

## **Cross-Border E-Commerce Talents Cultivating of E-Commerce Specialty under the Background of Hainan Free Trade Area**

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**Abstract.** Under the background of "Internet + foreign trade", cross-border e-commerce has become an important new trade format to promote foreign trade transformation and economic restructuring, and has become a new growth point of China's foreign trade. The successive establishment of FTAs is an important measure to promote international economic development, bringing new development opportunities to cross-border e-commerce. At the same time, the shortage of cross-border e-commerce talents has become a bottleneck hindering the development of cross-border e-commerce. This paper discusses the training of cross-border e-commerce talents based on e-commerce specialty, investigates and analyses the current situation and talent demand of cross-border e-commerce industry in Hainan from the perspective of enterprise demand, and studies the talent training mode suitable for the development of cross-border e-commerce in Hainan.

### **Introduction**

#### **Cross-border E-commerce in Free Trade Zone**

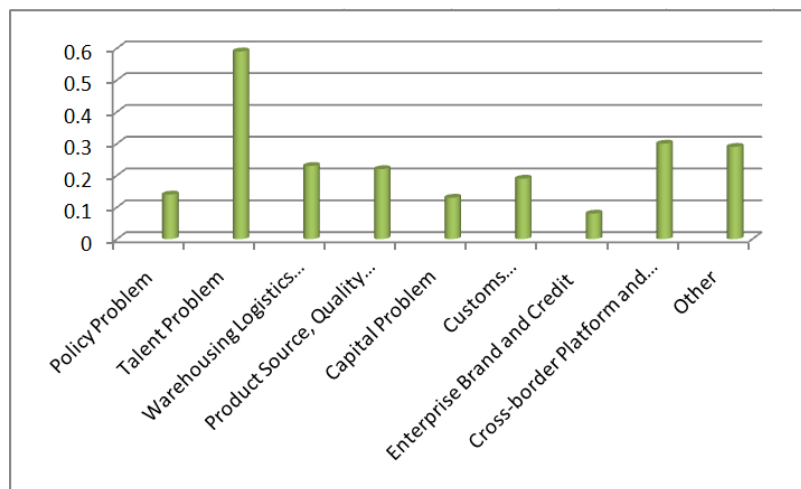
In recent years, with the rapid development of cross-border e-commerce, the national government attaches great importance to cross-border e-commerce industry. Cross-border e-commerce has become an important new trade format to promote foreign trade transformation and economic restructuring, and has become a new growth point of China's foreign trade [1]. The establishment of FTAs and the relaxation of relevant policies in FTAs provide a broader space for the development of cross-border e-commerce industry and greater policy support. The implementation of a series of policies and measures such as negative list, export clearance, bonded import and "single window" in FTA has effectively reduced the logistics cost and customs clearance cost of cross-border e-commerce enterprises. In FTA, cross-border commodities can be imported and exported freely without complicated customs formalities and related import taxes and tariffs, thus greatly saving customs clearance time, facilitating the entry of overseas commodities into the Chinese market, and saving logistics costs and customs clearance costs for relevant enterprises.

On July 13, 2001, the State Council decided to set up a number of new cross-border e-commerce comprehensive pilot zones to continuously promote opening up and promote the transformation and upgrading of foreign trade. Haikou, Hainan, is one of the 22 cities in the new pilot zone. At present, it is the current development task to combine the construction of Hainan FTA with the development of cross-border e-commerce, promote the development of cross-border e-commerce by using the FTA policy, so as to further promote the construction of Hainan FTA and realize the mutual benefit and win-win between the FTA and cross-border e-commerce.

#### **Talent Demand for Cross-Border E-Commerce Development**

According to the "Survey Report on China's E-commerce Talents in 2017", 21% of e-commerce enterprises have launched cross-border e-commerce business in 2017, 18% are ready to carry out cross-border e-commerce business, and 61% have no plans to carry out cross-border e-commerce business at present. That is to say, the number of e-commerce enterprises that have entered or are ready to enter the cross-border e-commerce field has reached 40% and is growing steadily.

