media, find breakthrough points, learn to link the Internet with new media and foreign trade, and strive to be a new type of compound talent [10].

4 Conclusion

Through the method of comprehensive literature research and questionnaire survey, this paper has analyzed the market demand for positions, knowledge and professional qualities, skills, education and certificates of business English talents in the past decade, as well as the changes of these demands in the context of COVID-19. On the basis of this, it is easy to know that the attitude of business English talents towards employment prospects is not optimistic, as well as the current common deficiencies. And the views on the emergence of this attitude have also been displayed. At the same time, the enlightenment derived from the analysis process has been elucidated, believing that business English majors should improve their comprehensive practical ability, keep up with the trend of the times, cultivate the sense of innovation, flexibly use "Internet+", achieve "Internet+ new media, foreign trade", and make timely response measures in the face of emergencies.

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