

Research on the cultivation of cross-border e-commerce data talents in universities under the background of big data

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ABSTRACT

With the acceleration of globalization and the rapid development of digital technology, cross-border e-commerce has become an important part of international trade today. Everything has two sides, and the application of big data technology has brought new development opportunities for cross-border e-commerce. However, at the same time, it has also put forward new requirements for the quality of talent cultivation in China, and posed challenges to the talent cultivation mode of universities. In this context, how to build a new e-commerce data talent cultivation mode has become a question that relevant universities should consider, and it has also become an inevitable way to cope with the rapid development of big data at this stage. Below, this article will analyze specific training strategies based on the actual situation, hoping to effectively improve the quality of talent cultivation.

KEYWORDS

big data technology; Cross border e-commerce; Data talent; University cultivation

1 Introduction

Unlike traditional trade methods that rely on information asymmetry, in the era of big data, the ability to analyze and apply data has become an important component of a company's core competitiveness. As a new model of international trade, cross-border e-commerce relies more on big data. On the one hand, the rapid development of cross-border e-commerce cannot be separated from the strong support of big data. On the other hand, big data technology can help cross-border e-commerce companies accurately locate market demand, optimize product supply chains, enhance user experience, and achieve refined operations and intelligent decision-making. Therefore, the scientific application of big data technology is of great significance to a cross-border e-commerce company. However, there is still a relatively large gap in this type of talent in China, and there are still many shortcomings in the training of cross-border e-commerce data talents in relevant universities, making it difficult to meet the demand of enterprises for high-quality data talents. Therefore, building a new talent training system has become a trend, which not only affects the effectiveness of higher education reform, but also directly affects the sustained and healthy development of the cross-border e-commerce industry.

2 Development status and talent demand of cross-border e-commerce under the background of big data

2.1 Development Status of Cross border E-commerce

In recent years, cross-border e-commerce has rapidly developed globally due to its advantages of low cost and high efficiency, and China's cross-border e-commerce industry has shown a thriving situation. According to data from NetEase, the market size of China's cross-border e-commerce will reach 16.85 trillion yuan in 2023, a year-on-year increase of 7.32%, accounting for 40.35% of China's total import and export value of goods, which is 41.76 trillion yuan. Among them, exports will reach 13.24 trillion yuan, a year-on-year increase of 7.64%, and imports will reach 3.61 trillion yuan, a year-on-year increase of 6.17%.

Through these data, it is not difficult to find that the global cross-border e-commerce market continues to expand, and more and more enterprises are expanding their overseas markets through cross-border e-commerce platforms. The development of cross-border e-commerce not only changes the traditional international trade model, but also provides consumers with richer and more convenient shopping choices. The application of big data technology enables cross-border e-commerce enterprises to deeply explore market demand, accurately locate target customers, and most importantly, under the background of big data, enterprises can monitor market dynamics in real time, predict market trends, and adjust business strategies in a timely manner based on data feedback. Therefore, China's cross-border e-commerce industry is generally showing a booming development trend and will become a new pillar of China's economic development in the future.

2.2 Demand for cross-border e-commerce data talents

As mentioned earlier, the cross-border e-commerce industry in China is generally showing a thriving development trend. Against this backdrop, the demand for talents in data analysis, data mining, data visualization, and other fields among domestic cross-border e-commerce enterprises is increasing. However, these talents are popular in the market and not only need to have a solid foundation in statistics and computer science, but also need to understand relevant knowledge of international trade, marketing, and e-commerce. Most importantly, they need to have practical application ability, that is, the ability to use big data technology to solve practical problems. In this context, there is a shortage of talent for cross-border e-commerce in China. In 2023, the demand for big data talents in cross-border e-commerce will double year-on-year, and relevant universities are continuously increasing their training scale. However, in fact, many universities have a certain lag in their training programs, which cannot cope with the rapidly changing international market and lack professional competence. Therefore, at present, there is still a significant gap in China for specialized big data talents.