Enterprises do not carry out cross-border business mainly because of the following reasons: (1) business is good now, there is no need to carry out cross-border business, accounting for 31%; (2) cross-border e-commerce industry is immature, accounting for 8%; (3) lack of cross-border e-commerce related talents, accounting for 36%; (4) lack of knowledge of cross-border e-commerce, accounting for 16%; (5) other reasons, accounting for 9%. Thus, the lack of cross-border e-commerce talents is serious, which puts forward new requirements for the current e-commerce talent training structure and direction. At the same time, enterprises that have already launched cross-border e-commerce business encounter the biggest problem in terms of talent, accounting for 59%. It can be seen that talent is the most critical factor in determining the development of enterprises, as well as cross-border e-commerce, shown in Fig. 1.



(Data Source: E-Commerce Research Center Wwww.100EC.CN)

Figure 1. Problems encountered by enterprises in carrying out cross-border business.

At present, there are at least one million businesses engaged in cross-border e-commerce in China. There are more than 2 million cross-border e-commerce jobs in China every year. Cross-border employees include platform enterprises, payment enterprises and warehousing enterprises, covering the whole chain of cross-border e-commerce industry. 86% of cross-border e-commerce enterprises generally reflect the shortage of cross-border e-commerce talents. (Data source: China cross-border e-commerce industry research report)

The rapid development of cross-border e-commerce needs matching talents. At present, single specialties such as e-commerce, international trade and business English in Colleges and universities cannot meet the needs of cross-border e-commerce talents. It is urgent to speed up the pace of cross-border e-commerce talents training based on the needs of cross-border e-commerce talents. Some colleges and universities have set up cross-border e-commerce specialty to train cross-border e-commerce talents, but the opening time is short, the development is slow, the curriculum is blind and has no characteristics, and the teachers are limited, the students cannot get targeted training, the overall teaching effect is not ideal, so the curriculum reform for cross-border e-commerce direction is a major way to train cross-border e-commerce talents [2-3].

## Current Situation of Cross-border E-commerce in Hainan

### Complete the Construction of "Two Platforms" and Carry out Cross-Border E-Commerce Business Smoothly

The "two platforms" are the integrated service platform of cross-border e-commerce online and the platform of offline industrial park. At present, the "two platforms" of online and offline have been built to meet the needs of B2B2C and B2C business development. It is expected that the "Six Systems" will be completed and perfected by the end of 2020. As of December 2018, a total of 12782

tickets have been completed for the bonded reserve mode B2B2C and the cross-border direct purchase mode B2C, of which 7657 tickets for the cross-border direct purchase B2C out-of-area list, with total sales of more than 2 million yuan.

### **Complete the Construction of Cross-Border E-Commerce Industrial Park and Auxiliary Platform**

In order to create a good business environment, the comprehensive bonded zone planning and construction of cross-border e-commerce industrial park. Cross-border e-commerce Industrial Park covers an area of 34.4 mu. It has built two cross-border e-commerce bonded warehouses, three factories and one business center. At present, more than 20 enterprises have been stationed in the office. At the same time, the park integrated service assistant platform is constructed, and the platform docks with the customs system, realizing one-stop services such as customs clearance, platform management and large data analysis for one-point access of cross-border e-commerce enterprises.

### **Investment Development and Business Innovation**

Up to now, there are 50 cross-border e-commerce enterprises stationed in Haikou comprehensive bonded zone, and they are still increasing their policy preferences in the hope of attracting more enterprises. At the same time, we explore the mode of "cross-border e-commerce + entity new retail", in which the first cross-border e-commerce experience store was officially opened in May 2018.

### **Cross-border E-commerce Talents**

From a national perspective, the gap of cross-border e-commerce talents is huge, exceeding 4.5 million, and is increasing by more than 30%. With the development of cross-border e-commerce in Hainan Free Trade Zone, the lack of cross-border e-commerce talents has become an important factor restricting the development of cross-border e-commerce in Hainan. At present, there are very few cross-border e-commerce talents in Hainan. A small number of people with cross-border e-commerce experience are recruited through external recruitment, which cannot meet the existing needs. The gap is large. Hainan cross-border e-commerce enterprises express their desire for talents and their expectations for training cross-border e-commerce talents in universities.

