

# Discussion on the Cultivation of Cross-Border E-commerce Talents in Universities under the Background of "Mass Entrepreneurship and Innovation"

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**Abstract:** *At this stage, China's foreign trade development is accelerating and cross-border trade is increasing. With the development of cross-border e-commerce, the market demand for cross-border e-commerce talents is also increasing. To cultivate more cross-border e-commerce talents, universities must reform the current professional education mode. In the context of mass entrepreneurship and innovation, it is necessary to promote the cross-border e-commerce talent training of colleges and universities to achieve ideal results, combine the cross-border e-commerce talent training with the mass entrepreneurship and innovation education of colleges and universities, and cultivate cross-border e-commerce talents with certain innovation consciousness and ability, in order to realize the effective training of talents.*

**Keywords:** *Mass Entrepreneurship and Innovation, Universities, Cross Border E-commerce, Personnel Training*

## 1. Current situation of cross-border e-commerce talent gap

### 1.1. Lack of comprehensive talents

Statistics show that by the end of 2020, the number of cross-border e-commerce comprehensive pilot zones in China was 105, almost covering the inland and coastal areas, and the east-west development situation is relatively good. The high efficiency of cross-border e-commerce business process and customs clearance efficiency in the relevant comprehensive pilot zones, coupled with the optimization of relevant tax policies and the reduction of transport costs, have created good opportunities for the development of cross-border e-commerce.[1] A large number of traditional foreign trade enterprises and some new cross-border e-commerce enterprises have started to move in. In the process of continuously promoting the construction of China's free trade zone and free trade port, China has also attracted many cross-border e-commerce enterprises to join in. A large number of cross-border electricity enterprises to join in, let is not much cross-border electricity talent shortage, in order to attract and attract talent, related comprehensive pilot area, pilot cities, free trade area are actively introduced talent policy, cross-border electricity talent problems become one of the important problems of the development of global cross-border electricity.[2]

And the cross-border electricity talent gap, the shortage of the domestic market of cross-border electricity talent is a certain foreign language foundation and application ability, to related cross-border electricity platform rules, market conditions and cultural characteristics, to grasp the cross-border goods and pricing, familiar with cross-border payment and settlement, understand cross-border logistics service process such as comprehensive talents. At present, traditional education cannot cultivate cross-border e-commerce talents with excellent comprehensive quality. Therefore, it is very important to strengthen the talent training with strong comprehensive quality and ability through the development of cross-border e-commerce. In the specific training, we can combine the actual needs of the development of cross-border e-commerce market, cultivate more professional talents suitable for the development of cross-border e-commerce, effectively alleviate the talent shortage in the current development of cross-border e-commerce, and cultivate high-quality comprehensive talents with strong counterparts and outstanding business ability for the development of cross-border e-commerce.

In the 2016 Survey Report on China's E-commerce Talents, e-commerce talents in some regions are

only professionals reserved by large-scale enterprises. In practice, nearly 80% of all enterprises engaged in cross-border e-commerce build cross-border e-commerce platforms through service outsourcing, and only 6% of enterprises have completed the comprehensive cross-border e-commerce transaction mode by themselves. This is because the supply of talents for e-commerce cross-border transaction operations is insufficient. [3] Although there are some talents in relevant regions who master the operation of e-commerce cross-border transactions, there are very few talents who can organize and complete cross-border foreign transactions. On the one hand, the related technology reflects the imperfect technology of foreign language exchange in trade; Secondly, the talent gap for innovation and entrepreneurship is also an important issue. In terms of the development mode of e-commerce, the relevant technical ability is the prerequisite, and the cultivation of innovation consciousness and the strengthening of entrepreneurial ability are the fundamental to realize cross-border e-commerce transactions. However, in the continuous development of foreign e-commerce in Tangshan, the lack of innovation and entrepreneurship talents will affect the market potential in the later stage.

