

Research on Training Mode of Applied Logistics Finance Talents Based on Logistics Major

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Abstract: With the advancement of the “Belt and Road” strategy and the application of emerging blockchain technologies, as an important part of the industrial chain, the logistics industry will inevitably usher in new development opportunities soon. "The future success of logistics industry lies in financial services". The function of "financing, settlement and risk diversification" of modern logistics finance determines its important position in the future development of logistics. Although the logistics financial business has developed rapidly in recent years, behind the boom of blind development, logistics finance has also exposed many problems in the actual operation process. In addition to system problems, these deeper reasons are the lack of plaques for logistics financial talents. At present, there are mainly problems in the training of logistics finance talents, such as lack of high-end application talents, unequal training mechanisms and job requirements, poor practical ability, and lack of independent innovation capabilities. Therefore, it is necessary to sort out logistics finance talent training models and identify constraints the key factor for its development is to cultivate high-quality application-oriented logistics finance talents that are suitable for the needs of the industry's development and meet the needs of corporate posts.

1. Status of logistics finance talent training

Logistics financial services is an innovative service integrating finance and logistics. It requires a group of compound talents with financial, management and logistics knowledge. In recent years, with the rapid development of the Internet industry, the development of China's logistics industry has also entered a period of transition from traditional logistics to modern logistics. The industry is more competitive. In order to have better development prospects, many logistics companies are diversifying. Many companies have begun to get involved in logistics finance business, so the demand for logistics finance talents has also shown rapid growth. Industry development, talents first, logistics finance talents that meet economic needs determine the level of the future logistics industry. The bank has rich capital and risk management experience and has become the leading force in the domestic logistics financial service industry. However, most bank staff have only a financial background and do not know enough about corporate management and daily operations. Attention is relatively low. The main business of most domestic logistics companies is basic logistics services. The quality of employees is uneven. The vast majority of employees are mainly engaged in logistics business. Staff education is mainly tertiary, they are not familiar with the financial industry, and their financial risk awareness is weak. The practice of domestic logistics financial services is far ahead of domestic theoretical research on logistics finance. There are very few majors in logistics finance in domestic universities, and it is difficult to generate a sufficient number of talents who understand both business and logistics finance. Many schools have just added individual finance and management courses to logistics majors. It is difficult for students to accept systematic logistics finance studies. They do not understand and are not familiar with the specific operating procedures of logistics finance. After graduation, they need to be retrained before entering the job. Seriously restricted the development of logistics finance business.

2. The current problems of logistics financial talent training

The “Belt and Road” strategy has affected the economic development and technological progress

of the countries along the route to a certain extent, and has also promoted the economic development of China and the countries along the route. The increase in trade volume and production between countries will definitely bring new opportunities and challenges to logistics development. As a new direction, there are very few colleges and universities offering logistics and finance majors. Talent training is limited to logistics. There are only a handful of schools offering logistics and finance related courses. The counterpart employment rate of logistics majors in colleges and universities is not high, and most of the work they do Only low-end operators, talents suitable for high-end positions in enterprises are rare. This shows that there is a serious inequality between the training mechanism of logistics finance talents and social needs at this stage. The training is suitable for the development needs of logistics finance and meets the high-quality requirements of corporate positions Application-oriented talents have become an urgent problem for us. In order to better understand the current status of logistics financial talents training and the demand for logistics financial talents, we have designed relevant questionnaires. The questionnaire is divided into two versions. One is for logistics companies and other enterprises or institutions that carry out logistics financial business. A total of 120 questionnaires were issued, 108 were recovered, and the recovery rate was 90%. Among them, 99 were valid questionnaires and the efficiency was 91.67%; the other was Mainly for students, because the major of logistics finance or courses are currently set up in logistics majors, relying on geographical advantages, this questionnaire is mainly targeted at students of logistics majors in colleges and universities in Heilongjiang Province. There are currently 37 universities in Heilongjiang Province offering logistics-related majors, including 16 undergraduates such as Harbin Commercial University, Northeast Forestry University, Northeast Agricultural University, and Harbin Normal University, Mudanjiang University, Heilongjiang Institute of Construction Technology, Heilongjiang Agricultural Economy Vocational College, etc. 21 vocational colleges. A total of 600 questionnaires were distributed this time and 592 were recovered with a recovery rate of 98.67%. Among them, 580 were valid questionnaires with an effective rate of 97.97%. We mainly carried out research on the current situation of logistics finance, talent demand, current situation of talent cultivation in colleges and universities, students' willingness to practice, and suggestions on logistics finance talent cultivation. Through the collation and summary of the questionnaire, the main problems found in the current training of logistics finance talents are found, including:

2.1 Inaccurate positioning of talent training

The ultimate goal of cultivating people in colleges and universities is to transport high-quality application-oriented talents to the industry. Therefore, the primary goal of talent training must always be the development needs of the industry. At present, there is a mismatch between talent training and industry in the logistics specialty of many colleges and universities. In this questionnaire survey, 24% of logistics companies have already started part of their financial business, and 56.5% of them will start or want to carry out related financial business. In addition to the reasons for the current obstacles to the development of financial services for enterprises, another major reason is the lack of professional talents. It was found in this survey that the demand for logistics talents of enterprises is mainly concentrated in high-end application talents. 80.3% of enterprises said that enterprises currently need high-quality comprehensive talents, especially for large logistics enterprises and financial institutions such as banks. Management talents with both logistics and financial knowledge are scarce. In colleges and universities, students do not know enough about the logistics industry in which they major. 57.59% of students said they only have a general understanding of the logistics industry, 33.97% of students said they did not know the current development of the logistics industry in the market at all; 82.07% of students said they were not clear The meaning of finance; 56.72% of students do not have a clear plan for their future career, and 70% of students do not understand the talent training program of this major. This shows that there is a lack of talent training programs in universities and is out of touch with industry needs, resulting in a decline in the employment rate of students in the industry on the one hand and a shortage of talents required by enterprises on the other.

2.2 The curriculum is not reasonable enough

At present, the major courses offered by logistics majors in universities are mainly logistics major courses such as logistics basics, logistics procurement and application, warehouse management, and logistics information technology. There are few finance and management courses, and the practice setting accounted for Relatively low. On the whole, in addition to professional knowledge, the survey of fresh graduates by enterprises focuses on comprehensive knowledge systems and practical skills in finance, management, computers, foreign languages, and other aspects. In the questionnaire, students generally stated that the current curriculum structure is slightly single, and the proportion of financial knowledge that is necessary to reach 71.38%. In addition, the logistics information management ability and logistics market expansion ability are also more concerned by students And this is exactly what the current logistics finance talents must have.

2.3 School-enterprise cooperation is less, and the industry is not linked closely

Being able to contact the enterprise in advance, understand the job responsibilities and needs of the post, and master the post skills. For students, not only can they achieve smooth employment, they can also quickly enter the job role, reduce the adaptation period, and save pre-employment training costs. In addition to increasing the on-campus training platform, students are more willing to go out of campus and participate in corporate practice activities, which will greatly improve the overall ability of students. The questionnaire showed that 84.48% of the students indicated that they were very willing to participate in the school-enterprise cooperation practice, and 86.9% of the students had not participated in the examination of relevant vocational qualification certificates.

3. Suggestions on the Talent Training Mode of Logistics Finance

In the context of the “Belt and Road”, the logistics industry is the main form of economic connectivity among the countries along the route. Therefore, universities should broaden their horizons in the training of logistics finance talents, with the main goal of training high-quality comprehensive application-oriented talents.

