

# A Study on the Talent Cultivation Mode of Cross-Border E-commerce Specialty Based on Supply-Side Structural Reform

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**Abstract**—The connotation of educational supply-side structural reform, the background of cross-border e-commerce talents demand, the current situation of cross-border e-commerce talents cultivation, and the talent cultivation mode of cross-border e-commerce specialty in the new era are discussed in this paper, so as to provide reference for professional cultivation of cross-border e-commerce talents against the background of Chinese supply-side structural reform.

**Keywords**—supply-side structural reform; talent cultivation mode; cross-border e-commerce specialty

## I. INTRODUCTION

The concept of supply-side structural reform proposed by General Secretary Xi Jinping has been gradually introduced into the field of education, which requires structural adjustment of education to improve the quality of talent output and meet the needs of talents for industrial transformation and upgrading. In addition, the development of “Internet +” has promoted the transformation of traditional e-commerce to cross-border e-commerce. According to the statistics of Ali Research Institute, it is estimated that China's cross-border e-commerce transactions will reach 12 trillion yuan by 2020, accounting for 37.6% of China's total imports and exports. With the continuous development of cross-border e-commerce industry, cross-border e-commerce talents are becoming increasingly scarce. Traditional e-commerce talents are no longer suitable for the development of cross-border e-commerce enterprises. In the new era, the training mode of cross-border e-commerce talents urgently needs to be adjusted and improved. Against the background of supply-side structural reform, e-commerce specialty should conform to the trend of reform and development, explore the cross-border e-commerce talent training mode in the new era, improve the quality of talent supply, and provide more professional cross-border e-commerce talents for society.

## II. CONNOTATION OF EDUCATIONAL SUPPLY-SIDE STRUCTURAL REFORM

“Supply-side structural reform” is originally an economic term, which refers to promoting structural adjustment by means

of reform, correcting distortions in factor allocation, expanding effective supply, improving the adaptability and flexibility of supply structure to changes in demand, improving total factor productivity, better meeting the needs of the broad masses of the people, and promoting sustainable and healthy development of the economy and society, so as to improve the quality of supply[1]. Promoting supply-side structural reform can effectively improve production efficiency, provide high-quality supply for society, and adjust the supply structure in order to conform to the new normal of economic development.

As a new concept under the new normal of China's economy, “supply-side structural reform” has also been interpreted by academia from the perspective of education. In the field of higher education, some scholars have put forward three reform paths: rebuilding university pattern in orientation, remolding university spirit in concept and rebuilding university governance structure in system [2]; other scholars have also put forward the reform ideas of “optimizing the structure of higher education, improving the quality of higher education, improving the efficiency of running schools, and taking the road of innovation and development” [3]. In the field of vocational education, some scholars emphasize that vocational education should focus on improving human resources supply mechanism, optimizing the structure of human resources supply, and enhancing the ability of vocational education to serve economic and social development from the perspective of human capital promotion [4], other scholars have pondered on the value characteristics, current situation and existing problems of the supply side structure of vocational talent training, and have put forward effective supply power structure models from the perspective of relevant economic theories [5].

Generally speaking, the existing researches are mainly based on the macro field and have a wide range of discussions. Starting from the cross-border e-commerce specialty, this paper elaborates the training mode of cross-border e-commerce talents against the background of structural reform of education supply side, aiming at providing reference for e-commerce specialty to train professional cross-border e-commerce talents.

### III. BACKGROUND OF CROSS-BORDER E-COMMERCE TALENTS DEMAND

According to the data of cross-border e-commerce market research report on iiMedia.cn, the scale of China's import trade continued to rise from 2015 to 2018. The total value of China's imports in 2018 was about 14.1 trillion yuan, an increase of 1.6 trillion yuan over the whole year of 2017. It is estimated that China's cross-border e-commerce trade shall reach 10.8 trillion yuan in 2019. Cross-border e-commerce has developed rapidly in recent years, which has become an important driving force for the growth of China's foreign trade and has received close attention from all walks of life.

With the rapid development of cross-border e-commerce, the number of platforms, such as Kaola.com, Suning.com, JD.com and Alibaba.com, is also increasing day by day, and the talents of cross-border e-commerce are also in a state of shortage. Especially after the concept of supply-side structural reform was put forward, the demand for application-oriented high-tech talents in e-commerce platform is increasing. At the same time, China's traditional cross-border e-commerce business model has been innovated, mainly embodied in information service model, transaction service model, open platform model, self-service platform model. Therefore, the training of cross-border e-commerce talents should also be innovative and adapt to the development of the times. Cross-border e-commerce talents need not only theoretical knowledge and practical skills, but also a certain foreign language and diplomatic ability. Because the main target countries of cross-border e-commerce in China are not only the United States, the European Union, ASEAN, Japan and other countries with red sea markets, but also the countries with blue sea market of rapid economic development such as South Korea and Brazil. It is inevitable to communicate with people from different countries.

