

# Exploration and Practice of Innovative Talent Cultivation Mode of International Economics and Trade for Digital Economy

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**Abstract:** The arrival of the digital economy era makes the Internet industry flourish, which brings new challenges and opportunities for the international economy and trade industry. However, at present, there are certain problems in the cultivation of international economy and trade talents in China's colleges and universities, which can not meet the needs of society. Thus, it is constructive and realistic to explore and practice the innovative talent cultivation mode of international economy and trade for the digital economy. This paper analyses and reflects on the current situation of international economic and trade innovative talents training under the digital economy, the ability that innovative talents should have, and puts forward several suggestions in a targeted manner.

**Keywords:** digital economy, international economy and trade, innovative talents

## Introduction

The digital economy is actually a new type of economic form that uses digital technology to reform and replace the original economic form. The current era of digital economy centred on cloud computing, big data and artificial intelligence has made the main body of the international trade market more diversified, and at the same time has obvious universality, promoting more small and medium-sized enterprises to participate in the international trade market. The impact of the wave of the digital economy, so that China's international trade and economy of the transaction mode, the subject of the transaction and other aspects have undergone great changes, which has brought new challenges and opportunities for the international economy and trade industry, the international trade market needs more professional and high-quality personnel. In order to promote the development of China's international trade and economy, to keep pace with the development of globalization, international economics and trade professional talent training model needs to be changed. At present, many schools are in accordance with the changes of the new situation for the international economy and trade professional to make corresponding adjustments and changes, focusing on cultivating innovative, complex high-quality talent team.

## 1. Current status of training innovative talents in international economics and trade in the digital economy

At present, the digital economy has gradually become the core force of the world's new round of industrial change, all the world's major countries are developing a digital economy strategy, this direction of development for the international economy and trade professional knowledge system puts forward higher requirements, although at present many colleges

and universities on the international economy and trade professional foundation courses for the "international economics", "e-commerce", "western economics", etc., students through the study of these Through the study of these professional courses, students can understand the economic means of different countries, laws and regulations, trade practices, etc., and at the same time, they can also learn the knowledge of foreign languages and Internet-related skills, so that they can lay a solid foundation for the future engaged in international trade, cross-border e-commerce, business management and other work. However, at present, there are certain problems in the cultivation of international economy and trade talents in China's colleges and universities, which can not meet the needs of society.

### **1.1 Unclear positioning objectives**

Although many colleges and universities have formulated the corresponding personnel training programme, but there is the problem of unclear positioning objectives and serious homogeneity. On the one hand, the foreign trade and economic talents needed in the digital economy can be divided into senior management, general technology, general business and other levels of talents, but the talent training programme of colleges and universities are similar in their target positioning, and there is no effective stratification of students according to the current social needs, nor is there any timely adjustment of target positioning according to the needs of the digital economy era; on the other hand, many colleges and universities are overly focused on the international economics and trade profession. theoretical knowledge, grades, and scores, ignoring the importance of practice, which is obviously not conducive to the cultivation of students' abilities, and cannot help students adapt to the needs of the society soon after leaving the campus.<sup>[1]</sup>

### **1.2 Disconnect with the industry**

The international economic and trade model under the digital economy is a new model, which requires that international economic and trade talents need to master the basic theoretical knowledge, but also need to master the relevant skills related to cross-border e-commerce. However, at present, most of China's universities and colleges of international economics and trade professional teaching methods used are the traditional mode, filler teaching, simply only let the students master the relevant theoretical knowledge, business processes, etc., many universities and colleges also lack of e-commerce skills for the training of students. Not only that, many colleges and universities lack of international trade and economic students to practice the conditions, these have led to the current training of talents in colleges and universities and the industry out of touch with the problem.

### **1.3 Irrational curriculum**

At the present stage, the curriculum of colleges and universities on international economics and trade is still "International Trade Practice", "International Business Negotiations" and so on, these teaching materials are based on the traditional theoretical knowledge of trade and practical training, and colleges and universities have not updated the content of the curriculum in accordance with the changes in the era of the digital economy. Secondly, although many teachers will explain the relevant theoretical knowledge in lectures, the international economics and trade professional programme involves a wide range of content, and students can't well grasp the core content. In addition, many students can not integrate the knowledge of related professional courses to form a systematic knowledge structure. These problems are mainly due to the irrational curriculum of colleges and universities, which to a certain extent hinders the cultivation of innovative talents in international economy and trade.

