

Analysis of Skill Requirements for Cross-Border E-Commerce Talent and Corresponding Cultivation Strategies

Ping Shang

Wuhan Business University, Wuhan, Hubei, China

Abstract: This paper investigates the talent demand issues in the rapidly developing cross-border e-commerce industry. By analyzing the current development status of the cross-border e-commerce industry and the supply-demand situation in the talent market, it thoroughly explores the core skills required for cross-border e-commerce talents, including operations, marketing, logistics, and supply chain management. Based on this, the paper proposes innovative strategies and specific measures for universities and enterprises to cultivate cross-border e-commerce talents, aiming to provide references and suggestions for alleviating the supply-demand contradiction of talents and improving the quality of talent cultivation.

Keywords: cross-border e-commerce; talent demand; skill analysis; talent cultivation; strategies

1. Introduction

With the acceleration of globalization and the rapid development of internet technology, cross-border e-commerce, as an emerging form of international trade, is quickly changing traditional business models and consumption patterns. However, the booming cross-border e-commerce industry has also brought about a huge talent demand gap. Compared to traditional foreign trade, cross-border e-commerce requires more diversified and specialized talents who not only need language skills and international trade knowledge but also familiarity with e-commerce operations, digital marketing, cross-border logistics, and other professional skills. Currently, there is a clear structural contradiction between the supply of cross-border e-commerce talents and market demand, with many enterprises facing difficulties in recruitment and talent utilization, which seriously restricts the further development of the industry. Therefore, an in-depth analysis of the skill requirements for cross-border e-commerce talents and exploring effective talent cultivation strategies are of great significance for promoting the healthy and sustainable development of the cross-border e-commerce industry.

2. Current Status of Talent Demand in the Cross-border E-commerce Industry

2.1 Overview of Cross-border E-commerce Industry Development

In recent years, with the advancement of internet technology and the deepening of global trade, the cross-border e-commerce industry has shown a rapid growth trend. As a new form of traditional international trade, cross-border e-commerce has broken the limitations of time and space, providing opportunities for small and medium-sized enterprises and individual sellers to enter the international market. Statistics show that the global cross-border e-commerce transaction volume continues to expand, maintaining an annual growth rate of over 20%. As one of the world's largest cross-border e-commerce markets, China has seen a continuous increase in the number of cross-border e-commerce platforms and sellers, driven by both policy support and market demand. The business scope has expanded from the initial C2C model to various models such as B2B and B2C, covering multiple areas including retail, wholesale, and customization.

2.2 Supply and Demand Analysis of Cross-border E-commerce Talent Market

With the rapid development of the cross-border e-commerce industry, talent demand has shown explosive growth. However, the current cross-border e-commerce talent market faces a situation of supply falling short of demand. On one hand, enterprises have a large demand for cross-border e-commerce talents, with increasingly high requirements. These talents need not only traditional foreign trade knowledge but also expertise in e-commerce operations, digital marketing, cross-border logistics, and other professional skills. On the other hand, the existing talent cultivation system can hardly meet market demands, resulting in a severe shortage of high-quality cross-border e-commerce talents. According to relevant surveys, over 70% of cross-border e-commerce enterprises report difficulties in talent recruitment, especially for core positions in operations, marketing, and supply chain management. This supply-demand imbalance not only affects the development speed of enterprises but also, to some extent, constrains the innovation and upgrading of the entire industry[1].

3. Analysis of Core Skill Requirements for Cross-border E-commerce Talents

3.1 Operational Skill Requirements for Cross-border E-commerce

Cross-border e-commerce operations are crucial for ensuring smooth international business, demanding high-quality talents. Firstly, operational talents need excellent data analysis skills to analyze market trends, customer behavior, and competitor situations using big data tools, supporting decision-making. Secondly, product management skills are vital, including product selection, pricing, and inventory management. Additionally, understanding and applying platform rules and policies is indispensable, requiring familiarity with operational rules and algorithm mechanisms of major cross-border e-commerce platforms[2]. Lastly, cross-cultural communication and problem-solving abilities are essential soft skills for operational talents to navigate complex international market environments.

