

# Research on Training Mode of Cross-Border e-Commerce Talents in Higher Vocational Colleges under Big Data

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**Abstract:** With the improvement of the development level of economic globalization and the rapid development of Internet technology, the cross-border e-commerce industry was born. As a new form of applied cross-border trade, cross-border e-commerce has attracted great attention by virtue of its diversified advantages. Although it has diversified development opportunities in the process of the comprehensive reform of China's social and economic system, it also faces higher and stricter challenges, and the demand for professionals is extremely urgent. Especially in the context of big data, effective cross-border e-commerce can make the circulation of foreign trade smoother and further improve the level of the national economy. Therefore, under the background of big data, this paper makes a detailed analysis on the effective training mode of cross-border e-commerce talents in higher vocational colleges, so as to lay a solid foundation for further improving the development ability of cross-border e-commerce in China.

## 1. Introduction

At present, China has fully entered the era of big data. With the continuous optimization and improvement of the big data environment, the demand for professionals in the cross-border e-commerce industry is higher and higher. As one of the important components of cross-border e-commerce enterprises, the training quality of cross-border e-commerce talents not only directly determines whether the actual operation status of enterprises can meet the market development needs, but also affects the overall development direction of China's cross-border e-commerce industry to a certain extent. According to the actual investigation and research, the United Nations clearly pointed out in the report of the Conference on Trade and Development that by 2025, the proportion of cross-border e-commerce in the total global trade will reach 40%, and this data is likely to grow rapidly in the next few years. One of the important factors restricting the development level of cross-border e-commerce in China is the shortage of professionals. Therefore, higher vocational colleges should attach great importance to cultivating professional cross-border e-commerce talents to ensure that professionals not only master the theoretical knowledge of e-commerce, but also have high marketing ability and language expression ability.

## 2. Cross-Border E-Commerce in the Era of Big Data

According to the detailed analysis of the relevant advantages and characteristics of big data, people also call big data "huge data", which fully shows that big data contains massive information resources. Through the effective processing of massive data information, we can screen out the content with high practicability and value. After China officially entered the era of big data, the obvious characteristics of social development are mainly reflected in the following aspects: more types of data, large amount of data, higher requirements for the practicability of information and higher value of information. Therefore, in order to ensure that all professional fields can fully apply the effective content of massive data, we must strengthen the flexible application of data mining technology and data analysis technology.

For cross-border e-commerce, it is an emerging industry based on the network technology in the era of big data. Its core is the transaction subjects belonging to different countries, effectively complete the transaction objectives and payment and settlement through interaction in the cross-border e-commerce trading platform, and use the cross-border logistics distribution system to deliver goods to customers, so as to effectively complete the transaction. It is a business activity with obvious international characteristics, with the characteristics of anonymity, invisibility, globalization, paperless, timeliness and rapid evolution. At present, China's cross-border e-commerce trade mainly includes B2C and B2B.

With the official arrival of the "Internet of things +" era, the traditional e-commerce model is gradually replaced by the cross-border e-commerce model. This is because the network of the cross-border e-commerce model has boundless characteristics. For any consumer in the world, they can buy goods through the e-commerce platform, and the commodity logistics can accurately reach users through remote transactions. It can not only effectively eliminate many flow links of traditional commodities among countries, but also contribute to the further improvement of cross-border trade level of each country. Therefore, higher vocational colleges should continuously optimize and improve the training mode of cross-border e-commerce talents, cultivate a large number of cross-border e-commerce professionals for China, and promote the further improvement of the development level of cross-border trade in China <sup>[1]</sup>.

### **3. Effective Ways for Higher Vocational Colleges to Cultivate Cross-Border E-Commerce Talents under the Background of Big Data**

#### **3.1 Improve the Comprehensive Quality of Teachers and Strengthen the Construction Level of Teachers**

According to the actual investigation and research, at present, compared with other disciplines, the teachers in the field of cross-border e-commerce in some higher vocational colleges in China are relatively weak, which makes it difficult to achieve the expected goal of cross-border e-commerce talent training. In order to effectively solve this problem, higher vocational colleges should take diversified and effective measures, strengthen the active construction of teachers, and hire cross-border e-commerce professional teachers with rich e-commerce theoretical knowledge, educational ability and practical operation experience. In the process of building a team of teachers, higher vocational colleges should focus on improving and cultivating teachers. Only teachers with high professional quality can ensure that the teaching quality reaches a satisfactory level, so as to provide active support for improving students' professional ability and comprehensive quality <sup>[2]</sup>.

