

# Exploring New Pathways for Cultivating Talent in Cross-border E-commerce "Online Store Customer Service" Targeting ASEAN: A Research Report Based on Guangxi University of Foreign Languages

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**Abstract:** This investigative report, grounded in an in-depth study of Guangxi University of Foreign Languages (GUFL) conducted on November 24, 2024, provides a comprehensive and insightful analysis of the institution's philosophy, practical models, and remarkable achievements in cultivating cross-border talents for the Association of Southeast Asian Nations (ASEAN) region. Focusing on the research topic "A Case Study on ASEAN-Oriented Cross-Border E-Commerce 'Online Store Customer Service' Teaching," the research employs a variety of methodologies, including field visits, discussions, and data analysis, to systematically elucidate how GUFL effectively nurtures compound talents equipped with cross-border business acumen, ASEAN language proficiency, and intercultural communication skills. This is achieved through the establishment of a distinctive curriculum system, implementation of practical teaching methods, deepening of university-enterprise cooperation, and promotion of internationalization efforts. Furthermore, the report delves into the implications of these empirical practices for the instruction of "Online Store Customer Service" courses, offering rich practical materials and theoretical support for the aforementioned research topic. This study not only highlights GUFL's innovative approaches but also contributes to the broader exploration of new pathways in cross-border talent cultivation tailored to the ASEAN context.

**Keywords:** ASEAN-oriented; cross-border talents; talent cultivation; exploration of new pathways; investigative report

## 1. Introduction

In the wake of accelerated globalization and relentless innovations in internet technology, cross-border transactions, as a quintessential example of emerging business models, have presented unprecedented opportunities and challenges for international trade. The ASEAN market, a pivotal trade partner of China, demands specialized cross-border talents who not only possess proficient foreign language skills but also demonstrate cross-cultural communication abilities and a deep understanding of the respective national markets, given its cultural and linguistic diversity. The significance of Business English in cross-border transactions has become increasingly prominent in recent years [1], manifesting not merely in seamless communication but also in its pivotal role in opening up new markets for enterprises and enhancing service quality [1].

Nevertheless, the development of cross-border transactions between China and ASEAN countries is fraught with challenges, including weak infrastructure, inadequate logistics networks, and deeply ingrained consumer habits [2]. Amidst these challenges, effective talent cultivation strategies are paramount. Against this backdrop, Guangxi University of Foreign Languages (GUFL) has established a distinctive cross-border talent training system tailored for the ASEAN market, embodying meticulous crafting and strategic contemplation in cross-border education through measures ranging from enhancing practical teaching to deepening university-enterprise cooperation, and from promoting internationalization to strengthening international exchanges [3].

Specifically, GUFL has designed a curriculum closely aligned with cross-border transactions, encompassing courses such as International Economics and Trade, Business English for Cross-border E-commerce, Languages of Southeast Asian Countries, Cross-border E-commerce Logistics Management, An Introduction to ASEAN Business and Investment, and Comprehensive Simulation Practice in Cross-border E-commerce. These courses are tailored to enhance students' professional knowledge and skills [3]. Not only do they align with the actual demands of the international market, but they also provide students with invaluable practical opportunities. Through simulating the operation and management of cross-border transactions within these courses, students can accumulate objective market experience and develop keen industry insights [4].

This research investigation focuses on exploring how GUFL cultivates cross-border talents to meet the unique needs of the ASEAN market, aiming to offer valuable experiences and references for the project entitled "A Case Study on 'Customer

Service for Online Stores' Teaching in Cross-border E-commerce Oriented towards Serving ASEAN" in the realm of cross-border talent development [3].

