

Feasibility Analysis of Empowering Innovation Driven by New Quality Productivity in Cross-border E-commerce City Industry Education Consortium

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Abstract

Based on the theory of new quality productivity and the integration of industry and education, this article analyzes the feasibility of empowering innovation driven by new quality productivity in cross-border e-commerce industry education consortia. Typical cases related to cross-border e-commerce industry education consortia with universality are selected. With the help of corpus technology tools and case analysis methods, the actual operation mechanism of cross-border e-commerce industry education consortia is analyzed, and the current problems of cross-border e-commerce industry education consortia are analyzed. The reasons for the problems are analyzed, and a path for empowering innovation driven by new quality productivity in cross-border e-commerce industry education consortia is proposed. Corresponding countermeasures and suggestions are also put forward, including taking the cross-border e-commerce industry as the guide and using the integration of science and education to drive innovation driven regional cross-border e-commerce economy to achieve innovation. High quality development, Taking the demand of strategic emerging industries as the guide for empowering new quality productivity, strengthening the construction of cross-border e-commerce industry education alliance platforms, promoting the formation of cutting-edge cross-border e-commerce industries for the transformation of achievements, and taking the empowerment of new quality productivity as the main driving force for high-quality innovation driven comprehensive applied talent cultivation, deepening the digital collaborative innovation of new quality productivity empowerment.

Keywords

Cross border e-commerce; Municipal Industry Education Alliance; New Quality Productivity innovation driven.

1. Introduction

Cross border e-commerce, as one of the new formats in China's foreign trade field in the new era, is driving the innovation driven transformation and upgrading of China's traditional trade model. The integration of industry and education is a major development strategy in China, and the municipal industry education consortium, as an innovative driving organizational form for the development of industry education integration in the new era of China, has received high attention from government departments and has implemented a series of policy measures. In 2023, the Ministry of Education issued a special notice on the construction of a city wide industry education alliance, emphasizing government coordination, multi-party collaboration, and jointly creating a "city wide industry education alliance" that combines multiple functions such as talent cultivation. This also provides policy basis for the research of this project. Cross

border e-commerce, as one of the new formats in China's foreign trade field in the new era, is driving the innovation driven transformation and upgrading of China's traditional trade model. The cross-border e-commerce industry education consortium is currently a hot topic of concern in academia and industry. Studying the cross-border e-commerce industry education consortium is conducive to exploring the path of gathering industry education resources in the field of cross-border e-commerce and effectively promoting the matching of industry education layout..

2. Literature References

2.1. Literatures

Cross border e-commerce is a hot industry rising rapidly with the rapid development of the global economy, especially "Internet plus". The academic community generally agrees that cross-border e-commerce has changed the traditional way of international trade in the world, while also bringing new development opportunities and challenges to many small and medium-sized enterprises. Among them, there is currently an imbalance in supply and demand between cross-border e-commerce talents and the cross-border e-commerce industry. From the perspective of education supply, the academic community believes that application-oriented undergraduate universities undertake the task of local talent cultivation. Therefore, universities should build the cultivation of application-oriented cross-border e-commerce professionals, which also provides a logical evolution for the integration of industry and education in cross-border e-commerce (Qin Zhen, 2024; Longfang Xia, 2024). Some scholars have also analyzed and explored the new requirements for international trade talent cultivation put forward by the new development of cross-border e-commerce industry from the perspectives of teaching reform and talent cultivation (Wang Muiyang, 2024). This type of research also focuses on analyzing the main differences between cross-border e-commerce and traditional trade, which are summarized into multiple aspects such as trade processes, world market demand, and corresponding risk response. The conclusion is that it is recommended to pay attention to the integration of industry and education in universities, in order to optimize the curriculum construction of international trade majors and enhance students' digital literacy (Wang Haihui and Cui Zhaolong, 2024; Yin Shu and Xu Jie, 2024). In recent years, some scholars have also drawn on the concept of business ecosystems to analyze the cross-border e-commerce industry education integration ecosystem, explore various influencing factors that drive international and regional cross-border e-commerce talent collaborative innovation and joint cultivation (Yang Li; Baoyue Luo, 2024), and propose the innovative EPIP (E-commerce Practice Innovation Project) model. This type of research agrees that the integration of industry and education in cross-border e-commerce is a two-way and multi-dimensional ecosystem (Wu Gaili, 2024), which can achieve mutual benefit between the education industry and multiple parties in the integration of industry and education in cross-border e-commerce, and establish a benchmark for education services (Shi Pupu, 2024; Qiu Shaohua, 2024; Fang Meiyu et al., 2023). Urban industry education consortia are also the direction for improving the quality of vocational education application-oriented talent training in the new era. There are still difficulties in the research on the construction path of the urban industry education alliance, such as the need to improve it (Cao Jing, Monk Jiamin, 2024). The emergence of urban industry education integration is an important measure for China to deepen the integration of industry and education, and is an important "wing" of the construction of the education system in the new era. Its inherent realization is the reconstruction of various resource elements driven by rules and socio-economic resources, and the use of innovation to form a more standardized and scientific new structure for the integration of industry and education in the new era (Zhang Hui and Liu Shaohua, 2024). The emergence of the city wide industry education alliance is a new

