

# *Research on the Evaluation System of Cross-Border E-Commerce Talents in Application-Oriented Universities*

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**Abstract:** With the wide application of artificial intelligence and big data and other information technologies, it provides an effective development space for improving the quality and efficiency of cross-border e-commerce. Cultivating an e-commerce talent group in line with the characteristics of the new era is an important measure for China to develop cross-border e-commerce, reduce costs and improve benefits. Therefore, how to improve and optimize the evaluation mechanism of e-commerce professional talents in Chinese universities to make it better meet the needs of Chinese enterprises is an urgent problem to be solved. Based on this, this paper analyzes the current situation of cross-border e-commerce professional talent training in application-oriented undergraduate universities, and analyzes the construction direction of the talent training evaluation system.

## **1. Introduction**

With the rapid development of China's information technology and transnational supply chain industry, the business model of cross-border e-commerce is becoming increasingly diversified. Cross-border e-commerce has changed China's traditional import and export mode, and has become a new economic growth point of China in the future. Under the background of the rapid development of cross-border e-commerce, accelerating the training of high-quality talents has become an important link in realizing the development of cross-border e-commerce in China. For cross-border e-commerce professionals, they need to have a strong professional ability and a strong practical ability. Therefore, the application-oriented undergraduate students should start from many aspects to ensure the quality of talent training.

## **2. Analysis of the current situation of cross-border e-commerce professional talent training in application-oriented undergraduate universities**

Since the 21st century, the popularization of Internet technology, taobao, jingdong, spell of online shopping platform gradually into People's Daily life, more people began to adapt to use the Internet consumption and purchase, make more people realize the electronic commerce in this field, which leads to more and more universities began to create e-commerce professional, the enter

oneself for an examination number is also increasing. Due to the professional development rapidly, from the point of the main network shopping platform for talent requirements, many companies to App development, WEB front end, online operations, short video production and marketing professionals have extremely strong demand, and enterprise is difficult to find the corresponding talent in the market, and many imbalance between supply and demand<sup>[1]</sup>. At present, although the talent training of e-commerce professionals in Chinese universities has made some achievements in theory, the actual talent training is still far from meeting the job demand of enterprises. At the same time, the rapid development of network technology makes enterprises urgently need e-commerce professionals with corresponding qualities. The above reasons have caused a serious dislocation between the supply and demand of cross-border e-commerce talents in China. Finally, most enterprises take obtaining higher income as their existence goal, and achieving this goal cannot start from reducing labor force and improving the quality of personnel, which makes it difficult for talents who only master certain basic technology to find suitable jobs.

### 3. Cross-border e-commerce talents should have the comprehensive quality

#### 3.1 Having the ability to use foreign language and network information technology

Cross-border e-commerce with online transactions as the core, based on Internet information technology, covers online transactions, logistics and distribution, payment and settlement, etc. For cross-border e-commerce enterprises, whether it is to build their own trade platform or use the existing cross-border e-commerce service platform, employees should be responsible for website promotion, online platform use, product listing, product optimization, search flow increase, picture production and other cross-border e-commerce operation process. The completion of these tasks requires the staff to be skilled in using foreign languages and information technology<sup>[2]</sup>. Especially using Amazon, eBay, Wish, AliExpress cross-border electric business platform, on the platform to complete a series of various business activities, and these work for related personnel foreign language writing ability and oral expression ability requirement is very high, these are closely related to computer and network information technology, therefore, the most basic ability quality is to be proficient in foreign language and Internet information technology application.

#### 3.2 Have practical operation skills in international logistics and foreign trade

At present, cross-border e-commerce mainly includes B2B, B2C, C2C and other business models. At present, B2B and B2C, mainly serving small batch and multi-variety logistics in foreign countries. At present, the logistics methods of cross-border e-commerce in China are shown in Table 1:

Table 1: The main logistics mode of cross-border e-commerce in China

Logistics mode of cross-border e-commerce		
90Traditional postal service (EMS, small parcel package)	Four major commercial express delivery	Russia mainly self-operated routes

Traditional postal (EMS, small package), four major commercial express and Russia-based self-operated routes. In addition, the establishment and use of overseas warehouses also provide convenience for the cross-border logistics of enterprises. This is all related to the practical application and operation of international logistics, which requires students to have international operation ability. Cross-border trade is like a long and constantly developing new industrial chain, including financing, procurement, transportation and a series of other services, which require the

staff to have the practical operation ability of cross-border e-commerce<sup>[3]</sup>.

