

# Study on Talent Skills Analysis and Talent Demand of Cross-border E-Commerce Enterprises in Wuhan

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## Abstract

Since Wuhan became a comprehensive pilot zone for cross-border e-commerce, the city has seen a significant rise in import and export trade by virtue of its superior geographical location and continued ability to sustain talent. However, with the continuous development of the digital economy, related positions have tended to become more complex and refined, and cross-border e-commerce practitioners need to continuously improve their comprehensive ability and professionalism. Although there are many universities in Wuhan, which can deliver a large number of cross-border e-commerce and related professional graduates every year, a large amount of data shows that there is a large discrepancy between the supply of talents and the demand of enterprises. This study focuses on investigating and analysing the skills of employees in cross-border e-commerce enterprises in Wuhan, through conducting surveys on supply chain management positions, trade service positions, sales positions, operation positions and design positions, to understand and analyse the skills mastery of employees working in cross-border enterprises in Wuhan, and to summarise the situation, so as to provide advice on the curriculum setting and talent training programmes of cross-border e-commerce majors in Wuhan and universities in other regions. The survey will provide advice on the adjustment of the curriculum and talent training programmes for cross-border e-commerce majors in Wuhan and other regional universities, so as to promote the better and sustainable development of cross-border e-commerce in China.

## Keywords

Wuhan City; Cross-border E-commerce; Talent Training.

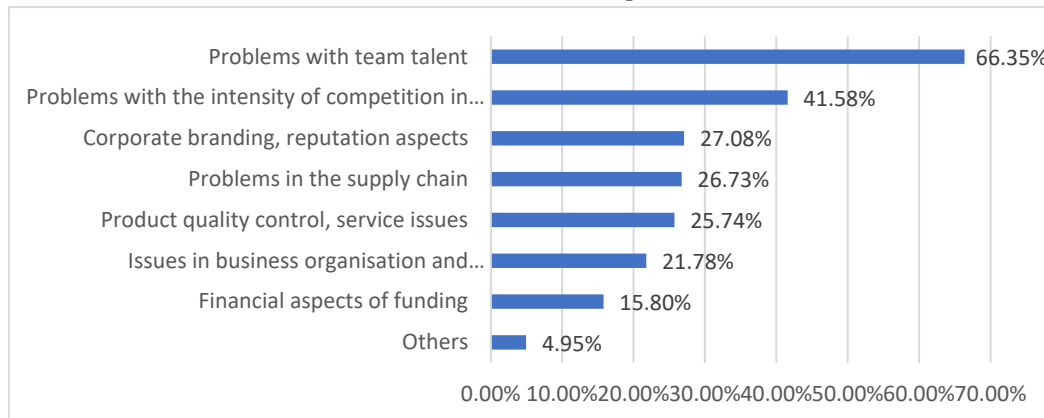
## 1. Current Situation of the Cross-border E-commerce Industry in Wuhan

Along with the rapid development of the Internet and the popularity of e-commerce, cross-border e-commerce has gradually become a new trend and new trend in the development of foreign trade. According to the General Administration of Customs, the import and export scale of cross-border e-commerce in China will be about RMB 1,923.7 billion in 2021, an increase of 18.6% over 2020 (the same below) and accounting for 4.9% of the total import and export.

Wuhan is a central city and therefore lags behind coastal open cities in foreign trade and cross-border e-commerce, but since officially joining China's comprehensive pilot zone for cross-border e-commerce in 2018, the cross-border e-commerce industry has gained rapid development thanks to its superior geographical location and a steady stream of talent delivery. Data shows that the volume of cross-border e-commerce import and export trade in Wuhan in the first half of 2022 reached the volume of the whole year of 2021, and even under the impact of the epidemic, the total cross-border e-commerce import and export volume in Wuhan from January to August 2022 reached 138% year-on-year.

