Discussion on the Development of Cross-Border E-Commerce and the Adjustment of Training Mode of International Trade Professionals

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Abstract: China's economy and society are developing rapidly, and China's economic ties with other countries are closer. Cross-border e-commerce has ushered in new development opportunities and challenges. In order to create more economic benefits, the pace of talent training should be accelerated, relying on talents to promote the development of cross-border e-commerce. This article will specifically discuss the development of cross-border e-commerce and the construction of a professional training model for international trade, with a view to providing a reference for people of insight.

Introduction

The rapid advancement of modern science and technology and its close integration with the economic field have spawned an e-commerce model. E-commerce is a subversion of the traditional economic model. It meets the shopping needs of modern people and crosses the boundaries of time and space. In the context of globalization, cross-border e-commerce is growing, and society urgently needs professionals to serve as a medium in international trade. The school bears the heavy responsibility of talent training. It should change the talent training model and provide continuous talent support for the society.

I. The necessity of cross-border e-commerce development and the training of international trade professionals

China promotes a market economy, where domestic and foreign markets blend, and companies face greater competition. How to maintain an advantageous position in the fierce market competition has become the focus of enterprises. In the information age, more and more companies have invested in technology costs, introduced modern information technology, built information systems, and built cross-border e-commerce platforms, attracting foreign consumers' attention [1]. Cross-border e-commerce is a new way of trading that has brought huge economic benefits to enterprises. Chinese enterprises are actively exploring international trade channels and innovating marketing methods. Nowadays, cross-border e-commerce platforms are increasing, and they are even more eager for professionals. In the final analysis, the competition between enterprises is the competition between technology and talents. Enterprises need to recruit talents and play the role of talents. Cross-border e-commerce professionals must not only master professional e-commerce knowledge, but also need to understand international trade knowledge and expand their knowledge horizons. Schools shouldering the responsibility of educating people should accelerate the pace of talent training and achieve the great goal of talent training.

At present, most colleges and universities in China have opened majors in international trade and arranged cross-border e-commerce courses, but the training of personnel has had little effect. Many colleges and universities have shortcomings in professional construction, which are specifically manifested in the following aspects: First, many colleges and universities have not set scientific goals for educating people and are concerned about the overall development of students. Second, many colleges have not optimized their curriculum, and there is something missing in the content of
professional courses. Third, many colleges focus on theoretical education, and practical education is obviously insufficient, resulting in lack of practical experience for students. Fourth, many universities have not adjusted the teaching content and set teaching modules according to the development of the e-commerce industry, which has affected the improvement of teaching efficiency. Many teachers have been ravaged by exam-oriented education and still use traditional teaching methods and teaching methods, suppressing students' enthusiasm for learning. In this context, China's universities need to implement the talent training policy, change the traditional education model, and build a sound talent training system [2].

II. Talent standards required for cross-border e-commerce

The number of cross-border e-commerce platforms in China continues to increase, and the demand for professional talents is even stronger. Foreign trade personnel must not only have a strong professional quality, but also have a strong professional ethics quality, and follow work norms and social norms. Foreign trade personnel should have the ability to use the platform, master a variety of skills such as international trade and cross-border marketing to meet the practical needs of cross-border e-commerce development.

Specifically, the talent standards required for cross-border e-commerce are as follows: First, foreign trade talents should have foreign trade communication capabilities. Foreign trade talents play an important role in international trade, and they need to realize the communication between China and foreign countries and grasp the needs of foreign consumers. The daily work of foreign trade talents involves trade promotion, trade marketing, customer service, etc. It is necessary to improve their oral English and writing skills, etc., to deal with work with ease. The cross-border e-commerce platform not only provides services for native English speakers. In addition to the English language, foreign trade talents should also master German, French, etc., to highlight their own competitive advantages [3]. Second, foreign trade talents should have professional capabilities. Foreign trade transactions are not accomplished overnight. As middlemen, foreign trade talents should understand the basic principles of international trade, international trade practices, etc., and have the ability to conduct trade negotiations with foreign customers. At the same time, foreign trade talents should be familiar with the methods of writing business letters and the basic processes of international trade. Third, foreign trade talents should have marketing capabilities. Foreign trade talents must always stand at the forefront of the development of the times, grasp the development of cross-border e-commerce, predict the trend of cross-border e-commerce, and based on domestic and foreign markets, analyze consumer psychology, layer consumers, Various information related to domestic and foreign consumers. Foreign trade talents need to actively plan marketing activities, write marketing plans, and use appropriate marketing tools to make online promotion more efficient. After the marketing activities are over, foreign trade talents need to conduct scientific assessments and rely on data to provide feedback. Fourth, foreign trade talents should have platform operation capabilities [4]. For foreign trade talents to operate on cross-border platforms, they must have practical skills and rich practical experience. Foreign trade talents need to master the process of online transactions, know how to set up online stores, perform scientific calculations on product costs, product prices, etc., and optimize product data in the later stages. Foreign trade talents need to be proficient in applying PS technology, etc. to process images to improve the operation process. Fifth, foreign trade talents should have logistics management capabilities. Foreign trade talents need to understand the development of international logistics, grasp the relationship between international logistics and cross-border e-commerce, evaluate different logistics methods, and find the best logistics method. Foreign trade talents need to pay attention to cross-border supply chains and be familiar with all aspects of supply chain management, including raw material purchase, product processing, product delivery, and so on.

