

A New Probe into the Innovative and Entrepreneurial Talents Cultivation of Cross-border E-commerce in Higher Vocational Colleges

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Abstract. Under the national strategy of "Mass entrepreneurship and innovation", higher vocational colleges shoulder the heavy responsibility of innovative and entrepreneurial talents cultivation. Meanwhile the rapid development of the cross-border e-commerce industry also requires more innovative and entrepreneurial talents to participate. Higher vocational colleges could consider the "three-in-one" training path to cultivate innovative and entrepreneurial talents of cross-border e-commerce, starting from demonstration roles of professional teachers and integration of professional education and innovative and entrepreneurial education at the micro-level, the transition to guidance and specific implementation of innovative and entrepreneurial education by the School of Entrepreneurship and others schools in our college at the meso level, and finally providing an institutional environment and educational environment for innovative and entrepreneurial education at the macro level.

Background Interpretation of Cross-Border E-Commerce Development and Innovative and Entrepreneurial Talents Cultivation

Trends of Cross-Border E-Commerce Development

Driven by economic globalization, the economies of the world are increasingly interdependent, and cross-border flows of goods, services, capital and technology are increasing. Affected by the downturn in the international economic situation and the transformation of domestic manufacturing enterprises, the total volume of China's import and export trade declined in 2014-2016. However, China's cross-border e-commerce is still developing against the trend, benefiting from the cross-border e-commerce industry of domestic e-commerce giants and the transformation of traditional foreign trade enterprises into cross-border e-commerce. According to iiMedia report, since 2018, there have been many good news to the cross-border e-commerce industry. China International Import Expo and related policies introduced recently promote its development greatly. According to iiMedia Research, China's cross-border e-commerce transactions reached 9.1 trillion in 2018, and are expected to reach 10.8 trillion in 2019. [1]

In 2013, China's cross-border e-commerce transactions accounted for 12% of the country's total import and export value of goods, and up to the first half of 2018, the proportion has risen to 31.87%. It is estimated that by 2020, China's cross-border e-commerce transactions will account for 37.6% of the total import and export volume. This means that the scale of cross-border e-commerce transactions in China will remain at a high growth rate of around 20% per year in the next few years. As a new channel for trade, cross-border e-commerce has become more and more important to China's import and export trade. It has become a vital business model to stimulate the recovery of China's foreign trade economy.

Along with the rapid rise of cross-border e-commerce industry, cross-border e-commerce enterprises have also emerged rapidly, bringing about a lot of changes in social lifestyles and ways of thinking, and at the same time causing certain impacts on traditional foreign trade enterprises. This has led more and more enterprises to pay attention to the potential huge market share of the cross-border e-commerce industry, and have launched "Internet+" actions. These dilemmas such as

slow export growth, thin export profit margins, and high labor costs have also become boosters for traditional trade enterprises to involve into cross-border e-commerce industry. [2]

Cross-Border E-Commerce and Innovative and Entrepreneurial Talents Cultivation

With the implementation of "Mass entrepreneurship and innovation" strategy, innovative and entrepreneurial talents cultivation has risen to a national strategy to realize the Chinese nation's great rejuvenation of the Chinese dream. To promote "Mass entrepreneurship and innovation" can effectively arouse the innovative spirit and entrepreneurial awareness of young college students, and push them to involve into the trend of "Mass entrepreneurship and innovation". It could also relieve the pressure of employment for higher vocational college students in China. [3]

Under the strong development trend of cross-border e-commerce industry and the extreme demand for talents, under the vigorous promotion of innovative and entrepreneurial education, higher vocational colleges should pay great attention to innovation and entrepreneurship education when cultivating innovative and entrepreneurial talents in order to improve the core competitiveness of China's cross-border e-commerce industry.

Orientation of Innovative and Entrepreneurial Talents of Cross-Border E-Commerce

So how should we define innovative and entrepreneurial talents of cross-border e-commerce? According to the analysis of the questionnaire survey results, cross-border e-commerce enterprises generally need compound talents with practical experience and ability. They must master the basic knowledge and skills of international trade; understand cross-cultural and international business knowledge, overseas customers' consumption needs and online shopping habits. Meanwhile they must grasp the specific operations and management of cross-border e-commerce platform, and network marketing capabilities. Furthermore they must be familiar with cross-border logistics and supply chain management, as well as good foreign language communication skills. [4]

In addition, cross-border e-commerce enterprises have put forward higher requirements for the soft power of innovative and entrepreneurial talents, including the cultural literacy, teamwork, and innovation ability etc.. What's more, the level of thinking, learning ability, business sensitivity, and firm will are also the soft power that innovative and entrepreneurial talents of cross-border e-commerce must possess. [5]

Analysis of the Problems of Innovative and Entrepreneurial Talents Cultivation of Cross-Border E-Commerce in Higher Vocational Colleges

The Orientation of Innovative and Entrepreneurial Talents of Cross-Border E-Commerce Is Blurred