However, it is with the continuous updating and development of the digital economy that the cross-border e-commerce industry has gradually become more diversified and complex in its

operational model, and the competition between enterprises is not only for products or services, but also reflected in the demand for talents. According to the "2021 China E-commerce Talent Survey Report" jointly released by Netease E-commerce Research Center and Winning Tripod Education, as shown in Figure 1, in the cross-border e-commerce field, the proportion of team talent issues reached 63.35%, far exceeding the market competition intensity ranked second. The "14th Five-Year Plan" for e-commerce development shows that in the next five years, the shortage of cross-border e-commerce talent will reach 9.85 million and the scale of cross-border e-commerce will increase by RMB810 billion. Therefore, it is urgent to conduct research on the talent needs of cross-border e-commerce enterprises.



**Figure 1.** Analysis of problems in the cross-border e-commerce industry  
Data from Netscape E-commerce Research Centre

It is worth noting that although Wuhan has a large number of universities, many of them are short of teachers and offer few specialised courses, resulting in a large shortage of talent in the short term[1]. Therefore, it is urgent to conduct a study based on the skills survey of cross-border e-commerce enterprises in Wuhan to understand the skills mastery of enterprises, the professional training situation of universities and the docking situation of school-enterprise talents.

## 2. Analysis of Personnel Characteristics based on Enterprise Research

The issue of talent is ultimately a reflection of the ability of talent to adapt to the market and its related skills. In order to better understand the skills of employees in cross-border e-commerce enterprises in Wuhan and their views on their current jobs, this study conducted a questionnaire survey on the staff of cross-border e-commerce enterprises in Wuhan. We distributed a total of 200 questionnaires and collected 174 valid questionnaires. The survey was mainly conducted in five aspects, namely, employees' mastery of core operational skills, employees' views on the demand for talents in enterprises, employees' views on the problems of enterprise operation and the development trend of the industry, and Cross-border e-commerce graduate employees' views on the training system of cross-border e-commerce professional courses.

### 2.1. Enterprises Need More Talents with Practical Skills and Social Competence

The survey shows that enterprises do not attach particular importance to whether employees are highly educated or not, but more to their mastery of practical skills, but this does not mean that high education is not important. As shown in

Category	Very unimportant	Not important	Generally important	Very important
Highly educated	1	5	54	36
Practical skills	0	0	16	128
Relevant professional skills certificates	1	6	43	53
Excellent foreign language skills	0	0	39	64
Atmospheric image	3	16	57	39
Psychological qualities	1	2	27	58
Interpersonal communication skills	0	2	16	84
Organisational and coordination skills	0	2	20	76
Planning and execution skills	0	1	16	80

**Figure 2.** Factors that companies focus more on when recruiting talent

Enterprises for employees in the recruitment of foreign trade talent different from the past, the face of the rapid development of the digital economy and the fierce market environment, cross-border e-commerce enterprises not only need to have the traditional knowledge of foreign trade, but also focus on foreign trade knowledge and the Internet combined with hands-on skills. For example, they should be familiar with the foreign trade process, the rules, techniques and transaction processes of various foreign trade e-commerce platforms. However, companies have different focuses on different positions, with design positions focusing on product graphic design and web design; operations positions focusing on market research, data mining and analytical processing capabilities; and supply chain positions focusing on international logistics management and supply chain management. In addition, companies also place great importance on the overall competencies and professionalism of their employees, such as international negotiation and communication skills, international order development, service and processing, and product and market sensitivity, and etcetera.

In addition, Figure 2 also shows that companies value the mental capacity, planning and execution skills and organisational skills of their employees. The survey of cross-border e-commerce employees also mentions that universities should focus on cultivating students' psychological and teamwork skills in terms of curriculum development. Thus engaging in the cross-border e-commerce industry requires not only good professional skills, but also good psychological quality.

