An Analysis Report on Cross-Border Electronic Commerce Talents Demand of Dongguan Small and Medium-Sized Enterprises

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Abstract: At present, with the rise of global industrial colleges, it has become a trend to cultivate talents under the mode of integration of industry and education. It is very important for universities to train talents according to market demand. This paper takes small and medium-sized companies in Dongguan as the investigation object, analyzes the demand of enterprises for Cross-Border Electronic Commerce talents, and points out the problems in the current talent training mode of industrial colleges in universities and puts forward corresponding suggestions.

1. Research background

The most obvious opportunity presented by the development of new industries is the obvious increasing in the number of jobs and the consequent change in the demand for talent. According to the International Data Corporation (IDC), worldwide, if e-commerce turnover reaches trillions of dollars, the industry's talent demand will exceed 20 million.[1] Domestic related majors predict that there will be a gap of two million e-commerce talents in the next ten years.[1] Professional personnel training must meet the requirements of industry development. With the development of e-commerce, especially foreign-related e-commerce enterprises, the structure of enterprise talent demand is undergoing profound changes, and the demand for high-level technical and technical talents of business English with high cultural quality, knowledge level and advanced technology is increasing. According to the survey, the main problem of college graduates' employment difficulties is the lack of vocational ability, and only 83.3% of the people agree with the vocational ability of undergraduates. [2]

With this demand, the undergraduate colleges based on the training of e-commerce applied talents should actively explore the cooperation between schools and enterprise and the integration of production and education. However, at present, there is a big gap between undergraduate universities in this respect, and there are still many problems in the cooperation mechanism, channel, mode and content. Industrial college is an effective way to cultivate applied undergraduate talents, a beneficial exploration of deepening the integration of production and education, the co-construction

of university and enterprise applied talents training mode, and a powerful measure to promote college students' employment and entrepreneurship. The training mode of industrial college is to closely combine the majors of colleges and universities with local social industries to achieve seamless docking of talents and careers, so as to connect virtual teaching and real working environment, improve students' vocational ability, enable students to stay in enterprises, and apply knowledge to enterprise production practice, laying a solid foundation for enterprises to train and retain talents.

Building an e-commerce industry college with industries and enterprises can achieve closer interaction between production, learning and research, and can well solve the long-term mechanism of school-enterprise cooperation. The College of E-commerce Industry has carried out functional design from the aspects of coordinating the professional characteristics of the discipline, reforming the talent training model, coordinating applied science and technology research and development, coordinating to improve practical teaching conditions, and coordinating to promote the construction of double-qualified teams, and has closely cooperated with the university, the university, the university and the university association to set up the talent training mode. [3]

In order to further understand the needs of enterprises, cultivate multi-functional and composite Cross-Border Electronic Commerce applied talents that better meet the needs of enterprises, and better serve local enterprises and society, I conducted a questionnaire survey on e-commerce enterprises in Dongguan and its surrounding areas. A total of 50 effective online questionnaires were collected in this survey, among which 71.79% were enterprises that have been engaged in the e-commerce industry for 5 years or more. It can truly reflect the real situation of Dongguan e-commerce enterprises.

2. Research data analysis

2.1 The main e-commerce platform used by e-commerce enterprises is Alibaba International Station
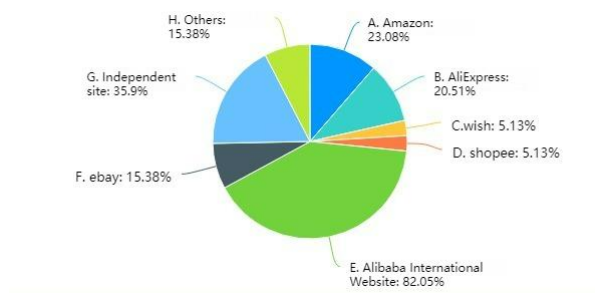

Figure 1: The various e-commerce platforms by e-commerce enterprises

Under the guidance of the national "One Belt and One Road" international development strategy, more and more Chinese private enterprises choose to "go out" through the "Internet +" approach, relying on Aliexpress, Amazon, Dunhuang and other platforms to open global stores, bringing high-quality China to global consumers. Among so many platforms, according to our survey, as shown in the figure below, the platform most commonly used by enterprises is Alibaba International Station. Therefore, when cultivating e-commerce talents, schools need to strengthen training and training students to use Alibaba International Station, guide them to operate the process, make students familiar with and skilled in this platform, and pave the way for subsequent employment. At the same time, it is also necessary to join the introduction training of other platforms. According to the survey results, as shown in figure 1, the three platforms of independent station, Amazon and

AliExpress are also used by more enterprises. Schools should keep up with the needs of enterprises and provide students with enough platform practical knowledge and operational opportunities, so that college students can quickly meet the requirements of different companies after graduation.