Under the call of "Mass entrepreneurship and innovation", innovative and entrepreneurial talents cultivation in higher vocational colleges is also in full swing. Just like all the new things, innovative and entrepreneurial talents cultivation is in its infancy. The mainstream practice of higher vocational colleges is to learn from the successful practices at home and abroad. However, in the face of specific problems, some colleges also cross the river by feeling the stones. It is also inevitable that problems will arise during the practice. Our college is located in the inland provinces. The foreign trade environment and resources are at a disadvantage compared to the coastal provinces. The development environment of cross-border e-commerce enterprises cannot be compared with the Jiangsu Province, Zhejiang Province and Pearl River Delta regions. Therefore, innovative and entrepreneurial talents cultivation of cross-border e-commerce in our college should not follow others footsteps. We'd better adapt to the local conditions and combine with the development trend and prospects of cross-border e-commerce industry in Hubei Province and surrounding provinces in order to properly locate the cultivation aims of innovative and entrepreneurial talents of cross-border e-commerce.

Lack of Consideration for the Operation System of Innovative and Entrepreneurial Talents Cultivation in the College

Under the vigorous promotion of innovative and entrepreneurial education, our college has established the School of Entrepreneurship to support students in their own innovation and entrepreneurship, provide them with some opportunities for entrepreneurship, and encourage them to start their own businesses. The starting point and original intention of setting up the School of Entrepreneurship is to serve the students' innovation and entrepreneurship, and further promote more students to embark on the road of innovation and entrepreneurship. The School of Foreign Languages has assigned some entrepreneurial teams and students to the School of Entrepreneurship, opening up a prospective entrepreneurial journey. However, the number of students who can enter the School of Entrepreneurship and receive entrepreneurial support is a minority compared to the whole school. In addition, after entrepreneurial teams and students enter the School of Entrepreneurship, their professional study and daily management belong to it. For the students, the professional study is basically neglected. Instead, their entrepreneurial experience in the School of Entrepreneurship is replaced equally? If students are unsuccessful on the road to entrepreneurship, they intend to give up, and their professional studies are almost blank, how should the School of Entrepreneurship respond to their re-employment? The college should consider these problems deeply when carrying out innovative and entrepreneurial talents cultivation.

Innovation and Entrepreneurship Education Floats on the Surface

Nowadays it seems that innovative and entrepreneurial education of colleges and universities across the country has become a common practice. Higher vocational colleges are no exception. From school leaders to teachers and students, they have embarked on the road of innovative and entrepreneurial education, but their pace seems to be a bit too hasty. The innovative and entrepreneurial education in some schools has overemphasized the so-called innovative and entrepreneurial experience of students. They pay more attention to the data on the surface of innovation and entrepreneurship while seldom considering the further development of students. The innovative and entrepreneurial education is floating on the surface. It's hard to implement fully.

The Path Choice of Innovative and Entrepreneurial Talents Cultivation of Cross-Border E-Commerce in Higher Vocational Colleges

The innovative and entrepreneurial talents cultivation of cross-border e-commerce in higher vocational colleges is very complex which involves colleges, schools, teachers, students, enterprises and so on. Meanwhile it is related to the overall talent training plan of the college, specific implementation of the schools, teachers abilities of innovative and entrepreneurial education, and students' innovative and entrepreneurial spirit. It is not only related to the system design and operation guarantee at the macro level, but also related to the individual problems of teachers and students at the micro level. Hence our college could consider the "three-in-one" training path to cultivate innovative and entrepreneurial talents. The specific contents are as follows:

At the Micro Level

At the micro level, innovative and entrepreneurial talents cultivation of cross-border e-commerce involves two major factors----professional teachers and professional education.

First, take the cultivation of innovative and entrepreneurial consciousness and ability of professional teachers as a breakthrough, highlighting the leading role of teachers.

The innovative and entrepreneurial consciousness and ability of professional teachers and the innovative and entrepreneurial talents cultivation are closely related. As the link between professional teaching and innovative and entrepreneurial education, professional teachers can play an active leading role in the daily teaching process. For example, in class teachers can introduce successful cases of innovation and entrepreneurship, entrepreneurial stories and so on in order to motivate students' innovative and entrepreneurial spirit. They can also share their own innovative

and entrepreneurial experiences with students through words and deeds. This kind of zero-distance contact and communication with professional teachers can stimulate students' ideas of innovation and entrepreneurship. Therefore, the School of Foreign Languages should identify the breakthrough of innovative and entrepreneurial talents cultivation of cross-border e-commerce, that is, the cultivation of innovative and entrepreneurial consciousness and ability of professional teachers, and rely on their guidance and demonstration role to cultivate better talents.

Second, strengthen the close integration of professional education and innovative and entrepreneurial education.

Professional education and innovative and entrepreneurial education are mutually integrated and promoted, and at the same time both of them focus on the core mission of cultivating high-quality talents for the country. We should use rational thinking, mature mentality, and positive actions to participate in professional education and innovative and entrepreneurial education. We should also constantly use innovative thinking and methods, focus on connotation, and improve quality.[6]

We'd better do our utmost to create an upgraded version of innovative and entrepreneurial education. For professional education, we will use innovative and entrepreneurial spirit to carry out teaching, and use high-quality teaching to promote the high-quality development of innovative and entrepreneurial education. The purpose of innovative and entrepreneurial education is to create value and cultivate people with innovative entrepreneurial spirit. Whether it is professional education or innovative and entrepreneurial education, the ultimate goal is to improve the quality of talent training. Therefore we must integrate these two kinds of education closely.

