



Analysis on the current situation of college students' participation in cross-border e-commerce under the new development pattern of "double circulation"

— Taking Zhoushan, Zhejiang Province as an example

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Abstract. The new development pattern of “double circulation” has opened up a broad international market for cross-border e-commerce. As the main channel of China's import and export trade, cross-border e-commerce has a rising demand for talents under the new situation. As an emerging force, college students take advantage of their own advantages to participate in cross-border e-commerce activities and realize digital management. In the specific implementation situation, there are problems in individual, education and employers, etc. This paper will analyze the current situation and put forward countermeasures and suggestions in three aspects to form the linkage development of enterprise resources and human resources.

Keywords: double circulation, cross-border e-commerce, college students.

1 First, the current development status and demand analysis of cross-border e-commerce in Zhoushan City

Zhoushan, as an important window of international trade of aquatic products in China, occupies an important position in the national offshore fishery. With the vigorous development of Zhejiang's marine and fishery economy and the rapid acceleration of port logistics and network information, cross-border e-commerce has emerged rapidly in the world as a new trade format. Zhoushan local cross-border e-commerce has actively exported a large number of aquatic products abroad to connect with global consumers, forming a new digital foreign trade model. However, there are still problems in Zhoushan's cross-border e-commerce development, such as the technology can't keep up with the development and the development model is slowly updated. Therefore, English majors need to provide support to help them explore the development process of overseas excellent e-commerce platforms, learn from the development experience of overseas excellent models, and go abroad and open the market through the innovation

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of institutional mechanisms, development models and technical skills in the unstable global trade market. Through the help of college students and the injection of high-quality talents, we can help them broaden the international market, reform the development model, promote technological innovation, and help Zhoushan cross-border e-commerce develop steadily with high quality.

Under the unstable situation of the changing global trade environment, Zhoushan cross-border e-commerce urgently needs a large number of talents with solid knowledge of international trade, proficiency in e-commerce skills and familiarity with the operation of e-commerce platforms. With the rapid development of the new era of "internet plus", college students seek the breakthrough point of transformation and innovation for traditional e-commerce enterprises, create creative new brands for them, provide new marketing strategies, and turn their thinking advantages into economic advantages, so that cross-border e-commerce enterprises can make a breakthrough in the international competition.

2 Second, the existing problems of college students' integration into Zhoushan cross-border e-commerce groups

2.1 The problem of poor individual practical operation ability of students

Cross-border e-commerce activities need to connect with many links including payment platform, logistics platform, invoicing, financial software and consumers.^[1] In the initial cooperation process with cross-border e-commerce merchants, students often lack practical experience in actual operation, and lack general understanding and in-depth understanding of the operation methods and rules of different cross-border e-commerce platforms, including specific modes of cross-border e-commerce transactions, such as product introduction, product promotion, online communication, order processing and after-sales service, etc., and it often takes a long running-in process to accept new things.^[2] Students' skills in cross-border e-commerce operation are mostly limited to book knowledge and classroom learning. When facing the problem of overseas customers' docking and communication in real overseas sales scenarios, it is often difficult for college students to turn classroom knowledge into practical skills to cope with the changeable emergencies in marketing. When selling products live to overseas customers, we blindly carry out one-way marketing promotion, neglect to communicate and answer questions with overseas customers, and lack understanding and communication about cultural differences between countries, which greatly affects overseas consumers' desire to buy, and then leads to sales volume and sales volume can not be improved. And lack of practical experience, college students often lack the practical ability of docking operation when they first enter the workplace, resulting in poor communication effect, low work efficiency, unclear operation process of various e-commerce trading platforms, unskilled operation ability of network systems, unnatural business etiquette and other problems.

Cross-border electronic commerce's activities involve trade in different regions, so there are differences in communication background and cultural characteristics among

business people. The understanding of the other party's cultural background and ideology has a great influence on business negotiation atmosphere and business communication. Whether the commodity translation is accurate or not is a concrete manifestation of the professional quality of translators, an important prerequisite for the smooth progress of cross-border e-commerce trade and the key to the success of the transaction. There are many professional terms in English translation of aquatic products trade, and the fields involved are professional, which requires translators to have rich professional connotation and interdisciplinary comprehensive quality. Due to the mismatch between the professional counterparts and the key modules they have learned in school, although college students have proficient English communication skills, necessary listening comprehension and fluent oral English, solid English reading and writing skills, can independently complete correspondence in daily work, and are competent for simple daily oral and written translation, there are still some problems in the process of trade exchange, such as inaccurate expression of commodity translation, easy to cause English misuse and interpretation transfer. At the beginning, college students who are engaged in trade translation are unfamiliar with the relevant information such as commodity types, prices, selling points, etc., so they have to be inaccurate in product translation, and the description is blunt and obscure, and the language is not standardized and authentic, and the logical structure is vague, which is easy to form Chinglish, resulting in ambiguity and misunderstanding, which makes it difficult and biased for overseas customers to understand the products in all aspects, thus reducing the trade transaction rate.