3.2 Marketing Skill Requirements for Cross-border E-commerce

In the context of intensifying global competition, the importance of cross-border e-commerce marketing talents is increasingly prominent. Firstly, international digital marketing skills are core requirements, including search engine optimization (SEO), social media marketing, and content marketing. Secondly, these talents need precise market positioning and user profile analysis abilities to formulate effective marketing strategies. Moreover, multilingual abilities and cross-cultural marketing skills are essential, requiring an understanding of cultural customs and consumer psychology in different countries and regions. Lastly, data-driven marketing decision-making abilities are increasingly valued, requiring talents to use various analytical tools for real-time monitoring and optimization of marketing effects.

3.3 Logistics and Supply Chain Management Skill Requirements for Cross-border E-commerce

Efficient logistics and supply chain management are key factors for cross-border e-commerce success. Firstly, cross-border logistics talents need to be familiar with various international logistics modes and channels, including sea, air, and rail transport, and be able to choose optimal solutions based on different products and destinations. Secondly, supply chain management skills require talents to establish and maintain globalized supplier networks, optimize procurement processes, and control costs. Additionally, cross-border payment and customs clearance knowledge are essential skills, including understanding customs policies, tax systems, and payment methods of various countries. Lastly, risk management abilities are increasingly important, requiring the ability to identify and respond to various risks in international trade, such as exchange rate fluctuations and policy changes. In the digital era, the ability to apply intelligent logistics systems and supply chain visualization tools is also becoming an urgent need for enterprises[3].

4. Strategies for Cultivating Cross-border E-commerce Talents

4.1 Innovation in University Cross-border E-commerce Talent Cultivation Models

Universities, as the main bases for talent cultivation, need to actively adjust and innovate their cross-border e-commerce talent cultivation models. Firstly, they should update curriculum settings, incorporating specialized courses such as cross-border e-commerce practices, international marketing, and cross-cultural communication into the teaching system, while strengthening the teaching of fundamental courses like foreign languages, data analysis, and information technology. Secondly, universities should enhance industry-academia cooperation, establishing integrated talent cultivation mechanisms that combine production, education, and research, such as inviting industry experts for practical teaching and organizing student internships in enterprises to enhance students' practical abilities[4]. Furthermore, universities can utilize online education platforms to offer MOOC courses related to cross-border e-commerce, providing students with more flexible learning options.

4.2 Enterprise Cross-border E-commerce Talent Training and Development Strategies

Enterprises, as direct users of cross-border e-commerce talents, play a crucial role in talent development. Firstly, enterprises should establish comprehensive internal training systems, developing targeted training plans for employees at different positions and levels, including new employee orientation, on-the-job skill enhancement training, and management capability training. Secondly, enterprises can implement mentorship or apprenticeship programs to facilitate knowledge transfer and skill exchange between experienced employees and newcomers. Additionally, employees should be encouraged to participate in industry exchange activities and professional certification exams to improve their professional level and industry recognition. Enterprises can also collaborate with universities and training institutions to jointly develop training courses that meet corporate needs[5].

5. Conclusion

This study analyzed the current talent demand and core skill requirements in the cross-border e-commerce industry and proposed corresponding talent cultivation strategies. The research found a significant structural contradiction between the development of the cross-border e-commerce industry and talent supply, especially in core areas such as operations, marketing, and logistics supply chain management. To address this issue, universities need to optimize curriculum settings, strengthen industry-academia cooperation, and focus on practical teaching, while enterprises should improve internal training systems and create favorable learning and development environments. Through the integration of industry, academia, and research, the quality and market adaptability of cross-border e-commerce talent cultivation can be effectively improved. In the future, as technology advances and markets change, the skill requirements for cross-border e-commerce talents will continue to evolve. Therefore, cultivating versatile talents with continuous learning abilities and innovative thinking is a long-term strategy to address talent shortages. By continuously focusing on industry development trends and adjusting talent cultivation strategies, strong talent support can be provided for the sustainable development of the cross-border e-commerce industry.

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