"organizational form" of education that emphasizes the "collaborative education" of industry and education in the new era. This innovative organizational concept strongly encourages the "diverse subjects" of the city wide industry education alliance to participate in vocational school education through synergistic effects. Driven by innovation from the urban industry education alliance, the current form of vocational schools is showing a clear trend of change (Shanshan Zhou et al. 2023), reflected in the shift of school service orientation from the original "virtual generalization" to the current "focus on concrete", talent cultivation from standardized education system to non-standard customization, corresponding school operation mode from previous school enterprise cooperation to deep collaboration of industry education integration, and governance mechanism gradually shifting from internal governance to collaborative governance with all parties of the urban industry education alliance, ultimately promoting the evaluation of school performance from an educational standpoint to an economic standpoint(Zhang Xiaoni and Wu Yiming, 2024; Huang Ning and Zhao Mengcheng, 2024).

On the empirical level, some scholars have manually calculated the semantic meaning of patent texts based on deep learning algorithms, and then constructed the enterprise digital real technology integration index and the new quality productivity index. Empirical results show that the integration of digital real technology in enterprises can effectively promote the development of new quality productivity (Shanshan Yue et al., 2024). From the analysis of the relationship effect of new quality productivity technology innovation, the academic community believes that new quality productivity has a promoting effect on technological innovation breakthroughs and green transformation, and there is a significant leverage effect between the two (Guo Na et al., 2024). In recent years, the academic community has focused on the relationship between digital technology and the improvement of new quality productivity, believing that both jointly promote the high-quality development of China's economy (Fu Zhenggan, 2024). External manifestations as the new quality changes of production factor resources, especially the optimized combination of factor resources, such as the innovative marketing strategy empowered by new quality productivity (Yuanxin Zhou, 2024), and regards the improvement of total factor productivity as a core symbol of new quality productivity. The academic community has also established a quantitative evaluation system for new quality productivity, which is mainly divided into five dimensions: new quality labor objects, new quality laborers, new quality production relations, new quality labor materials, and new quality production results. Based on this, the second and third level indicators are further refined (Zhao Yaman, 2024; Zhou Shuguang, 2024; Zhong Yaixin, 2024).

2.2. Reviews.

At present, the academic community at home and abroad has a relatively deep understanding and research on the relevant theories and practices of cross-border e-commerce industry education alliances, and has elaborated and analyzed them from multiple perspectives. However, there are not many relevant studies that can truly organically combine cross-border e-commerce with industry education consortia, new quality productivity empowerment, and innovation driven. Moreover, research on the competitive enhancement mode of new quality productivity empowerment and innovation driven cross-border e-commerce industry education consortia from the perspective of micro industry education consortia is very limited. Therefore, combining the theory of new quality productivity and innovation driven theory to analyze the innovation driven development of cross-border e-commerce industry education consortia, and based on the perspective of empowering core competitiveness with new quality productivity, is a new theoretical expansion of the industry education consortia in the city. The precise empowerment of new quality productivity and the study of the innovative driving mechanism and innovation mechanism of cross-border e-commerce industry education consortia are conducive to clarifying the in-depth development mechanism of micro level cross-

border e-commerce industry education consortia 'core competitiveness enhancement, and providing new literature for existing research.