2.2 The main market for Cross-Border Electronic Commerce enterprises is in Europe and the United States

According to the survey, as shown in figure 2, the top three markets for Cross-Border Electronic Commerce enterprises in Dongguan and its surrounding areas are: European and American markets (87.18%), North American markets (58.97%) and Southeast Asian markets (46.15%). Trade rules vary depending on the market. In the teaching of relevant courses, industrial colleges need to combine trade knowledge and language training with the enterprise market, so that students can have a relative understanding of the major markets facing enterprises and get ready for future employment.
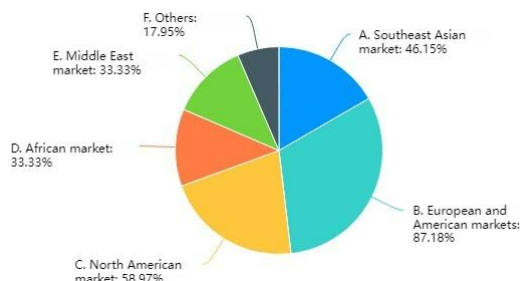

Figure 2: Main market for e-commerce enterprises

2.3 Platform operation and product marketing talents are the most needed talents of e-commerce enterprises

According to the survey data, as shown in figure 3, among all the need for e-commerce talents, the need for operation talents and marketing talents comes first (82.05%), followed by management (48.72%) and customer service (25.64%). In terms of personnel training program and curriculum, the college of Cross-Border Electronic Commerce industry should strengthen the sections of operation and marketing, and the teaching content should also be appropriately adjusted, so as to better train talents that enterprises really need.
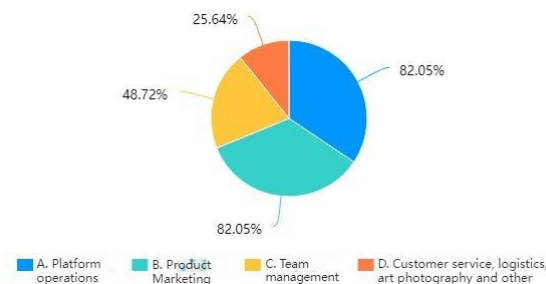

Figure 3: Types of deed for talents of e-commerce enterprises

2.4 E-commerce enterprises have a high demand for e-commerce talents

Through the survey, as shown in figure 4, it can be seen that there is still a large demand for Cross-Border Electronic Commerce talents among e-commerce enterprises in Dongguan and its surrounding areas. Among the enterprises participating in the survey, 12.82% of enterprises think

Cross-Border Electronic Commerce talents in the market are not enough, and 76.92% of enterprises think they still need a lot of talents of E-commerce. Only about 10% of companies feel that e-commerce is basically meeting their needs. The recruitment information of Cross-Border Electronic Commerce talents on major recruitment websites is also very rich, which can also prove that the survey results can objectively reflect the demand for talents of e-commerce enterprises.
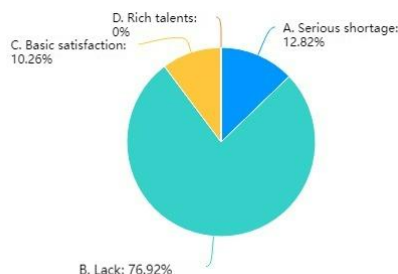

Figure 4: Enterprises' demand for Cross-Border Electronic Commerce talents

2.5 Enterprises pay more attention to the skills of fresh graduates rather than the degree of knowledge

When asked what they most look for in new graduates, most of them chose skills, such as negotiation skills (33.33%) and learning ability (25.64%), as shown in figure 5. And partial knowledge options, such as professional knowledge pairs, only two families chose. In addition, it is worth noting that the platform operation skills and understanding of product knowledge and the use of computer office software have no corporate choice. This shows that enterprises are not so concerned about whether students can take the job immediately when they first enter the company, they are more concerned about long-term development, and expect students to specific basic knowledge such as language ability (12.82%) and related qualities such as hard work and persistence (12.82%). According to the survey results, what Cross-Border Electronic Commerce industry colleges need to pay attention to when cultivating talents is that in addition to teaching relevant professional knowledge, we also need to cultivate students' relevant skills and character.
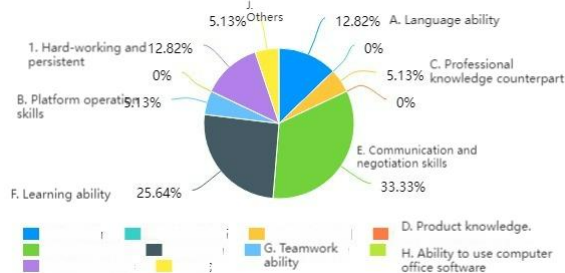