## **2. Cross-border Talent Cultivation Philosophy and Practice at Guangxi University of Foreign Languages**

### **2.1 Development of a Specialized Curriculum System**

In the process of deeply cultivating cross-border talents, Guangxi University of Foreign Languages (GUFL) has placed the development of a specialized curriculum system at its core, striving to create teaching modules that distinguish themselves from traditional business courses. Initially, the university clearly identified the professional course requirements for the cross-border e-commerce field and strengthened the integration of ASEAN language skills training [3]. By refining the subject content, it established modular courses covering key areas such as market analysis, cross-border payments, and logistics management, aiming to equip students with the essential professional knowledge and skills for cross-border e-commerce.

This specialized curriculum system not only encompasses theoretical knowledge but also emphasizes the cultivation of practical skills. On this basis, GUFL focuses on integrating textbook content with actual cross-border e-commerce processes, creating classroom simulations that mimic real operational environments [4]. This approach enables students to become composite talents with both theoretical and practical capabilities. Furthermore, the curriculum system specifically emphasizes the cultivation of understanding and communication skills related to laws, regulations, and cultural differences in cross-border e-commerce activities, responding to the escalating demands of the talent market for these competencies.

To further address the constantly changing market demands and technological updates, GUFL continuously adjusts and optimizes its course offerings, incorporating emerging cross-border e-commerce technologies [5] such as social media marketing and mobile payment security. This ensures that students stay abreast of the latest industry trends. Beyond the classroom, the university collaborates with multiple cross-border e-commerce enterprises to provide students with internship opportunities, allowing them to further enhance their integration of theory and practice in real work environments and cultivate immediately applicable professional skills.

Moreover, recognizing the importance of university-enterprise cooperation in students' career development, GUFL has established a teaching content design and practical training platform with joint participation from both universities and enterprises, based on the industry-university cooperation model [6]. This cooperative mechanism not only provides students with richer learning resources but also cultivates professionals who can directly enter the workforce for enterprises. Through this series of curriculum system development and improvement, GUFL strives to enable its students to stand out in the fierce competition within the cross-border e-commerce industry and become professional elites with an international perspective.

### **2.2 Implementation of Practical Teaching**

In the process of advancing practical teaching at Guangxi University of Foreign Languages, the organization and conduct of teaching activities reflect a strong emphasis on enhancing students' practical operational capabilities. Taking the "E-commerce Organization and Operation" course in cross-border e-commerce as an example, the teaching process involves simulating an actual cross-border e-commerce environment and establishing an online store that aligns with international e-commerce platforms. Students are required to complete a series of operational procedures within this environment, including product uploading, order processing, and customer service communication. During the implementation, each student is responsible for the e-commerce operation of one or multiple products, personally handling tasks from market research, product description, page design to customer service, while communicating and marketing in English and relevant ASEAN languages to effectively enhance their practical operational and cross-cultural communication skills.

To ensure the effectiveness of practical teaching, the teaching team follows a progressive principle, starting with foundational cross-border e-commerce operation knowledge and skills, and gradually guiding students into more complex e-commerce projects. The teaching content closely follows industry trends and technological developments, with continuous updates to course resources, incorporation of the latest market data, and operational tools to ensure the timeliness and applicability of the knowledge students acquire. In practical operations, students must understand and master international e-commerce regulations and standards, possess the ability to use various e-commerce software and tools, and develop reasonable marketing strategies based on data analysis. They also need to plan and execute the market positioning and promotion of products, ultimately forming comprehensive e-commerce operational capabilities.

In cross-border e-commerce teaching practice, by guiding students to collaborate with real e-commerce platforms and participate in actual cross-border transactions, students can apply theoretical knowledge in authentic business environments

and gain valuable first-hand experience. The university also regularly invites industry experts with rich cross-border e-commerce experience to enter the classroom or arranges for students to visit enterprises for field studies [7], allowing them to learn face-to-face from experts, obtain first-hand industry information and practical experience, and thereby fully comprehend the entire process of cross-border e-commerce. This approach also enables students to promptly reflect on and summarize issues encountered in practical operations, broaden their knowledge, and comprehensively improve their practical abilities.

