

Research on the post ability of human resource management in international trade enterprises

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Abstract: International trade enterprises are different from ordinary trade enterprises in business requirements, so the internal post capacity requirements will be more complex, which brings a certain degree of difficulty to human resource management of enterprises. However, in order to give full play to the post capacity and improve the core competitiveness of enterprises, international trade enterprises should face difficulties and actively study the post capacity. In this paper, based on the business needs of international trade enterprises, the current situation of the post capacity of such enterprises is described, and relevant improvement strategies are put forward.

1. Introduction

Post ability has a direct relationship with the work content and requirements of relevant staff, that is to say, the higher the post ability is, the richer the work content will be, and the work requirements will be relatively higher, and the improvement of the content and requirements will affect the core competitiveness of the enterprise, so there is an indirect relationship between post ability and the development of the enterprise. Under this condition, if the international trade enterprises want to ensure their foothold in the international market, they must give full play to the capacity of each post, but in fact, most of the international trade enterprises are not optimistic about this point, so they need to be improved.

2. Business orientation of international trade enterprises

Generally speaking, the business types of international trade enterprises are divided into sales business and management business. The former is mainly for external business and the latter is mainly for internal business. Therefore, the following research will be conducted based on these two businesses to elaborate the ability of international trade enterprises.

(1) Ability of corresponding positions under the guidance of sales business

The sales business of international trade enterprises mainly acts on the users of the international market, so the sales staff should not only have the basic conversation ability and service consciousness, but also have the ability of foreign language communication and foreign cultural background cognition. Most of the users in the international market are foreign users, and most of them speak English or native language. At this time, if the sales personnel in the international trade enterprises do not have the ability of foreign language communication in their business activities, they cannot achieve the ultimate goal, which indicates that the ability of foreign language communication is one of the necessary abilities for the sales personnel in the international trade enterprises; the staff in the sales position and the international users are engaged in In business communication, if the staff do not know the cultural background of the user's country, it is easy to offend the user and it is difficult for the user to accept themselves [1].

(2) Ability of corresponding positions under the guidance of management business

The management business of international trade enterprises belongs to the business of domestic demand, which aims to guarantee the work quality of other posts to meet the standards and ensure the normal operation of the enterprise. Therefore, the staff of management posts should not only have basic management awareness and supervision ability, but also have the ability of information analysis and risk prevention and control. International trade enterprises usually have a large scale of

human resources and business volume, which leads to the generation of business information every moment. These business information is an important information to feed back the business situation of the enterprise. The management position should analyze these information, and the huge amount of information will bring some difficulties to the information analysis work, which requires the management position staff to have strong Big information analysis ability: in the process of internal operation of international trade enterprises, there are often some events that may cause the enterprise to fall into risk. In order to ensure the normal internal operation of the enterprise, the risk management post must prevent and control the risk events, which requires the staff to have the risk prevention and control ability [2].

3. Current situation of post capacity of international trade enterprises

3.1 Current situation of sales position

The ability defect of the sales position of modern international trade enterprises is mainly reflected in the cognitive ability of foreign cultural background, that is, most of the international trade sales staff have good performance in other abilities, but the foreign cultural background they know is very shallow and narrow, and they are unable to communicate effectively with international users for a long time, and they have been wandering outside the door Obviously, it will reduce the success rate of business activities, which will damage the economic benefits of enterprises. For example, the daily workload of a sales staff member in an international trade enterprise ranks first in three years, but their business success rate is very low. After that, the enterprise conducted an interview survey on the international users that the staff members often contact. It was found that 91% of the users thought that the staff member could not have in-depth communication with themselves, and they did not understand many of the things he said, so they repeatedly put it shut sb. out. This kind of problem is also very common in other international trade enterprises, which shows that this problem is a relatively popular problem. Table 1 shows the daily workload and business success rate data of case sales staff for three years.

Table 1 Daily workload and business success rate data of case sales staff in the past three years

Index item	Data
Daily workload (mean)	1 Day / 8 People
Success rate	17%

3.2 Status Quo of Management Posts

The management positions of most international trading companies are flawed in their information analysis capabilities and risk prevention and control capabilities. That is, many management staff members are overwhelmed by the huge amount of information. Even if they work overtime, they cannot fully analyze all the information. It can be seen that the main cause of this problem is not the staff themselves, but the difference in the amount of information and human capacity. In the face of such problems, we must not only take measures for humans, but also find ways to reduce the gap. The lack of awareness of the particularities of international trading companies, after exposing some hidden risks in the enterprise, it is difficult to identify the types of risks in a timely manner, resulting in the inability to set their prevention and control strategies. This is the problem of the risk prevention and control capabilities of the management positions of international trading companies. which performed. For example, the information analysis volume of a managerial staff member of an international trade company for 5 years accounted for a very low proportion of the total information, and it takes a lot of time to identify when encountering risks, but often the risks have already occurred at this time Variety. Table 2 shows the proportion of the information analysis amount of the case management staff in the total information for five years and the time-consuming data for risk identification.

Table 2 Case-management personnel's five-year information analysis volume ratio occupancy rate and risk identification time data

Index item	Data
Information analysis ratio	27%
Risk identification time (mean)	7d~14d

4. Strategies for improving the ability of international trading companies

4.1 Sales Post Improvement Strategy

It is recommended that international trade companies conduct training for related staff to address the cognitive abilities of foreign cultural background in sales positions. During the training process, it is important to explain the impact of foreign cultural background on the success rate of business activities. It should be communicated to trainees, and at the same time, the incentive mechanism in human resource management should be used to motivate staff to consciously understand foreign cultural backgrounds, so that they can make up for shortcomings in foreign cultural background cognitive abilities in a short time. This strategy is also applied in the above (2.1) case. Table 3 shows the daily workload and business success rate data of sales staff in one year after the improvement of the case.

Table 3 Daily workload and business success rate data of sales staff in one year after case improvement

Index item	Data
Daily workload (mean)	1 Day / 7 People
Success rate	43%

4.2 Management post improvement strategies

Aiming at the shortcomings of management positions in information analysis capabilities and risk prevention and control capabilities, it is recommended that international trading companies introduce "big data" technology to reduce the shortcomings of information volume and manual information analysis capabilities, and help managers identify risks, that is, this item Technology can replace manual analysis of information. Its operation speed is much faster than manual. Managers only need to enter technical information into the system and then directly obtain the results. In addition, after the introduction of big data technology, managers must be trained in technical operations, otherwise technical energy efficiency cannot be exerted. Table 4 is the case (2.2). One year after the application of big data, the analysis of the total ratio of occupational information of management personnel and the time spent on risk identification.

Table 4 Cases of big data application 1 year after management data analysis of the total ratio of occupational information and risk identification time data

Index item	Data
Information analysis ratio	100%
Risk identification time (mean)	10h~2d

5. Conclusion

In summary, the ability of modern international trading companies to sell and manage positions is not perfect, and there are defects in many aspects. Through the strategy of this article, these defects can be improved, and the job quality of international trade companies can be greatly improved, which is conducive to the growth of core competitiveness of enterprises.

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