

# Research on Burnout of continuing Education of International Logistics managers in the era of Mobile Internet

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**ABSTRACT.** *Through the study of the burnout of international logistics managers' continuing education, combined with the application trend of sports Internet in the information age, this paper studies the necessity of continuing education. The corresponding solutions are put forward. Suggestions on enrollment, training and after-sales service of continuing education are made.*

**KEYWORDS:** *International logistics manager; Continuing education; Burnout.*

## **1. Dynamic analysis of the necessity of continuing education for international logistics managers in the era of mobile Internet.**

Nowadays, due to the wide application of information technology, the popularity of mobile phones and computers is very high[1]. Mobile office and mobile communication interact with the professional managers' work . Mobile Internet can quickly support knowledge of the business[2]. A large amount of business knowledge has been modularized and fooled, and machine learning and artificial intelligence have gradually been applied to the business processing field of international logistics. The knowledge base that was previously remembered by the human brain can be provided by computers and networks. A lot of specific calculations and process processing work has to be done by compute. This has led many international logistics managers to question the continued learning of knowledge, that is, "Do we want to continue to learn the knowledge that will be replaced by machines and computers? Can this knowledge be viewed on mobile phones?"

In today's high-tech era, the social division of labor is constantly being refined. Many job functions are continuously broken down[3]. Many post functions after the subdivision are undertaken by computers or machines. The specific work of human beings is often simplified. A lot of learning and knowledge can be queried at any time with your mobile phone, which is convenient and simple. Therefore, many professional managers feel that the need for continuing education has changed. In other words, in order to improve their knowledge and ability, professional managers often need to continue their education in schools and institutions. Now, the

knowledge of continuing education can be self-learned through mobile phones, or this knowledge has been replaced by artificial intelligence. "Machine substitution" is not only for workers, but also for managers and knowledge providers. In the past, many international logistics practitioners often participated in foreign language learning and training so that the brain could remember more foreign words. Nowadays, due to the use of machine translation, vocational training in language classes has been greatly reduced. Due to the query function of mobile phones, the sales of foreign language dictionaries are decreasing[4].

In addition, due to the use of big data, the rules of knowledge application and learning are more perceived by people. People's learning of knowledge reduces blindness. In this way, the scale of continuing education is decreasing.

The timely communication of business will also provide real-time support for professional managers. Knowledge can always ask the answer. That is, everyone's knowledge can be shared and shared in real time, which in turn reduces the incentives for managers to continue their education. Others have learned, maybe you can not learn. Once the mechanism of knowledge sharing or the mechanism of knowledge exchange is formed, the scale of continuing education will be greatly reduced. Continuing education may be a minority. The author believes that in the era of mobile Internet, the need for international logistics managers to continue education is declining.

## **2. Analysis of the burnout of continuing education in international logistics managers in the era of mobile Internet.**

Modern international logistics companies not only need language knowledge and process knowledge, but also a lot of legal knowledge. It is the knowledge that needs to be learned in order to resolve conflicts. The learning of this kind of knowledge is somewhat complicated and forward-looking. This part of the knowledge has the necessity to continue learning. The dynamic and random nature of conflicts leads to greater complexity and psychology of conflict resolution. Economic conflicts are not only conflicts of interest and conflicts of rules, but also emotional conflicts. At present, artificial intelligence and machine learning are difficult to effectively deal with human emotional problems. In this way, continuing education is necessary for international logistics practitioners.

However, these international logistics managers are often interfered with by the mobile Internet when they continue to learn as necessary. From time to time, the mobile Internet will attract learners of continuing education, leading to a lack of patience for learners in the learning process. In addition, some fragmented knowledge provided by the mobile Internet will interfere with the learner's thinking. This will lead to the learner's lack of deep learning in continuing education. The sense of burnout of learning arises.

Once continuing education makes professional managers feel burned, the effectiveness and attractiveness of continuing education will decline. This in turn will lead to a decline in the scale of continuing education. Thereby forming a vicious

circle.

In order to solve the burnout problem of continuing education, the design of continuing education can be reformed accordingly. Use personal interaction to make emotional settings. Let continuing education transform from providing knowledge to providing emotional and spiritual support. Transform the interaction of knowledge into emotional interaction. Transform the accumulation of knowledge into the accumulation of connections.

Burnout is a human emotional aspect. Then, we can design the teaching process directly from the emotional aspect. From the choice of teaching places to the choice of teaching participants, human factors should be considered. The design of the teaching process should fully consider Maslow's hierarchy of needs. Mobilize people's enthusiasm from multiple levels of people.

In addition, continuing education can be combined with the travel and leisure of managers. This can solve the problem of managerial stress and the burnout of continuing education. Theory can be linked to reality or emotional. Promote people's learning through interpersonal communication.

### **3. Research on the strategy of continuing education for international logistics managers in the era of mobile Internet.**

At present, the pace of life of international logistics practitioners is very fast and the work is relatively busy. It is difficult to have the opportunity to participate in continuing education. This requires managers of continuing education to have certain market development capabilities. Take international logistics practitioners as customers to manage. Market segmentation of continuing education for international logistics personnel and differentiated management.

International logistics personnel can be classified and managed, and classified training. This differentiation is not only the differentiation of teaching content, but also the differentiation of teaching purposes. As a result, the fees for continuing education are greatly differentiated. For some students, private courses can be used to provide specialized courses and teaching. In response to the above research, the author conducted a strategy analysis from several stages, including enrollment, training, and after-sales.

#### ***3.1 International logistics managers continue their education enrollment strategies.***

In the current continuing education market, due to the large number of institutions, the competition for students is becoming more and more fierce. Some universities and associations have long been involved in various continuing education, and there are also some private vocational training companies that are expanding their continuing education business. The training of various logistician examinations, as well as the counseling of various customs business examinations, and the counseling of various freight agent qualification examinations, have many

institutions to do in the long run. There are also many trainings for various high-end international logistics managers. This requires relevant Continuing Education institutions to upgrade their strategies in terms of enrollment strategies. Market segmentation is the first step. Then carry out branding. Conduct precise marketing. Strengthen the management of brand value. System design and management of advertising. Continuously improve the reputation and brand value of continuing education institutions.

### ***3.2 The training strategy of international logistics managers to continue education.***

In the process of continuing education education, it is necessary to design the teaching environment and teaching content in a targeted manner. Optimize the design of the interactive communication process in the provision of knowledge. Cooperate with emotional communication. Increase the emotional exchange between the colleges. The accumulation of people can also be achieved at the same time. Enhance the student's sense of acquisition.

### ***3.3 The post-sale strategy of continuing education for international logistics managers.***

After the students have finished their studies, the continuing education institution still has to do a good job after sales. Alumni associations, or student clubs, can be set up to give students value-added services. This is conducive to training the brand building of enterprises. The student can continue to carry out knowledge services. And some training teachers can be selected and trained among the trainees. Let training institutions have a lifelong service function.

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