Through this teaching mode that closely integrates theory and practice, Guangxi University of Foreign Languages has achieved significant results in cross-border talent cultivation. Graduates can quickly adapt to the work demands of the cross-border e-commerce industry, possess the ability to operate independently and solve practical problems, and contribute to cultivating and delivering a large number of high-quality applied talents for cross-border e-commerce serving ASEAN. The promotion and implementation of this practical teaching mode have provided a typical demonstration for courses such as "E-commerce Organization and Operation," proving the irreplaceable role of practical teaching in enhancing vocational skills and cultivating comprehensive qualities [3][7].

### **2.3 Deepening University-Enterprise Cooperation**

University-enterprise cooperation is a crucial measure in the process of cultivating cross-border talents. Guangxi University of Foreign Languages keeps pace with industrial development and has established a cross-border e-commerce industry college in collaboration with enterprises such as the Shenzhen Cross-border E-commerce Association, Guangdong Cross-border E-commerce Association, Guangxi Cross-border E-commerce Association, Guangxi Qidi Innovation Cross-border E-commerce Co., Ltd., and Zhejiang Mingtao Group. They jointly design the curriculum system for cross-border e-commerce-related majors, achieving a seamless connection between classroom teaching and job demands while providing valuable opportunities for students to engage in internships and practical training. The university emphasizes the integration of theory and practice in cultivating cross-border e-commerce elite talents, allowing students to participate in real enterprise projects through deepened university-enterprise cooperation, thereby exercising their problem-solving abilities and teamwork spirit.

To maximize cooperation efficiency, the university not only provides a venue for talent cultivation but also invites senior management personnel and technical backbones from enterprises into the classroom to participate in various aspects such as curriculum design, teaching evaluation, and student assessment. Meanwhile, enterprises provide platforms that simulate real business environments, helping students grow rapidly through hands-on experience and familiarize themselves with international market operations. Through this mode, students can more comprehensively understand the development dynamics of the cross-border e-commerce industry and have a clear understanding and planning for their future career choices and development.

Furthermore, in the process of university-enterprise cooperation, Guangxi University of Foreign Languages adheres to a student-centered approach, ensuring the widespread and fair availability of internship and practical training opportunities to benefit more students. The internship positions provided by enterprises, such as data analysis, market research, and cross-border e-commerce platform operation, not only meet students' needs for applying professional knowledge but also significantly enhance their international competitiveness. Through deep cooperation with enterprises, the university continuously optimizes and updates its talent cultivation programs, striving to create an educational mode that aligns with international standards and cultivates more high-quality composite cross-border e-commerce professionals who meet market demands.

Combined with active exploration of the promoted distinctive teaching methods, university-enterprise cooperation has effectively addressed many teaching cases and enterprise issues. The university not only confines teaching resources within the campus but also introduces enterprise resources, market demands, and international perspectives through this mode, achieving continuous improvement and innovation in teaching quality.

### **2.4 Advancing Internationalization**

Amid the tide of globalization, Guangxi University of Foreign Languages (GUFL) is committed to building channels for international exchange and cooperation, thereby propelling the internationalization of cross-border talent cultivation. The university has established long-term exchange and cooperation relationships with higher education institutions and research organizations across ASEAN countries, and has implemented a series of internationally standardized curriculum systems and quality assurance mechanisms. This alignment with international standards in course content and teaching resources has enabled GUFL to cultivate high-level talents in cross-border business management and practice who meet the demands of international trade.

In the specific implementation of its internationalization strategy, GUFL not only focuses on the teaching quality of specialized courses but also emphasizes broadening students' international horizons. Through diverse international education programs such as international exchange semesters, overseas internships, and study tours, the university comprehensively enhances students' international competitiveness. Notably, GUFL has successfully established dual-degree programs with renowned overseas universities, providing students with opportunities for further studies abroad and the acquisition of internationally recognized academic qualifications.

