

Analysis on the Talent Structure of Cross-border Electric Merchants in Optics Valley Area

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Abstract: By analyzing the development status of cross-border e-commerce in Optics Valley, the changes in the demand structure of talents in the market are obtained, and the characteristics and reform status of vocational education in higher vocational colleges in Hubei Province are further combined to explain their compatibility with cross-border e-commerce needs, and put forward the countermeasures and suggestions for improving the talent training mode of higher vocational colleges in Hubei Province.

1. Introduction

After the 2008 financial crisis, countries strive to promote high-tech industries and restore exports in order to restore the economy. Cross-border e-commerce is a new format and trade service platform, which is developing rapidly on a global scale. As a manufacturing power, China has also worked hard to cultivate new advantages in foreign trade competition after the crisis, innovating foreign trade methods, and the development of cross-border e-commerce has become more significant. The development potential is huge, and the pulling effect on China's economy and trade has been continuously improved.

Under the trend of global e-commerce maturity, cross-border e-commerce is a new situation and new means of international trade attached to the development of the Internet, and its development potential is huge. According to the report data released by PayPal and Nielsen in 2013, the global cross-border e-commerce transaction volume in 2013 was US\$105 billion, and it is expected to reach US\$307 billion in five years [1].

“Cross-border e-commerce” is a new model for the development of foreign trade and a trend for the development of foreign trade in the future. At present, there are more than 5,000 cross-border e-commerce platform enterprises in China, and the number of cross-border e-commerce companies through various platforms has exceeded 200,000 [2] In 2013, China's cross-border e-commerce transaction volume was about 3.1 trillion yuan. Since October 2013, the Opinions on Implementing Policies Supporting Cross-border E-Commerce Retail Exports, jointly issued by the Ministry of Commerce, the National Development and Reform Commission and the General Administration of Customs, have been implemented in some parts of the country, systematically for China. E-commerce development is escorting.

2. Current Status of Cross-Border E-Commerce Development in Optics Valley

Wuhan e-commerce has been widely used in many industries such as industry, commerce, logistics, finance, etc. There are more than 800 e-commerce companies and more than 40,000 online stores in Wuhan. The total number of Internet users is more than 6 million. The population of about 3 million people, more than 3,000 wholesale and retail, accommodation and catering enterprises above designated size in Wuhan have realized the electronic processing of financial and statistical data. The proportion of online procurement and online payment has increased year by year. The penetration rate is nearly 60%, and SMEs are over 40%. In 2014, “Double Eleven” Wuhan online shopping consumption ranked eighth in provincial capital cities, and “Double Twelve” online shopping ranked first.

On November 11, 2014, the first global cross-border e-commerce optical valley forum was held

in Wuhan, and the “Wuhan Optics Valley Cross-border E-Commerce Industry Alliance” was established, focusing on building cross-border e-commerce enterprises in Wuhan, information sharing, Service mutual assistance platform to prepare for cross-border e-commerce business. At present, the East Lake Comprehensive Insurance Zone has arranged 3,000 square meters of space for equipment deployment, and installed and commissioned two sets of testing equipment such as X-ray machine and high-speed sorting line equipment for cross-border e-commerce commodity sorting. set). The “Industry Multiplier” in the Optical Valley area is the core of the “trillion-multiplied” enterprise, mainly the increase in the volume, product quality and number of enterprises, that is, the stock enterprises become bigger and stronger, and at the same time introduce new incremental enterprises. All the key is the increase in market volume. Cross-border e-commerce can effectively compress intermediate links, resolve overcapacity, reshape the international industrial chain, promote the transformation of foreign trade development mode, and directly face the market of more than 200 countries and regions around the world, providing enterprises with a way to develop: actively expand light The export of the current pillar industries such as automobiles, optoelectronics and equipment manufacturing in the valley area, output and expansion of production capacity; the huge market and profit space of cross-border e-commerce has also become a rare new field for attracting foreign investment in the Optical Valley region, which is cited by Alibaba, Amazon, etc. Leading enterprises at home and abroad to achieve investment and enterprise increment; cross-border e-commerce effectively integrates with international production, logistics and consumers, and introduces advanced technology and management for enterprises in Optics Valley to achieve incremental quality improvement. The need to internationalize regional manufacturing brands; as a cross-border e-commerce industry that connects production and consumer terminals, the Optical Valley region follows the “Made in China 2025” in the D era (big data era) to foster a new comprehensive world-class cross-border electricity The needs of business enterprises [3].