Figure 5: The degree to which enterprises value various aspects of fresh graduates in recruitment

2.6 The Cross-Border Electronic Commerce industry college should focus on cultivating students' practical ability of Cross-Border Electronic Commerce

As can be seen from figure 6, most enterprises (61.54%) think that the biggest problem of fresh graduates is the lack of practical ability of Cross-Border Electronic Commerce. This is because in the current teaching of colleges and universities, no matter what the major of students, students learn mainly textbook knowledge, and take part in the actual operation of E-commerce is still relatively small. The School of Cross-Border Electronic Commerce industry should pay attention to this point in the course arrangement and planning of teaching activities, and increase the

opportunities for students to participate in the practical operation of e-commerce platforms, and provide guidance.
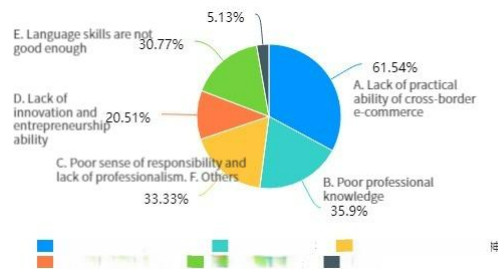

Figure 6: Main shortcomings of fresh graduates

2.7 English is still the first language for businesses to conduct e-commerce

Because the major markets of the surveyed enterprises are in Europe, the United States and North America, the survey shows that the language demand of enterprises for Cross-Border Electronic Commerce talents is mainly concentrated in English (92.31%), as shown in figure 7. Therefore, the College of Cross-Border Electronic Commerce industry should strengthen English ability training for English majors and business English majors.
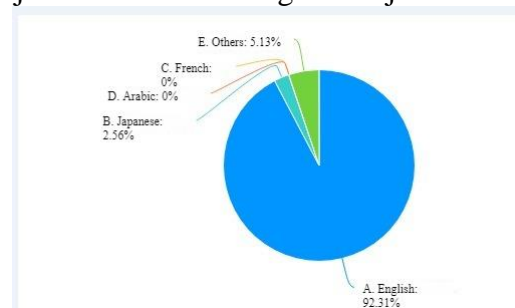

Figure 7: Language requirements of enterprises for Cross-Border Electronic Commerce talents

2.8 Foreign language majors currently account for a relatively high proportion of Cross-Border Electronic Commerce employment

Although international trade and e-commerce majors are gradually growing, the survey results, as shown in figure 8, show that the majority of employees engaged in Cross-Border Electronic Commerce are foreign language majors (61.54%). As long as the Cross-Border Electronic Commerce industry College founded on the basis of the School of Foreign Languages can adjust the talent training program according to the needs of enterprises, the employment prospects of students and the prospects of the industry college are very good.
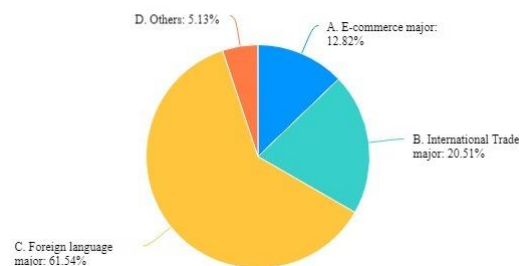

Figure 8: Main professional sources of employees engaged in Cross-Border Electronic Commerce business

2.9 Schools should adjust their talent training programs and curriculum arrangements according to the needs of social enterprises