### ***1.2. The training mode of professional talents is not perfect***

From the perspective of the development foundation of e-commerce in various places, in order to meet the training needs of cross-border e-commerce talents, many places have established e-commerce bases and innovation and entrepreneurship industrial parks, and set up relevant professional courses in many colleges and higher vocational colleges in the region to train professional talents. However, in the teaching of cross-border e-commerce, the actual effect is not satisfactory. This is determined by many factors. First of all, the essence of the goal of mass entrepreneurship and innovation is to improve the process of cultivating students' innovative consciousness and entrepreneurial ability in school. However, there are insufficient teaching resources that can understand the actual reference value in the campus; In addition, the construction of the innovation and entrepreneurship industrial park can effectively give play to the essence of innovation and entrepreneurship and realize the effective cultivation of capabilities. However, the relevant cross-border e-commerce technical capabilities are also lacking, and the corresponding practical education channels are limited, which is not conducive to the improvement of teaching effectiveness. Due to the lack of infrastructure that can optimize the allocation of teaching resources, the in-depth and effective education mode is still not established.[4]

## **2. Training strategies of cross-border e-commerce talents in universities under the background of mass entrepreneurship and innovation**

### ***2.1. Deepening the cooperation between schools and enterprises and creating a cooperative education base***

From the perspective of the current cross-border e-commerce talent training in colleges and universities, innovation and entrepreneurship education aims to cultivate talents' innovation ability and entrepreneurial quality, which have high requirements for talents' practical ability. However, in the current training of cross-border e-commerce talents in colleges and universities, there are certain deficiencies in the practical teaching compared with the theory, which will lead to the lack of post adaptability of professionals. In this regard, it is necessary to make up for the lack of practical teaching in colleges and universities. By deepening school enterprise cooperation and promoting the construction of cooperative education bases, we can create a good cross-border e-commerce practice environment for students. The industry university research talent training base jointly built by schools and enterprises will introduce the latest cross-border e-commerce mode, transfer the latest concepts, strengthen professional construction strength, and play an active role in the training of applied talents with both theoretical basis and practical ability. Colleges and universities should combine their own e-commerce professional groups and cross-border e-commerce majors in terms of talent training and school enterprise cooperation, and reach a consensus on school enterprise cooperation to jointly cultivate cross-border e-commerce talents. The relevant principals of the university had in-depth exchanges with some representative sections of cross-border e-commerce enterprises settled in the center to understand the talent needs of enterprises for different positions, so as to strengthen relevant skills in a timely manner according to the employment needs of enterprises and better provide talent support for enterprises.[5]

Through cooperation, we will accelerate the construction of a school-enterprise cooperation platform to provide necessary talent support for the transformation and upgrading of foreign trade, industrial structure optimization and high-quality development of local enterprises. In education base to build, can cross-border electricity operation personnel training reached strategic cooperation, jointly cultivate e-

commerce (cross-border direction) professional practical talents, recommended by cross-border e-commerce association from cross-border electricity operation line of practical mentors, by continuing education college integrated design curriculum system, arrange teachers, carry out the training and organization assessment. In order to ensure the effective educational output of education base, can send professional backbone teachers to cross-border e-commerce association member units, cultivate "double type" teachers, can also hire association member unit senior combat tutor for college students class, provide students with practical training and guidance, let students' ideas and ideas stand in cross-border electricity work frontier, through education base, for regional cross-border electricity enterprises to cultivate more counterpart talents, realize professional talent training efficiency. In the process of cross-border e-commerce talent training, based on the actual situation of mass entrepreneurship and innovation education, we can try to establish and improve the cross-border e-commerce talent cultivation system from the aspects of the basic conditions improvement, management standard requirements, training ability improvement, enterprise cooperation, talent delivery and project output ability. [6]According to the Measures, We will guide a number of enterprises and institutions with good infrastructure and mature training conditions to build cross-border e-commerce talent incubation bases, Give advertising subsidies, give priority to enjoy the corresponding incentive policies and financial support, Establish a supervision and management mechanism, Focus on building a cross-border e-commerce professional, socialized and international talent training system, A steady stream of cross-border e-commerce practical talents for regional cross-border e-commerce enterprises, The base should uphold the "talent-driven industry, Industry drives the economy" concept, Help the e-commerce talent transmission and comprehensive service support for the cross-border industries in the regional comprehensive bonded zones, To build an intelligent service ecological chain of cross-border e-commerce, Promote the transformation and upgrading of cross-border industrial enterprises, As an important node in the regional cross-border e-commerce supply chain network, We will make important exploration to occupy new heights of cross-border e-commerce.