3. Analysis of the Structure of Cross-Border Electricity Merchants in the Optics Valley

Through research, we know that the talents required for e-commerce enterprises can be divided into four types: technology management, technology operation, business management, and business operation. The e-commerce talents at the management level should belong to the training objectives of the undergraduate level, and the operational level belongs to the training objectives of higher vocational talents. For technical operations, companies are often willing to use computer and network graduates. The training goal of e-commerce graduates in higher vocational colleges should be based on business operation. Its own nature is “electronics is the means, business is the essence”, then the graduates of the international economy and trade (e-commerce direction) majors should It is “technical supplement, business-oriented”.

Among the employees employed by enterprises at present, the company believes that the biggest problems existed are weak in practical practice. This part of the enterprises accounted for 53.56%, followed by the disconnection between the professional knowledge and actual work needs (28.57%), and the technical knowledge is not solid and lacking. The background of professional knowledge of industry characteristics accounted for 14.29% and 3.58%. From the data, the current foreign trade majors or e-commerce graduates trained by colleges and universities have no way to meet the needs of cross-border e-commerce enterprises. One of them is because cross-border electric businessmen need to have both foreign trade and e-commerce skills. Talents also lack corresponding practical opportunities.

First of all, to pass the language, because Alibaba, Dunhuang, Alibaba AliExpress and other foreign trade wholesale platforms, although the seller's background operation is mainly in Chinese, but the product keyword settings, product description, communication with buyers and other processes are English is required, and the background of eBay is in English. Each platform will provide some English templates and translation assistants to help guide the transaction, but if the seller has a certain level of English, it will promote the success of the transaction.

Second, you need to understand the knowledge of international trade, logistics, and e-commerce.

There is also an analysis of the product line, foreign trade e-commerce is mainly for the United States, Canada, Australia, the United Kingdom, France and other e-commerce relatively mature countries, what products are suitable for foreign trade e-commerce sales need for market research, positioning analysis. Finally, there is a need for certain e-commerce skills processing capabilities, including product photo shooting and processing, business web page editing and beautification, network marketing and promotion [4].

4. Cross-Border Electricity Merchants Training Ideas in the Optical Valley Area

In the process of building related majors in colleges and universities, it is necessary to regard the “professional and industrial, industry, and post-docking, and cultivate the talents needed for industrial development” as the basic ideas for talent training. Therefore, it is necessary to start from the research on industry and industry, determine the direction and orientation of professional talent training, and complete the training of talents in cross-border e-commerce through the reform of personnel training mode, course teaching mode and professional teaching team.

Cross-border electric traders should have solid international trade knowledge, be proficient in e-commerce skills, be familiar with e-commerce platform operations, be proficient in using English and computer networks to develop their markets, and be able to engage in network in group companies, SMEs and institutions. Marketing, e-commerce, international trade, cross-border e-commerce, network marketing planning, website management and maintenance.

In the process of constructing the curriculum system, it is necessary to adhere to the idea of the connection between the curriculum system and professional positions, the matching of professional courses and job requirements, and arrange the follow-up relationship of the courses in accordance with the work process, and promote the “project teaching” and “module teaching” in the teaching. ““Task-driven” and other teaching methods, so that students can achieve zero docking with posts as soon as possible.

Through research and analysis, we can know that cross-border e-commerce is a comprehensive professional direction that spans international trade, e-commerce, information technology, logistics and law. The demand for talents is also compound, if still in the past. The traditional curriculum model setting course is bound to be out of line with the needs of enterprises. Students can't integrate in the process of learning. In the end, the course has learned a lot. When it is done, it will not, and the students in the boring course will not fall in love, resulting in low teaching effect. . This requires us to adhere to the work process-oriented curriculum development concept. First of all, through the full understanding of the industry and enterprises, we will truly position the talents for the needs of the industry and enterprises, and set the courses according to the positions of the enterprises. Arrange the content of the course, remove the cumbersome theoretical lectures, and focus on case, practice and task teaching methods to improve students' interest in learning, so that students can understand, operate, and adapt to the requirements of enterprises more quickly when they are employed.