### **3.3 Have rich humanistic knowledge and cultural accomplishment**

As different countries (regions) have certain differences in culture, economic construction, laws and regulations and other aspects, the employees need to adopt differentiated marketing strategies for different countries (regions), different types of products and different goals. In order to understand the ideas and life patterns of local consumers, we should pay attention to the consumption habits of local consumers and grasp the economic policy direction of local governments. For employees in the cross-border e-commerce industry, it is of great significance for successful transactions, handling trade disputes and improving service quality.

## **4. Problems existing in cross-border e-commerce talent training**

### **4.1 Shortage of teachers in related majors**

The faculty of cross-border e-commerce majors in universities mainly come from three aspects: First, teachers with many years of foreign trade experience and related work. These teachers have experience in traditional cross-border e-commerce; secondly, graduates majoring in economics, foreign trade, cross-border e-commerce, computer, etc. This kind of teachers work in colleges and universities after graduation, which have certain advantages in theory and scientific research, but lack practical experience. It is noteworthy that teachers with certain experience in cross-border e-commerce are highly valued<sup>[4]</sup>. At present, this kind of teachers is the most scarce in colleges and universities, and most of the staff engaged in education work are part-time teachers hired from related enterprises. Although this kind of teachers have certain practical work experience, they lack of systematic education means in terms of theory, especially in the aspect of discipline construction. As an emerging way of trade, cross-border e-commerce is constantly changing its business form and connotation, which also puts forward new requirements for the construction of teaching staff. However, part-time teachers hired by enterprises mainly focus on cultivating students' ability, and the phenomenon of "Theory and practice are disconnected" often occurs. However, the first two types of teachers, due to the lack of corresponding practical experience, will also lead to the separation between the teaching content and the actual needs of enterprises, and it is difficult to cultivate applied, innovative and entrepreneurial talents with practical application ability and solving practical problems.

### **4.2 Lack of systematization of the talent training program and curriculum system**

As a product of the new era, cross-border e-commerce has not yet formed an independent major in China's college education system. Most universities in China have set the talent training objectives of cross-border e-commerce under the majors of e-commerce, economy and trade, and enterprise management. The combination of system design, economic management, cost control, and information technology reflects the new characteristics of mutual integration between information technology and e-commerce. Attention should be paid to planning and design, cost control, and the utilization of information technology to enhance the new capabilities of e-commerce. With an international vision and a focus on independent learning and innovation as our core principles, we aim to cultivate new e-commerce professionals who possess an international perspective<sup>[5]</sup>. When conducting cross-border e-commerce teaching, most universities focus on the courses of "mother subject", plus a small amount of content related to e-commerce, so they have not mastered and established the corresponding curriculum system from the overall perspective. In the

orientation of cross-border e-commerce talent training, colleges and universities should fully consider the professional teaching quality standards in China, adjust the purpose of talent training according to the new needs of logistics talents, and clarify the knowledge, ability and quality that logistics talents should have. For cross-border e-commerce enterprises, it is a new industry developed based on the era of "big data" and "Internet +". Their actual operation or operation behavior is still in a preliminary state, so many efficient talent training programs and curriculum systems are now lack of systematization.

### **4.3 The imperfect course integration degree and class hour allocation**

At present, most of the applied undergraduate course colleges and universities in our country to carry out the "e-commerce" education mode is not perfect, the main reason is failed to fully grasp the course system, lead to the module set management, marketing, human resource management, big data management, business English and other professional curriculum still stay on the basis of the original, lead to independence between each other, the gap with the development of cross-border electricity. In addition, due to the influence of economic factors, some colleges and universities have set up "short-term training" plans to seize the heat and seize the students<sup>[6]</sup>. Because of the lack of market research, there is a certain blindness in the professional setting. Colleges and universities often use the existing relevant experts to form new teachers and adjust the curriculum according to the status of teachers, which leads to the randomness of the curriculum setting. From the perspective of educational resources, especially teachers, the class hour arrangement and class arrangement of many courses are unreasonable. Among them, colleges and universities offer more public courses and professional basic courses. However, there are few courses related to cross-border e-commerce, and the courses are complicated. Students do not pay enough attention to their career orientation, the teaching contents of various majors are separated from each other, and their understanding of cross-border e-commerce is limited to the surface. Under such a teaching method, it is difficult for students to master all kinds of knowledge scientifically, effectively and systematically.