At the Meso Level

At the meso level, innovative and entrepreneurial talents cultivation of cross-border e-commerce involves two major participants---the School of Entrepreneurship and others schools in our college.

First, the School of Entrepreneurship---to guide and implement innovative and entrepreneurial talents cultivation.

Our college established the School of Entrepreneurship in 2017. It shoulders the heavy responsibility of innovative and entrepreneurial education in the whole college, and it is also in the first place to guide the specific implementation of innovative and entrepreneurial education in our college in addition to supporting student entrepreneurial teams or individuals to carry out innovative and entrepreneurial activities. Its work covers specific issues, such as talents cultivating goal of innovative and entrepreneurial education, the orientation of innovative and entrepreneurial education and so on. Furthermore it encourages all the schools in our college to combine innovative and entrepreneurial education with the development and trends of local industries. Therefore, the School of Entrepreneurship should take a higher perspective, prospectively formulate the implementation plan of innovative and entrepreneurial education, and provide various safeguards for innovative and entrepreneurial education. It should also carefully consider the vital interests of students and provide access to students on the road of innovative and entrepreneurial education.

Second, the schools in our college are the practitioners of innovative and entrepreneurial education---taking the School of Foreign Languages of our college as an example.

The talent training in higher vocational colleges is distinguished by occupation, skill and innovation, mainly serving local industries and enterprises. [7] In the context of "Internet+", cross-border e-commerce has become a new channel for foreign trade. At the same time, under the strategy of "Mass entrepreneurship and innovation", innovative and entrepreneurial education of Business English major (foreign trade) and International Business major (cross-border e-commerce) of the School of Foreign Languages should fully integrate the new trend of cross-border e-commerce industry, especially development characteristics in Hubei Province and surrounding areas to adjust the talent training plan. In addition to enabling students to master the basic skills of traditional foreign trade business, they must also teach students the soft power that cross-border e-commerce enterprises require.

In addition, in order to achieve a seamless connection between innovative and entrepreneurial talents cultivation and industry needs, the School of Foreign Languages can organize professional

teachers to conduct in-depth research in local cross-border e-commerce enterprises and foreign trade enterprises, and discuss the talent cultivation with experts there. As to the orientation of professional talents cultivation, it is necessary to combine the regional economy development, industry research analysis and experts suggestions. And the orientation should highlight innovative and entrepreneurial education and innovative and entrepreneurial talents cultivation.

At the Macro Level

At the macro level, innovative and entrepreneurial talents cultivation of cross-border e-commerce involves two major environments----system environment and education environment.

First, the college should formulate the innovative and entrepreneurial education regulations or methods in conjunction with the overall development plan to provide a better system environment for innovative and entrepreneurial education. The college will also improve the various supporting regulations or methods for innovative and entrepreneurial talents cultivation. At the same time, the college should focus on the characteristics of the regulations or methods and should keep them sustainable. In this case, teachers and students may know clearly what to do and how to do. The innovative and entrepreneurial education cannot be completed overnight. It requires the preparation and accumulation of teachers and students for a long time. Therefore, the regulations or methods for innovative and entrepreneurial talents cultivation should try utmost to give corresponding support and guarantee to students' entrepreneurial teams and individuals. For example, the conditions for the college to support students' entrepreneurial teams and individuals, the replacement of credits during the period of innovation and entrepreneurship, the safeguards for students' professional study, and the remedies after the students' withdrawal from the entrepreneurial teams, etc. These regulations involve the vital interests of students. If it is not handled properly, it will affect the students' enthusiasm to innovation and entrepreneurship, and will also affect the innovative and entrepreneurial education in the whole college.

Second, the college should create a better education environment comprehensively for innovation and entrepreneurship. Establish the innovative and entrepreneurial models and publicize the successful innovative and entrepreneurial examples to create a strong innovative and entrepreneurial atmosphere. It will encourage more students to start their own businesses. The typical models of innovative and entrepreneurial education include not only teacher representatives, but also successful student representatives. At the same time, the college will invite some excellent entrepreneurs regularly to share successful innovative and entrepreneurial experiences with students. This can also provide students with opportunities to get close contact with them. The college can regularly hold some innovative and entrepreneurial competitions in the whole college, and select outstanding teams to represent the college to participate in larger competitions. The innovative and entrepreneurial activities in the college should focus on participation. The coverage is the whole college scope, so the preparatory work and preliminary planning of related activities should be detailed and comprehensive, and the enthusiasm of most students should be mobilized as much as possible. It is possible for the whole college to work together to create a better innovative and entrepreneurial education environment.

The innovative and entrepreneurial education and innovative and entrepreneurial talents cultivation in higher vocational colleges have set sail. We need to actively face various difficulties and obstacles on the road of navigation, but also have to initiatively think about countermeasures to those problems. With the joint efforts of related participants, the innovative and entrepreneurial talents cultivation of cross-border e-commerce in higher vocational colleges will definitely break through.

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