As shown in figure 9, the results show that 66.67% of enterprises hope that colleges and universities pay more attention to the teaching and training of business English communication courses when cultivating Cross-Border Electronic Commerce talents, 61.54% of enterprises choose the course of platform practical operation skills, and 58.97% of enterprises choose the course of Internet marketing. The proportion of enterprises choosing other courses such as e-commerce technology, e-commerce introduction and e-commerce business management is also relatively heavy, accounting for 35.9%, 30.77% and 25.64% respectively. Therefore, in addition to the basic foreign language courses, the cross-border electronic Commerce industry college should increase the proportion of e-commerce courses accordingly.
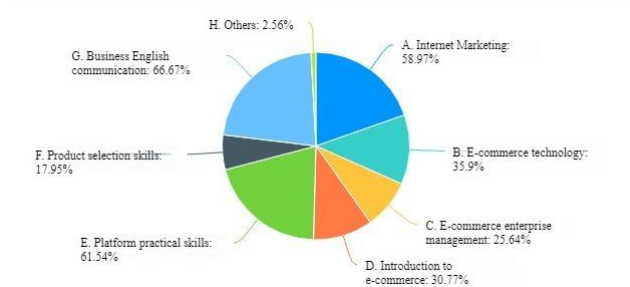

Figure 9: The degree of importance enterprises attach to relevant courses in colleges and universities

2.10 Enterprises also expect universities to strengthen Cross-Border Electronic Commerce platform training related courses

As can be seen from figure 10, in order to better meet the employment requirements of enterprises, 61.54% of enterprises think that colleges and universities should strengthen practical training courses related to Cross-Border Electronic Commerce platforms when cultivating Cross-Border Electronic Commerce talents, and 53.85% of enterprises think that colleges and universities should strengthen the career planning and identity of students. At the same time, 53.85% of enterprises think that colleges and universities should strengthen school-enterprise cooperation to improve students' practical ability, and 41.03% of enterprises think that colleges and universities should try to the improvement of students' business written and oral communication skills.
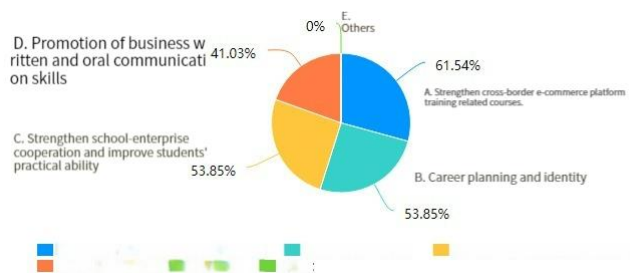

Figure 10: Enterprises' expectations for universities to cultivate talents

2.11 Enterprises expect the college to transport outstanding graduates to enterprises, and can set up project-type incubation bases for targeted training.

There are many current college-enterprise cooperation methods. Because of the diversity of

talent demand, the enterprises participating in the survey are more inclined to choose the two methods of "the college sends outstanding graduates to the enterprise" and "the establishment of project-type incubation base and targeted training". The school-enterprise cooperation mode of "Please come in - enterprise lecturers teach core courses" is also more popular among enterprises, accounting for 38.46%, followed by "setting up a double teacher lecturer team" (30.77%) and "Going out - university teachers entering enterprises" (28.21%), as shown in Figure 11.
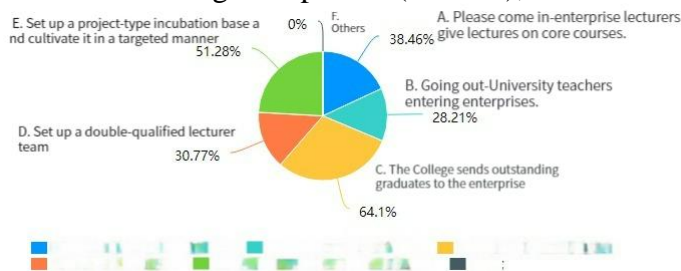

Figure 11: Selection of school-enterprise cooperation modes by enterprises

3. Summary of the research report

3.1 Problems in the cultivation of talents for Cross-Border Electronic Commerce

Problem 1: Contradiction between the rapid development of economy and the shortage of talent supply. With the rapid development of the current Cross-Border Electronic Commerce industry, the current talent stock and talent structure can not keep up with the development requirements. Mainly reflected in the knowledge structure, comprehensive ability and other aspects have a large fault, Cross-Border Electronic Commerce can not satisfy the needs of enterprises. For now, in the field of Cross-Border Electronic Commerce, students mainly come from the following major: e-commerce, international trade, international business and foreign languages. Despite the rich professional background and considerable number of graduates who choose to work in the Cross-Border Electronic Commerce industry, these graduates still fail to meet the needs of society. Enterprises believe that most graduates have the following shortcomings: the ability to solve problems is not strong, the professional knowledge is not solid, the knowledge is narrow, and the vision is not wide enough.

