Investigation and Analysis on the Demand of Logistics Talents in Small and Medium-sized Logistics Enterprises

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Abstract. A large number of traditional logistics enterprises are facing transformation with the rapid development of modern logistics industry in Ji’an, which are in urgent need of logistics talents. How to train logistics talents suitable for local enterprises has become the most important task of local colleges and universities. This paper first discusses the definition of logistics talents and the significance of vocational education talents. By using the methods of documentation, questionnaire and interview, this paper conducts a questionnaire survey on the demand of logistics talents in Ji’an city, collates and analyses the relevant characteristics of logistics talents and post demand in Ji’an city's small and medium-sized logistics enterprises, and puts forward the train of thought and direction for local colleges and universities to formulate targeted training programs for logistics talents according to these characteristics.

Introduction

Ji’an city is located in the central and western of Jiangxi province, the middle reaches of the Ganjiang river, it is the hub that communicates southeast coast and central plains area [1]. The city's population is 4,956,600. Although the overall development speed of the logistics industry in Ji’an city is rapid, the overall competitiveness of logistics enterprises is not strong, lack of leading enterprises and brand enterprises. In the latest logistics development planning, the construction of logistics personnel is usually taken as a key task. Therefore, this paper provides an effective basis for colleges and universities to develop talent training programs by investigating the talent demand of logistics enterprises.

Related theories and research methods

Logistics talents have been identified as one of the 12 kinds of professional talents in short supply. But what exactly is logistics talent? Some scholars define logistics talents as having college degree or above or intermediate title or above. Those who have certain logistics professional knowledge or skills, who are competent for the requirements of logistics related posts, who work creatively and make contributions to the development of enterprises, are employees with high quality and ability in human resources [2].

Logistics talent is a very broad concept, divided from the level, there are operational layer, management layer, strategic layer; From the functional division, there are operational personnel, management personnel, marketing personnel and planning personnel; From the professional structure, it also includes cold chain logistics personnel, pharmaceutical logistics personnel, trade logistics personnel, food logistics personnel, aviation logistics personnel and so on [3].

In general, the demand for logistics talents can be classified into four categories: enterprise logistics talents, logistics enterprise talents, logistics research talents and logistics planning and consulting talents. Among them, the enterprise logistics talents mainly refers to the production enterprises, circulation enterprise personnel engaged in the logistics activity, such as buyer, production planner, transportation dispatcher, warehouse controller, customs declaration, shipping agent, etc., this kind of talents should not only master the enterprise industry related knowledge, at the same time, it must
grasp logistics knowledge and skills related to jobs. Talents in logistics enterprises mainly refer to those who are engaged in related work in logistics enterprises. In addition to the ability required by logistics talents, such personnel also need to have the ability to provide marketing services to logistics enterprises. As for the talents of logistics research and logistics planning and consulting, these two types of talents are high-quality compound management talents, which should not only have a solid theoretical foundation and profound knowledge, but also have a strong ability of logistics science and technology innovation.

At present, the training of logistics talents in Ji’an city mainly comes from higher vocational colleges and social training. Therefore, precise training of logistics talents in higher vocational colleges is very important.

Modern vocational education shoulders the responsibility of providing talents for the society. It can design professional courses and cultivate talents needed by the society according to the development of the current industry [4]. Local vocational colleges, in particular, are more about cultivating local talent.

Vocational colleges must take enterprise demand as the orientation when training talents, and cultivate more logistics elites for the industry through school-enterprise joint training, so as to promote the high-quality development of the industry [5]. Therefore, only by investigating and analyzing the talent demand of local enterprises, can we formulate a targeted talent training program to meet the needs of local enterprises, and enable students to integrate into their jobs as soon as possible after graduation.

This research mainly adopts the methods of literature, questionnaire and interview. The questionnaire mainly includes three contents: basic information of the enterprise, research questions and other suggestions of the enterprise. The methods of issuing questionnaires are mainly online and offline field interviews.

The questionnaire on the training program of logistics management professionals was distributed to logistics enterprises in the city [6-7], 50 copies were distributed and 33 copies were recovered. In the questionnaire, all 33 enterprises are private enterprises or individual enterprises in the transportation, logistics, warehousing and postal service industries. Among them, 16 enterprises have more than 100 employees, 10 enterprises have 50-100 employees and 7 enterprises have less than 50 employees.

Statistical Results and Analysis of Questionnaire Survey

Logistics Post Setting

The first part of the survey is about the logistics pose setting, shown in Fig. 1.

![Figure 1. Data Chart of Logistics Post Setting.](image-url)
In the survey of logistics posts set by enterprises, information recorder are the largest, accounting for 72.7%, followed by transportation dispatcher and logistics officer posts, accounting for 42.4%, followed by warehousing keeper and freight forwarding posts, accounting for 36.4%, procurement posts accounting for 30.3%, and distribution posts and distribution center business posts accounting for 18.2%.

It can be seen that most logistics enterprises in Ji’an city are still engaged in traditional logistics businesses, such as transportation and storage, so the positions of talents in demand are also traditional. There are also many enterprises trying to transform, but in the post Settings may not be obvious differences.