## ***2.2. Carrying out project-based teaching and growing in the project***

The application of project-based teaching in the cultivation of talents in colleges and universities is of great significance for promoting the cultivation of practical skills of professionals.[7] From the perspective of cross-border e-commerce talent training, under the background of mass entrepreneurship and innovation, it is necessary to cultivate the practical operation skills of professionals so that they can practice and apply the knowledge they have learned. Only in this way can they understand each other and achieve the ideal education effect. The project-based teaching can make the teaching content into a specific project. Students can exercise their abilities in relevant aspects through project participation, and realize professional knowledge mastery and skills training. It can be seen that the project-based learning mode has obvious advantages, and its research should start from two levels. On the one hand, apply the project-based learning theory and learning mode to the cross-border e-commerce courses, explore the application methods and teaching strategies of the learning mode, and focus on the framework application of the overall project-based learning. On the other hand, on the basis of the application practice of project-based learning, it focuses on one of the advantages of project-based learning, conducts in-depth research on specific problems, and further gives play to these advantages, so as to make them better applied, and stimulates the vitality of its application. The application of project-based teaching method in the teaching of cross-border e-commerce in colleges and universities can effectively cultivate students' self-learning awareness and promote the continuous improvement of students' self-learning ability. In the teaching of cross-border e-commerce courses in colleges and universities, the project-based teaching method needs to be led by teachers, students as the main body, and combined with the corresponding teaching contents to promote the continuous clarification of learning contents and topics. Through the project, students can collect information independently, carry out group type project cooperation discussion and learning, exchange views and understanding, and constantly learn from each other. Such project-based learning is practical and effective. Through active discussion and analysis, we can promote students' effective understanding of relevant learning contents. In cross-border e-commerce teaching, through project-based teaching, students can be encouraged to study independently and discuss. This is very different from the previous course teaching, which can stimulate students' interest in learning, enhance students' enthusiasm for learning, stimulate their initiative, and promote cross-border e-commerce practice to achieve ideal results. Project based teaching is of great value to the cultivation of cross-border e-commerce talents in colleges and universities under the background of mass entrepreneurship and innovation. In specific professional education, the cultivation of cross-border e-commerce talents can strengthen all aspects of literacy and skills through one project after another, and improve the future employment competitiveness.[8]

### **2.3. Optimize cross-border e-commerce teaching and training, and improve the teaching level of teachers**

In the new era, in order to do a good job in the training of cross-border e-commerce talents, and to take the background to achieve the high-quality input goal of cross-border e-commerce talents under the background of mass entrepreneurship and innovation, it is necessary to effectively improve the professional education level of cross-border e-commerce and improve the teaching skills of teachers. At present, some innovative teaching forms and methods have been applied in cross-border e-commerce professional teaching courses, which plays a positive role in optimizing curriculum teaching and promoting the improvement of curriculum teaching quality. However, some teachers lack to grasp the innovative curriculum teaching mode, and their professional teaching skills need to be improved. To this, related colleges and universities in cross-border electricity talent training, to do a good job of teacher training, for the new education ideas, teaching methods to strengthen learning, guide the teachers in the curriculum teaching grasp the double gen education and cross-border electricity education integration, improve the level of professional education, application for curriculum construction optimization and teaching innovation mode lay a good foundation, improve the quality of course teaching.

### **3. Conclusion**

In the context of mass entrepreneurship and innovation, the training of cross-border e-commerce talents in colleges and universities should accelerate the reform and innovation, accelerate the reform of the training mode and method of professional talents with the goal of innovation and entrepreneurship, and combine the current regional cross-border e-commerce talent market demand and the knowledge and skills requirements of enterprises for professional talents, in order to identify the outstanding problems in the current professional education, and specifically study the training path of cross-border e-commerce talents in colleges and universities under the context of mass entrepreneurship and innovation. This is of great significance for the construction and development of cross-border e-commerce majors in colleges and universities in the new era and the improvement of professional education quality. This paper proposes that the construction of practice education base can be strengthened through the cooperation between schools and enterprises to make up for the shortcomings of the traditional professional practice teaching in colleges and universities, and constantly innovate the teaching mode and introduce the project-based teaching scheme to promote the cultivation of talents' ability and quality in the project and achieve the goal of high-quality education.

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