Research on the Cultivation Model of Cross-border E-commerce in Vocational Education under the Background of Internet +

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Abstract. The growth rate of China's traditional trade has slowed down and cross-border e-commerce develops rapidly, but the serious shortage of cross-border e-commerce talent has become a key constraint to the development of cross-border e-commerce industry in China. However, the training of cross-border electric talents in our country is late and the mode is not perfect. Therefore, it is urgent to train the compound cross-border e-commerce talents to meet the needs of the development of enterprises. Based on the successful experience of vocational education in developed countries, this paper innovates in the new mode of training cross-border e-commerce talents, and integrates government, business, schools and enterprises into the training process of cross-border e-commerce talents, comprehensively improves the training quality of cross-border e-commerce talents.

Introduction

In 2015, Prime Minister Li Keqiang put forward the "Internet+" action plan for the first time in the government work report. "Internet+" refers to the integration of Internet innovation results into various fields of economy and society to realize the innovation and productivity of the real economy. It is a new economic form.

In recent years, the growth rate of China's traditional trade has slowed down. At the same time, due to the change in consumption habits, cross-border e-commerce, which uses the Internet to conduct cross-border trade through the Internet, has developed rapidly. The volume of cross-border e-commerce transactions in China was $1.01 trillion in 2016 and $1.22 trillion in 2017, an increase by about 20 percent. Of which, the volume of export e-commerce transactions was $0.84 trillion, with a growth rate of 22.49 in the same period, and are expected to reach $3.58 trillion in 2022.

Under the background of the "Internet+" era, cross-border e-commerce has become an important support of national economic transformation and the mainstream trend of economic development in the future. Market space and policy support provide opportunities for the development of cross-border e-commerce. However, the shortage of professionals in cross-border e-commerce has restricted the further development of cross-border e-commerce enterprises. According to the "a report on the study of Cross-border Electric talents in China", 85.9 percent of the enterprises are seriously short of cross-border ecommerce businessmen, and the small enterprises have a relatively large demand for e-commerce professionals, and are more inclined to recruit composite talents with theoretical knowledge and practical ability. The continuous development of cross-border ecommerce industry is in urgent need of compound talents. For higher vocational colleges, it is urgent to cultivate compound cross-border e-commerce talents who can adapt to the development needs of enterprises.

The Deficiency in the Cultivation of Cross-border E-commerce Talents

The cross-border e-commerce is an emerging industry, which is a new trading platform generated by E-commerce in the "Internet+" environment, the demand and cultivation of talents are also in the process of exploration; Because of the lag of education in universities, some defects in the development of teaching materials and the cultivation of teachers, therefore, there is a mismatch between the supply and demand of talents.
Lack of Cross-professional Integration of Knowledge Systems

At present, the talents recruited by cross-border e-commerce enterprises are basically from the major of electronic commerce, international trade and business English in universities. The training objectives of these three majors are inconsistent with the talent demands of cross-border e-commerce. Many higher vocational colleges attach importance to theoretical education, and the rapid development of cross-border e-commerce requires its staff not only to have macro theoretical analysis ability, but also to have the practical operation ability of major cross-border platforms. At present, there are few colleges and universities offering cross-border e-commerce majors, Cross-border e-commerce is only a course for the major of e-commerce or international trade, so the relevant curriculum and teaching content cannot be consistent with the needs of cross-border e-commerce enterprises. What cross-border e-commerce enterprises need are interdisciplinary talents who can understand not only the cross-border trading platform, but also the cross-border trading communication and be familiar with the cross-border trade process rules, marketing and logistics. Moreover, the customer groups targeted by cross-border e-commerce are from all over the world, they have different consumption habits and cultural backgrounds. Therefore, the original course structure and knowledge system of international trade major and e-commerce major cannot meet the disciplinary and professional requirements of cross-border e-commerce.

Lack of an Effective Platform for Practice

At present, although many e-commerce majors and international trade majors have cross-border e-commerce scenario simulation teaching platform, such simulation software only imitates the relevant operation process of cross-border e-commerce, and cannot be compared with the specific internship position of cross-border e-commerce enterprises, and students cannot experience the real practical environment. In addition, most cross-border e-commerce enterprises have a small number of employees, and can accommodate a limited number of interns per post, which is unable to meet the demand of most students for internship in various positions of cross-border e-commerce enterprises. Compared with other platforms, cross-border e-commerce platforms have high entry barriers. The laws and regulations involved are relatively complex, the process is complicated, the qualification requirements are relatively complete, and the application is relatively difficult. It is difficult to have more practical platforms for reference, let alone to provide students with real jobs to practice.