In the process of talent cultivation, we should actively seek cooperation with enterprises, jointly formulate talent training programs, jointly develop curriculum standards, jointly build curriculum resources, jointly form a double-teacher team, jointly build a practice base, and jointly promote employment, and adopt “six-wheel drive”. To promote professional construction. For example, cooperate with companies such as Alibaba AliExpress, eaby, and Dunhuang. During the investigation, it was found that the companies surveyed were basically willing to cooperate with universities to develop school-enterprise cooperation. The cooperation methods can be diversified, including providing students with goods, sending internships, receiving teachers to work, recommending graduates, and sending part-time teachers. Come to the lecture and so on.

The practice of enterprises will always be in front of school education. In the process of talent cultivation, we should actively seek cooperation with enterprises, invite enterprises to enter the school, and jointly carry out professional construction. Cross-border e-commerce emphasizes operability, and theoretical preaching does not make any sense. Students are more eager to practice teaching. Some schools have chosen to practice training in the training room using training software.

It should be said that this is a lower level of practical teaching, because the software is not well reflected in the rapid changes in real trading. The best way to do this is to have students with the basic knowledge and skills to participate in the cross-border e-commerce operations of the company. Or at present, some cross-border e-commerce companies have the business of opening cross-border e-commerce platforms to relevant professional students in higher vocational colleges. Students can use the inventory of e-commerce platform to open accounts and storefronts for real sales. In the case of multiple costs, the competition in the cross-border e-commerce market is a real practice, which is very effective for students to quickly enter the business after employment in the future.

The practice platform is a place for students to consolidate and apply the knowledge they have learned. The construction of the practice platform can train students' practical operation ability. Therefore, in the process of talent cultivation, we must pay full attention to the construction of practical platforms, such as the introduction of cooperative enterprise products. Let students open AliExpress account and sell products online; serve as the "foreign trade clerk" of the factory, provide Alibaba and other e-commerce platform management services, such as product release update, mail processing, etc.; provide baby for foreign trade enterprises. Details page production, through train, diamond booth map production and other services. Through a series of trainings, students will be proficient in various skills and lay a solid practical foundation for the independent operation of cross-border e-commerce projects in the future.

We can see that cross-border e-commerce companies have higher requirements for talents. For students in higher vocational colleges, it is not easy to ask them to master all these knowledge and skills during school. Personalized training can be an exploration. Schools can set up different courses for cross-border e-commerce needs. Students can choose according to their own expertise and future career plans. For example, students with better e-commerce technology can choose business management. Courses, better students in international business studies can choose more language courses, students with good language skills can add some technical knowledge, which can avoid the inefficiency and time waste caused by repeated learning. Of course, the personalized learning style must put forward higher requirements for the school's teaching management, which is a new challenge [5].

Cross-border e-commerce is a type of international marketing. Operators need to sell goods to overseas markets through e-commerce platforms. Currently, AliExpress, Amazon, Dunhuang and other cross-border B2C e-commerce platforms, product editing and finishing All aspects of optimization, shelf-up, promotion, customer service, etc. need to be operated in English. Skilled foreign language is the most basic condition for making the transaction successful. When marketing to overseas markets, operators must face more challenges, analyze and locate the target market, select high quality and low price products according to the preferences of target market customers, choose appropriate logistics, ensure settlement security, and provide after-sales service. These links are indispensable and are the key to success. This requires schools not only need to learn the necessary knowledge of import and export trade practices, international logistics, international marketing, etc., but also should pay attention to the knowledge of culture, law and other aspects, and understand the cultural orientation, values, consumption habits, etc. of foreign customers. It is very necessary and can avoid many after-sales disputes.

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