Analysis on the Strategy of Cross-border E-commerce Talents

Based on the analysis of policy content

Xiaojun LU

Management Experiment Center
Harbin University of Commerce
Heilongjiang Province, China
e-mail: lxjharbin@126.com

Simeng ZHANG

Accounting Institute
Harbin University of Commerce
Heilongjiang Province, China
e-mail: dreamerzsm@163.com

Abstract—**In the background of the development of online shopping "along the way" policy of promoting cross-border e-commerce has become our enhanced foreign trade enterprise competitiveness, promote foreign trade development mode transformation of important ways. Lack of cross-border e-commerce personnel, become key factors constraining the development of cross-border e-commerce industry. Through the demand for cross-border e-commerce professionals links, job structure and hierarchy analysis finds problems in cross-border e-commerce talents, and cross-border e-commerce talent strategy is proposed.**

Keywords-e-commerce; personnel; internet; teaching

I. INTRODUCTION

Cross-border e-commerce personnel, refers to the ability of foreign language knowledge, e-commerce and foreign trade business, and understand their customer's online shopping ideas and culture of consumption, mastering cross-border e-commerce marketing skills, talents engaged in cross-border trade and e-commerce. The rapid development of cross-border e-commerce generated a great deal of demand. According to the Ali Institute survey on cross-border e-commerce enterprises, shortages of all kinds of talents 40%or urgent business operation and promote the talents of more than 30%, need technical talent of more than 20%, the urgent need for logistics and supply chain professionals more than 10%. Obviously, various types of cross-border e-commerce business demand for talent is very urgent. Different from the domestic trading platform business, cross-border e-commerce talents in addition to knowledge of foreign languages and foreign trade, but also knowledge of e-commerce, international marketing, international freight forwarding and customs clearance and other professional skills, Web page design and maintenance, product photos and pictures, Web marketing and promotion, risk control, trade disputes, international logistics, warehousing and other businesses overseas. Through cross-border business by analyzing the structure of jobs, can be summed up as the "big six" typical jobs, jobs and capacity requirements are as follows

Cross-border e-commerce transactions relative to the core of traditional e-commerce talents skills requirements, can be broadly divided into four levels:

Typical jobs	Ability to post requirements
Customer service	Skilled use of communication tools and different languages to communicate with customers, understand relevant laws and intellectual property rights
Business promotion	Through online marketing tools for product promotion, know different cross-border platforms operating rules
Art and photography	Aesthetics and Visual marketing knowledge, can make beautiful pictures
Procurement and selected products	According to the characteristics of consumers in different countries and areas, the purchase of marketable products
Published	Have the ability to upload and product launches, skilled in data analysis
Logistics	International logistics and customs clearance, familiar with international logistics order processing and logistics delivery process

First layer, language based: from across border electric business enterprise aspects,, training a skilled master electric business operation knowledge, has website promotion, and online platform of using, and is responsible for products of last plans, and optimization products, and improve search flow, and can for graphics image of making, composite talent, these need solid of Russian based; also for across border electric business Amazon, andwish, and speed sold pass, and new egg, platform account lack practice operation hands-on, For product documentation, editing, checking, optimization, website promotion and so on need to have foreign language skills.

The second layer, network information technology: cross-border e-commerce on-line trading activities as the core, based on information technology, including logistics and distribution, the amount of payment, a range of support services such as credit monitoring, is a long but in the sprawling new industrial chains.

Third, cultural and legal background: cross-border e-commerce through Internet communication and communication with customers, cross-border e-commerce the biggest dilemma facing consumers is after-sales service. In addition, different countries, different cultures, different consumer object, different product requirements for cross-border e-commerce practitioners to targeted marketing strategies. Not only take a picture and add a little description,

adapt to various national and regional cultures, customs and tastes.

The fourth layer, logistics and finance: cross-border trade is a long but in the sprawling new industrial chains, marketing, logistics management, banking, financial and professional talent is particularly popular. Under normal circumstances, cross-border logistics costs are probably outside the local logistics costs 2 times more. All of the success of e-commerce platform is supply chain management success. Retail product development, purchasing, production, transport, storage, export, logistics and distribution, such as a series of links require professional supply chain management personnel.

For cross-border e-commerce study on the competency of personnel is necessary.