### **Talent Demand Analysis of Cross-border E-commerce Development in Hainan**

The construction of Hainan Free Trade Zone (Port) requires talents first and "attracting, retaining and making good use of talents". After announcing the launching of the "Action Plan for Millions of Talents to Hainan", Hainan announced that it was open to recruit the shortage of talents from Party and government organs nationwide and to select excellent university graduates. More than 50% of Hainan's graduates were required to have FTA experience. However, large-scale recruitment of cross-border e-commerce talents outside the island cannot quickly meet the talent gap, and the recruited foreign personnel need time to familiarize themselves with Hainan's economic development background and foreign trade environment. Therefore, it is imperative to speed up the training progress of local cross-border e-commerce talents, especially to give full play to the discipline leading role of Hainan universities, and to train and provide the appropriate talents needed for the construction of Hainan Free Trade Zone (Port) as soon as possible.

Compared with the training objectives of traditional e-commerce specialty, cross-border e-commerce puts forward higher requirements for the quality of personnel training. However, the training of cross-border e-commerce talents in Colleges and universities is too backward, and there is a problem of unclear definition of the standards of cross-border e-commerce talents, which makes it difficult to meet the market demand [4]. On the one hand, universities are constantly exporting "talents" to the market. On the other hand, enterprises cannot recruit suitable talents. Most enterprises think that the recruited people are difficult to meet the needs of enterprises. More than 80% of enterprises have a large gap of cross-border e-commerce talents.

In the absence of professional cross-border e-commerce talents, when enterprises choose cross-border talents, 63% of them prefer e-commerce specialty, 43% prefer international trade specialty, 29% prefer foreign language specialty, 31% prefer marketing and management specialty, 10% prefer logistics and transportation specialty, and 10% prefer other specialties [5,6]. Therefore, at present, most of the cross-border e-commerce professionals come from e-commerce specialty. Therefore, how to cultivate cross-border e-commerce talents on the basis of e-commerce specialty to meet the needs of rapid development of cross-border e-commerce and the construction of Hainan Free Trade Zone (Port) is the current priority (Fig. 2).

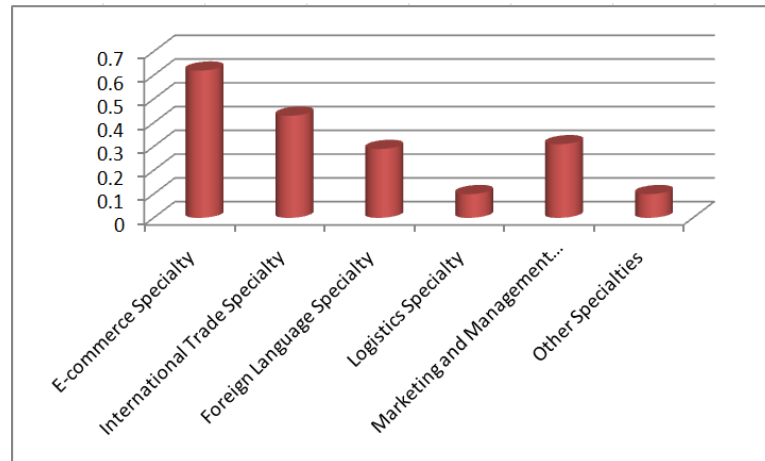


Figure 2. Professional Tendency of Cross-border E-commerce Talents.

