

Research on the cultivation of vocational college students' innovation and entrepreneurship ability under the environment of cross-border e-commerce

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Abstract: As global economic integration intensifies, the rising prominence of cross-border e-commerce as a key driver of economic growth is evident. The research delved deeply into enhancing the creative and entrepreneurial skills of vocational college students in the context of international e-commerce. The study delves into the evolution of the international e-commerce sector and highlights the significance of training vocational college students in innovation and entrepreneurial skills. The paper, by examining the present circumstances, uncovers the shortcomings of advanced vocational students in terms of their awareness and abilities in innovation and entrepreneurship. Proposed strategies include enhancing the educational framework for innovation and entrepreneurship, bolstering the development of teaching personnel, and establishing a varied practice platform. This study seeks to offer conceptual direction for advanced vocational training and nurture top-tier innovative and entrepreneurial skills, adapting to the evolution of international e-commerce, thereby aiding in the sustainable growth of China's cross-border e-commerce sector.

1. Introduction

As globalization intensifies, the role of the cross-border e-commerce sector in China's economy has grown more significant, serving as a novel catalyst for the expansion of China's international trade. Nonetheless, the swift expansion of international e-commerce has elevated the demands for innovators and entrepreneurs. Vocational college students play a crucial role as the primary driver of the future cross-border e-commerce sector, with their capacity for innovation and entrepreneurship being especially significant. The objective of this research is to investigate how vocational college students develop innovative and entrepreneurial skills in an international e-commerce setting, aiming to enhance overall student quality and satisfy industry growth demands. An examination of the present state of the cross-border e-commerce sector elucidates the significance of training vocational college students in innovation and entrepreneurial skills. Merging this with real-world scenarios, specific educational reforms are suggested to bolster talent for the enduring growth of China's e-commerce industry.

2. The importance of vocational college students' innovation and entrepreneurship ability training under the cross-border e-commerce environment

2.1 Development status of cross-border e-commerce industry

The surge of globalization has propelled the cross-border e-commerce sector to unprecedented levels of growth, with its development being intricate and variable, which is noteworthy. The emergence of cross-border e-commerce platforms, coupled with ongoing advancements in Internet technology and easing of global trade regulations, has led to an increase in transaction volumes and a vast market potential. Conversely, the competitive landscape in international e-commerce is intensifying, with corporate rivalry moving beyond mere pricing battles to encompass various aspects like brand, service, and supply chain management[1]. In this context, fostering innovation and entrepreneurial skills among advanced vocational college students holds significant importance. A sharp understanding of the market is essential for them to seize the growth prospects in the international e-commerce sector, and they must also become proficient in cross-cultural dialogue, global trade regulations, managing e-commerce operations, and other varied knowledge to adapt to the evolving industry landscape. Furthermore, the swift expansion of international e-commerce indicates a rapid increase in the need for skilled individuals, and as advanced vocational students become the primary drivers of the forthcoming cross-border e-commerce sector, enhancing their innovative and entrepreneurial skills will have a direct impact on the overall innovation dynamism and growth prospects of the industry. Consequently, it's crucial to acknowledge that within the realm of international e-commerce, nurturing the creative and entrepreneurial skills of advanced vocational students is not just a pressing duty, but also a duty and chance bestowed by The Times.

2.2 The impact of higher vocational college students' innovation and entrepreneurship ability on cross-border e-commerce

Within the diverse and promising realm of international e-commerce, the inventive and entrepreneurial skills of vocational college students are crucial, exerting a widespread and intricate impact on the industry. Vocational college students, emerging as a catalyst for innovation and entrepreneurial spirit, can consistently infuse cross-border e-commerce with dynamism. Challenging the limitations of conventional business models, they employ innovative marketing tactics and technical methods to enhance the continual improvement of international e-commerce platforms, thereby boosting the industry's overall competitiveness[2]. Higher vocational college students' capacity for innovation and entrepreneurship is closely linked to the innovative nature of international e-commerce businesses. The expertise and competencies gained in their field can be adeptly converted into innovative capabilities for businesses, fostering the variety of products and services, and catering to the growing individual requirements of consumers. Vocational college students, during their journey of innovation and entrepreneurship, frequently possess a sharp ability to detect market shifts, crucial for international e-commerce companies to promptly modify their strategies and maximize resource distribution. Nonetheless, it's crucial to acknowledge that the absence of creativity and entrepreneurial skills among vocational college students could pose a hindrance to the growth of international e-commerce. The absence of essential innovation consciousness and business acumen among students can result in a dearth of drive for innovation within the sector, making it challenging to manage the intense rivalry in the global market. Consequently, nurturing the innovative and entrepreneurial skills of vocational college students serves not just to enhance personal capabilities but also to enhance the broader context of the international e-commerce industry environment. During this phase, our emphasis should be on enhancing students' analytical skills, their capacity for international integration, and their capacity

for ongoing education. This is to position them as trailblazers in the evolution of transnational e-commerce, thereby significantly contributing to the industry's sustainable and robust growth.

