Research on the Demand for Cross-border E-Commerce Talents in Guangzhou City under the Context of "The Belt and Road Initiative"

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Abstract
In the context of "The Belt and Road Initiative", cross-border e-commerce has gradually become an important pillar of international trade. As the capital city of Guangzhou, it has a unique advantage and an important role in promoting the development of cross-border e-commerce industry in Guangdong Province. This paper analyzes the characteristics of the demand for cross-border e-commerce talents in Guangzhou from the perspective of enterprises through a questionnaire survey, so as to summarize the relevant countermeasures for the cultivation of cross-border e-commerce talents in Guangzhou and promote the further development of cross-border e-commerce in Guangzhou.

Keywords
Cross-border E-commerce; Talent Demand; Guangzhou City.

1. Introduction
In the era of "One Belt, One Road", cross-border e-commerce (hereinafter referred to as CBEC) has obviously become a major channel to develop international trade market. According to Liu Dongming (2017), in a broad sense, cross-border e-commerce refers to the electronicization of cross-border trade, which is an international business activity in which transaction subjects belonging to different customs borders reach transactions and make payments and settlements through cross-border e-commerce platforms, which is global, invisible and instantaneous in nature [1]. The total value of cross-border e-commerce import and export commodities in Guangzhou reached 38.59 billion yuan in 2019, ranking second in China; in 2020 From January to June, the total value of Guangzhou’s import and export through the customs cross-border e-commerce management platform reached 17.52 billion yuan, ranking first in the country. This shows that Guangzhou plays a pivotal role in the development of foreign trade in Guangdong Province and even in the whole country. In promoting the rapid development of cross-border e-commerce in Guangzhou, cross-border e-commerce talents are the key.
In recent years, research related to cross-border e-commerce talents in Guangzhou has focused on the cultivation and demand of cross-border e-commerce talents in Guangzhou.
In the study related to the cultivation of cross-border e-commerce talents in Guangzhou, Lv Xinghai (2018) proposed to incubate the cross-border e-commerce talents urgently needed by the society with the mode of "small class entrepreneurship", taking into account the actual situation of teaching reform in Baiyun Institute of Industry and Commerce of Guangzhou. He proposed a solution to address the shortage of practical cross-border e-commerce talents in China by exploring the way out for the training mode of cross-border e-commerce talents in high technology or colleges [2]. Yang Linlin (2016) proposed to build a soft competence framework for high-end cross-border e-commerce talents under "The Belt and Road" and analyzed the cultivation mechanism based on the SWOT analysis of cross-border e-commerce enterprises and the demand analysis of cross-border e-commerce talents in Guangzhou. The
cultivation model was discussed in terms of curriculum system innovation, training reform and quality development education [3]. Ma Qianqian (2016) analyzed the development of cross-border e-commerce in Guangzhou under the background of "the Belt and Road", then analyzed the current situation of cross-border e-commerce talent demand, typical jobs and skill requirements, and finally proposed countermeasures for cross-border e-commerce talent cultivation by taking the e-commerce major of Guangzhou Institute of Industry and Trade Technology as an example [4]. Chen Xi (2020) combined the experience of cross-border e-commerce talent cultivation in Guangzhou Huali Institute of Science and Technology to discuss how to conduct cross-border e-commerce talent cultivation to provide a boost to meet the urgent demand for talents in society [5]. Yuan Qing (2020) proposed how to link schools, enterprises and society to cultivate cross-border e-commerce composite talents regarding the current situation of cross-border e-commerce in Guangzhou, and made several thoughts for the future construction of a long-term mechanism for cultivating cross-border e-commerce composite talents [6].

In the study on the demand for cross-border e-commerce talents in Guangzhou, Li Tongmei (2020) investigated the demand for talents of cross-border e-commerce enterprises in the Guangzhou area regarding job settings, job responsibilities, and competencies and qualities in the context of the construction of Guangdong-Hong Kong-Macao Greater Bay Area through the job information recently released by Internet job sites, and conducted a survey and analysis study to provide reference for the professional setting, talent training, and curriculum reform of higher education institutions in Guangzhou [7].

