

Research on the Innovation of Cross-border E-commerce Talents Training Mode on the Background of “The Belt and Road”

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Abstract. Under the rapid development of social economy, the development and application of information technology has transformed the economic development situation and provided new opportunities and challenges for economic development. On the background of “The Belt and Road” proposed by General Secretary Jinping Xi, the development of e-commerce has been further promoted, and an industrial cluster has been formed, which has promoted the rapid development of China's e-commerce foreign trade. However, during the development of China's e-commerce foreign trade, there are many problems in the training of cross-border e-commerce talents, which need to be further resolved. This paper expounds the innovative research on the cross-border e-commerce talent training mode based on “The Belt and Road” background from different aspects, and hopes to provide theoretical reference for experts and scholars engaged in cross-border e-commerce research talent training model.

Keywords: The Belt and Road; cross-border e-commerce; talent training model; innovation research.

1. Introduction

“The Belt and Road” is a strategic concept proposed by the Central Government in September 2013 to build the “New Silk Road Economic Belt” and “21st Century Maritime Silk Road”. “The Belt and Road” runs through Asia, Europe and the non-continent. With the concept and initiative of cooperation and development, China's economy is closely linked to the world economy, and China's various industries are deeply integrated into the world economic system. On the background of “The Belt and Road”, China's e-commerce, as a strategic emerging industry, has won the favor of network users with its fast and efficient service, showing a trend of rapid development. Under the “The Belt and Road” strategic pattern, the development of Chinese e-commerce in the future will be steadily entered into a “Quality” by “Quantity”.

On September 20, 2017, Premier Keqiang Li presided over the State Council executive meeting to establish a new cross-border e-commerce comprehensive pilot zone, extending the cross-border e-commerce regulatory transition period policy to the end of 2018, developing cross-border e-commerce, and promoting international trade liberalization and convenience. Innovation and business innovation will help transform the development of foreign trade and enhance comprehensive competitiveness. Since 2014, the state and local governments have intensively introduced cross-border e-commerce favorable policies and piloted cross-border e-commerce cities. Ali Express, Amazon, JD and other companies have settled in cross-border e-commerce. According to the Ali Research Institute's “China Cross-border E-Commerce Talent Research Report”, 85.9% of enterprises believe that the cross-border e-commerce talent gap is serious. The survey shows that small enterprises have relatively more demand for e-commerce professionals, and they are more inclined to recruit specialists. They also hope that these talents have complex knowledge and skills. In 2015, the new professional catalogue has added the direction of international business (cross-border e-commerce), and the professional talent training program needs to be researched and explored.

2. Cross-border E-commerce Talent Training

2.1 Clarify the Competency Requirements of Cross-Border Electric Traders

Cross-border e-commerce deals with commodities from customers all over the world on the network platform. During the period, different humanities and national conditions are involved, which

will inevitably lead to great differences between the cross-border electric merchants and the traditional electric merchants in terms of quality and skill requirements. The talents engaged in cross-border e-commerce should have international, multi-faceted professional qualities and operational skills.

Cross-border e-commerce companies, whether they are self-built trading platforms or cross-border transactions through third-party platforms such as AliExpress, Amazon, eBay, etc., need to be able to edit and organize product information, image production, and products on the platform. A series of computer business operations, such as optimization of the shelves and improvement of search traffic, require cross-border e-commerce operators to first have the operational capabilities of information technology such as computers, the Internet, and databases.

Cross-border e-commerce transactions in different countries have different languages. Online platform operations, product introduction, marketing, order processing, etc. all require good foreign language skills. The training of cross-border electric merchants should highlight the ability to use business English, and focus on training students to use English for product description, customer communication, order processing, writing social media articles and other practical foreign language applications on the trading platform.

Since the founding of New China, Chinese universities have invested heavily in education in major languages such as English, and have not invested enough in non-universal languages in countries along "The Belt and Road". There are more than 40 official languages involved in the Central Asia, South Asia, and West Asia areas covered by "The Belt and Road". The non-common language talent gap is far from the needs of the "The Belt and Road" initiative. It is necessary to intensify efforts to cultivate the basic communication skills of non-common foreign languages of cross-border electric merchants, to form the language ability of "English + X foreign language", to eliminate language barriers for cross-border e-commerce, and to increase communication initiative.