For example, higher vocational colleges can use big data technology to collect a large number of training materials of high value to improve teachers' professional ability in massive information resources, regularly organize e-commerce teachers to participate in cross-border e-commerce training activities, provide a lot of opportunities for teachers to go deep into enterprises and carry out practical learning, and include teachers' practical learning results and exercise effects in enterprises in the curriculum examination. This can provide positive motivation for teachers, so that teachers can take the initiative to use winter and summer vacation and after-school time to enter cross-border e-commerce enterprises to participate in temporary training. Only by personally participating in the real business process of cross-border e-commerce and truly feeling, understanding and mastering all practical links, can teachers provide students with rich materials and cases and answer students' doubts and problems in the process of cross-border e-commerce teaching, so as to effectively impart relevant knowledge to students and improve students' professional level <sup>[3]</sup>.

#### **3.2 Clearly Understand the Training Objectives of Cross-Border E-Commerce Professionals**

For some higher vocational colleges in China, the teaching platform of cross-border e-commerce specialty established is either in the initial stage or in the development stage, the overall teaching model is lack of maturity, the teaching concept and teaching content are divorced from reality, and

seriously divorced from the actual development needs of enterprises. In such a teaching environment, it will lead to a serious inconsistency between the knowledge content learned by students and the actual projects of enterprises, which will not only have a serious impact on students' future employment in relevant industries, but also seriously lower the overall development level of China's cross-border e-commerce industry. This problem should be highly valued by every higher vocational college<sup>[4]</sup>.

To ensure that this problem can be effectively solved, teachers in cross-border e-commerce major must comprehensively collect information on relevant contents, actively cooperate with enterprises, carry out talent market research activities, clearly grasp the requirements of enterprises for professionals, and fully understand the development trend of cross-border e-commerce industry before carrying out the new curriculum teaching. In this way, the cross-border e-commerce talent training model can be made more scientific and feasible, and the talent training objectives established can be made more clear. After graduation, not only do the students' theoretical knowledge and professional skills meet the development needs of cross-border e-commerce industry, but also the students' comprehensive ability can meet the employment standards of enterprises, so as to give full play to their professional ability and comprehensive quality in the work related to improving the competitiveness of cross-border e-commerce enterprises. In addition, higher vocational colleges should also strengthen active cooperation with cross-border e-commerce enterprises to ensure that the trained professionals can be successfully employed after graduation, give full play to the function and value of talents, and enable the cross-border e-commerce industry to contribute more to China's social development<sup>[5]</sup>.

### **3.3 Establish Training Bases and Actively Carry out Order Training for Schools and Enterprises**

In the process of training cross-border e-commerce talents in higher vocational colleges, the quickest and most effective way is to organize students to conduct practical operation in enterprises on the basis of students' full mastery of professional theoretical knowledge, exercise students' professional ability, so as to solve specific problems and doubts in the process of practice. In this process, because some higher vocational colleges have not established practice bases in cooperation with relevant enterprises, or the established practice bases are not perfect, it is difficult for cross-border e-commerce students to carry out off-campus training activities smoothly<sup>[6]</sup>.

In order to effectively solve this problem, higher vocational colleges should strengthen active cooperation with cross-border e-commerce enterprises. Firstly, we should conduct research on cross-border e-commerce enterprises to ensure that the enterprises selected for cooperation have strong development ability and good development prospects, and then sign long-term cooperation contracts and talent delivery orders with enterprises as far as possible, so as to make cross-border e-commerce enterprises become off-campus training bases for higher vocational colleges to cultivate practical compound talents. It is also necessary to regularly arrange students majoring in cross-border e-commerce to practice in enterprises to cultivate students' professional quality through practical exercise. It not only can the higher vocational colleges establish a practical teaching curriculum system with higher integrity and advanced nature, but also enable students to have good practical operation ability, and provide a large number of cross-border e-commerce talents for enterprises, at the same time, effectively enhance the development strength of China's cross-border e-commerce industry<sup>[7]</sup>.

## **4. Conclusion**

In the context of the information age, one of the obvious characteristics of social development is the possession of massive information data. The official arrival of the big data age has had a great impact on people's traditional lifestyle and social and economic structure. In the era of big data, higher vocational schools should not only correctly recognize and attach great importance to the importance of cross-border e-commerce talent training mode in improving the comprehensive ability of e-commerce students, but also strengthen the research on cross-border e-commerce from

different angles and make full use of the advantages of big data technology, clearly understand the problems existing in the cross-border e-commerce talent training mode, deeply explore the causes of relevant problems, so as to take various effective measures to properly solve relevant problems. On this basis, we should strengthen the scientific formulation and reasonable adjustment of cross-border e-commerce talent training programs, and further improve the overall development level of China's cross-border e-commerce while transporting a large number of professionals for enterprises.

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