2.2 Problems of insufficient teaching practice in colleges and universities

At present, there are many teaching materials available in the teaching of E-Business English. Although these teaching materials have their own characteristics, most of them are English majors, so there is a tendency to focus on language teaching in the course teaching, ignoring the intersection of subject knowledge and presenting a single mode of training students.^[3] And because teachers usually take theoretical teaching as the main teaching method and traditional classroom teaching mode as the main teaching method, some teachers have the problem of time difference in their cognition of cross-border e-commerce, so it is difficult to update the teaching content in real time, and there are few practical teaching links and lack of transition process; Students lack familiarity with the future work content and working environment, lack of communication terms combined with cross-border electronic commerce entities, and the accumulation of trade-related technical terms, especially in the context of cross-border electronic commerce, which is still a difficult problem.

In the process of classroom teaching in colleges and universities, the training objectives are clear and the curriculum theory is perfect. Due to the problems such as insufficient individual practice links, less opportunities and time for students' classroom practice, and low frequency of students' actual operation, the number and duration of after-school training venues can not meet students' operational learning needs, resulting in students' poor business proficiency and lack of docking operation ability. College students' lack of practical experience will easily lead to communication barriers with

trading partners, which will affect the efficiency of trade activities and greatly reduce the volume of cross-border e-commerce trade.^[4]

2.3 The Trust of Employers and Enterprises on College Students

In recent years, the scale of cross-border e-commerce in China has been growing, and Zhoushan cross-border e-commerce platform is developing in the direction of becoming bigger and stronger. However, it is still under great development pressure. Some enterprises or platforms want to expand their overseas horizons and open up overseas markets. A large number of import and export enterprises are in urgent need of cross-border e-commerce talents, and they need the help and support of college students with relevant English knowledge reserves. For college students who are new to the internship of cross-border e-commerce platform, there are many difficulties in industry knowledge, data processing and communication, and they lack practical experience in cross-border e-commerce. College students learn to master textbook knowledge at school, and they still need secondary guidance and teaching in cross-border e-commerce enterprises for practical operation. The current situation of students' zero foundation of practical ability and zero experience in practical operation makes cross-border e-commerce import and export trade enterprises have insufficient trust in students, and think that it is difficult for students to complete the corresponding tasks and trust them to entrust the relevant positions to college students for management and operation. College students can't carry out and implement their innovative practices and innovative models, and it is difficult to express, convey and apply individual novel ideas, and their innovation enthusiasm and self-confidence are hit, which also limits the development of cross-border e-commerce.

3 Third, the countermeasures to promote college students to help Zhoushan cross-border e-commerce development

3.1 Perfecting the practice teaching in schools and optimizing the practice teaching.

In the teaching process of higher education system, a mature and perfect teaching system has been established in theoretical teaching, but compared with theoretical teaching, practical teaching is still a relatively weak link in the teaching process.

The school should add practical equipment and venues in the school, improve the construction of practical bases, and solve the problem that practical teaching conditions are difficult to meet the needs of practical teaching; For example, set up a cross-border electronic commerce laboratory and use corresponding training software to help students understand and learn to use well-known cross-border e-commerce platforms such as Amazon, Alibaba International Station and JD.COM Global Purchase to improve their platform operation ability;^[5] Set up a cross-border e-commerce marketing course, introduce and observe the mode of domestic small and medium-sized enterprises selling

goods overseas through internationally renowned online trading platforms such as Amazon and Wal-Mart, and conduct marketing practice drills with the help of the Internet and simulation platforms to improve students' actual marketing cognitive level and operational ability.

We should improve the management system of practical teaching, optimize the evaluation system of teaching quality, clarify the content and time arrangement of practical teaching, and ensure the quality of practical teaching; The training instructor is the first person in charge of practical teaching. He should make good preparations for practical teaching, clarify practical teaching documents [practical teaching plan, practical teaching standard (outline), practical teaching task instruction, practical training results, etc.] and practical teaching process, so as to ensure the practical teaching work to run in a scientific, rigorous, standardized and high-level state, improve the quality of practical teaching, cultivate comprehensive applied talents of foreign trade business English, and enhance the competitiveness of students in employment and entrepreneurship.