## **2.2. The Theory and Practice do not Match in the Training of Cross-Border E-Commerce Professionals in Colleges and Universities**

In the survey of cross-border e-commerce industry challenges to choose from, in addition to the development of new customers and the lack of sufficient understanding of cross-border e-commerce, the survey also pointed out that the current industry does not have sufficient talent support. It can be seen that the company is more urgent for the talent pool, and hopes that employees should have a certain degree of understanding of the industry.

Among the 174 questionnaires recovered, 19.5% of the respondents graduated from cross-border e-commerce majors, and the gradient of their choice of learning methods in colleges and universities is course practical training, enterprise internship, classroom classes, and finally online classes. They think that the current colleges and universities are not clear about the training target orientation of cross-border e-commerce majors, the curriculum is unreasonable, and the lack of corresponding teachers leads to students' lack of basic knowledge of cross-

border e-commerce mastery, and the disconnection between theory and practice is more serious.

According to the questionnaire survey, 80.5% of the respondents believe that the cross-border e-commerce industry is developing and even belongs to the sunrise industry with good development trend. However, at the same time, they all say that there is a serious talent scarcity problem in the industry. It can be seen that the demand and supply of talents in the cross-border e-commerce industry are somewhat skewed, and the current supply situation of the talent market does not meet the current demand of talents for relevant positions in enterprises. For this reason, the team further investigated the views of cooperation between various cross-border enterprises and universities, in which 52.3% of the respondents think they are very willing to cooperate with schools and enterprises, and 42% of the respondents thin.

### **2.3. Enterprises are More Interested in Sales and Operation Talents**

Based on the organizational structure of cross-border e-commerce enterprises, this questionnaire set up seven job clusters: cross-cultural communication job cluster, enterprise management job cluster, supply chain management job cluster, trade service job cluster, sales job cluster, operation job cluster and design job cluster[2]. In response to the question of what type of jobs are urgently needed, 23% of the respondents chose sales jobs, followed by operations jobs.

In the sales category, the survey showed that international order processing skills, customer relationship management and international customer development and service were relatively important skills for sales positions, with international order processing in particular accounting for 26% of the total. In the operations category, the survey showed that market research accounted for 17% of the total and was in the first tier, followed by cross-border e-commerce operations and search engine marketing in the second tier. It can be seen that enterprises attach more importance to platform order processing, customs clearance and freight forwarding and market trends, which are also reflected in the relevant questions. For example, the survey pointed out that the issue of overseas marketing is one of the important issues that enterprises urgently need to solve at present, for example, when investigating the matching degree between university majors and those engaged in the cross-border e-commerce industry, most survey respondents believed that international trade (international business) majors, marketing majors, For example, in a survey on the match between university majors and the cross-border e-commerce industry, the majority of survey respondents believed that talents majoring in international trade (international business), marketing, e-commerce, customs clearance and international freight-related majors were more suitable for cross-border e-commerce.

Running a cross-border e-commerce business is more complex and challenging than running a domestic e-commerce business, which requires employees to have a good understanding of the industry and a good international perspective and market sense. We therefore also investigated whether employees received training when they joined the company, and the data showed that 88% of employees had received training, while 12% of employees were not provided with training by their companies, but other data showed that the current employees themselves are far from understanding the market and the industry. What is lacking in the cross-border e-commerce industry is not only sales and operations talent, but also a learning and training mechanism that allows employees to promote each other and grow and improve.

### 3. Conclusion and Recommendations

#### 3.1. Optimize the Teaching Mode, Practice to Keep up with the Needs of the Times

As mentioned above, more employees who graduated from related majors believe that colleges and universities have unclear positioning of the training objectives of cross-border e-commerce and unreasonable curriculum Settings, which leads to the problem that the objectives of talent training are not completely consistent with the actual needs of cross-border e-commerce industry. Therefore, it is suggested that universities should pay more attention to the training of cross-border e-commerce talents, actively conduct comprehensive practical training for professional talents on the premise of understanding the needs of the social market, increase case teaching and discussion teaching, constantly optimize the teaching mode, and conscientiously implement students' course practice and enterprise internship each time. At the same time, colleges and universities should pay more attention to the dynamic development of cross-border e-commerce industry, accelerate the iteration and update of professional theoretical knowledge, and ensure that the course content can keep pace with the times. If conditions permit, the projects of enterprises in related industries can be provided to the practical training courses for students to participate in the study, so that students can fully understand and master the most basic cross-border e-commerce operation process in advance, and provide a good platform for students to successfully enter the post and realize their self-value.