### **4.4 Lack of pertinence and systematization in practical teaching**

Practical teaching is one of the main teaching contents of application-oriented undergraduate colleges, especially for e-commerce talents with high practical requirements, which is particularly prominent. At present, although many colleges and universities have set up e-commerce laboratories and equipped with simulation software, these simulation teaching software is often divorced from the actual use scenarios, and often has a lag in practice, and cannot effectively connect with the real environment. In addition, the existing e-commerce practice teaching is mostly single simulation, rather than comprehensive simulation, lack of systematic, unable to integrate the knowledge of different disciplines. It can be seen from this point that there is a big gap between the current situation of e-commerce practice teaching in Chinese universities and the demand of application-oriented and innovative talents<sup>[7]</sup>.

## **5. Cross-border e-commerce talent training evaluation system construction direction**

### **5.1 Positioning of talent training**

In the Several Opinions on Comprehensively Improving the Quality of Higher Education, the Ministry of Education clearly pointed out that: strengthen the cultivation of application-oriented, compound and skilled talents, and strengthen the training of talents. University of e-commerce

professional orientation, from the school level and the overall construction goal, combined with the school development process and reality, combined with the school area of social and economic development needs, undergraduate universities as an important part of higher education in China, applied undergraduate colleges and universities should be consistent with our education development direction, combined with the local and its actual situation, to cultivate a certain professional basic knowledge and have a certain society to adapt to the development ability of compound, applied undergraduate innovative talents.

The focus is to design and implement diversified talent training plans according to the market needs, pay attention to the internship process, and strengthen the ability to use computer and foreign languages. Taking Guangdong Province as an example, its market economic system is relatively perfect and has obvious advantages. The development trend of cross-border e-commerce is very strong, and it has the conditions to cultivate application-oriented, compound and skilled talents. The goal of cultivating cross-border e-commerce talents in application-oriented undergraduate universities in Guangdong province should take promoting the comprehensive development of university students and meeting the social needs as the basic measurement index, so as to deliver high-quality application-oriented, compound and skilled talents to the market<sup>[8]</sup>.

## 5.2 Curriculum system

As the key link of e-commerce professional education, the rationality, scientificity and systematization of curriculum system are the fundamental guarantee to realize the goal of talent training. In the process of formulating and innovating the curriculum system, a curriculum adjustment mechanism in line with the needs of China's economic and social development should be constructed by combining the actual situation of different stages, different universities and different regions, and the actual situation of China. With China's formal accession to the WTO, most colleges and universities in senior electronic commerce professional will open trade direction courses, including but not limited to business English, foreign trade English correspondence, cross-border trade practice, international business negotiations, international marketing, and other aspects, for China's economic development provides a batch of higher level of talents, especially trade talents, to meet the needs of China's economic development, broaden the scope of students' employment. At present, China has entered a new period of high-quality social and economic development, and it is in urgent need of high-quality e-commerce professionals. Therefore, it is necessary to reform the existing curriculum system of e-commerce professionals.

First of all, the school's curriculum system should be market-oriented. Will cross-border e-commerce practice, foreign trade English letters, international marketing and other traditional e-commerce professional trade courses as the basic subjects, in addition, also set the market-oriented cross-border electricity trade practice, the corresponding platform practice, cross-border electricity etiquette, cross-border e-commerce negotiations, cross-border e-commerce logistics courses, etc. Secondly, we should increase the proportion of internship courses in our curriculum to provide students with more practical learning opportunities and help them gain valuable work experience. The education of applied professionals should pay attention to practicality, rather than a single classroom teaching, and pay attention to practical ability, observation ability and self-learning ability. Students will not only listen to the teacher's speech in class, but should take the initiative to operate, observe and think, go out of the classroom and enter the society. For example, students can participate in the operation and management of e-commerce stores and participate in the sales of e-commerce products through real cross-border e-commerce website accounts<sup>[9]</sup>.