Standardized assessment methods of practical teaching should be established to improve students' attention and enthusiasm for practice. Schools should attach importance to practical teaching, and take deepening the reform of practical teaching and cultivating students' practical and innovative ability as the focus of the reform of e-commerce Internet education and teaching; Strengthen the leadership of practical teaching. In addition, on the basis of summing up the experience of the reform and construction of English examination education and teaching, comparing with the objectives, contents and requirements of cultivating English college students' innovative spirit and practical ability, and according to the needs of the development of English examination higher education and the actual teaching work, the assessment methods of practical teaching links are formulated.

3.2 Improve students' comprehensive quality and improve professional knowledge structure.

After China joined the WTO in 2001, the domestic foreign trade industry developed rapidly, and the cross-border e-commerce talents were in short supply. In order to meet the market demand for foreign trade talents and promote the development of China's foreign trade industry, college students need to have certain innovative thinking, operational ability and communication ability to participate in cross-border e-commerce trade. Students should not only learn theoretical knowledge from relevant courses in cross-border electronic commerce, but also cultivate business operation ability, data analysis ability, innovation and entrepreneurship ability from the operation part of e-commerce simulation platform. English professional literacy is very important for students to use English vocabulary accurately, express their demands correctly and communicate in time. Therefore, in the process of teaching English professional knowledge in schools, students should cultivate their autonomous learning ability and consciousness, make full use of their personal time to understand English culture, learn English language knowledge, improve their English communication ability, give full play to their learning initiative, improve their English comprehensive literacy and comprehensively improve their professional knowledge structure.^[6] On the premise of mastering

the professional knowledge of business English, students should be familiar with business operation mechanism, computer operation skills, enterprise management mode and other aspects of knowledge, understand the new information and new situation of internationalization and times, carry out diversified post practice activities, and comprehensively improve their post adaptability by combining professional knowledge and application skills.

3.3 Form a long-term school-enterprise cooperation model and mechanism to improve students' access threshold

On October 18th, 2017, Xi Jinping pointed out in the report of the 19th National Congress that education should be given priority, the vocational education and training system should be improved, and the integration of production and education and school-enterprise cooperation should be deepened. Accelerate the construction of first-class universities and first-class disciplines and realize the connotative development of higher education.^[7]At present, most of the traditional education modes in ordinary colleges and universities attach importance to theory and neglect practice or even no practice, so it is difficult for the trained talents to adapt to the rapid development of the current society. In this mode, colleges and universities strengthen school-enterprise cooperation to meet the needs of society and market. Schools can cultivate talents in a targeted manner through the feedback and needs of enterprises, and pay attention to students' practical skills in combination with market orientation, which can better cultivate talents needed by society.^[8]

For the cross-border e-commerce industry, the mode of school-enterprise cooperation can choose the mode of school-enterprise interaction,^[9] in which enterprises provide internship bases, equipment and raw materials, enterprises participate in the formulation of school teaching plans, and assign professionals to participate in school professional teaching. Through school-enterprise cooperation, enterprises can get talents, students can get skills and schools can develop. So as to achieve a win-win result of "complementary advantages, resource sharing, mutual benefit and common development" between schools and enterprises.^[10] Relevant enterprises conduct professional induction training for college students, form a systematic cross-border e-commerce talent training system for college students, and train students in a targeted manner. Through professional technical training teachers in cross-border e-commerce enterprises, students are taught about industry knowledge and platform operation, and one-on-one questions and answers are given according to the problems and feedback information generated by students in teaching, helping college students complete their initial work, and adopting technicians with corresponding professional skills for different positions to carry out teaching. Let college students gain practical experience in real and specific business operations, realize all-round training of combining theory with practice, improve their comprehensive quality, speed up their adaptation, and accelerate the development of cross-border e-commerce in Zhoushan.

Different colleges and universities can refine the mode and rules of school-enterprise cooperation according to the type and quantity of enterprises where they are located, such as school-enterprise cooperation teaching system, credit recognition and training

scheme. ^[11]So as to comprehensively improve students' ability, ensure the quality of students participating in e-commerce trade, formulate corresponding standards, improve students' entry threshold, reduce the inherent prejudice of the original cross-border e-commerce trade enterprises against college students, improve mutual trust value, and jointly promote the development of cross-border e-commerce.

4 Conclusion

Under the new development pattern of double circulation, new trade formats of cross-border e-commerce are rapidly emerging in the world. Zhoushan cross-border e-commerce can not actively integrate into and adapt to the global trade system without the support of college students' talents. According to the current situation and demand of Zhoushan cross-border e-commerce, combined with the advantages of English majors' foreign language skills and innovative consciousness, this paper comprehensively analyzes the problems existing in the integration of foreign language majors into cross-border e-commerce, and puts forward relevant countermeasures, so as to promote the combination of Zhoushan cross-border e-commerce and college students' talent resources and promote cross-border electronic commerce trade by effectively solving the problems about school teaching links, students' individual.

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