In addition, colleges and universities can cooperate with various platforms to provide professional competition resources, actively encourage students to participate in cross-border e-commerce related discipline skills competitions and innovation and entrepreneurship competitions, so as to practice and promote learning through competitions, train students through competitions, consolidate their professional knowledge, and strengthen their practical[3].

#### 3.2. Create a Professional Teaching Team and Improve the Level of Teachers

For colleges and universities, teachers are the main core figures of teaching work in schools, and the quality of the whole teaching process is directly related to the teaching level of teachers. Therefore, in view of the weakness of teachers and the lack of corresponding professional teachers in each university, universities should strengthen the construction of professional teachers, improve the corresponding supporting teaching facilities, introduce professional teachers with more seniority and higher level, and actively organize irregular teaching training and practical training for professional teachers among universities to guide better communication and exchange among teachers in universities and improve their personal teaching ability. It is also possible to invite outstanding workers from enterprises to give relevant professional lectures in schools, so that university teachers can be better informed about the latest knowledge and market developments and trends. This can not only improve the professional ability and teaching level of school teachers, but also enable them to grasp the market development more accurately and have a more comprehensive understanding of the current market demand for talents, so that university teachers can better develop corresponding curriculum design for professional teaching work.

#### 3.3. Strengthen School-Enterprise Cooperation and Improve Personal Comprehensive Ability

According to the results of this research, it can be seen that enterprises pay more attention to the comprehensive ability and personal professionalism of their employees. If enterprises want to get better talents, school-enterprise cooperation will be a very effective way to solve the

problem. Cross-border e-commerce has a strong practical nature, and traditional teaching and theoretical indoctrination is difficult to keep up with the times and cannot achieve the current talent training objectives. Through school-enterprise cooperation, not only can schools be given more realistic enterprise links, enterprise case teaching, which is conducive to the graduation and employment of students with more practical experience, it is easier to adapt to the current social environment and industry status quo, and can well connect enterprises and universities together to better understand the current market shortage of professionals and their related job skills, effectively solving the problem of mismatch between the supply and demand of talent training.

Secondly, if cross-border e-commerce enterprises want to continue to have highly capable and educated staff, they also need to improve the corresponding training system, attach importance to the recruitment of staff and the professional ability and professionalism of existing personnel. According to the development trend of the industry and enterprises, from time to time, the staff will be trained to a certain degree of growth, to cultivate a more comprehensive, integrated, and up-to-date job talent.

#### 4. Conclusion

With the development of the times, cross-border e-commerce, as an emerging industry, will continue to maintain rapid development in the future, and the problem of cross-border e-commerce talent demand will become more and more obvious. This paper argues that, for the training of cross-border e-commerce talents, universities need to optimize the professional teaching mode for their own defects, create a more professional teaching team and improve the teaching level of teachers. Enterprises create a better learning and working atmosphere, constantly optimize the training system for the growth of in-service employees according to their own enterprise situation, effectively improve the quality of in-service employees and their professional and technical abilities, and keep up with the times. In addition, Wuhan universities should cooperate with enterprises, complement each other's strengths and weaknesses, and actively cultivate more cross-border e-commerce talents who understand cross-border e-commerce trade, master the operation of cross-border e-commerce platforms and have high quality, so as to improve the timeliness and relevance of talent training and promote the sustainable development of the cross-border e-commerce industry.

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