### 5.3 Teaching informatization

"The national education informatization ten years development plan" clearly put forward, to promote the reform of higher education, improve the quality of education, will promote information technology and higher education closely together, promote education content, teaching methods and methods modernization, innovation of talent training way, so as to promote the overall quality of higher education. Application-oriented undergraduate universities should vigorously promote the information construction according to their professional characteristics, give full play to the advantages of information technology, and improve the quality of talent training. Cross-border e-commerce is based on the Internet and based on the Internet. Therefore, the training of cross-border e-commerce professionals in China has the distinctive characteristics of "Internet +". In this context, the traditional teacher-centered classroom and paper form education mode has been unable to fully guarantee the quality of talent training.

Colleges and universities should also establish "cross-border e-commerce practice bases", equipped with corresponding computers and related software, and establish cross-border e-commerce platforms to ensure that professional teaching has practical teaching conditions. If universities have the conditions, they should also actively cooperate with e-commerce platforms to establish a talent training system for cross-border e-commerce, so that students can personally experience the process of online transactions through online and offline practical teaching. In addition, educational methods should be integrated with the Internet and other information technologies, and the "Internet +" education methods should be fully utilized, such as MOOCs, micro-classroom, distance education, etc., to further improve the teaching quality of talent training<sup>[10]</sup>.

### 5.4 Practice system

Under the background of the current social and economic development, the requirements for talents and the job market have been changed, and having a certain practical operation ability has become the most basic guarantee for students from school to society, from study to work. Applied undergraduate universities should establish a set of scientific and reasonable teaching practice system to improve students' practical operation ability. In addition, colleges and universities should face the society and actively cooperate with enterprises to create more internship opportunities for students. For example, we plan to establish a '3 + 1' talent training system. As shown in Figure 1.

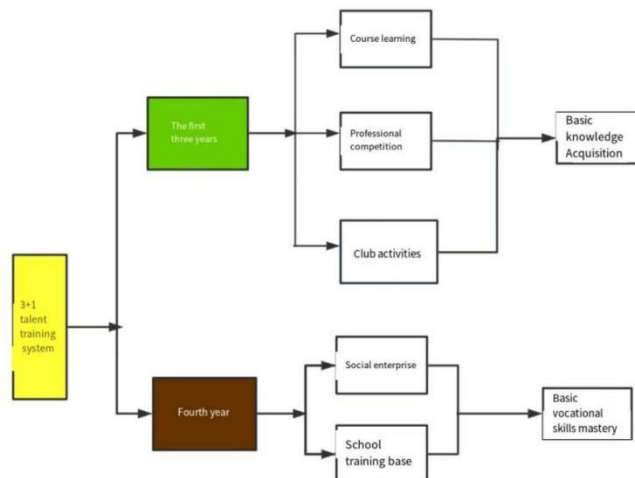


Figure 1: The "3 + 1" talent training system

In the first three years, students gained relevant knowledge and skills of professional and cross-border e-commerce through course learning, participating in professional competitions, club activities and other channels. During this period of time, the college can closely cooperate with enterprises, "schools go out", "enterprises come in", and create a teaching mode of combining industry, university and research. Schools can visit the enterprises, by the enterprises to send personnel to the school for teaching and lectures. In the fourth grade, students go out of school and enter enterprises to conduct practical cross-border trade activities. Students can decide where to practice. Compared with the traditional short-term practice in colleges and universities, the one-year internship opportunity can enable students to better integrate into the business model and cultural system of the enterprise, and also improve their professional quality and work ability, laying a good foundation for their future career development.

## 6. Conclusion

To sum up, in the rapid development of China and the local economy, it is the consensus and pursuit of application-oriented undergraduate universities to cultivate compound, applied and practical e-commerce talents. Among them, the cross-border business talent training for e-commerce majors has become a development trend, and it is also the main innovation direction of talent training in application-oriented undergraduate universities. In addition, in order to implement the reform of talent training, schools, enterprises and teachers need to jointly play their strength, and change the concept of education and teaching based by market demand.

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