The Current Situation and Countermeasures of Human Resources Development of Cross Border E-Commerce Enterprises

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Abstract

With the development of social economy and the need of the development of human society, adapting to the needs of the times, E-commerce appears on the stage of social economy. Through the government's encouragement and support, cross-border E-commerce subverts traditional mode of import and export trade, with its unique development advantage, becomes an important component of foreign trade of our country, provides a new growth point for foreign trade economy of our country. With the globalization of economy and the development of electronic information technology, cross border E-commerce has an irreplaceable position and function in the stage of foreign trade. Its development has a very important significance to economic development of our country and economic globalization, and has become an inevitable trend of the development of foreign trade of our country. However, the rapid development of cross border E-commerce also brings great challenges and pressures to human resources. Human resources have become the key to the survival and long-term development of enterprises, therefore, this paper further discusses the current situation and corresponding countermeasures of human resources development of Cross border E-commerce enterprises.

Keywords: cross border E-commerce; human resources; development status; countermeasures

1. INTRODUCTION

Cross border E-commerce is an international business activity, which is developed based on the internet, conducts transaction and corresponding payment settlement through cyberspace, and transports goods and completes transaction through cross border logistics. Through the network space, it has the unique value standard and the behavior pattern, presents its own unique characteristic. But the scarcity of talent has become the main reason restricting the development of cross border E-commerce enterprises of our country, in order to make cross-border E-commerce of our country is not bound by the current bottleneck, the human resources department of cross border E-commerce enterprises should take appropriate coping strategy.

2. The Current Situation of the Development of Cross Border E-Commerce of Our Country

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In recent years, with the extensive application of electronic information technology of our country, cross-border E-commerce of our country has been rapid development. According to relevant data, E-commerce of our country has maintained a faster growth trend. Transaction scale from the year of 2008 to 2014 can achieve an average annual growth rate of 31.8%, however, since 2012, the scale of cross border E-commerce transactions of our country has entered a period of accelerated growth, according to the data of department of commerce, in the year of 2013, cross border E-commerce platform enterprises of our country have reached five thousand, foreign trade enterprises have reached more than two hundred thousand. However, data in recent years shows, trading share of E-commerce of our country accounts for a very large proportion in the total amount of import and export trade of our country, thus, the status of cross border E-commerce in foreign trade is very significant. However, with the development of economic globalization, the main body of cross border E-commerce trade of our country is also constantly growing, in which the main body includes consumers around the world, and internal cross border E-commerce consumers of our country. Therefore, with the continuous expansion of cross border E-commerce, the impact of cross border E-commerce in cross border transaction economy of our country should not be underestimated.

3. The Problem Brought by Cross Border E-Commerce to Human Resources of Enterprise

3.1 The Total Supply of Human Resources of Cross Border E-Commerce is Insufficient

With the rapid development of cross border E-commerce enterprises of our country, the demand for talent is gradually increasing, which caused great distress to the human resources department of enterprise. According to relevant data, in recent years, the quantity of demand of cross border E-commerce market of our country is far more than graduates of related major provided by all colleges and universities of our country, in other words, the total supply of human resources can not meet the social needs of cross border E-commerce of our country.

3.2 The Personnel Training of E-Commerce Out of Touch with Social Demand

According to relevant data, in recent years, less than 20% of graduates of specialty of E-commerce engaged in relevant professional after graduation, this is far below the average level of employment of other specialties. However, the reason for this result is, the personnel training of E-commerce in universities and colleges is inconsistent with the actual needs of enterprises. About the training objectives of this specialty, many colleges and universities set much vaguely, they only focus on studying electronic technology and simple business knowledge, did not do the combination of professional knowledge in the real sense, which is needed by enterprises, lack the specialization of personnel training, make the cultivation of talent and the real needs of society out of touch.

3.3 Enterprises Have Misunderstandings on the Use of Talent

Many enterprises have big misunderstandings on the use of talent, they often think that the talents needed in E-commerce should be compound talents, therefore many staff of E-commerce act as multiple roles in a job at the same time, for example, An employee need to conduct business negotiations and network management, when completing network promotion,
which is difficult for employees, they feel incompetent. Compound talent even become the company's leading, which makes professional talent can not be put in an important position, causes the division of work form a big misunderstanding.

3.4 Lag of Educational Level of E-Commerce

With the development of E-commerce of our country, in order to adapt to the needs of the talent market, many colleges and universities have set up relevant professional successively for this to cultivate the talents needed by E-commerce. But because the specialty of E-commerce involves a wide range of subjects, and this specialty has just set up, the teaching objectives are not clear enough, the lack of faculty and the imperfection of teaching plan, make the effect of E-commerce personnel training is not ideal. Although the majority of colleges and universities have made great adjustments and efforts, but for the education level and the depth of subject knowledge, they still can not be compared with other traditional disciplines. In addition, with the rapid development of science and technology, new things emerge in an endless stream, E-commerce with its unique mode develops rapidly, changes the society all the time, and progress all the time. The demand for talent has changed, but talent training can not be well coordinated with the application of the enterprise.

3.5 Existing Manpower of Cross Border E-Commerce Enterprises Arises Massive Loss

3.5.1 The Current Situation of Human Resource Loss of Enterprise

In recent years, cross border E-commerce of our country have developed rapidly, this trade occupies a very important position in the economy of our country. However, the quantity of demand of enterprises for talents have increased, the total supply of human resources is insufficient, so the existing talents is extremely important in cross border E-commerce industry. But in recent years, a large number of talents loss appear in E-commerce industry, many employees have job hopping one after another to seek better development. Excessive loss of personnel not only increases the expenditure cost of enterprise personnel, but also caused a huge loss to the enterprise.

