

## Application Perspective of Industry-University-Research Cooperation in E-commerce Talents Training Study

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**Abstract:** At present, in the process of rapid development of international trade, cross-border e-commerce achieves zero limitation in space and time, which makes goods in different countries and regions change spatially. With the rapid development of cross-border e-commerce industry, there is a growing demand for cross-border e-commerce talents. However, at present, China's cross-border e-commerce is still in the primary stage of development, and the importance of cross-border e-commerce personnel training is not high, resulting in the shortage of cross-border e-commerce professionals and other issues. Therefore, from the perspective of industry-university-research, with the help of Industry-University-Research platform, this paper actively carries out research and entrepreneurship work, optimizes its professional curriculum system, deepens the school-enterprise cooperation mechanism, and improves the teachers 'strength, so as to improve the quality of personnel training and meet the needs of enterprises and society.

### 1. Research background

#### 1.1 Literature review

With the continuous development of cross-border e-commerce to the international market, there is an urgent need to train a number of cross-border e-commerce talents. At present, the rapid development of e-commerce has created a huge talent gap, the lack and loss of senior and middle-level talents is serious, and the transformation and upgrading of traditional e-commerce is difficult. Although many methods have been adopted to train cross-border e-commerce talents, there are still some problems, such as lack of systematic training, lack of platform support, and lack of experienced teaching team. Therefore, in the training of cross-border e-commerce talents, we should take market demand as the guiding direction, the government provides policy support, enterprises as the main body, universities as the backing, and e-commerce industry as the link, cultivate and construct cross-related scholars 'articles on the three aspects of schools, enterprises and society, as the research of cross-border e-commerce talents training mode. Focus (Wang, 2016). In view of the problems existing in cross-border e-commerce, relevant scholars have put forward a comprehensive construction and improvement of cross-border e-commerce personnel training model. Cross-border e-commerce is an important channel and business model for countries to expand the international market. As a new industry, it also promotes the development of national economy. At present, the first two batches of free trade zones in China have provided many convenient conditions and replicable experiences for the growth of cross-border e-commerce. Among them, Shenyang, as one of the third batch of settled cities of free trade pilot zones, has the responsibility to deeply understand the construction background of the zone. Taking higher vocational colleges as the main body, Shenyang has trained a group of cross-border e-commerce professionals who are good at practical foreign languages, detailed interpretation of policies, familiarity with information technology, strengthening brand awareness and common overall thinking(Zhang,2018). Scientific and planned personnel training strategy will accelerate regional reform and opening up, break the current difficult situation of economic development in Northeast China, and assist the revitalization of the old industrial base in Northeast China from emerging

industries. However, the shortage of cross-border e-commerce talents has become a bottleneck restricting its development. Higher vocational colleges can be one of the effective ways to solve the shortage of cross-border e-commerce talents (Chen, 2017).

## **1.2 Purpose of research**

At present, with the continuous development and transformation of the information age, the scale of international trade is gradually expanding. Internet shopping has led to the rise of a large number of e-commerce enterprises. But at the same time, a series of problems have arisen. For example, the traditional e-commerce industry is difficult to upgrade and transform, the cross-border e-commerce talent training structure is not perfect, and the e-commerce professional teachers are insufficient. First of all, compared with the market, cross-border e-commerce has a broader market than traditional e-commerce. The main market of traditional e-commerce is domestic transactions, while cross-border e-commerce faces a global market. Therefore, the students' abilities are highly demanded. They are required to master the tax knowledge of different regions and countries, as well as the legal knowledge of relevant countries. This poses new challenges to the professional level of efficient teachers and the teaching staff of schools. Therefore, the article classifies and classifies the current training mode of cross-border e-commerce talents, and summarizes the advantages and disadvantages of the existing training mode.