II. THE PRESENT SITUATION OF CROSS-BORDER E-COMMERCE TALENT SUPPLY AND DEMAND

In recent years, the explosive growth of electronic commerce, but the momentum of this rapid development promotes the international payments, security, international logistics, customs regulations and a series of questions, which restrict the development of cross-border e-commerce the core of the problem is human resources, mainly for the:

A. The Concept of Employment and Enterprises Employing the Contradiction of Demand of Talents

Mind of college graduates is high, small and medium enterprises to recruit, cultivate cross-border e-commerce personnel higher acquisition costs, inadequate stability, and risk of loss. Across border e-commerce started late, and development slow, and scale small, enterprise can provides of post more single, welfare pay level lower, led to university graduates tendencies Yu to the aspects development more perfect of large traditional industry; again plus University in guide students careers employment concept change Shang of energy input less, enterprise also hard and students groups formed a article two-way communication channel, led to talent employment concept and enterprise employing needs between of contradictions long-term exists.

transport and Enterprise human resource management in colleges and universities not docking

Theory and practice of enterprises in colleges and universities out of know foreign languages students do not understand electrical contractor, electrical contractor personnel do not understand foreign languages. Due to the cross-border e-commerce industry has been developing rapidly in recent years, colleges and training schools have set up e-commerce major, curriculum and teaching plan is not perfect, but team lacks experience, infrastructure and equipment with not many problems waiting so seriously out of college students ' knowledge structure and the actual needs, and thus did not result in a mature and stable supply chain. Economy is not developed in some areas, did not form a good e-commerce environment, the practice of cultivation of talents in colleges and universities to provide effective resources. Cross-border business demand for talent, mainly from the following areas: job demand, cross-border

e-commerce business to business post talents with comprehensive ability in greatest need, 59%, followed by technical and management positions, respectively, 23% and 18%. From the perspective of requirements for academic qualifications, in General, small business demand for College talent, midsize companies tend to have above Bachelor degree of talent. Type of demand, compared with Midsize Enterprise, small business and large enterprises, more inclined to select talents, rather than professionals. Cross-border e-commerce talents required foreign language, foreign trade, e-commerce expertise and capacity, and familiar with international rules. Calendar year and graduate recruitment, compared with expertise, companies focus on basic professionalism, in particular dedication and teamwork. Also found in the survey: enterprises can choose more graduates, but businesses still find it hard to find suitable graduates. The reason is that most of the graduates has the following disadvantages: ability to solve problems is not strong, 80.2%; not solid expertise, 56.8%; a narrow, 57.4%; ability is weak, 49.7%; a lack of team spirit, 57.3%.

B. Cross-border E-commerce Training is Highly Dependent on Social Power

Due to new and quick change electronic commerce, require high skill evaluation standard operating ability, requiring students to graduate will suffice, school of education ways in the practice of the theory of education do not meet market requirements. Chinese e-commerce talent cultivation depend to a large extent, of social forces. Due to community on electric business talent of large needs, especially in 2008 years, national vigorously promoted e-commerce industry Hou, community emerged out a excellent of electric business teaching institutions, some is by Chamber of Commerce to bear; some is Alibaba education group of third party, that Alibaba education group to promotion himself of operation platform, established has Ali College, and later of Taobao University, and speed sold pass University, and1688 school, and hundred city thousand school project, Wait a minute. Social power is limited, it is difficult to meet the needs of cross-border e-commerce market as a whole.

C. The Shortage of Talents

Lack of both business and trade knowledge and good at foreign languages and computer integrated talents, lack of cross-border e-commerce practical talents. Most of the companies started relatively late, slow development, domain restricted, not many brands participate in trading electric platform, able to create their own brand of less. Talented people is not high, and requires cross-border e-commerce and traditional differences more obvious talents, have strict demands. Specifically, include the following: (a) requires not only good language to communicate in foreign languages, are very adept at using a business platform with a foreign language online communication with foreign customers. (b) not only to master the foreign import and export policies, also need to master the State of cross-border logistics, customs, cross border payments, export tax rebates, goods into the situation. (c) not to be familiar with the

traditional international trade regulations, also need to understand the latest e-commerce laws and regulations. (d) not only takes a variety of cross-border e-commerce platform operation, but also to be able to select products, online shop, shop fitting, image processing, cost accounting, online payments, customer complaints, and a full range of pre-sale, sale, after-sales service. (e) not only to open up export markets for local products, with the increasing proportion of imports, even features organizations from other countries import sources, to develop the domestic market. (f) not only to understand religious beliefs, ways of thinking, education, consumption habits, and tracking online marketing tools in real time. (g) not only familiar with the cross-border sale, you also need to understand the product's raw material procurement, production, quality inspection, packaging, transport, insurance, and all other processes. These talents are few and far between, employment costs increased resistance to restrict the development of cross-border e-commerce.