2.3 The correlation between cross-border e-commerce and vocational college students' innovation and entrepreneurship ability training

The link between international e-commerce and the training in innovation and entrepreneurial skills of vocational college students extends beyond a mere linear relationship, encompassing a multifaceted web of interconnectedness and evolving dynamics. The burgeoning nature of cross-border e-commerce as a business sector imposes fresh demands on the creative and entrepreneurial skills of advanced vocational students, subsequently influencing the evolution and reform of the higher vocational education system[3]. Cross-border e-commerce's varied market needs offer vocational college students extensive opportunities for innovation and entrepreneurship, enabling them to continuously refine their creative thinking and practical entrepreneurial abilities. The educational framework, focused on practical application, is intricately connected to the developmental requirements of international e-commerce, showcasing the intrinsic link between these elements. As cross-border e-commerce evolves, encompassing digitalization, intelligence, and personalization, it's essential for advanced vocational students to incorporate these aspects into their innovation and entrepreneurship training to stay abreast of industry shifts. The focus on skill development demonstrates a strong link between international e-commerce and advanced vocational training in achieving talent training objectives. In the competitive landscape of international e-commerce, advanced vocational students are compelled to acquire not just professional competencies but also diverse skills like cross-cultural communication and global marketing in innovation and entrepreneurship. This undoubtedly strengthens the link between cross-border e-commerce and the development of innovation and entrepreneurial skills in these students. Yet, this association isn't unchanging; rather, it fluctuates abruptly and unpredictably with the cross-border e-commerce market, shifts in policy landscapes, and the intensification of higher vocational education reforms. Consequently, comprehending and comprehending this link necessitates continual modification of educational tactics and the innovation of teaching techniques to nurture the innovative and entrepreneurial skills of advanced vocational students, aiming for synchronized growth within the international e-commerce sphere. The link between international e-commerce and the development of innovative and entrepreneurial skills in advanced vocational college students presents both difficulties and prospects. This necessitates educators to focus on theoretical education and enhance practical skills in teaching, thereby developing top-notch innovative and entrepreneurial abilities capable of adapting to the evolving demands of cross-border e-commerce.

3. Analysis on the current situation of vocational college students' innovation and entrepreneurship ability under the cross-border e-commerce environment

3.1 Current situation of innovation and entrepreneurship consciousness of higher vocational college students

Within the ever-evolving realm of international e-commerce, the present state of innovation and entrepreneurial consciousness among vocational college students is marked by a multifaceted, multifaceted, and ever-evolving landscape. The state's focus on fostering innovation and entrepreneurship education has significantly enhanced vocational college students' understanding of these areas. They are now acknowledging that innovation is the primary catalyst for progress in international e-commerce, and entrepreneurship plays a crucial role in achieving individual value.

Conversely, the emergence of this consciousness isn't harmonized, as certain students remain constrained by conventional employment notions, a deficit in enthusiasm and comprehension of innovation and entrepreneurship, and exhibit a passive acceptance mindset. Particularly in developing an understanding of innovation and entrepreneurship, the majority of students are attuned to novel concepts and adept at swiftly grasping the evolution of international e-commerce. However, they are deficient in practical experience and distinct strategies for converting novel ideas into tangible projects and mitigating risks during entrepreneurial endeavors. Furthermore, the awareness of innovation and entrepreneurship among vocational college students is influenced by various elements, including family education, the social atmosphere, and the campus culture. The interconnection of these elements results in students' awareness of innovation and entrepreneurship being erratic and abrupt. A number of students might harbor a deep-seated inclination towards innovation and entrepreneurship, driven by their triumphant entrepreneurial endeavors or insightful entrepreneurial talks in school, whereas others could be reluctant due to the unpredictability of what lies ahead and the dread of failing. Presently, higher vocational college students' awareness of innovation and entrepreneurship is advancing positively, yet it also highlights critical issues needing resolution. This necessitates enhancing both theoretical frameworks in education and hands-on training, while continually elevating their innovative and entrepreneurial awareness to meet the intricate demands of the international e-commerce landscape.