Lack of Teachers with Practical Experience

Cross-border e-commerce requires inter-disciplinary talents, which puts forward higher requirements for the construction of teaching teams. As the teachers themselves lack practical experience in cross-border e-commerce, it is difficult to grasp the frontier information in time, such as new policies, industry norms, marketing skills, consumer behavior analysis and so on. However, there are few authoritative teaching materials and reference materials that teachers can use. Many cross-border e-commerce platforms are only allowed to be registered by enterprises, and only a few, such as DHgate.com allow individuals to register, they ask the register must have real source of goods, customers, logistics, payment and so on, but all these information should be provided by enterprise. So it is difficult for teacher to practice in a real platform.

Successful Experience of Vocational Education in Developed Countries

It is believed that highly skilled personnel are the key to national development in developed countries, because they can enhance the competitiveness of the country and have a high quality and strong professional ability. Therefore, developed countries attach great importance to the study of the training system of advanced skilled personnel.

The driving force of Germany's economic development is the vocational education. The dual system of vocational education in Germany pays attention to the organic combination of theory and practice. The main body of German vocational education management system is the trade
association, and its talent training mode is oriented to the enterprise and takes the demand of the enterprise as the guide to cultivate practical talents for the enterprise. Not only cultivate students’ solid theoretical foundation, perfect professional skills, but also have the ability to transform scientific research achievements into products.

Australian education emphasizes the concept of "student-centered", and its vocational education and training system develops rapidly. In the process of teaching, students are the center, and the improvement of students' quality is the standard of teaching success. In Australia, education centers on learning. The purpose of teaching is to learn. Everything is for students to learn knowledge. Teaching is student-centered, activity-centered, practical-centered. The setting of Australian vocational education courses is based on practicability, pays attention to practical courses, and arranges practical courses every semester. Usually, after graduating from Australian universities, they can adapt to their jobs directly, and even some majors can find jobs after completing two courses. Australian schools have power to make their own decision. They can set their own professional and research direction according to their own needs. The major and course setting is oriented by the needs of enterprises and around the employment rate, which ensures that the course setting meets the requirements of the market for professional talents and adjusts the course content with the changes of the market. Australia attaches great importance to the relationship among government, enterprise and individual in the work of vocational education, so as to ensure that students enjoy convenient learning conditions in vocational education and training. The Australian Government also attaches importance to the transformation of science and technology into productivity training, and keeps pace with the times in the vocational education.

South Korea has always attached importance to vocational education. The concept of vocational education is to train high-quality applied talents. Korean vocational education is divided into different levels, junior college, undergraduate, graduate students are involved in vocational education. South Korea has adopted legislation requiring enterprises to participate in vocational education and set up private vocational education vigorously; the state has promulgated preferential policies to encourage the development of vocational education; the state, schools and enterprises have jointly set professional settings and curriculum standards for vocational education. Schools and enterprises establish a model of cooperation between production and learning, and train the talented student according to the enterprise demand.

**Effective Countermeasures to Cultivate Cross-border E-commerce Talent**

Through the discussion of the vocational education training models in developed countries, our cross-border e-commerce talents should be trained with the basic goal of taking ability as the center. Cross-border e-commerce refers to the use of e-commerce platforms to engage in cross-border trade. Therefore, as cross-border e-commerce talents, they must have certain foreign language skills, e-commerce skills and foreign trade business knowledge, and understand the concept and culture of customer online shopping. And the composite talent should master the marketing skills of cross-border e-commerce platforms, engage in cross-border trade and possess e-commerce skills.

**Establishment of a Practical Teaching System for Cross-border E-commerce**

For different types of talents training, schools should pay more attention to the curriculum design. Firstly, the curriculum for cross-border e-commerce majors should be guided by the actual needs of cross-border e-commerce enterprises, reduce theoretical courses and increase practical courses so that students can master knowledge in practice and learn to use it alive; at the same time, through practice, the school can keep close correlation with the enterprise, get the feedback information on changes in market demand, and adjust the curriculum accordingly to keep the high quality of the school education. Secondly, to improve students' independent learning ability and mobilize students' initiative in learning, all these methods can achieve equality between teaching and learning. Thirdly, we should pay attention to the cultivation of individual creative ability and the innovative application of knowledge. Innovation and entrepreneurship education runs through the whole process of talent cultivation.
With the Help of the Government and Cross-border E-commerce Association on Talent Training Policies