III. Construction of a talent training model for cross-border e-commerce and international trade professionals
(I) Clear training objectives

At present, e-commerce majors in higher vocational colleges generally have problems such as weak English learning ability, lack of professional knowledge, and lack of practical experience. With reference to the talent standards of cross-border e-commerce, the talent training model should be changed to bring the actual effect of talent training into play. Higher vocational colleges are responsible for educating people. They should set scientific goals for educating people and provide continuous talent support for the society. Before forming a training plan, higher vocational colleges should carry out market research, analyze corporate job requirements, obtain expert guidance information, and enrich the content of talent training plans as much as possible. Higher vocational colleges need to establish a dialogue relationship with enterprises, analyze the core skills necessary for talents in special positions, and carry out teaching work in accordance with job requirements. At present, China's cross-border e-commerce is developing rapidly and there is a demand for professionals in international trade. Higher vocational colleges should cultivate high-quality talents, and they should cultivate skilled talents so that graduate students have post qualifications and can be put into practice in international trade [5].

(II) Precise positioning

According to relevant surveys, when choosing cross-border e-commerce companies in China, most of them pay attention to their majors and tend to students of international trade. Cross-border e-commerce is inseparable from international trade. Cross-border e-commerce enterprises promote the development of international trade. International trade provides opportunities for cross-border e-commerce enterprises. Higher vocational colleges should scientifically position their majors and adjust the training direction of international trade professionals according to industry development. Among international trade courses, higher vocational colleges can set up cross-border e-commerce courses, and plan to build cross-border e-commerce platforms to facilitate students' operations on the network platform. Of course, higher vocational colleges can also create separate cross-border e-commerce majors to teach students basic cross-border e-commerce knowledge and international trade knowledge.

(III) Optimize the cultivation mode

When carrying out personnel training in higher vocational colleges, they should focus on the job duties of foreign trade talents, link the work tasks of foreign trade talents, and make the students meet the cross-border e-commerce talent standards as much as possible. The combination of work and study is imperative. Higher vocational colleges need to change the training mode of talents and realize the change of work and study [6]. After establishing a cooperative relationship with an enterprise, higher vocational colleges can work with the enterprise to formulate a talent training plan and determine the content of professional courses. For example, in the first academic year, professional teaching should be the main focus. Higher vocational colleges need to impart basic business knowledge to students, enhance students' professional qualities, and enable students to basically understand job needs. The second school year should be based on on-campus training. Higher vocational colleges should build on-campus training bases, create real working situations, allow students to learn professional skills in the situations, and test the theoretical knowledge they have learned. The third school year should be based on off-campus training. Higher vocational colleges should guide students to enter corporate internship bases, engage students in practical projects, and arrange fixed-job internships for students [7].

(IV) Improve the curriculum system

The construction of a new curriculum system is crucial. Higher vocational colleges should enrich the curriculum content and highlight the pertinence and diversity of professional teaching. The construction of the curriculum system should take job growth as the main clue. Higher vocational colleges need to divide job groups to achieve the professional growth of students. The professional competence requirements of different positions are different, and the content of the curriculum
system is also different. Take the initial post as an example, which includes cross-border customer service and so on. First-time candidates need to communicate effectively with customers, meet their needs, listen to their voices, and collect information to edit copywriting. Higher vocational colleges can provide business communication courses, practical e-commerce basic courses, etc. to meet the initial post ability requirements, improve students' professional quality, and enhance their communication skills. Taking promotion as an example, it includes client consultants, event planning, and so on. Promotion of talents requires coordination of customer relationships, timely release of effective information, and product promotion. Higher vocational colleges can offer courses such as business English, copywriting, and international trade practice to enhance their ability to enhance their marketing ability.

**Conclusion**

The cross-border e-commerce is constantly developing and it places high demands on talents. Higher vocational colleges shoulder the heavy responsibility of talent training, and should optimize the talent training model to provide enterprises with international trade professionals.

**References**