Regarding faculty development, the university adopts advanced international educational concepts and teaching methods, hiring foreign teachers for long-term or periodic visiting lectures to strengthen the internationalization of its teaching staff. Through comprehensive planning, GUFL promotes bilingual teaching, online open courses, and international symposia, among other formats, to facilitate teachers' engagement with the international frontier and elevate the quality and effectiveness of teaching to an international standard.

To further expand the scope of international cooperation, GUFL has established the International Education College, which pools resources and aligns with international standards and practices. This college serves as a platform for academic exchanges and a window for showcasing the university's academic strength and exchanging ideas. By participating in or hosting international academic symposia, industry summits, and other events, GUFL continuously enhances its reputation and influence on the international stage [3][8].

In advancing its internationalization process, GUFL has established an international cooperation network, enriched its international education content, strengthened the internationalization of its faculty, enhanced the international reputation and influence of its cross-border e-commerce disciplines, and optimized its talent cultivation system. These measures provide a solid foundation for the quality of cross-border trade professionals and establish a strong basis for international cooperation and exchange in related fields, effectively supporting the development needs of regional economies and international trade [3][7].

### **3. Exploring New Pathways for Cultivating Talent in "E-commerce Customer Service" for ASEAN-Oriented Cross-Border E-commerce**

#### **3.1 Emphasizing Practical Skills Cultivation**

In educational practice, the cultivation of students' practical skills must be closely aligned with the actual operational needs of cross-border e-commerce, focusing on skill training for key positions such as product structuring, order processing, and customer service. The successful experience of Guangxi University of Foreign Languages demonstrates that by directly involving students in real e-commerce projects, they not only master basic skills such as product listing, categorization, and description writing but also effectively handle complex tasks like order confirmation, logistics tracking, and after-sales service. These practical operations ensure that students systematically learn and accumulate job skills during their daily studies, enhancing their core competitiveness for future employment.

Furthermore, the mastery and improvement of e-commerce English are considered essential practical skills. In the teaching of "E-commerce Customer Service," the enhancement of cross-border e-commerce English proficiency should be integrated into practical teaching, allowing students to learn professional English usage in trade negotiations, marketing promotions, and customer service through simulated international transaction communication and negotiation [4].

For the marketing promotion of cross-border e-commerce platforms, practical training courses should focus on creating an online marketing environment, simulating tasks such as social media marketing, SEO optimization, and data analysis to improve students' market perception and adaptability. In this process, a task-driven teaching mode closely integrates academic knowledge with market realities, enabling students to effectively fuse and innovate between theory and practice [7].

Students are required to not only describe the specific operations of completed tasks in their practical experience summaries but also reflect on existing problems and improvement strategies, extracting universal operational experiences for mutual learning among classmates to continuously enhance their practical operational abilities. Through such practice and summarization, students form a more comprehensive and profound understanding, laying a solid foundation for solving practical work problems [7].

To ensure the quality of practical teaching, a diversified evaluation system should be established, encompassing not only teacher-led theoretical assessments but also evaluations of students' practical project outcomes by enterprises and industry experts [7]. This multi-dimensional and comprehensive evaluation approach not only more accurately reflects students' true abilities but also aligns their learning closer to industry demands, continuously optimizing the practicality and

real-world adaptability of teaching outcomes.

### 3.2 Strengthening Language and Cultural Integration

In the globalized business environment, the development of cross-border transactions places higher demands on talent's language abilities and cultural adaptability. Based on my field research at Guangxi University of Foreign Languages, I deeply recognize the importance of strengthening language and cultural integration in the teaching of "E-commerce Customer Service." To better adapt students to the ASEAN market, the course should incorporate teaching content focused on ASEAN countries' cultural backgrounds, business etiquette, and consumer psychology, enabling students to grasp each country's unique business culture and consumption habits while understanding their languages, thereby enhancing the effectiveness of cross-cultural communication [4].