In recent years, cross-border e-commerce develops rapidly. In order to adapt to the market demand for talents, the government and all levels of e-commerce associations, cross-border e-commerce associations are actively introducing various policies and measures to train talents. Colleges and universities can also make use of such platforms and policies to actively set up cross-border e-commerce majors, and at the same time, the original international trade major, e-commerce major, business English major and marketing major should be transformed to the direction of cross-border e-commerce according to the market demand. The government should also guide and cooperate with universities to open cross-border e-commerce majors. It also builds a bridge between cross-border e-commerce enterprises and universities, unifies the training standards for cross-border e-commerce talent, builds a pool of talents with perfect information, grasps the market demand and talent demand in time. Finally, we will form a platform for win-win cooperation among government, industry, universities and enterprises. Our government should strengthen national support for cross-border e-commerce, such as, opening up standards, increasing investment, clarifying procedures and so on, these are the most favorable and direct ways and means of support for cross-border e-commerce at this stage. The loose business environment will inevitably lead to the creation and development of more cross-border e-commerce, which provides fertile ground for the talent training of cross-border e-commerce.

Establishment of Talent Training System between School-enterprise Cooperation

In order to realize the connection between the transmission of talents and the market demand, it is urgent to set up the cooperation platform between the university and the enterprise, this platform can build deep cooperation between cross-border e-commerce enterprises and universities. The two parties should work together to set up talent cultivation programs, establish a long-term talent training cooperation mechanism to improve the degree of conformity between specialty and industry, specialty and employment. At the same time, we should keep up with the development needs of cross-border e-commerce enterprises, grasp the pulse of the times, innovate teaching methods constantly, change the teaching material system, and reform the teaching contents. We want to set up a cross-border e-commerce talent training mode, in this mode, theoretical teaching and enterprise practice platform should be combined together, enterprises provide internship and employment positions to encourage college students to start their own businesses. The cultivation plan of cross-border e-commerce talents will form the industry standard, every institution or university should follow it. Meanwhile we should copy the successful cases of school-enterprise cooperation other institutions, Let other institutions learn from their successes. Finally, we will encourage institutions to strengthen ties with enterprises and provide them with abundant facilities. At the same time, enterprises increase the talent introduction from colleges and universities.

Improvement of Cross-border E-commerce Teachers

The level of cross-border e-commerce teachers determines the level of cross-border e-commerce talents. Therefore, teachers are required to understand the theoretical knowledge of e-commerce, and to have a comprehensive understanding of business English, international trade, network marketing, logistics, customs, commodity inspection and other aspects. But how to improve the professionalism of the teachers, we should comply with the following principles, firstly, governments and trade associations at all levels are required to support the construction of teacher teams, through various forms such as attending some lectures, training and seminar for managers of cross-border e-commerce enterprises, the teacher will be familiar with the trading platforms, business models and operation process of cross-border e-commerce, it enables them to solve problems in cross-border e-commerce operation, and understand and grasp new rules, new technologies and new concepts in the development of cross-border e-commerce in time.

Secondly, the school should encourage teachers to practice training in enterprises, participate in the daily business of cross-border e-commerce enterprises, follow the process of each order, integrate these practical operations with the knowledge of the textbooks, and finally teach students
the vivid knowledge in the classroom, this kind of teaching has more practical utility. Thirdly, the concept of guided by learning outcomes, increase the scientific research input in cross-border e-commerce, encourage teachers to carry out scientific research activities together with students, enhance the transformation ability of scientific research results, promote teaching by scientific research, and realize the progress of teaching.

Establishment of Professional Training Institution for Cross-border E-commerce Talents

Government and trade associations at all levels should increase the intensity of training of cross-border e-commerce talents, integrate the talent demand of cross-border e-commerce enterprises with the knowledge and policies of cross-border e-commerce enterprises, all these can improve training effects. After the relevant training, the trainees should pass strict tests, in addition to the study of basic knowledge, we should also strengthen the cultivation of professional ethics and the study of relevant laws.

Conclusion

In conclusion, cross-border e-commerce is a comprehensive subject system. From theoretical basis to platform practice, it is still under exploration and improvement. Because of its rapid development and growth in the demand for professional talents, therefore, based on the successful vocational experience of education in developed countries, this paper fully integrated into the cooperation mechanism of "government, industry, universities and enterprises", and proposed a new framework to cultivate cross-border e-commerce talents.

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Reference