In addition, "experienced" talents become the target of enterprises. The school curriculum pays more attention to the theory teaching and students simply completes one or two e-commerce operation exercises in the laboratory. However, after entering the enterprises, these students cannot combine the theory and practice, which is difficult to meet the needs of the enterprises, directly leading to the increase of the employment difficulty of the students after graduation. The heads of all departments of the enterprise need to spend a lot of effort to train the new inexperienced employees, which undoubtedly increases their workload. Therefore, the cross-border e-commerce talents with professional training are more "favored" in the new era.

### IV. CURRENT SITUATION OF CROSS-BORDER E-COMMERCE TALENTS CULTIVATION

At present, there are mainly four core specialties of international trade, e-commerce, logistics management and marketing in the field of commercial circulation in our country. It shows that international trade is gradually upgraded to cross-border e-commerce; e-commerce is gradually upgraded to transport management and business data; logistics management is gradually upgraded to supply chain; and marketing is gradually upgraded to network.

Lack of professional training is still a significant problem in the development of cross-border e-commerce. The development of the new era requires that our country's education develop from scale to quality, from running schools in general education to running schools in combination with industry development. With the development of traditional e-commerce into cross-border e-commerce, the sales market and product types of enterprises are also expanding, and the demand for professional cross-border e-commerce talents is increasing. The international trade, e-commerce, foreign language and other professionals trained by universities cannot fully meet the talent standards of cross-border e-commerce. However, cross-border e-commerce specialty has not yet been established in most universities and colleges. Faced with the development of cross-border e-commerce, most of the talents recruited by enterprises come from international trade, e-commerce, international business and other specialties. However, cross-border e-commerce is an interdisciplinary subject. It has both the characteristics of international trade and e-commerce. Therefore, its demand for talents is also complex and comprehensive.

Talents cultivation is out of line with the needs of enterprises. Many schools have not trained talents by effectively combining with the corresponding job needs of enterprises. They just blindly impart theoretical knowledge to students instead of implement specific practical operation, which have failed to keep up with the pace of cross-border e-commerce development in the new era. What's more, cross-border e-commerce can be divided into import and export e-commerce according to its own characteristics and the types of goods are also diverse. Therefore, the demand for compound talents is also more urgent, and the current school personnel training mode urgently needs to be reformed to adapt to the development of innovation and entrepreneurship education in the new era.

There is a shortage of teachers in cross-border e-commerce. As a new business model, cross-border e-commerce often has its teachers transferred from other specialties such as international trade, foreign languages and so on. They are not professional cross-border e-commerce talents. Most of them have no practical experience or in-depth study of relevant specialties. Even if some teachers have received relevant training, they are usually trained on simulation platforms rather than in real enterprises. Therefore, they usually teach theoretical knowledge, which cannot improve the quality of teaching and students' enthusiasm.

### V. TALENT CULTIVATION MODE OF CROSS-BORDER E-COMMERCE SPECIALTY IN THE NEW ERA

The traditional teaching mode of cross-border e-commerce mainly focuses on teaching theoretical knowledge, which lacks practice and innovation, and fails to adapt to the demand for advanced applied technical talents in cross-border e-commerce industry against the background of supply-side structural reform in the new era. According to the demand for cross-border e-commerce talents and the current situation of talent training, the training mode of cross-border e-commerce talents in the new era is analyzed and concluded as shown in Fig. 1.

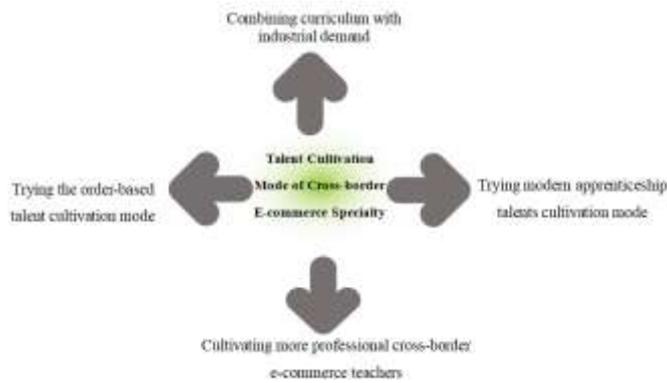


Fig. 1. Talent cultivation mode of cross-border e-commerce specialty in the new era

**A. Combining Curriculum with Industrial Demand**

At present, most colleges and universities have not set up specific specialties for cross-border e-commerce industry, and the training objectives are still unclear. As the main body of talent cultivation, colleges and universities should timely adjust their talent cultivation objectives according to the requirements of the times, and clearly define the direction of students' employment. Therefore, the construction of cross-border e-commerce curriculum system is imminent.