In language teaching, apart from traditional English language skills, specific language training in different ASEAN languages such as Thai, Vietnamese, and Malay should be enhanced to meet the communication needs of diverse markets. The course should emphasize students' listening and speaking skills training, for instance, through role-playing, business negotiations, and customer service in simulated real-work scenarios to enhance their rapid language adaptability and communication efficiency. Additionally, student exchange and internship programs with ASEAN countries can be established to provide students with firsthand cross-cultural communication experiences, helping to break language barriers and foster cultural understanding and identification [3].

In cultural teaching, course development should include case studies that clearly reflect ASEAN countries' cultural backgrounds, encouraging students to integrate ASEAN-specific cultural concepts into solution discussions. This approach helps students understand the impact of cultural differences on cross-border business and design more targeted and innovative service strategies based on this understanding. Multimedia and virtual reality technologies should be utilized to immerse students in different countries' business scenarios and social etiquette, thereby enhancing their cross-cultural adaptability [4].

Through these measures, the "E-commerce Customer Service" course achieves a deep integration of language skills and ASEAN culture, constructing a compound talent cultivation mode that meets the demands of the times. Students not only improve their cross-border e-commerce professional skills but also strengthen their understanding and respect for ASEAN cultures, significantly increasing their likelihood of successful communication and collaboration in the cross-border e-commerce field. This new teaching mode provides new perspectives and methods for cultivating cross-border e-commerce talents, positively promoting regional economic integration and development [3].

### 3.3 Innovating Teaching Methods and Means

Facing the challenges and demands in the current field of cross-border e-commerce education, innovating teaching methods and means has become a top priority for educational reform. Firstly, the course should place greater emphasis on practice and application. Drawing on the experience of Guangxi University of Foreign Languages, the "E-commerce Customer Service" course should integrate advanced educational technologies and teaching concepts, using a task-driven approach to guide students in transitioning from theory to practice. Through cooperation with enterprises, simulated tasks aligned with real work scenarios should be designed to deepen students' understanding and mastery of professional knowledge while solving practical problems.

Secondly, to enhance students' actual abilities in cross-cultural communication, teaching can introduce an immersive language learning environment based on virtual reality (VR) technology, combined with scenario simulations, allowing students to role-play in a simulated Southeast Asian market environment. This not only exercises students' ASEAN language skills but also enhances their understanding of ASEAN culture and cross-cultural communication abilities [3].

Furthermore, the teaching team should adopt a flipped classroom model, providing teaching videos and materials through an online teaching platform before class to enable students to autonomously learn basic theoretical knowledge outside the classroom. In class, teachers should focus on guiding students in case analysis and problem discussions, strengthening their critical thinking and problem-solving skills. This transformation in teaching mode will help students deepen their understanding of knowledge, cultivate critical thinking and problem-solving abilities, and enhance classroom interaction and participation [3].

Experimental teaching is also an indispensable part of this teaching mode. Teachers should rely on the school's advanced laboratory facilities to organize students in simulating a real cross-border e-commerce operating environment, using professional software for data analysis and market forecasting to cultivate students' data sensitivity and market insight. During experiments, teachers should provide personalized guidance and timely feedback, helping students summarize experiences and propose improvement suggestions to ensure continuous progress in practical operations [3].

Innovating teaching methods and means in the "E-commerce Customer Service" course not only improves students'



professional skills but also enhances their ability to solve practical problems, laying a solid foundation for cultivating compound and practical talents.