3 Current situation and problems of talent cultivation in cross-border e-commerce data in universities

3.1 Course Setting Lag

The development of big data technology presents a trend of rapid, diversified, and intelligent development, which can be said to be changing rapidly. Especially since 2023, the development of artificial intelligence technology has further promoted the development of big data technology. However, at present, the curriculum of cross-border e-commerce majors in most universities in China still focuses on traditional e-commerce knowledge. However, the e-commerce market in China has gradually become saturated, and the development of e-commerce knowledge cannot meet the needs of the cross-border e-commerce market. More importantly, there is a lack of systematic arrangement of big data related courses. Although many schools have arranged big data knowledge, many courses are often superficial and cannot meet the requirements of enterprises. At the same time, there is often a lack of effective integration with cross-border e-commerce majors, which makes it difficult for students to master the latest data analysis tools and technologies. The phenomenon of lagging curriculum design makes it difficult for students to possess corresponding data analysis and processing abilities when facing the actual needs of cross-border e-commerce enterprises, resulting in relatively insufficient competitiveness and the inability of enterprises to find satisfactory comprehensive talents.

3.2 Insufficient practical teaching

In higher education, theoretical teaching and practical teaching are the two main ways to carry out classroom teaching. The former can help students understand the underlying logic of knowledge, while the latter can help students improve their practical abilities, especially for big data knowledge, which requires a lot of practical operations. However, many universities are limited by experimental equipment and teaching staff, resulting in relatively weak practical teaching links, which leads to students lacking practical experience and difficulty in applying theoretical knowledge to practical work. Although some schools have conducted practical training activities, there is often a significant difference between actual and practical training. In real work environments, students often need to face a large and complex amount of sales data, and simple practical training cannot achieve simulation effects. This also leads to students being unable to effectively analyze and process complex cross-border e-commerce data, and unable to provide reasonable business decision-making suggestions based on data analysis results. This not only affects students' employment competitiveness, but also restricts the quality of cross-border e-commerce data talent training in universities.

3.3 Weak teaching staff

Excellent teaching staff is an important prerequisite for ensuring teaching effectiveness in any subject, but at present, the teaching staff for cross-border e-commerce in China is relatively weak. On the one hand, due to the fact that big data and cross-border e-commerce are both emerging fields, there is a relative shortage of teachers with dual backgrounds, and some teachers lack practical experience, making it difficult to effectively guide students in data analysis and application. On the other hand, many schools still focus on recruiting teachers based on academic qualifications and grades, neglecting that practice is the "foundation" of a teacher. This also makes it difficult for teachers to combine theory with practice in the teaching process, and cannot provide students with the latest industry trends and practical experience. In addition, the rapid development of big data technology has also put forward new requirements for teachers' self-improvement ability. Overall, teachers' knowledge update speed is difficult to keep up with the pace of industry development, which not only leads to lagging teaching content, but also cannot meet the actual needs of

students.

4 Strategies for cultivating cross-border e-commerce data talents in universities under the background of big data

4.1 Optimize course offerings

In today's rapidly developing information technology, classroom learning remains a major channel for students to acquire knowledge. Therefore, in the process of reforming the existing cross-border e-commerce major, the first thing to do is to optimize the curriculum design. The first relevant universities should increase their course offerings. At present, cross-border e-commerce majors in China mainly teach professional knowledge such as marketing, international trade, psychology, economics, and logistics. Although these knowledge can help students improve their understanding of the cross-border e-commerce industry, they do not have the ability to analyze data. Therefore, relevant universities should add big data related courses such as data analysis, data mining, and machine learning according to market demand and industry development trends. In the process of teaching these knowledge, teachers can increase the application cases of big data technology in cross-border e-commerce to help students better understand and master the practical application of big data technology. Secondly, relevant universities can also offer elective courses such as Python programming, R language, data visualization, etc. These knowledge can effectively broaden students' knowledge base, enhance their comprehensive literacy, and ensure that they have job skills and competitiveness after graduation. Thirdly, given the lagging nature of university teaching, relevant universities can also collaborate with enterprises to jointly develop course content. Enterprises are often more sensitive to the market than schools. Integrating the actual needs of enterprises into course teaching can not only improve the practicality and pertinence of courses, but also enhance students' practical application abilities.