Generally speaking, the training orientation of cross-border e-commerce specialty is mainly divided into two kinds: one is inclined to platform customer service, network sales and other business activities; the other is inclined to design web pages, build websites and other skills training. Relevant training courses can be set up according to the operation modes of enterprises and specific posts, such as platform customer service, network salesman, web designer, website builder, etc., so as to scientifically and pertinently set up courses to improve students' occupational ability and train more professional cross-border e-commerce talents.

**B. Trying the Order-based Talent Training Mode**

The order-based talent training mode, which is a new type of education and training mode, is market-oriented. It is a mode that enterprises sign training agreements (orders) with universities according to their demand for different talents in the future. This mode can closely link enterprises and universities, realize the organic combination of teaching, production and scientific research, fundamentally solve the problems of insufficient vocational pertinence, insufficient technical application and blindness in employment arising from students' study in school, and directly serve the economic construction of our country.

In the order-based talent training mode of cross-border e-commerce, enterprises can participate in the construction of the professional training system in an all-round and deep-seated way, and train talents who truly meet the requirements of "orders" or specific occupational positions more effectively, so as to ensure the quality of cross-border e-commerce talents imported by schools. Therefore, the only way for cross-border e-commerce professional development is to take the road of

integration of industry, education and research and boldly try the order-based talent training mode.

**C. Trying Modern Apprenticeship Talents Cultivation Mode**

Modern apprenticeship is a mode of talent cultivation, which mainly focuses on training skilled talents, through the deep integration of production and education between schools and enterprises, the joint teaching of teachers and master workers, and the organic combination of students' theoretical learning and skills practice. Schools and enterprises jointly formulate personnel training standards to solve the problems of difficult recruitment, stability of technical workers, income of graduates, self-worth and entrepreneurship of graduates [6]. Modern apprenticeship personnel training mode can be combined with the characteristics of schools and enterprises for development and innovation.

Cross-border e-commerce specialty can try to implement the modern apprenticeship talent training mode, actively contact with enterprises and explore talent training programs, and vigorously promote the advantages of "modern apprenticeship" to attract students to participate actively. Schools and enterprises can work together to formulate enrollment plans, management systems and carry out enrollment work. In addition, young teachers should be encouraged to practice in enterprises, improve their practical operation ability, create "double-qualified" teachers and improve their teaching level.

**D. Cultivating More Professional Cross-border E-commerce Teachers**

As an old saying goes, "Education is the foundation of one country, and the key of education depends on teachers." General Secretary Xi Jinping emphasized building a strong socialist modernization country at the National Education Congress in 2018, and put forward new and higher requirements for the construction of the teaching staff. Teachers play a key role in training cross-border e-commerce talents. In addition to a solid theoretical knowledge base, cross-border e-commerce professional teachers should also have professional skills and practical experience. At present, the teachers of cross-border e-commerce specialty mainly come from e-commerce specialty, international trade specialty, business English specialty and so on. They are not familiar with the practical operation of cross-border e-commerce, so it is very important to build a team of teachers with professional counterparts and strong practical operation ability.

Firstly, opportunities should be provided for teachers to enter the cross-border e-commerce company platform for post practice and project cooperation; Secondly, experts with rich experience in cross-border e-commerce industry can be employed as external teachers to provide students or teachers with guidance regularly; Thirdly, schools can also conduct cross-border e-commerce business training for teachers in conjunction with leading enterprises in the cross-border e-commerce field. Finally, it is necessary to establish an effective teaching quality assessment system, so as to urge teachers to improve teaching quality. Teachers can also compile suitable cross-border e-commerce professional textbooks according to

the current situation of cross-border e-commerce industry in the new era and the job requirements of various professional posts, so as to better help cross-border e-commerce professional teaching.

#### VI. CONCLUSION

Against the background of supply-side structural reform, it is necessary to innovate and transform the cultivation mode of school talents, improve the quality and efficiency of school talents output, and export excellent builders and successors for the new era. As a new and developing business activity, cross-border e-commerce specialty needs to adapt to the structural reform and development requirements of education supply-side structural reform, combine curriculum with industrial demand, try the order-based talent cultivation mode and the modern apprenticeship talents cultivation mode, cultivate more professional cross-border e-commerce teachers, striving to input more professional cross-border e-commerce talents for enterprises.

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