Problem 2: The contradiction between the rise of manpower cost and lean operation of e-commerce enterprises. Through online questionnaires and offline face-to-face communication with enterprises, we have learned that some Cross-Border Electronic Commerce enterprises have not significantly improved their recruitment pressure, high employee turnover rate, and fast salary rise, which has continuously increased the human cost of enterprises. Team problems and organizational management problems have become the main obstacles to the development of enterprises and the improvement of profits, and there is an increasing need for high-level talents who can lead and understand management. Market competition is also an important factor causing the development pressure of enterprises. The traditional operation and promotion methods are getting worse and worse, and new forms such as multi-network, multi-channel, new media and content operation are showing strong effects. We need to analyze where the need for talent is. According to the survey data of Alibaba Research Institute, the talents that enterprises need most are those with certain skills and practical training (68.4%), far higher than senior talents with rich experience and as industry leaders (17.8%) and low-level talents with basic operation and entry-level knowledge (13.8%). Enterprises (65.1%) are in urgent need of interdisciplinary talents, and enterprises are also in urgent need of talents with the ability to solve problems. Many domestic

private enterprises do not have high educational requirements for talents, in contrast, state-owned enterprises have high educational requirements. What enterprises need more is talents who can engage in business to solve practical problems. Companies want universities to offer more practical courses.

Problem 3: The contradiction between the demand of enterprises for e-commerce talents and the traditional education model. At present, the updating speed of e-commerce theories in colleges and universities is slow and cannot keep up with the rapid development of e-commerce. At the same time, the docking with the needs of enterprises is relatively small, unable to give students effective guidance and help. E-commerce actually need practical skills, most of the college teachers lack experience, cannot carry out targeted practical operation teaching. Although colleges and universities have increased the proportion of practical teaching activities in recent years, more are still rushed to complete studies and exams. In addition, professional qualities such as learning ability, teamwork ability and professionalism are the passport for students to go to society and become professional. Colleges and universities need to continuously strengthen similar teaching and activities to improve students' intrinsic qualities. According to research, enterprises with overseas business, are in strong demand of comprehensive talents, especially those ones who can speak foreign languages and can operate platforms. Enterprises do not lack of pure technical talents, enterprises do not lack of senior management talents, a large number of the lack of talent is really able to have comprehensive ability to engage in business.

Problem 4: There is a serious shortage of teachers in colleges and universities. Among teachers who train Cross-Border Electronic Commerce talents, there are often "three nots": first, "no theoretical knowledge". Most teachers who specialize in Cross-Border Electronic Commerce lack a systematic knowledge system of Cross-Border Electronic Commerce, so the trained talents lack theoretical knowledge and are difficult to meet the work requirements of cross-border enterprises. Second, "no practical experience", the teaching process of students and the practical needs of enterprises out of touch, it is difficult to cultivate practical problems and practical ability of compound talents. Third, "no practical training operation", the content of Cross-Border Electronic Commerce lacks practical training operation, resulting in the lack of practical application of students in online shop operation, visual image processing, online shop promotion and other related knowledge points.

3.2 Proposals on the training of Cross-Border Electronic Commerce talents

Suggestion 1: Optimize the talent path

First of all, we should increase the proportion of information technology in cross-border talent training according to the requirements of "Internet +". Especially the knowledge related with new media ajd content marketing should update according to times changes. Secondly, modern apprenticeships. Through the cooperation between the school and the Cross-Border Electronic Commerce enterprises of the industry and trade association, new courses are developed, such as building Cross-Border Electronic Commerce platform operation classes, and focusing on cultivating Cross-Border Electronic Commerce operation talents with high demand in the industry.

Suggestion 2: Improve university curriculum system

In the process of constructing of Cross-Border Electronic Commerce course system, it is necessary to hold to the principle of matching professional courses with vocational positions, so during the teaching process, we should integrate and reorganize different major resources,such as international trade, e-commerce, logistics, information technology and other major resources , to create a competitive cross-border platform course system.

Suggestion 3: Establish training base

Schools can sign internship agreements with third-party service providers through inspection, send students to third-party service providers for practical training and pre-job training, so that students can effectively experience the international trade business knowledge covered by Cross-Border Electronic Commerce, and be familiar with cross-border logistics, customs declaration and inspection, cross-border payment, export tax rebate and other operational processes. You can also visit some local large Cross-Border Electronic Commerce enterprises or e-commerce industrial parks in Dongguan to focus on practical training and practice to improve students' comprehensive practical ability of Cross-Border Electronic Commerce.

Acknowledgement

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