The essence of cross-border e-commerce is to create brands and promote transactions. Therefore, cross-border e-commerce merchants need to master the theoretical knowledge of e-commerce, with marketing, consumer behavior, commercial circulation, economics, management, Basic knowledge and skills such as law. At the same time, cross-border e-commerce is different from domestic e-commerce. Cross-border e-commerce merchants also need to master a series of practical foreign trade operations skills such as international trade practice, customs practice, and foreign exchange management.

Relying on the national "The Belt and Road" concept, cross-border e-commerce work needs to have comprehensive skills-based talents such as computer network technology based on international humanities knowledge, cross-border e-commerce platform operation capability, foreign language ability, and marketing knowledge.

2.2 Optimize the Curriculum Module for Cross-Border E-Commerce Majors

The construction of course modules is the key to ensuring the quality of teaching. To build a scientific and rational curriculum system, curriculum modules should be set up with the talent ability requirements as the main line. Cross-border e-commerce majors cover multi-disciplinary knowledge and skills such as e-commerce, marketing, international trade, computer science, and foreign language. For professional talents, we should focus on the internationalization and specialization of talents and strengthen different disciplines. The intersection and integration, breaking the classification of existing disciplines, and establishing curriculum modules that integrate language, literature, religion, history, geography, politics, economics, management, etc., as follows:

The general education curriculum module. The general education curriculum emphasizes basic and applied abilities, with a focus on computer, English, international communication, art, literature and other courses. In order to improve the English proficiency of professional talents, relevant English courses should be offered every semester, especially the listening and speaking courses. A non-common language course will be added to cultivate the basic language communication skills of cross-border electric businessmen and countries along the "The Belt and Road". Natural science courses, art courses, cross-border e-commerce etiquette, business culture comparisons in "The Belt and Road"

category, and cross-border business communication courses are necessary to be included in compulsory courses to improve students' humanity literacy.

Professional course modules (professional compulsory courses, professional direction courses and professional optional courses). Professional compulsory courses focus on the basic marketing theories of cross-border e-commerce, including marketing, consumer behavior, international marketing, market research, online marketing, marketing planning, social media marketing, customer relationship management, e-commerce website design and Production and other courses. The professional direction course focuses on improving the application ability of cross-border e-commerce. The courses set include: product shooting and image processing, data analysis, e-commerce project design and implementation.

3. Practice and Thinking on Cross-border E-commerce Talent Training

3.1 Establishing an Entrepreneurial Class to Practice Entrepreneurial Talents

Organize e-commerce, international trade (cross-border e-commerce direction) and other professional students to apply for the excellent talent skills workshop class. The selection criteria include students' willingness and interest, professional ability, learning ability, hard work and so on. After the students are selected, they will adopt the new curriculum and credits replacement method for learning and training, and actively carry out the vocational skills competition. With the training, the students' interest and enthusiasm will be greatly mobilized, and the students' comprehensive application ability will be enhanced.

3.2 Cross-border E-commerce Talent Training Teachers need to be Trained

At present, some of the cross-border e-commerce teachers in various universities come from e-commerce majors, some of them come from international trade practice or international business majors. Conditional institutions introduce enterprise experts to teach, but they mainly undertake practical courses, and the teaching hours are also limited. Therefore, professional teachers in cross-border e-commerce need to be trained. It is recommended to use professional teachers for training and enterprise practice. At the same time, introduce enterprise experts and technical experts to improve the cross-border e-commerce operation and marketing capabilities of teachers and improve their professional practice ability.

4. Summary

On the national "The Belt and Road" initiative, cross-border e-commerce has developed rapidly, and talent cultivation has become an urgent problem for colleges and universities. Cross-border electric businessmen are different from traditional electric merchants. It is necessary to cultivate international vision and cross-culture of talents. The ability to communicate, strengthen the intersection and integration of different disciplines, establish a curriculum module integrating professional courses in e-commerce, marketing, international trade, etc., and cultivate international talents with professional knowledge that can closely combine theory with practice and solve practical problems. The smooth flow of trade on the "The Belt and Road" initiative continues to provide intellectual support.

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