## **2. Competencies for innovative international economics and trade talents in the digital economy**

### **2.1 Foreign language communication ability**

Under the digital economy, international economy and trade involves external communication, customer service, platform operation and other aspects, which puts forward higher requirements for international economic and trade talents, one of which is to have foreign language communication skills. International economic and trade talents can only enhance

their core competitiveness if they have good foreign language skills and can communicate and negotiate in multiple languages.<sup>[2]</sup>

## **2.2 Skilled e-commerce platform operation ability**

At present, under the wave of the digital economy, international economy and trade mainly rely on the e-commerce platform, so today's international economic and trade talents need to master the skilled operation of the e-commerce platform. Cross-border e-commerce enterprises are mainly through the e-commerce platform to carry out the release of related products, through the operation and management to obtain the corresponding profits. Foreign trade personnel need to be able to master the various skills of e-commerce platform operation, the flexible use of relevant rules, can help enterprises to seize the wind, avoid risks, and help China's enterprises to obtain more income.

## **2.3 Cross-border logistics and supply chain management capabilities**

International economy and trade in the era of digital economy cannot be separated from international logistics and supply chain. In international trade activities, professional talents are needed to manage logistics as well as supply chain. Therefore, one of the abilities that international economic and trade talents must have is cross-border logistics and supply chain management ability, need to be able to choose the appropriate logistics according to different goods, but also to integrate the international supply chain resources, to ensure the safety of goods in the process of logistics and transport and supply chain in all aspects.

# **3. Some suggestions on the cultivation of innovative talents in international economy and trade in the digital economy**

## **3.1 To improve the proportion of practical training**

Under the background of the digital economy, all fields of our society have a higher demand for the practical skills of talents, and this demand is also gradually penetrating into all aspects of talent training in colleges and universities. Colleges and universities in the setting of professional courses should be clear what kind of students society needs, what ability to have in the future positions, so as to appropriately set the curriculum. Colleges and universities should improve the proportion of practical training, on the one hand, to create a language environment, so that students in the process of learning to continuously improve their self-expression in foreign languages, on the other hand, colleges and universities should carry out cooperation with enterprises to provide students with more practical opportunities to train students in practice and theory as the primary goal of the combination of the ability to improve the comprehensive ability of students.<sup>[3]</sup>

## **3.2 To establish career-oriented talent training objectives**

With the continuous development of science and technology, the digital economy has brought great changes to the business environment, and the business operation mode is transforming into diversification and intelligence, and colleges and universities, as the main position for training innovative talents in international economy and trade, need to adapt to the development trend of social networking and digitalisation. Therefore, when increasing the proportion of practical training, colleges and universities should not be one-size-fits-all, and need to fully consider the actual development of students and their needs, from simple to complex, step by step, first let the students master the basic knowledge, and then to improve the mastery of comprehensive knowledge, and to establish a career-oriented personnel training objectives. Colleges and universities should carry out cooperation with major enterprises, the implementation of order-type personnel training, according to the market demand for talents, targeted skills training for students, while students in the learning process not only to master the basic theoretical content, but also to enhance their teamwork ability, to understand the trade practices of different countries, so as to adapt to the sustainable development of individuals and society.

### **3.3 To cultivate innovative thinking ability**

With the continuous development of science and technology, for international economic and trade talents, can not be stagnant, to have a certain innovative thinking, for individuals and enterprises to create certain profits. Therefore, colleges and universities and individual students should consciously cultivate the innovative thinking ability of international economics and trade professionals to break the constraints of the traditional model, and only in this way, when professionals encounter difficulties after entering the community, they will break down the difficulties, analyse the contradictory points, and come up with innovative solutions, thus enhancing their competitiveness in the market.

### **3.4 To construct high-quality teachers**

Undoubtedly, the cultivation of international economy and trade talents can not be separated from the high-quality teachers, in order to significantly improve the level of international economic and trade professionals in the era of the digital economy, colleges and universities should significantly improve the level of the school teaching staff, can be caused by teachers with practical experience in the enterprise, but also can be organized on a regular basis, the school teachers go to participate in practical training in the enterprise. Only teachers with practical skills can be targeted in teaching to put forward more reasonable teaching programme.<sup>[4]</sup> In addition, the school can also invite professors and experts to carry out regular lectures, explaining how to apply professional knowledge to practice in the future work, so that not only can broaden students' horizons, but also to clarify their own development goals and improve their overall quality.

## **4. Summary**

In summary, in order to promote the development of China's economy and keep pace with the development of globalization, it is urgent to make changes to the talent training mode of international economy and trade majors. The international economic and trade innovative talents under the digital economy can better meet the needs of the society only with foreign language communication ability, skilled e-commerce platform operation ability and cross-border logistics and supply chain management ability. However, at present, there are a series of problems such as unclear positioning objectives, disconnection with the industry and irrational curriculum for international economic and trade innovation talents under the digital economy. Only by adopting a series of measures such as improving the proportion of practical training, establishing career-oriented talent training objectives, cultivating innovative thinking ability and building a high-quality teaching staff, can colleges and universities really improve the practical ability of students, satisfy the needs of enterprises and improve the comprehensive quality level of students, so as to meet the demands of society and the society. The comprehensive quality level of students, for the society and enterprises to send a steady stream of high-quality professionals.

## **Conflicts of interest**

The author declares no conflicts of interest regarding the publication of this paper.

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