

# Discussion on Training Model of International Economy and Trade Talents in Technological University from the Perspective of "Cross-Border E-Commerce"

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**Abstract:** From the perspective of cross-border e-commerce, aiming the existed several questions in talent training model of international economy and trade in technological university including a lag in the construction of the international trade curriculum system, the low level of teaching staff and so on. We proposed solutions such as construction of teaching staff, optimization of the professional, cooperation of practical teaching between technological university and enterprise and so on. All of which contribute to the development of talent training model in technological university, and also provide some possible suggestions for development of higher education in other Asian countries.

**Keywords:** talent training; cross-border e-commerce; technological university

## 1. Introduction

Since China is involved in the World Trade Organization in 2001, the demand for international trade talents has also increased greatly. In the context of economic globalization, cross-border e-commerce has gradually become a main force of international trade in China. Several factors stimulating the growth of cross-border e-commerce are following: the development of traditional foreign trade has been continuously decreasing in recent years, which led to new export channels for manufacturing industries. Second, policy orientation issued by government is beneficial to the development of cross-border e-commerce, which has entered a rapid development stage. At present, the talent training model of international trade in universities must meet the needs of economic development in the cross-border e-commerce field [1].

In recent years, the development of cross-border e-commerce is in full swing. Cross-border e-commerce is a new discipline that has emerged with the development of international economy and trade. However, emerging cross-border e-commerce majors have a short history of running technological university, which is particularly important to strengthen cooperation with enterprises. The

government also proposes to build a new mechanism for joint training of talents between higher universities and research institutes, industries, and enterprises [2,3].

Shandong is a province where many traditional international trade industries live together, in which export output value of international trade enterprises account for 74% of province's total value. Qilu University of technology is one of the earliest technological colleges and universities established in China. Major of international economy and trade in school of finance is also one of the earliest ones in Shandong province, which could provide full experience and ability to develop and cultivate the talent training of cross-border e-commerce field. With the vigorous development of cross-border e-commerce in Qilu university of technology, cross-border e-commerce has been an important path to cooperate between university and enterprise. The cross-border e-commerce curriculum in Qilu university of technology began enrollment in March 2019. Up to now, school of finance has obtained some successful results about cross-border e-commerce such as students' competition and practice teaching. However, due to imbalance of curriculum content and cultural differences, the task of cultivating innovative application-oriented talent in cross-border e-commerce areas is even more arduous. In the context of school-enterprise collaborative education, there also is a higher demand for cross-border e-commerce professionals in technological university [4-6].

## 2. The Current Situation of Talent Training Model in International Trade

Compared with traditional international economy and trade, cross-border e-commerce is a combination between e-commerce and internet. In addition to the theoretical knowledge of internal economy and trade, students also should turn to solution to deal with the problems in various typical data application in internal areas. As a technological university, students should fully utilize their technological ability into cross-border e-commerce, however, the talent training of cross-border e-commerce mainly exists the following issues.

### 2.1. A Lag in the Construction of the International Trade Curriculum System

At present, the course of international trade specialty is not perfect under the development of cross-border e-commerce background. The lag in teaching methods does not match the demand for talents in the development of international economy and trade. Teaching in universities are dominated by theoretical knowledge, but not by actual needs of enterprises. Currently, talent training model of international trade specialty in technological university under the cross-border e-commerce environment is few, it is significantly difficult to fully cultivate professional talents under the development of cross-border e-commerce background if technological university mainly merely relies on similar model of talent training from traditional international trade courses.

### 2.2. Lacking Higher Level of Teaching Staff with Cross-Border E-Commerce Background

Many teachers without rich practical experiences in technological university fail in being suit for the practical teaching process, which leads to the lower level of teaching effect. Therefore, in order to improve the professional level of talent training and develop new types of international trade talents, technological university should fully utilize its technological advantage and increase the level of practical teaching, and promote the sustainable and stable development of cross-border e-commerce.

### 2.3. Vague Talent Training Characteristics and Professional Positioning

Whether it is focused on students in technological university mastering rich cross-border e-commerce knowledge, talent training model and professional positioning are still controversial. Vague professional orientation leads to students' uncertainty about the future development of the major. At the same time, once talent training model is made, students fail to make right choice which courses should be learned, which is difficult to meet the needs of the diversified talent specifications and ability structure in the state of economic and social transformation and upgrading in my country.

## 3. Training Path of International Trade Talents under the Background of Cross-Border E-Commerce

### 3.1. Construction of Teaching Staff

In the era of cross-border e-commerce, teachers in technological university should only have strong professional theoretical knowledge, but also have comprehensive e-commerce skills, which contributes to better guiding students to solve problems encountered in actual work. Firstly, teachers should be trained in the companies regularly, understand the operation of the company, and truly acknowledge the development of the cross-border e-commerce market. Secondly, technological university should increase the training of professional teachers, which will enrich and improve their teaching work. Thirdly, technological university could regularly

hire top managers in foreign trade companies to provide practical teaching service for students, which contributes to improving their understanding of cross-border e-commerce.

### 3.2. Optimization of the Professional Curriculum System

The curriculum in technological university should not only include international trade theory, but also construct professional courses such as cross-border e-commerce, because of which the industry of cross-border e-commerce need lots of professional talents with comprehensive skills. At this stage, due to the lagging setting of professional courses, students fail in playing an important role in work immediately after they complete their graduation. For this case, the professional courses should be divided into two parts: the part of traditional international trade and the part of cross-border e-commerce modules.

The teaching software with higher simulation in technological university allows students to freely experience the transaction services provided by virtual network platform, and appropriately integrates the theoretical knowledge to cross-border e-commerce teaching, which contributes to connecting the basic theoretical knowledge with the actual job, improving the advantages of applying for a job, and enriching and perfecting the scientific and systematic nature of the curriculum, all of which reflect the characteristics of talents training in international trade.

### 3.3. Cooperation of Practical Teaching between Technological University and Enterprise

Cooperation between technological university is one of the important education and teaching methods in higher university. Practical teaching's cooperation between university and enterprise is beneficial to improve students' comprehensive practical ability, to let students adapt their post as soon as possible. Through university-enterprise cooperation, students in technological university could practice at the cross-border e-commerce platform technological university should produce more training bases outsides university and provide more practical positions for students. At the same time, cooperation between university and enterprise jointly complete a talent training plan based on the actual employment standards of the enterprise target for talent training.

## 4. Conclusion

To sum up, under the background of rapid development in cross-border e-commerce, strengthening the international trade talents is the most effective means to innovate the professional ability mode of international economic and trade talents. In order to achieve this goal, it is of the necessity to develop training method, training program and training objective. The development of collaborative talent training requires the help of society, enterprises, scientific research institutes and other entities.

## Acknowledgement

The authors were supported by Foundation of Teaching & Research in Qilu University of Technology "Reform

and innovation of differentiated talents training mode of in international economic and trade” (2019zd17).

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