4.2 Proportion of Strengthening Practical Teaching

Practical activities play an irreplaceable role in the field of cross-border e-commerce. As mentioned earlier, relevant universities in China currently lack sufficient attention to practical teaching, and the proportion of theoretical teaching is much higher than that of practical teaching. In this situation, students' sensitivity to the market is relatively insufficient, and their understanding of cross-border e-commerce is difficult to improve qualitatively. Therefore, it is necessary to increase the proportion of practical teaching. In the process of conducting practical teaching, teachers need to introduce real project cases to encourage students to apply their knowledge through practical cases. This can not only enhance students' practical operation ability, but also help them deepen their understanding of cross-border e-commerce. For example, teachers can select some product cases from the cross-border e-commerce platform "Amazon" to help students analyze from multiple perspectives such as product selection, advertising, data analysis, and marketing. Thus effectively enhancing students' practical experience and abilities. In addition, relevant universities can also organize data analysis and business intelligence competitions to stimulate students' interest in learning and innovative abilities.

4.3 Enhancing the teaching staff

The quality of teaching staff directly affects the effectiveness of classroom teaching. Therefore, in the context of big data, relevant universities should increase their training efforts for teachers. On the one hand, universities should encourage teachers to participate in training and seminars related to big data and cross-border e-commerce, and improve their professional level and teaching ability through seminars. Most importantly, universities are like an "ivory tower", and teachers' market judgments are often not accurate enough. Through training, teachers can understand the latest industry trends and cutting-edge technologies, update their knowledge system, and improve teaching effectiveness. On the other hand, universities should adhere to the concept of "not sticking to one style to reduce talent", hire outstanding employees from enterprises as part-time teachers, and bring practical work experience into the classroom. These outstanding entrepreneurs and enterprise employees can provide students with the latest industry trends and practical experience, help students better understand the actual needs and workflow of the cross-border e-commerce industry, and effectively improve classroom teaching effectiveness.

4.4 Establish a school enterprise cooperation mechanism

At present, many universities have launched school enterprise cooperation models for characteristic majors. In the context of big data, universities should also establish long-term cooperative relationships with cross-border e-commerce enterprises, achieve resource sharing and complementary advantages through co building laboratories, jointly

developing courses, and jointly cultivating talents. Through the platform of school enterprise cooperation, the pertinence and effectiveness of talent cultivation can be effectively improved. More importantly, enterprises can provide internship opportunities for students majoring in cross-border e-commerce. Unlike practical training projects, a real working environment can help students understand the entire process of cross-border e-commerce and also help them understand the real help of big data technology for enterprises. For example, many enterprises have used big data technology to build a new logistics management model - real-time logistics tracking, It helps enterprises collect a large amount of logistics transportation information by integrating GPS and various sensors, thereby achieving transparent management of logistics. For example, many businesses also use big data technology to conduct demand forecasting and inventory management. They can predict product demand in different markets for businesses by comprehensively analyzing historical sales data, market trends, consumer behavior, and other economic indicators, thereby effectively improving the operational efficiency of the enterprise. These are knowledge that students cannot obtain in practical training.

5 Conclusion

In summary, the cultivation of cross-border e-commerce data talents under the background of big data is an important direction for higher education reform. Relevant universities should closely follow the trend of industrial development, optimize existing courses, strengthen practical teaching, enhance teaching staff, establish school enterprise cooperation mechanisms, so as to cultivate high-quality cross-border e-commerce data talents who can adapt to market demand, provide strong support for industrial development, and contribute to the sustainable and healthy development of the cross-border e-commerce industry.

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