## **2. Problems existing in the training of cross-border e-commerce talents**

### **2.1 Lack of professional competence**

In recent years, cross-border e-commerce industry has been rising, not only changing people's shopping methods, but also allowing people to be in line with international standards. At any time and anywhere, you can buy foreign products without going abroad, which saves many middlemen's price difference. Due to the rapid development of cross-border e-commerce industry in China and the increasing number of shopping platforms, there is a shortage of professionals in e-commerce (Du and Pan, 2018). At the same time, most colleges and universities in the electronic commerce professional settings have not been able to effectively consider adapting to the market. Professional industries mainly focus on international trade, but there is no real cross-border e-commerce specialty. Among them, some universities have found the vacancy of talents in this major. However, due to the difficulty of offering related courses, such as information technology means, computer application, international trade law, international logistics management, international payment process, etc., the final consideration is only a new professional need for future development. Therefore, these difficulties restrict the establishment of cross-border e-commerce specialties and personnel training.

### **2.2 The quality of trained personnel is not high**

According to the "Survey Report on China's E-Commerce Talents in 2017", 375 sample e-commerce enterprises in China were surveyed by questionnaire sampling and network survey. The main subjects included Jing dong, Tao bao, Merchandise Club, Tian mao, Amazon China, Su ning E-Commerce, and other B2B e platforms, e-commerce service providers and cross-border e-commerce platforms. And so on. The survey results show that the speed of development of e-commerce industry is not proportional to the speed of talent supply. The education and training mode of e-commerce enterprises for talents can not be innovated, which has become the biggest contradiction in the demand for cross-border e-commerce talents (Tao and Shen, 2017). The results of the report also show that in the field of Chinese traditional e-commerce, there are serious shortages of talents, low quality of relevant personnel and lack of professionalism. This has also led to the problem that enterprises can not find talents that meet the needs of e-commerce market in Colleges and universities, and that related professional graduates can not find suitable professional posts.

### **2.3 Lagging of training mode**

Cross-border e-commerce is a new industry, covering a wide range of fields, but there are also a series of problems. For example, network marketing, language of international operation, regional habits, laws, customs and other fields will produce problems and risks, which all pose new challenges to the development of cross-border e-commerce. At the same time, it also puts forward new requirements for the training of cross-border e-commerce talents. And now many colleges and universities are still lagging behind in the training of talents in the e-commerce industry. In terms of curriculum, there are no professional courses for cross-border e-commerce industry, and there is still a lack of international knowledge and teacher-student resource allocation (Hu et al., 2016). Especially in the training of practical operation, there is no good platform for students, such as some practical training courses of platform operation, network marketing, international logistics practice in Colleges and universities have not been set up, which leads to the failure to achieve good docking between campus and enterprises.

### **2.4 Weak Teachers**

The effectiveness of personnel training is closely related to teachers' quality and teaching ability. However, there are many problems in the training and recruitment of teachers in many universities. For example, in the professional training of teachers, many colleges and universities only choose some senior teachers to carry out teaching and research training, while some young teachers seldom have such opportunities. This has resulted in unreasonable phenomena when schools choose training objects. In the recruitment of teachers, the school did not carry out timely curriculum expansion and optimize the recruitment of teachers. Expanding online courses is not only for students to learn by themselves, but also for students to broaden their horizons and horizons. Especially for international majors such as cross-border e-commerce, it is more necessary to enhance students' horizons and better plan their future development direction. In addition, there are still some problems in optimizing the structure of recruitment methods, such as single recruitment methods and low talent conversion rate.

## **3. Training contents of cross-border e-commerce talents from the perspective of industry-university-research cooperation**

### **3.1 Basis of cooperation**

First of all, to establish the method of grade education is an important part of the study of college English majors. At present, there are two main modes of college English grading teaching: one is to divide college students into fast-growing classes and experimental training classes; the other is fast-shift, middle-class and slow-shift classes. These two grading modes are mainly based on two aspects. To grade students. On the one hand, most of the schools will take a test of the student's English proficiency test before entering the school and grade it according to the test results. However, since the students started school, they did not get rid of the holiday relaxation. It will have an adverse effect on test scores, which in turn will lead to irrationality in graded education (Li, 2014). In this context, many students with better scores in the English college entrance examination may be out of order in the college English grading assessment due to the relaxation of holidays, and there is a big controversy about their placement. It can be seen that there are unreasonable phenomena in the current college English teaching, which in turn will affect students' enthusiasm for learning.