Core Skill Requirements

In the survey of core skills, logistics planning ability accounts for the highest proportion (90.9%), transportation scheduling ability accounts for 84.8%, and cost management ability accounts for 60.6%. These three skills are far ahead of other skills. Marketing service capacity accounted for 42.45%, information maintenance capacity, project management capacity and procurement management capacity accounted for more, both accounting for 24.2%, storage capacity 18.2%. It indicates that the current demand of logistics talents in Ji’an city belongs to the demand of middle and high-level logistics talents.

It can be seen from Fig 2 that the core competence that enterprises attach the most importance to the planning ability, which belongs to the strategic layer, but also pay attention to the basic operational ability. It can also be seen that the current pain point is the overall logistics planning is relatively weak.

![Figure 2. Data Chart of Core Skill Requirements.](image)

Quality Structure

Quality structure is another important content of the survey, presented in Fig. 3.
In the quality structure, teamwork ability, physical fitness and hard work are the three indicators that enterprises pay the most attention to, accounting for 84.8%, 72.7% and 66.7% respectively. Other indicators, such as dedication, ideological and moral, professional ethics, psychological quality and humanistic quality, account for 60.6%, 54.5%, 42.4%, 36.4% and 36.4% respectively. The proportion is relatively large, indicating that enterprises attach great importance to these indicators.

In small and medium-sized logistics enterprises, teamwork is very important, how to make 1+1 greater than 2, the very team effect, is a very important issue for enterprise managers.

**Ability to Structure**

In the ability structure of the research, shown in Fig. 4, leading is interpersonal communication ability, accounted for 66.7%, followed by innovation ability, accounted for 54.5%, language expression ability, information processing ability, professional and technical ability, management ability, organization and coordination ability were accounted for 48.5%, problem solving skills accounted for 36.4%, 30.3% computer operation ability, ability to learn accounted for 24.2%. Organization, coordination and planning all belong to the scope of management, indicating that the logistics industry in our city requires logistics talents to have certain management ability. It is worth mentioning that the demand for foreign language ability in this survey is zero, indicating that the logistics enterprises in this survey are not involved in foreign trade business.

This shows that in small and medium-sized enterprises, many jobs may not be clearly divided, and employees often change jobs. Therefore, it is very important to strengthen environmental adaptability and learning ability.
Curriculum Design

Curriculum design is definitely vital, exhibited in Fig. 5.

In the course setting survey, modern logistics management practice courses account for 100%, and more than 50% of enterprises choose to offer all core courses of logistics specialty, which not only shows the diversity of logistics talents, but also reflects the demand of enterprises for logistics planning talents and logistics talents with general knowledge of logistics laws and regulations.

Many entrepreneurs only know the name of the course. If they want to improve the course, they should invite entrepreneurs to review the course outline and course standard, so as to make the course more targeted.

![Figure 5. Data Chart of the Curriculum.](image)

Degree Required

All the enterprises in the survey require a college degree, and they take social practice experience, professional quality and computer level into consideration. This also shows that small and medium-sized logistics enterprises have low level of employees [8]. In order to achieve long-term development, enterprises must cultivate management talents for sustainable development. Therefore, college graduates will be valued and cultivated in these enterprises.

The Enlightenment to the Personnel Training Program of Higher Vocational Logistics Management Specialty

At present, the logistics industry in Ji’nan city is in short supply of middle and high-level logistics talents, including logistics planners, logistics personnel with general knowledge of laws, regulations and finance [9]. When training logistics talents, the school should combine theory with practice, create practice opportunities for students, and cultivate logistics talents with management awareness and ability. It should pay attention to the cultivation of students' communication ability, teamwork ability and professional quality, and strengthen the training of students' anti-pressure ability [10].

At the same time, it can be seen that enterprises require fresh graduates in logistics to be familiar with professional skills and have certain learning ability [11]. Therefore, school-enterprise cooperation is very important for personnel training in vocational colleges. Only by combining the real teaching content of the school with the enterprise, can students master vocational skills in the latest and fastest way. Therefore, how to carry out in-depth school-enterprise cooperation with local enterprises and develop dual education mode is worth in-depth discussion.

According to the basic information and structure of enterprises, most logistics enterprises in Ji’an are small and medium-sized logistics enterprises, the logistics personnel training, to strengthen the
practical ability of vocational skills, also should attach great importance to the management talents
cultivation of high quality, it in the majority of small and medium-sized logistics enterprises, they are
recruiting college students more to management development, so in school education is to strengthen
the cultivation of comprehensive quality, make students innovation ability of technology talents with
high skill.

Conclusion
The training of talents in local colleges is mainly to meet the requirements of local talents. Therefore, it is the first step for local colleges to formulate talent training programs to investigate the needs of local enterprises. This paper takes the logistics enterprises in Ji’an city as the research object, analyzes the demand of logistics talents in small and medium-sized logistics enterprises from the aspects of education background, quality, ability and curriculum, and the basic structure of the enterprise itself, puts forward some suggestions on the training of higher vocational logistics talents, and provides exploration guidance for subsequent vocational education. To meet the needs of current enterprises, colleges and universities should not only strengthen the teaching process of Vocational skills, but also pay attention to the cultivation of comprehensive quality and management ability. They should not only set up traditional professional skills courses, but also add innovative courses related to new technologies.

References