

From the Perspective of International Trade to Explore the Promotion Strategy of e-Commerce Marketing Personnel Training

Chuanjiu Xu

School of Economics and Management, Jiangsu Maritime Vocational College, Nanjing 210000, China

ABSTRACT. *With the severe development of international trade in recent years, the demand gap for cross-border e-commerce is gradually increasing. This paper analyzes the international trade e-commerce marketing talent demand, and combined with the current university international trade professional e-commerce marketing talent training status quo, according to the current situation, from the perspective of international trade, training e-commerce marketing talent strategy, to promote the international trade professional talent training reform.*

KEYWORDS: *International trade, Electricity, Marketing personnel*

1. International trade e-commerce marketing talents

First, the talent demand gap is large. This is consistent with what I have learned in many literatures. Due to the rapid development of cross-border e-commerce, enterprises have a great demand for talents. For example, I learned in the interview with st. cass international that the company focuses on cross-border e-commerce import business, and the annual growth rate of its employees is almost 100%. According to their estimation, the annual growth rate of talents in the whole industry will not be lower than 50% [1].

Second, the enterprise position analysis. Through the power of enterprise businessman only needs investigation and analysis, can think the cross-border electricity from the perspective of international trade professional post partial business and demand more jobs as training target, locking cross-border business operations specialist, cross-border electricity guest clothing, cross-border electricity sales/marketing personnel three kinds of jobs as cross-border electricity (direction) in the major of higher vocational international trade training at the core of the post. Among the positions of cross-border e-commerce, language and technology positions are the training targets for business English and e-commerce majors.

Three, the enterprise to the educational background occupation certificate attitude. Enterprises require a college degree or above, and welcome employees who hold certificates such as assistant cross-border e-commerce business teacher and national cross-border e-commerce operation specialist. But in real work [2], it's more about ability. The student has the vocational qualification certificate when the employment is an enterprise recruitment reference condition and the preferential admission condition. Therefore, in the teaching of this major, the examination content of the corresponding vocational qualification certificate should be integrated, so as to achieve the integration of "course certificate", and strive to obtain the course credits and corresponding vocational qualification certificate at the same time.

Four, enterprises to e-commerce marketing personnel training Suggestions. In the process of training, we should increase the training of practical ability and pay attention to the training of students' subjective initiative. One of the biggest problems for the current hires is poor autonomy and a disconnect between professional knowledge and actual work needs. Enterprises attach great importance to students' practical ability and subjective initiative, which should be emphasized in teaching. The school should adjust the talent training program of this specialty as soon as possible, so that students' professional knowledge can be matched with their actual work needs.

2. Current Situation of e-Commerce Marketing Personnel Training

2.1 The Curriculum Cannot Meet the Needs of Talents

Most vocational colleges set up the traditional international trade specialized talented person training target, training trade documents member of core position, the foreign trade agent, customs declaration, inspection declaration, foreign trade merchandiser, freight forwarders, etc., and set up mature course system, each position of foreign trade set up corresponding courses, the curriculum is under the condition of fully research enterprise post requirements set, and post each is higher. Higher vocational international trade major (cross-border e-commerce) is transforming from traditional foreign trade to retail cross-border e-commerce [3]. If this major still sets courses and curriculum system based on the core competence requirements of traditional foreign trade positions, it is obviously unable to adapt to market changes.

2.2 The Level of Teachers Cannot Meet the Teaching Requirements

Teachers mainly comes from the traditional international trade professional teachers, the traditional international trade professional teachers though the traditional foreign trade very well, but little is known about the emerging development of cross-border electronic business, traditional international teachers from many higher vocational colleges also participate in a variety of cross-border electricity business training and study, expect they can luxuriant transformation, various training learning time is short, content, task, more heavy, many only lies in the theoretical study, back to school after didn't have a chance to practice the operation, it is difficult to into their own knowledge to be mastered. In addition, cross-border e-commerce courses are highly practical and changeable. Many teachers have never operated stores on cross-border e-commerce platforms, and their actual combat experience is almost zero. Moreover, rules and relevant policies of cross-border e-commerce platforms have changed rapidly. In the face of such a difficult challenge, teachers have no bottom at all, can only feel the stones across the river, the quality of teaching can be imagined.