III. ON WAYS AND COUNTERMEASURES FOR CROSS-BORDER E-COMMERCE TRAINING

A. The Training Participants

Cross-border e-commerce training participants included Governments, students, universities and third-party service providers, cross-border e-commerce enterprises, government policies to facilitate the enterprises, students, universities, build a learning platform for students in colleges and universities and provides excellent teachers, reform and training programmes, graduates to the business transfer. Students through four years of study, improve their knowledge and develop independent personalities, and check all the possibilities for future employment. Cross-border e-commerce companies for graduates to provide various types of jobs and future career development. Third party service providers through the students, colleges and universities with asymmetric information between enterprises in cross-border e-commerce, jointly with University Business School talent training and transportation for students employment and employment seamless integration for businesses with students to create the most value.

B. Path Analysis and Development Strategies of Talent Cultivation

For cross-border e-commerce businesses demand characteristics and talents involved in the subject, suggested that the Government, schools, third-party, cross-border e-commerce enterprise linkage of the Quartet's personnel training path.

(a) Government policies and actively introducing international e-commerce talents

Bureau of Commerce of Weihai city, Shandong province, had to strengthen the cross-border e-commerce development with South Korea, issued a more comprehensive policy supports the development of e-commerce talents in Weihai city. Based on field visits to research South Korean goods distribution center and other places about the cross-border

e-commerce Enterprise talent requirement situation, Weihai municipal Bureau of Commerce develop a special introduction and training cross-border e-commerce personnel policies, creating a good environment for personnel training. Multiple areas can be modelled on the approach of the Weihai municipal Bureau of Commerce special introduction and training on Russia's policy of cross-border e-commerce enterprises, appropriately relaxing the conditions for business talent, focus on resolving employment housing accounts, their children, their families and a series of practical problems, and in accordance with the relevant standard by appropriate research funding or subsidies.

(b) Government for cross border e-commerce industrial park project, providing incubation of talents strategy

2016 Year 8 months 23 days , Licang district, Qingdao branch, Qingdao municipal people's Government and the China Post group signed a cooperation agreement, will jointly build Qingdao, post cross-border industrial park. This project is 2016 Qingdao municipal projects, after a one-stage operation, assigned to 150 homes, is expected to achieve cross-border e-commerce transactions 20 billion / year. Industrial Park trading integration operations, platform, talent incubator, business base, financial Guide, intelligent storage, bonded customs and many other services. Simultaneously, introducing famous trading platform and enterprise, lead Qingdao transformation of traditional foreign trade enterprises, achieving sales of cross-border trade, commercial and postal cross-border e-commerce in traditional industries within the industrial park the perfect combination. According to the actual situation, such as understaffing in many countries the Customs and port infrastructure, resulting in hours of long, large backlogs in customs. With the rapid development gradually to small cross-border e-commerce trade volume, exports to fast-track the process, standardize foreign exchange, enjoy tax and other issues for cross border e-commerce industrial park, to facilitate trade development trade platform.

(c) Building enterprises and universities "two-way choice" supply and demand platform

Hangzhou has held school-Enterprise docking for cross-border e-commerce talent. Break has traditional of recruitment selected people mode, by zhiqian Enterprise exhibit, and talent knock to University exhibit, and Enterprise docking of double selected mode, into talent supply "B2B" mode, while promote University and enterprise established across border electric business talent set business of training process, advance talent policy in across border e-commerce field roots, to university students for hand, let across border electric business enterprise and in school students seamless docking, formed Government, and enterprise, and University and intermediary service institutions full chain type talent construction system To improve accuracy and matching of talent cultivation and transportation of.

(d) University teaching reform should be carried out.

Cross-border e-commerce involves different professions such as international trade, business, foreign languages, which require these specialized in developing training

programmes in the process of opening joint and cross-learning, opened cross-border e-commerce related courses, intensive cross-border e-commerce research company, understanding the actual need. Professional and e-commerce professionals should cooperate in the teaching of foreign languages, more and more cultural import international trade major in business major in foreign languages should be taught as a second major study. While third-party training courses will be nested into the training program, such as cross-border e-commerce platform background, product release, keyword analysis, andPS operation, product detailed description of copywriting, business processes, explains. Teaching can be flexible, such as in the form of micro-teaching.