3. Feasibility analysis of empowering innovation driven by new quality productivity in cross-border e-commerce city industry education consortium

3.1. Mechanism of cross-border e-commerce industry education alliance

The mechanism of the cross-border e-commerce industry education alliance empowered by new quality productivity can be summarized as follows.

Firstly, the cross-border e-commerce industry education alliance is an innovative organizational form that serves the national industry education integration strategy guided by the concept of a "community". The feasibility of a cross-border e-commerce industry education consortium empowered by new quality productivity lies in the top-level design based on the government's macro strategic level, which efficiently organizes and consolidates cross-border e-commerce enterprises, cross-border e-commerce industries, industries, and corresponding university cross-border e-commerce professionals within the city (Feng Haifen, 2023). From the perspective of empowering new quality productivity, the cross-border e-commerce industry education consortium deeply integrates production and education resources, achieves resource optimization and Pareto allocation, and better improves the "total factor productivity" of empowering new quality productivity. In this process, its mechanism of action is to achieve complementary resource advantages between industry and education in the city, based on digital information sharing, innovate and collaborate to promote the compatibility between cross-border e-commerce talent cultivation in universities and the development of cross-border e-commerce industry in the city, and ultimately create a high-quality platform for a new type of cross-border e-commerce city industry education alliance.

Secondly, the mechanism of the cross-border e-commerce industry education alliance needs to rely on various physical platforms. As a "consortium", it takes the city cross-border e-commerce park as the carrier and the city as its main track (Yang Xuhui, 2023; Han Lianquan, Xu Gaoming, 2023). The role of the cross-border e-commerce industry education alliance empowered by new quality productivity is real, which is achieved through the operation of physical carriers and the cooperation and governance of various factor resources, promoting the high-quality development of the new quality productivity empowered by the cross-border e-commerce industry education alliance in higher education. In the specific implementation and promotion of cross-border e-commerce city industry education alliance, it is a new organizational form of cross-border e-commerce city industry education integration formed within a city administrative region with management and legislative powers, under the leadership of the government, relying on the city's cross-border e-commerce industrial park as the carrier. The industrial park can coordinate the cross-border e-commerce majors of major universities, local cross-border e-commerce industries, industries and enterprises in the city, and horizontally lead various cross-border e-commerce basic research and development institutions, related social organizations and other diverse participating entities, with the "total factor productivity" empowered by new quality productivity as the link.

3.2. Feasibility Analysis

Empowering new quality productivity and driving innovation to drive the cross-border e-commerce industry, and leveraging the intermediary effect of industry education integration to achieve high-quality development of the city's industry education alliance. Its feasibility comes from the matching of the supply side and demand side of the cross-border e-commerce industry education alliance.

Firstly, from the perspective of the supply side analysis of cross-border e-commerce industry education alliances, universities, especially applied universities, are the target of cross-border e-commerce talent cultivation, which is the cultivation of high-quality and high-quality talents for applied cross-border e-commerce. Therefore, applied universities are one of the main forces serving the local regional economy in cross-border e-commerce. Secondly, a large number of practical cases have shown that the education model of "scientific research+practice" in cross-border e-commerce under the background of the digital age provides a feasible teaching model for empowering innovation driven new quality productivity in the cross-border e-commerce industry education consortium. It is also a milestone step in the field of cross-border e-commerce industry education alliance education. The municipal industry education consortium focuses on the era of "artificial intelligence+" through courses, and empowers with the new quality productivity of "artificial intelligence+" to promote the deep integration of cross-border e-commerce education curriculum reform and the cutting-edge new quality productivity technology of artificial intelligence. The cross integration path of "artificial intelligence+entrepreneurship+application fields" empowers innovation driven new quality productivity, providing the feasibility of technological integration for the cross-border e-commerce industry education alliance to empower innovation driven new quality productivity. Specifically, application-oriented universities guide students majoring in cross-border e-commerce to master the basic operational methods and practical skills of AI empowering cross-border e-commerce in the era of "artificial intelligence+" by setting up a series of courses such as cross-border e-commerce AI digital marketing, cross-border e-commerce AI independent stations, cross-border e-commerce platform AI intelligent product selection, and cross-border e-commerce AI legal risk and compliance management. At the course end, the most cutting-edge new productivity technologies are deeply integrated, realizing the innovation driven application of artificial intelligence technology in the innovation and entrepreneurship practice of cross-border e-commerce on the supply side of education, and ultimately achieving high-quality development of the city's industry education alliance.