2.3 There is a Shortage of Supporting Resources for Teaching Materials

There are fewer supporting textbooks for this major, and even fewer easy-to-use textbooks, some of which have not yet been developed. The textbooks are mainly from three categories. One is the series of alibaba textbooks, such as cross-border e-commerce theory and practice, cross-border e-commerce logistics, cross-border e-commerce marketing, and cross-border e-commerce customer service. The second one is "cross-border e-commerce English course" and "cross-border e-commerce operation practice" compiled by the business professional training office of China international trade association [4]. The three types are cross-border e-commerce basics and cross-border e-commerce practice compiled by university teachers and research scholars, etc. Due to the author's own experience, they tend to focus on research and teaching. Some textbooks are theoretical with few actual cases, while others are simple and can only be used as introductory teaching. Finally, some course materials have not been developed so far, such as English correspondence for cross-border e-commerce, cross-border e-commerce market and selected products, rules and legal basis for cross-border e-commerce, etc.

2.4 The Talent Training Mode Cannot Achieve Good Results

At present, many mainstream cross-border e-commerce platforms, such as Ebay and Amazon, have strict account management and high operation threshold. Although aliexpress is popular among the public and convenient for teaching, it should reasonably settle the account number and threshold fee. Wish has no threshold, but does not conform to the law of teaching. It is almost impossible to solve the practical operation problem through these platforms, only to buy cross-border e-commerce training software, but many higher vocational colleges have not bought cross-border e-commerce training software, so it is impossible to carry out practical operation.

3. Promoting the Cultivation Strategy of e-Commerce Marketing Talents from the Perspective of International Trade

3.1 Personnel Training Target Reform

Personnel training objectives should be based on the needs of the enterprise to carry out the corresponding reform. In knowledge essential theory of international trade, foreign trade import and export, on the basis of knowledge to master engaged in cross-border e-commerce retail cross-border business operations specialist, in the field of cross-border electricity guest clothing and cross-border electricity sales (promote) member basic ability and basic quality of business operational position, familiar with cross-border e-commerce platform operation[5], cross-border electricity cross-border electricity marketing, logistics and other professional skills, in the service oriented to small and medium-sized foreign trade enterprises engaged in cross-border electricity business, cross-border electricity and cross-border trade related comprehensive platform for enterprise production and logistics enterprises.

3.2 Optimize the Course System According to the Job Demand

As the core positions in this direction, the positions of cross-border e-commerce operation specialist, cross-border e-commerce customer service, and cross-border e-commerce sales/promotion are the three types of positions. Courses are set according to the requirements of the enterprise on the post capacity. Through the course development idea of post → typical task → ability → course, the core courses of this direction are set as cross-border e-commerce practice, cross-border e-commerce customer service and communication, cross-border e-commerce operation practice, cross-border e-commerce marketing and promotion[6], and cross-border e-commerce international logistics. Specialized basic courses include international trade, international trade practice, international economic geography, cross-border e-commerce fundamentals, cross-border e-commerce spoken English, cross-border e-commerce English correspondence and telecommunications, cross-border e-commerce English translation, consumer psychology, cross-border e-commerce professional English, cross-border e-commerce rules and legal basis. In addition, cross-border e-commerce retailers have simple requirements for customs declaration and inspection declaration, but some enterprises still have demands. Therefore, customs declaration and inspection declaration can be set as optional courses.

3.3 Gradual Talent Cultivation Based on Enterprise Needs

1) “Credit card integration” to consolidate the theoretical foundation of cross-border e-commerce. It combines the talent standard and course standard corresponding to the certificate of assistant cross-border e-commerce teacher, the post certificate of national cross-border e-commerce operation specialist, the post certificate of national cross-border e-commerce operation and promotion specialist, and combines the training process of professional certificate with the course teaching.

2) “Combination of Classes and Posts”, Clear Teaching Orientation, and Practice Practical Skills. Online Independent Learning Platform, Offline Course Learning, Training Software and Other Training Base Resources.

3) The school-enterprise cooperation training mode deepens the actual combat teaching to solve the students' employment. School-enterprise cooperation training mode is the trend of this major. We can try to take the form of establishing branches in school and holding shares through school-enterprise cooperation to bind the interests of both sides. Also may try the school enterprise to open the order class the way cooperation. No matter what kind of cooperation mode is adopted, the principle is win-win for both the school and the enterprise.

5. Conclusion

To sum up, in order to adapt to era development, the international trade industry must adjust the talent training scheme, optimizing the personnel training specification, constructing university-enterprise cooperation platform, improve the level of theory and practice of teaching staff, needed to develop the business of international trade marketing talent, marketing, communication and site operation management high quality applied talents.

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