### 3.4 Strengthening Faculty Development

Teachers are pivotal in the teaching process, and faculty development plays a crucial role in enhancing the professional connotation of cross-border e-commerce majors and cultivating students' practical abilities. For courses such as "E-commerce Customer Service," colleges should establish a series of standards for selecting teachers with high-level professional backgrounds, using academic research and industry experience as dual criteria to ensure the synchronous improvement of teachers' professional level and practical abilities. While recruiting talents, colleges should also focus on providing professional training for existing teachers, including updates on the latest knowledge in the e-commerce field, improvement of cross-border e-commerce platform operation skills, and strengthening of cross-cultural communication abilities. Based on this, opportunities for teachers to participate in domestic and international academic exchanges should be increased, and cooperation with top international cross-border e-commerce institutions and university experts should be encouraged to enhance teachers' international perspectives and innovation capabilities [4].

Furthermore, the practical abilities of the teaching team should be considered the core of teaching quality improvement, requiring teachers to possess practical operational experience aligned with the industry. Through deepened school-enterprise cooperation, teachers should be arranged to regularly engage in practical operations within enterprises or guide student internships and practical training in enterprises, allowing teachers to accumulate experience in actual cross-border e-commerce operations and develop case-oriented teaching resources to further enrich teaching content.

In terms of educational means, the application of modern teaching methods should be vigorously promoted. Teachers should be encouraged to use multimedia courseware, online live broadcasts, and other means to create a more immersive learning environment for students. At the same time, colleges should regularly organize teachers to participate in workshops and study sessions for professional skill enhancement, continuously improving teachers' teaching methodology levels, enabling them to employ more vivid and interactive teaching methods to strengthen the cultivation of students' practical skills [4][7].

Through multifaceted and comprehensive enhancements in faculty development, compound talents with both cross-border e-commerce-related professional knowledge and the ability to adapt to complex international market environments such as ASEAN can be cultivated. This not only aligns with national strategic development needs but also satisfies enterprises' desires for high-quality practical talents. The implementation of these initiatives will significantly enhance the teaching quality and effectiveness of the "E-commerce Customer Service" course.

## 4. Conclusions

Based on an investigation conducted at Guangxi University of Foreign Languages, this study explores innovative approaches to cultivating talent for ASEAN-oriented cross-border e-commerce, specifically focusing on the role of "Online Store Customer Service." Through a comprehensive analysis of the university's philosophy, practices, and achievements in cross-border talent development, we have reached the following conclusions:

(1) The Primacy of Practical Skills Development: By closely aligning curriculum with the operational demands of cross-border e-commerce, and incorporating real-world e-commerce projects, experiential learning, and a diversified evaluation system, students' practical skills and job adaptability can be significantly enhanced, laying a solid foundation for their future careers.

(2) The Core Role of Language and Cultural Integration: Emphasizing the teaching of ASEAN languages and cultures within the "Online Store Customer Service" curriculum, and enhancing students' listening, speaking abilities, as well as their understanding of cultural differences and consumer psychology, markedly improves their cross-cultural communication skills and service efficiency, thereby meeting the unique demands of the ASEAN market.

(3) Innovative Teaching Methods as a Driving Force: The adoption of advanced pedagogical approaches such as task-based learning, virtual reality technology, and flipped classrooms stimulates students' learning interest, enhances teaching effectiveness, and fosters critical thinking and problem-solving abilities.

(4) Strengthening Faculty Development as a Safeguard: By setting high standards for teacher recruitment, reinforcing professional training, deepening university-enterprise cooperation, and promoting the use of modern teaching tools, a faculty that possesses both professional knowledge and practical experience can be established, providing a robust foundation for teaching quality and talent cultivation.

In conclusion, the new pathway for nurturing talent in ASEAN-oriented cross-border e-commerce, particularly in the field of "Online Store Customer Service," should prioritize the development of practical skills, the integration of language

and culture, the innovation of teaching methods, and the enhancement of faculty development. The implementation of these strategies will contribute to the cultivation of composite talents who are proficient in both business operations and cultural understanding, skilled in practical execution, and adept at innovation. Such talents will provide crucial support for the cross-border e-commerce industry serving ASEAN, aligning with the broader strategic needs of the region and the demands of the industry for highly qualified, practically oriented professionals.

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