### **3.2 Cooperative advantage**

From the school's point of view, through the platform of production, teaching and research, we can innovatively cultivate cross-border e-commerce talents and improve students' competitiveness. Guarantee the training of students, can adapt to the current cross-border e-commerce talent market environment. Make use of what you have learnt so that the knowledge you have learnt can be used in your future work. In the context of Industry-University-Research cooperation, teachers can not

only improve their teaching ability, but also accumulate more teaching experience for themselves, and better complete the task of training e-commerce talents. In addition, it can also improve the professional level of schools from the aspects of knowledge accumulation and the optimization of education system. Strengthen the teaching quality and content of colleges and universities, and change the understanding of traditional education concepts (Yang, 2017). Production, teaching and research can not only improve the popularity of schools in the education sector, but also establish a good image of educating talents in the business sector.

### **3.3 Cooperation model**

From the perspective of Industry-University-Research cooperation, the theory of cross-border e-commerce has been continuously strengthened and improved, and a variety of cross-border e-commerce personnel training modes have been summarized. According to the talent demand of enterprises, we can simply divide the training of cross-border e-commerce talents into three modes:

School-enterprise cooperation model, which can effectively transfer professional students to enterprises. Professional study in school within two years has laid a good foundation for theoretical knowledge. In the first half of junior year, the students who love this industry in the second half of the semester can stay and integrate into the enterprise.

E-commerce Park training mode, the local government-led mode of government-enterprise cooperation. Following the call of the state, with the vigorous support of the state policy, we will provide certain financial and technical support for the training of e-commerce talents. In order to further strengthen the training of professional e-commerce talents. On the basis of existing industrial parks, e-commerce industry incubation is carried out in different industries and fields.

Social incubation is carried out through precision training. In addition to personnel training for universities and e-commerce industrial parks, precise social training incubation is also carried out for people of different educational levels and groups. The training of cross-border e-commerce talents is not limited to “academics” or “societies”, but should follow the policy of “mass entrepreneurship and innovation”. At the same time, it also requires the participation of the whole society to improve the degree of social participation and economic vitality.

## **4. Cross-border e-commerce talents training ways from the perspective of industry-university-research cooperation**

Implementing the training mode of directional talents. From the perspective of Industry-University-Research cooperation, cross-border e-commerce personnel training is a kind of directional personnel training mode. According to the professional teaching content of the existing colleges and universities, it is necessary to optimize it in various ways. The corresponding professional talents needed by enterprises should be directionally trained. To ensure the actual effectiveness of personnel training, fundamentally solve the problem of inconsistency between students' learning professional content and actual work operation. We should take the application and development of talents as the core, and gradually expand the targeted training of professional talents. Actively do a good job in the training of students' professional practice, and make comprehensive use of the internal standards of enterprises and the training of e-commerce talents from the perspective of the cooperation of production, teaching and research.

Promote professional teaching interaction. In the perspective of Industry-University-Research cooperation, cross-border e-commerce personnel training needs timely professional teaching interaction. Through the professional staff of the enterprise, to the school for professional explanation. The training of cross-border e-commerce talents is not restricted by the teaching environment. From systematization of teaching to diversified development of specialty, we should gradually optimize and improve the basic problems of personnel training. Among them, technical personnel with higher professional skill attributes are selected to participate in the teaching work. The combination of work experience and professional knowledge can help students understand their knowledge of cross-border e-commerce more deeply, so as to establish mutual benefit and trust management between schools and enterprises. From the perspective of talent education in Colleges

and universities and talent cultivation in enterprises, we should optimize and adjust the existing teaching work to ensure that the teaching content of the school meets the standards of talent cultivation in cross-border e-commerce enterprises, thereby alleviating the shortage of cross-border e-commerce talents.

Improve the professional ability of teachers. At present, the E-commerce teaching team with high teaching ability can provide help for cross-border E-commerce talents training, so it is necessary to build a high-quality teaching team. First of all, in the recruitment channels of teachers, we can expand the recruitment link. According to the need of setting up a specialty, the person in charge of relevant fields can conduct one-to-one professional assessment and evaluation for teachers. In addition, the flexible form of employment can be divided into online teaching and offline teaching. Online teaching can employ teachers from other areas to give lectures online. Under the line, we can contact the enterprise to send teachers to study in the enterprise first. We can not only get professional theoretical knowledge, but also carry out practical operation, and cultivate talents matching with cross-border e-commerce.

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