Hainan is a province with scarce human resources. Especially for the newly started cross-border e-commerce industry, professional cross-border e-commerce talents are rare. The Hainan provincial government originally planned to start cross-border e-commerce projects in Haikou Comprehensive Bonded Zone and Yangpu, Hainan. However, due to various reasons, it is difficult and difficult to carry out cross-border e-commerce business only in Haikou Comprehensive Bonded Zone. Hainan Yangpu did not carry out cross-border e-commerce business as planned. There are some reasons, such as infrastructure, technology, and lack of talents. Haikou Comprehensive Free Trade Zone is currently the only cross-border e-commerce post talent is also the introduction of talent. The lack of talent will hinder the development of cross-border e-commerce industry in Hainan. At the same time, with the vigorous support and promotion of policy, Hainan cross-border e-commerce will gradually embark on the track of great demand for talent. Through three major recruitment websites in China, such as Joint Intelligence Network, China Talent Network, Haikou Comprehensive Free Trade Zone, Hainan Province, and visiting some cross-border e-commerce enterprises in the zone, we can understand the enterprise's desire for cross-border e-commerce talents and the expectation of local universities to train local cross-border e-commerce talents.

## Countermeasure of Cross-border E-commerce Talents Training for E-commerce Major

### Clear standards for Cross-border E-commerce Talents

At present, the main reason for the contradiction between talent cultivation and market demand in universities is that the standards of cross-border e-commerce talents are not clear, so the standards of cross-border e-commerce talents cultivation in universities need to be clear first [7]. In 2016, Hangzhou promulgated "China's Cross-Border E-Commerce Talents Standard", and put forward four characteristics of cross-border E-Commerce Talents Demand: First, it requires familiarity with foreign trade rules and platform operation, rich experience in customs, overseas warehousing, logistics and other issues, as well as certain quality control and management capabilities. Second, foreign language competence is required. The increasing demand for communication in the process of cross-border trade leads to the improvement of oral, reading and writing skills. Third, there is a large

demand for computer technology talents. Many cross-border e-commerce enterprises urgently need technical talents. Fourthly, from the perspective of the structure of qualifications, cross-border e-commerce enterprises are more inclined to graduates with strong practical ability. Hangzhou's "China's Cross-Border E-Commerce Talents Standard" has a high reference value for the introduction and training of cross-border E-Commerce Talents in Hainan Free Trade Zone (Port) [8]. The E-commerce specialty of Hainan's University should upgrade and perfect the original E-commerce talent training scheme on the basis of clarifying the standards of cross-border E-commerce talents, so as to ensure that the trained students can connect with cross-border E-commerce enterprises and meet the needs of cross-border E-commerce enterprises.

Taking Hainan Tropical Ocean university as an example, the undergraduate specialty of e-commerce was formally enrolled in September 2017, with 114 students currently enrolled. The original goal of talent cultivation is mainly to meet the needs of domestic e-commerce. The current goal of talent cultivation is to popularize cross-border e-commerce education to all professional students on the basis of the original, and encourage students with better foreign language proficiency to focus on cross-border e-commerce direction.

### **Setting up and Perfecting the Curriculum System of Cross-Border E-Commerce as the Major Direction of E-Commerce**

At present, cross-border e-commerce is not included in the professional catalogue of the Ministry of Education. It is still in the position of professional direction. From the current situation, it is reasonable to open cross-border e-commerce as a professional direction [9]. Some related majors can set up cross-border e-commerce direction, such as international business professional cross-border e-commerce direction, e-commerce professional cross-border e-commerce direction, business English professional cross-border e-commerce direction. However, at present, most colleges and universities only offer basic knowledge courses of cross-border e-commerce, which is difficult to integrate with the training of cross-border e-commerce ability. As a result, the cross-border e-commerce curriculum system is imperfect, and cross-border e-commerce talent training is difficult to meet the needs of society for talents. Therefore, with the promotion of the FTA (Port) policy, e-commerce majors in Hainan's universities should make plans to set up cross-border e-commerce orientation, explore how to develop cross-border e-commerce orientation talent training program on the basis of the original e-commerce specialty, and prepare for the supply of cross-border e talents in Hainan FTA (Port). At present, Hainan University, Hainan Normal University and Hainan Tropical Ocean University offer e-commerce specialty.