3.2 Current situation of vocational college students' innovation and entrepreneurship skills

Within the burgeoning realm of international e-commerce, fraught with rivalry and hurdles, the present state of innovation and entrepreneurial abilities among advanced vocational students is marked by complexity and variation. The advancement of educational reforms has led to higher vocational education fostering innovative and entrepreneurial abilities in students, who typically have specific skills in e-commerce operations and fundamental innovative design abilities. Conversely, the current level of proficiency in this area remains underdeveloped and incomplete, especially when contrasted with the stringent standards and stringent criteria of the international e-commerce sector. Vocational college students, in particular, exhibit these key traits regarding innovation and entrepreneurial abilities: Primarily, their skill set is singular. While the majority of students are proficient in using the e-commerce platform, they fall short in acquiring skills like cross-border marketing, international logistics, data analysis, and other combined competencies; moreover, their practical application skills are limited. Despite their theoretical engagement, students struggle to swiftly adapt to market shifts and real-world customer demands. Thirdly, the scarcity of creative thought and the frequent absence of groundbreaking concepts in students' innovative projects hinder the development of distinct competitive edges[4]. The establishment of these existing conditions is constrained not just by the distribution of resources for higher vocational education and the innovation in teaching techniques, but also by various elements like the unique characteristics of students, their learning perspectives, and the prevailing market conditions. Presently, the innovative and entrepreneurial competencies of advanced vocational students are evident not just in their growth prospects within the international e-commerce sphere, but also in the deficiencies of their skill development. This highlights the heightened demands for higher vocational education, necessitating educators to thoroughly enhance the students' innovative and entrepreneurial abilities from various angles and stages to align with the swift evolution of cross-border online commerce.

3.3 Current situation of vocational college students' innovation and entrepreneurship practice platform

Amidst the constantly changing landscape of international e-commerce, the existing state of innovation and entrepreneurial practice among vocational college students exhibits a multifaceted, diverse, and unique characteristic. Recognizing the nation's high regard for innovation and entrepreneurial learning, higher education institutions across all tiers have developed diverse practice platforms. These platforms are designed to offer students chances to mimic actual combat scenarios, encompassing areas like campus entrepreneurship, off-campus internships, innovation, and entrepreneurial contests. Conversely, the operational condition of these practice platforms has revealed numerous issues. Despite the abundance of practice platforms, there's a disparity in quality, and certain platform infrastructures fall short of perfection, posing challenges in fulfilling the real operational demands of international e-commerce. The allocation of resources across practice platforms is inconsistent, with certain platforms excessively depending on schools' scarce resources, resulting in diminished student engagement and subpar practice outcomes. As cross-border e-commerce evolves, the pace of updating and updating the practice platform trails, posing challenges for students in grasping the newest industry trends and practical technological applications. The operational and managerial framework of the practice platform remains underdeveloped, and the absence of a robust incentive and assessment system results in students' innovative and entrepreneurial endeavors frequently turning into mere procedural steps. In conclusion, the present state of the innovation and entrepreneurship practice platform for advanced vocational students demonstrates not just its beneficial impact in enhancing practical skills, but also highlights its limitations in distributing resources, updating rates, management systems, and other facets[5]. Under these circumstances, it's imperative for educators to thoroughly overhaul the current practice platform to enhance its capacity in training international e-commerce traders, thereby laying a more robust groundwork for nurturing the innovative and entrepreneurial skills of vocational college students.

4. Training strategies for vocational college students' innovation and entrepreneurship ability under the cross-border e-commerce environment

4.1 Improving the education system for innovation and entrepreneurship

Given the fast-evolving nature of cross-border e-commerce as an economic sector, enhancing the educational system for innovation and entrepreneurship for advanced vocational students is of utmost urgency and complexity. Building the system must align not just with the evolving patterns of international e-commerce, but also take into account the mental attributes of students and the judicious distribution of educational assets. It's imperative for teachers to begin with the highest-tier design and develop a multi-tiered, cross-disciplinary, and evolving framework for innovation and entrepreneurship education. The framework ought to encompass theoretical instruction, hands-on activities, entrepreneurial advice, transformation of achievements, and additional connections, with each link interlinked to create a cohesive entity. Furthermore, the revision of educational materials must mirror these changes and continuously incorporate the most recent theoretical and practical findings from international e-commerce, guaranteeing that the instructional material is both forward-looking and applicable. Educational techniques ought to be varied, integrating case studies, simulated activities, project-based approaches, and other strategies to enhance student engagement and hands-on skills. Innovative approaches are essential for the educational evaluation system, ranging from a singular assessment framework to a multifaceted evaluation system, focusing more on enhancing students' creative thinking, hands-on skills, and collaborative capabilities. In this

process, we need to strengthen teacher development, integrate international e-commerce educators, encourage in-service teachers to join the forefront of the industry, and enhance the relevance and influence of education and teaching. In conclusion, the enhancement of the education system for innovation and entrepreneurship is a methodical endeavor, necessitating endeavors in revamping concepts, innovating content, employing varied methodologies, and conducting diverse assessments to develop top-notch innovative and entrepreneurial skills suited for the international e-commerce landscape.