3.1 Accurate positioning of the training of logistics financial talents

As mentioned above, we have found that most of the logistics majors trained in colleges and universities are single logistics talents, which is bound to not keep up with the development speed and trend of the logistics industry. Industry development requires talents first. In order to meet the supply of logistics and financial management professionals in the society, universities and colleges should establish a scientific and reasonable logistics and financial personnel training system based on the development of the industry and combining professional characteristics. Colleges and universities can invite enterprise experts to participate in the formulation of talent training programs, so that talent training can be closely integrated with corporate job requirements. In addition, to cultivate comprehensive application-oriented talents in logistics and finance, while attaching importance to basic theoretical knowledge, we should also attach importance to the cultivation of comprehensive practical ability, and establish a talent training model that combines theories and practice in the classroom, and the integration of internal and external foundation To improve the comprehensive quality of personnel training.

3.2 Improve the system of logistics finance curriculum

3.2.1 Implementation of the "Integrated Logistics and Finance" curriculum

Logistics finance integrates the content of logistics and finance, which requires universities to include an introduction to logistics, supply chain management, storage management, logistics transportation management, logistics cost management, logistics insurance, etc. Logistics courses must include basic courses such as finance, international trade, financial risk management, and economic law. At the same time, cross-curricular courses on logistics and finance should be added,

such as logistics finance basics, logistics finance supervision, and supply chain finance. Wait.

3.2.2 Implementation of "Module + Platform" practical course structure setting

As application-oriented talents, the training of logistics finance talents must not lack training links. Practical training is not only the transformation of book knowledge into specific practical operations, but also an important link in training students' comprehensive ability to analyze problems, solve problems, and logical thinking. The training activities are normalized and specified to meet the needs of students in the workplace. The curriculum setting of college majors should not only consider a single course training module, but also link disciplines and majors, establish a comprehensive simulation training base on campus, and set up companies, banks, logistics companies and other parties in the training. In order to provide students with a simulation of post training, students can experience the actual operation process of logistics finance, get in touch with the actual operations in the workplace, and learn to use the knowledge they have learned to solve related problems in the process. Board, learn from each other, and constantly improve their overall quality. At the same time, students should be encouraged to participate in various types of qualification examinations to form a dual-certificate training model of "degree + professional qualification certificate".

3.2.3 Strengthen the construction of "double-teacher" teachers

The logistics finance industry is a typical industry first, but the related theoretical knowledge is lagging to a certain extent. Therefore, on the one hand, teachers should be encouraged to move to the front line of the logistics and finance industry, keep abreast of the development status of the industry, pay attention to the job requirements and talent needs of enterprises, and improve their financial logistics business practice capabilities; On-the-job training improves the comprehensive ability of teachers in the industry, and promotes their better development and breakthroughs in professional theoretical teaching and practical teaching. In addition, industry experts can be hired as part-time teachers or guest professors to teach courses that are closely related to the industry and achieve sharing of human resources.

3.2.4 Strengthening school-enterprise cooperation and focusing on practical ability training

The training of practical ability is a top priority for logistics finance talents with strong operability and application. At present, colleges and universities need to strengthen education in this area. First of all, colleges and universities should enhance school-enterprise cooperation, strengthen horizontal ties with enterprises, and provide students with more on-the-job and on-the-job internship opportunities. Through cooperative enterprises, establish an off-campus training base to provide students with more practical opportunities. Secondly, a "3+1" order training model can be piloted, that is, three years of study in school and one year of internship at the company. Talent training plan, clear internship training plan. The cooperative teaching mode of "3+1" orientation training of school-enterprise, organically integrates college theoretical teaching and corporate practice. On the one hand, students learn a wealth of professional theoretical knowledge, while also training strong corporate professional skills, and truly achieve the perfect connection between students and enterprises; on the other hand, enterprises in the form of equipment, site, technology, facilities, funds, etc. While supporting colleges and universities, the company has also obtained a large number of outstanding logistics and financial talents trained by universities as direct beneficiaries, realizing the optimal allocation of corporate resources and teaching resources, and achieving a win-win result.

The future development of the logistics industry must be combined with the financial industry. Colleges and universities should train outstanding logistics finance professionals with high comprehensive qualities to promote the development of the logistics finance industry, thereby speeding up the construction of cross-border industrial chains and the rapid development of China's economy.

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