In recent years, there have been relatively more studies on the cultivation of cross-border e-commerce talents in Guangzhou, but most of them are focused on theoretical level, and there are relatively few studies from the perspective of enterprises, which are closely related to the demand for cross-border e-commerce talents in Guangzhou. In this paper, the survey method is used to analyze the types of cross-border e-commerce talent needs in Guangzhou in the context of "The Belt and Road", which is an innovation in the research method.

2. The Current Development of Cross-border E-commerce Industry in Guangzhou

In the context of "The Belt and Road", with the rise of cloud computing, big data and other information network technology, cross-border e-commerce has gradually become the new direction of e-commerce development, its proportion in the traditional foreign trade is increasingly high. The cross-border e-commerce enterprises grow rapidly in Guangzhou, promoting the booming of cross-border e-commerce.

China added 95,000 cross-border e-commerce-related enterprises from January to October before 2020, with Guangdong Province having the largest number of cross-border e-commerce-related enterprises, nearly 390,000, accounting for 68.20% of the whole country. From January to October of 2020, the import and export value of cross-border e-commerce in Guangdong reached 104.78 billion yuan, an increase of 25.1%, accounting for 47.2% of the whole country. Cross-border e-commerce import and export goods worth 89.84 billion yuan, up 104.3% year-on-year, achieving double growth. In short, the development status of Guangzhou's cross-border e-commerce industry is booming, forming a sustainable cross-border e-commerce ecosystem.

3. Analysis of the Temand for Cross-border E-commerce Talents in Guangzhou

In the development of cross-border e-commerce enterprises, talents are the key to the development and growth of enterprises. Talent training in colleges and universities and talent
training in enterprises play a crucial role in the development of cross-border e-commerce in Guangzhou, and few colleges and universities in Guangzhou offer cross-border e-commerce majors and corresponding cross-border e-commerce courses. In order to understand the demand for talents in Guangzhou's cross-border e-commerce enterprises, we conducted a questionnaire survey on various cross-border e-commerce enterprises in Guangzhou to provide a basis for the cultivation and output of talents in colleges and universities, and offer suggestions for the development of cross-border e-commerce in Guangzhou.

3.1. Survey Object and Methodology
The targets of the questionnaire survey were mainly the department heads and employees of cross-border e-commerce enterprises in Guangzhou. A total of 170 questionnaires were distributed, 148 valid questionnaires were collected, and the effective rate of the questionnaire was 87%.

The research was mainly conducted by a combination of questionnaire, interview and statistical methods. The questionnaire used the method of network questionnaire, and the content of the questionnaire mainly includes the current situation of the enterprise and the needs of the enterprise. The interview method was used to discuss the current situation of cross-border e-commerce in Guangzhou and the demand for talents with the relevant managers and employees of the enterprises. The statistical method was used to analyze the data collected through the statistical function of the "Questionnaire Star" system.

3.2. Job Demand
In the questionnaire survey, it was found that among the talent needs of cross-border e-commerce positions in Guangzhou, marketing positions (product online promotion, marketing, service, logistics) accounted for as much as 36.49%, followed by technical posts (business platform construction, web design, website content management) accounted for 28.38% and management planning posts (e-commerce planning and management, e-commerce operation planning) accounted for 26.35%. The proportion of specific job demand is shown in Figure 1.

![Figure 1. Job Demand](image)

3.3. Professional Needs
In the questionnaire survey, it was found that cross-border e-commerce companies in Guangzhou prefer e-commerce majors, foreign language majors, international business majors, company product-related majors, international economics and trade majors, and marketing majors, the related positions are shown in Figure 2.
3.4. Professionalism

In the questionnaire survey, it is found that in addition to professional skills requirements, Guangzhou cross-border e-commerce companies believe that students should also cultivate professional ethics, honesty and trustworthiness, business etiquette and interpersonal skills, language communication and text editing skills. Self-learning and innovation ability, organization and coordination ability, teamwork spirit and other related professional qualities.