(e) Cross-border e-commerce teaching method of two-stage school-enterprise cooperation

This method is across border electric business of theory knowledge main in school learning, by school of teacher taught, through across border e-commerce of certification exam to test on theory knowledge of master, and real exercises knowledge in school real training of based Shang, more to is to enterprise operation training, through a time of internship Hou, excellent of students can directly left in enterprise work, training skills of while, solution has employment problem. This method, play the advantages of schools and businesses--schools are good at theoretical knowledge teaching, business is good at teaching practical skills, combined, achieve a win-win situation, the effect is very good. In actual practice, cross-border e-commerce training in practical skills are mostly organized by the Association, or a third party intermediary to conduct, through the training of students, students are recommended to the enterprise from which to select some excellent, and of course students can choose. This pattern can refer to aliexpress Xin at the University campus project:(1) the first stage is to meet the theoretical teaching. By aliexpress official certificate as course completion examination after the completion of the research teaching of the first paragraph, students have entered the aliexpress employment channels, speed began to be sold to the big sellers of enterprise groups is recommended. After theoretical teaching of the first paragraph in, students on the mystery of the cross-border e-commerce is not, therefore, students can learn according to their interest to participate in the second phase;[(2) the second stage is the practical stage. Students to open my own business or business practices, companies can provide real-world product, and have a price advantage, students work very actively, some students stand out, increase knowledge at the same time, also gets the profit, or even start their own business path. First stages of belong to career education and the second stages of belong to entrepreneurship education, about 20% students entered its second stage, making cross-border e-commerce vocational education into a virtuous circle.

(f) creating cross-border e-commerce professional teaching team

Cross-border e-commerce Faculty of demanding, "language + trade + " Trinity teachers is the lack of knowledge and skills. Facilitated by the local government,

and full play to the role of industry associations or social training institutions, composed of university academics, cross-border e-commerce experts, cross-border e-commerce business elite, composed of high level teaching staff, teachers must be familiar with cross-border e-commerce business models and mainstream business platform operations and business processes. Cross-border e-commerce faculty to study the development of cross-border e-commerce industry, and for the characteristics of different industries, enterprises, Government employees, organization of cross-border e-commerce training courses on a regular basis so that they solve cross-border problems in the e-commerce operations, understand and grasp the development of cross-border e-commerce in a timely manner to the new rules, new technologies and new ideas. For the introduction of technical or managerial personnel of enterprises into the school, part-time teachers and lectures to students in the form of knowledge, strengthening skills, but also encourages teachers to post practice from faculty level the gap between theory and practice, and so on.

(g) Encourage students in school through the platform business

Student's potential can be developed, through a variety of means to guide and enhance the students ' interest, innovation and entrepreneurship guidance. Students participate in a variety of cross-border e-commerce innovation, as in "e-commerce for three games," "cross-border e-commerce innovation contest of college students", with "public undertaking, the much anticipated innovation" trend, Isaiah, Isaiah promoting employment, improving students ' innovation and entrepreneurship skills, improve employment and satisfaction of students and cultivation of innovative talents in colleges and universities. The State actively encourages entrepreneurship; both in loans, policy, project recommended providing facilities for students. Solving the employment problem of the entrepreneur's own on the one hand, on the other hand you can also venture to provide more employment opportunities, these measures are very effective to boost employment. Cross-border e-commerce platform business in the University, the main problem is on the supply purchase channels, can roughly be divided into network 73 academic market stock, factory stock and stores sell these three ways, the first two for student entrepreneurship, greater dilemma than inventory and financial pressure is too large, resulting in cross-border e-commerce platform limited to the plight of college students. Therefore, to do market research, direction, and sustainable development, according to the competitive advantage of cross-border e-commerce platform is very important. In addition, through language learning about country, culture, hobbies, customs, legal and other expertise to understand the national consumers ' way of thinking and lifestyle of customers, formulate corresponding strategies, marketing and team spirit are also important. In the age of big data, all kinds of College teaching reform should focus on the current economic development in the new normal, to cross-border e-commerce enterprise demand-oriented, modern trade knowledge and skills cultivation of foreign

language talents, true talent cultivation pattern change is necessary to meet market demand.

The rapid development of cross-border e-commerce industry, resulting in a greater demand. Due to cross-border e-commerce companies to work in China, business knowledge and skill requirements, broader than the traditional business involves a more integrated, cross-border e-commerce enterprises on the market it is difficult to recruit the right people. For across border electric business talent training cost high, and school talent training and Enterprise talent needs not match, problem, to grasp across border electric business enterprise of development situation and talent of needs, built across border electric business talent training of "political, and school, and line, and enterprises" four bit one cooperation development platform, full play

Government, and school, and industry and enterprise of role, training for across border electric business enterprise development need of practitioners.

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