3.5.2 Reasons for the Loss of Human Resources in Enterprises

First of all, the human resources management system of enterprise is not perfect. The personnel management of enterprise is not clearly defined, due to the confusion of internal management system, it causes the use of personnel can not get a good job to match, does not clear responsibility system and work standards, causes employees can not be based on the actual situation to make personal career planning well, and causes the personal ability of employees can not give full play.

Secondly, there is no corresponding corporate culture. Most enterprise managers do not pay attention to the construction of enterprise culture, do not set up correct values for employees, only unilaterally increase hardware facilities, and do not face the practical significance of corporate culture, so then make a great impact on the realization of the value of talents.

Finally, enterprises lack effective incentive system for employees. While establishing incentive system, enterprises do not think about the personality characteristics of talent. The lack of reasonable control to each post and talent's personality, and the no targeted, make the incentive system not achieve the due results and unable to meet the needs of talent
development. Not conducive to retain talent for enterprises.

4. The Countermeasures of Human Resources of Cross Border E-Commerce Enterprises

4.1 Make a Good Recruitment Plan

Facing the present situation of the lack of E-commerce talent supply, firstly, the enterprise should strengthen the construction of human resource department, do a good personnel recruitment program and human resource allocation, ensure enterprises get enough manpower. Secondly, enterprises should set up a professional recruitment team, guard a pass of personnel recruitment. Recruiters should fully understand the talent requirements of the various positions. Due to the needs of E-commerce professionals involved in more areas, and the professional of this specialty is limited; therefore, recruiters can recruit practical talents who is suitable for this post rather than is professional according to the job requirements.

4.2 Strengthen the Education and Training to Talents

From the perspective of long-term development of the company, if a company wants to develop in the long run, it must meet the needs of the company to talent. The electronic commerce has very strong practicality, only rely on the college professor, unable to meet the requirements of this industry to the human resources; therefore, enterprises should be based on the school teaching, to help students improve their ability. Enterprises need to strengthen the cooperation between enterprises and schools, and actively provide students with the opportunity to practice, make students can have the opportunity to combine the theoretical knowledge learned in school with the actual operation of the enterprise, prepare for the company's talent accumulation. Cultivating E-commerce talents is not only the urgent task of the school, but also the responsibility of the major E-commerce companies. In the aspect of personnel training, enterprises should be clear positioning of talent, as well as the direction of the training, form school enterprise combination, sign personnel demand contract, determine the direction of cultivation, strengthen enterprise training, combine theoretical knowledge with practice, enable students to adapt to the development of enterprises and understand their own shortcomings, then further improve their ability and better service for enterprises.

4.3 Establish An Effective Assessment System

First of all, it is necessary for enterprises to clarify the responsibilities of jobs, stipulate responsibility system of each post. This makes the responsibility more clear, setting a clear internal structure can makes management more effective, and makes employees to perform their duties better, actively involved in the work, realize their own value.

Secondly, establishing indicators for performance check. Integrating responsibilities of jobs to set up a reasonable indicators for performance check. Issuing indicators to individuals, clearing work tasks, and making indicators as a standard for job promotion and salary incentives. It can obtain the work efficiency of employees, this can avoid mistakes of enterprises in the use of employees.

Finally, clearing the assessment process of company, developing effective assessment methods, supervising assessment process, realizing fair, just and open, making the reward system transparent.

4.4 Establish Incentive System

First of all, combining salary and performance. Performance can well reflect the work
efficiency of the staff; therefore, the combination of salary and work efficiency, not only can stimulate the work enthusiasm of students, but also can improve the work efficiency of employees.

Secondly, it need to choose reasonable salary types for employees according to the difference of the posts. According to the individual differences of employees, as well as the post demand, setting up incentive system reasonably. Flexible and reasonable incentive system makes employees more motivated.

4.5 Pay Attention to the Growth and Development of Employees

In the management career of enterprises, the majority of managers and leaders are mostly concerned about that whether the employees can work independently or not, whether the employees have the ability or not, such as responsibility, communication, implementation, and so on, and few pay attention to personal growth and life of employees. The employee's personal life affects the working conditions of the employees, as well as the sense of worth of the employees, so the leadership should understand the dynamics and ideas of employees timely. This can understand the needs of employees more deeply, convenient to solve the problem of employees timely, fairly deal with errors in the work of employees. Understanding the deficiencies of employees in work, correcting them timely, providing promotion opportunities and training for employees reasonably, making employees can work better.

5. Conclusion

With the development of electronic information technology, cross border E-commerce has become an inevitable trend of cross border transactions, and the demand of E-commerce to talents is also gradually rising, the rapid development of cross border E-commerce has also brought new challenges to human resources. If the enterprise wants to develop in the long run, it is necessary to put the talent in the first place. Talent strategy has become an unavoidable important strategy for enterprises. It need to strengthen the contact with the major colleges and universities, actively educate talents, make good reserves for human resources of company. Strengthening the construction of talents of enterprise. The mass loss of talent tells us that enterprises should not only base on educate talent, recruit people, but also should grasp talent, retain talent. The loss of talent brings a great loss to enterprise, therefore, we should increase the control to talents, establish the risk prevention to the brain drain. Enterprises need to "educate people", "select people" and "retain people", make plan for E-commerce talent management, these have very important significance to the vigorous development of enterprises.

Acknowledgements

References