4.2 Strengthen the construction of teaching staff

Given the swift expansion of international e-commerce, fortifying the development of advanced vocational educators is crucial for enhancing students' innovative and entrepreneurial skills. Executing this task necessitates that schools scrutinize the composition and caliber of current teachers, and also implement varied approaches in teacher education, initiation, and motivation to manage the evolving and intricate nature of educational demands. It's essential for vocational colleges to enhance teachers' professional caliber via consistent international e-commerce training, workshops, and scholarly interactions, enabling educators to quickly understand the industry's nuances and technological advancements. The teaching team's makeup ought to mirror the diversity, aiming not just to bring in elite e-commerce professionals with hands-on experience but also to integrate educators and researchers from various disciplines, thereby enhancing the educational framework and viewpoint of the teaching staff. We need to establish a sound reward system to encourage educators to devote themselves to innovation and entrepreneurship training, and use professional title assessment, salary structure, project financing and other means to stimulate the innovative vitality of educators in teaching and scientific inquiry. Furthermore, there's a need to enhance the collaboration and engagement between educators and businesses. The amalgamation of production, study, and research models enables educators to gain hands-on experience, enhancing the relevance and applicability of their teaching methods. The field of international e-commerce innovation and entrepreneurial skills development continues to modify and strengthen the construction of teacher teams to ensure that the number and level of educators can meet the needs of learners in higher vocational colleges. By implementing these all-encompassing strategies, the goal is to assemble a group of educators possessing both theoretical expertise and hands-on skills, while offering robust intellectual backing for the creative and entrepreneurial pursuits of vocational college students.

4.3 Build a diversified practice platform

Within the diverse and promising realm of international e-commerce, the creation of a varied practice platform is crucial for nurturing the innovative and entrepreneurial skills of advanced vocational college students. Building this platform must take into account not just the depth of practice material, but also the variety in forms of practice and the simulation of the practice setting. It is imperative for tertiary vocational institutions to dedicate themselves to developing a comprehensive practice framework that amalgamates on-site experiments and training facilities, remote enterprise practice areas, and a network-based virtual simulation system, thereby offering students comprehensive and diverse practical experiences. Building the practice platform ought to focus on interdisciplinary approaches, mirroring the authentic business dynamics of international e-commerce through the amalgamation of varied professional assets, thereby equipping students with the ability to foster creative thought and business acumen in real-world application. Innovative approaches are required for the functioning of the practice platform. This method allows for a project-oriented strategy, enabling students to utilize their problem-solving skills in real-world

scenarios and fostering their creative capabilities via entrepreneurial contests, case studies, and various other strategies. Building a practice platform ought to concentrate on broadening global perspectives, collaborating with overseas educational institutions and businesses, to offer students chances for international practice and increase their awareness of international competition. There's a continuous need to enhance the practice platform's assessment system, focusing on both students' practical outcomes and their practice process performance, to create an encouraging incentive system and motivate ongoing exploration and growth in practice. Establishing a varied practice framework is crucial for nurturing innovation and entrepreneurial skills in advanced vocational college students, necessitating continual practical exploration and innovation pursuit by educators to develop top-tier applied skills suited for the international e-commerce landscape.

5. General Junction

This study conducted an in-depth discussion on the cultivation of vocational college students' innovation and entrepreneurship ability under the cross-border e-commerce environment. Through the analysis of the development status of cross-border e-commerce industry, the importance of vocational college students' innovation and entrepreneurship ability training is clarified. On this basis, the author puts forward some strategies, such as improving the education system, strengthening the construction of teachers, and building a diversified practice platform. On the whole, these strategies are conducive to improving the innovation and entrepreneurship ability of higher vocational students and conveying high-quality applied talents for the cross-border e-commerce industry. In the future, higher vocational education should continue to closely follow the development of the industry, and constantly optimize the training model to adapt to the changing market demand, and promote the prosperity and development of China's cross-border e-commerce.

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