### **School-enterprise Joint Construction of Cross-border E-commerce Talents Training System**

It is a reasonable way to cultivate cross-border e-commerce talents by utilizing high-quality teaching resources and combining the best practices of enterprises to jointly build an effective talent training system. On the one hand, colleges and universities lack teaching experience and practical experience in training cross-border e-commerce talents; on the other hand, enterprises can ensure that the trained talents meet the needs of enterprises. Colleges and universities can choose the following cooperation modes according to the actual situation: embedded courses; co-construction of e-commerce laboratories; co-construction of off-campus training bases; recommended employment; e-commerce business incubator, etc. Joint training of schools and enterprises can not only solve the bottleneck problem of talent training in Colleges and universities, but also solve the problem of employment demand of enterprises, and train excellent cross-border e-commerce talents with both practical ability and job experience for Hainan Free Trade Zone [10].

### **"Teaching, Practice, Practice and Entity"**

Through "teaching, training, actual combat and entity" four in one, relying on e-commerce practice base, schools and enterprises jointly build a sustainable and continuous improvement of cross-border e-commerce education ecological platform.

Teaching: Starting from the plan of e-commerce personnel training program, we should comprehensively cover the knowledge and skills required by cross-border e-commerce talents through the construction of the core curriculum system, integrate the contents of cross-border e-commerce and domestic e-commerce, set up relatively independent courses separately, and strengthen the teaching of cross-border e-commerce knowledge on the basis of domestic E.

Training: According to the curriculum design of "with tasks and training", relying on training software, e-commerce training room, practice base and so on. Including cross-border B2C comprehensive training, cross-border B2B comprehensive training, cross-border mobile e-commerce practical training, post training (art, cross-border logistics, cross-border marketing, etc.). Practical courses all arrange course training and increase the proportion of training hours appropriately. The school should pay close attention to the requirements of enterprises' posts, ensure that the post training meets the needs of enterprises, and students can be competent for post work immediately after graduation, so as to realize seamless docking between schools and enterprises.

Practical aspects: Supported by the school, instructors will introduce the cross-border e-commerce practice project into the school, through job training camps, integrated projects and other forms of actual combat into the school, students in the school or off-campus instructors under the leadership of the project to complete the actual combat, enhance the comprehensive practical ability.

Entity aspect: Establish incubation base of venture entrepreneurs to create good practice conditions and environment for students to start business in cross-border e-commerce. Students can make full use of laboratory sites, training bases, high-quality cross-border e-commerce projects and practical platform resources to implement entrepreneurship incubation, and then achieve "innovation leads entrepreneurship, entrepreneurship drives employment".

### **Improving Teachers' Practical Ability**

Cross-border e-commerce as a new professional direction, the original e-commerce professional teachers have insufficient experience in theoretical and practical teaching, especially in practical teaching [11]. Most of the teachers engaged in cross-border e-commerce personnel training are the original e-commerce professional teachers, lack of systematic knowledge of cross-border e-commerce, so lack of theoretical teaching experience. However, through short-term training and learning, teachers still have no access to the real transaction process and operational skills, and cannot really grasp the practical skills of cross-border e-commerce, which will inevitably affect teachers; teaching and guidance to students. Therefore, teachers should be encouraged and provided with conditions to support their practice in cross-border e-commerce enterprises, so as to improve their practical ability systematically.

### **Conclusion**

At present, most of the colleges and Universities Carrying out cross-border e-commerce personnel training are applied colleges, higher vocational colleges are the majority, followed by application-oriented undergraduate colleges. Generally speaking, vocational colleges and applied undergraduate colleges are too practical in training cross-border e-commerce talents, and the practice is basically some basic skills. For Application-oriented Undergraduate Colleges and universities, it is indispensable to strengthen practical training, which is also the need of many enterprises. However, as a regular college education, besides practical courses, a multi-level, multi-disciplinary and cross-cutting three-dimensional talent training program should be established. The talent training mode should be a relatively stable framework and process of teaching activities under the guidance of certain teaching ideas and theories. The training mode of cross-border e-commerce talents should meet the needs of the development of cross-border e-commerce industry, follow the law of higher education and talent training, take market demand as the guide, clarify the goal of talent training, clarify the direction of professional construction, establish a systematic curriculum system, improve

teaching conditions and build a team of teachers to build cross-border e-commerce talents training mode.

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