3.5. Capacity Requirements

Through investigations, it is found that Guangzhou cross-border e-commerce companies pay special attention to job-seekers’ marketing and marketing capabilities, cross-border platform operation and operation capabilities, cross-cultural communication capabilities, oral and written English expression capabilities, and international logistics operations capabilities. In particular, marketing and marketing capabilities and cross-border platform operations and operation capabilities account for a relatively large proportion, mainly to meet the needs of compound talents in the global market.

3.6. Talent Training

Through investigations, it is found that cross-border e-commerce companies in Guangzhou hope to provide employees with the following training: platform operation skills training, e-
commerce enterprise management skills training, e-commerce technical training, Internet marketing training and other trainings. Among them, companies believe that the main methods of employee training are higher school education, internal company training, commercial organization training, and online platform training.

3.7. **University Cooperation**

Through the questionnaire survey, it is found that Guangzhou cross-border e-commerce companies hope to cooperate with universities, mainly through student internship training and employment, lectures for students, school-enterprise cooperation development courses, joint teaching tasks, and school-enterprise joint training bases and schools and enterprises jointly organize cross-border e-commerce competitions and other ways to cooperate.

4. **Countermeasures and Suggestions**

Talent is a key factor in promoting the development of Guangdong’s cross-border e-commerce. In order to promote the vigorous development of the cross-border e-commerce industry in Guangzhou, based on the questionnaire survey, the following countermeasures are proposed from the perspectives of enterprises, universities and the government.

On the corporate side, through corporate training and practical opportunities, we will cultivate employee marketing and marketing capabilities, cross-border platform operations and operations, etc. Make employees more competitive, effectively reserve outstanding talents, and save the cost of human resources. Enterprises are also responsible for cooperating with colleges and universities to jointly cultivate talents, and jointly develop relevant cross-border e-commerce professional courses with colleges and universities. This allows the courses to correspond to the needs of enterprises one-to-one, and cultivates all-round talents that meet the needs of cross-border e-commerce enterprises in Guangzhou.

In terms of colleges and universities, they should listen to the opinions and suggestions of industry experts and related personnel of enterprises, and formulate talent training programs and teaching programs that are in line with the development of cross-border e-commerce in Guangzhou. At the same time, set up cross-border e-commerce elective courses, especially foreign language ability and foreign trade knowledge, to enhance the overall cross-border e-commerce comprehensive ability of school students. In addition to theoretical courses, relevant cross-border e-commerce operation skills courses should also be set up to improve students' specific operation capabilities.

On the government side, the government should support Guangzhou colleges and universities to cultivate basic talents that meet the characteristics of local cross-border e-commerce, and fund support for Guangzhou colleges and universities to establish relevant cross-border e-commerce colleges. The government and Guangzhou Cross-border E-commerce Association formulate preferential policies to attract talents and introduce high-end cross-border e-commerce talents. Cultivate grassroots management talents in the field of cross-border e-commerce in Guangzhou through visits, learning, short-term training, etc. The government establishes a four-party joint mechanism that integrates the government, enterprises, industries, and universities to integrate multiple resources, an organization of the nature of "Cross-border E-commerce Education Alliance" led by the government.

5. **Conclusion**

Through this survey, it is found that with the continuous deepening of the “One Belt, One Road” policy, Guangzhou, as an influential business center, has further increased the demand for cross-border e-commerce talents. Through this survey, it is found that with the continuous
deepening of the “One Belt, One Road” policy, Guangzhou, as an influential business center, has further increased the demand for cross-border e-commerce talents.

Through a questionnaire survey of cross-border e-commerce companies in Guangzhou, this paper analyzes the job requirements, professional requirements, professional qualities, ability requirements, talent training, and university cooperation of cross-border e-commerce talents in Guangzhou, from the three aspects of enterprises, governments and universities, give strategies and suggestions to promote the development of cross-border e-commerce talents in Guangzhou at the emergence stage.

References