From the perspective of demand side, the bases of cross-border e-commerce industry education alliances often exist in the form of cross-border e-commerce industrial parks. This industrial park model has specific characteristics of the cross-border e-commerce industry, and a large number of cross-border e-commerce live broadcasts often exist in the form of park clusters, exerting the agglomeration effect and spillover driven by new quality productivity innovation. Through the integration of industrial parks and educational practices, students majoring in cross-border e-commerce can visit industrial parks or practice in local cross-border e-commerce industrial parks, which can further expand their understanding of cross-border e-commerce, especially local cross-border e-commerce, and demonstrate the "city domain" attribute of the industry education alliance in the city. It can be seen that this feature also provides geographical feasibility for cross-border e-commerce students to participate in local cross-border e-commerce industrial parks.

In addition, from the perspective of innovation driven by new quality productivity, the combination of AI intelligent product selection on cross-border e-commerce platforms and visits to cross-border e-commerce industrial parks can intuitively promote students majoring in cross-border e-commerce to use AI digital technology to understand various real and vivid cross-border e-commerce products and cross-border e-commerce overseas cases. Moreover, from the operation of cross-border e-commerce AI independent stations, they can more deeply appreciate the connotation of cross-border e-commerce of "one click cross sea, global trade". Under the path of innovation driven empowerment of AI digital technology and new quality productivity, through professional training in cross-border e-commerce, students can utilize their knowledge of cross-border e-commerce, tap into the potential of cross-border e-commerce, and serve the innovative practice of cross-border e-commerce industrial parks. This

also provides a feasible top-level plan for the innovation drive and interactive empowerment of AI and cross-border e-commerce, and provides a feasible path for promoting the cross sea of AI in the industry of cross-border e-commerce city industry education alliance and global trade connectivity.

The municipal industry education alliance can deepen cooperation between enterprises and universities, promote the construction of cross-border e-commerce industry education integration bases for enterprises to enter schools, and further leverage new quality productivity to empower and connect key links in the entire chain of cross-border e-commerce application-oriented talent cultivation. As an important carrier, the cross-border e-commerce industrial park will further focus on the construction of the city and local areas, forming a two-way open hub of industry education alliance with global aggregation power. With the opportunity of digital economy development, it will leverage new quality productivity to empower technological innovation and improve the cross-border e-commerce talent cultivation system of regional governments at all levels, applied undergraduate universities, cross-border e-commerce industry enterprises, and cross-border e-commerce associations. In addition, from the perspective of empowering knowledge construction in cross-border e-commerce, application-oriented undergraduate universities can also improve the city industry education alliance by building a city local digital trade independent knowledge system, promoting the close integration of cross-border e-commerce talent cultivation and cross-border e-commerce industry demand with regional local economic reality, and unleashing the innovation and entrepreneurship potential of cross-border e-commerce talents through the integration of industry and education.

This section is based on the perspective of the cross-border e-commerce industry belt, analyzing the core components of the cross-border e-commerce industry education alliance in the city, and further analyzing its internal relationship to construct the operational mechanism of the cross-border e-commerce industry education alliance in the city. In recent years, with the strong support of national cross-border e-commerce policies, the "cross-border e-commerce+industrial belt" has become an innovative model for industries to go global. It not only relies on the empowerment of new quality productivity to help related enterprises in the industrial belt expand overseas global business opportunities, but also relies on the empowerment of new quality productivity to carry out "digital and practical integration", create a digital and efficient supply chain of "cross-border e-commerce+industrial belt" through technological innovation, promote the digital transformation and upgrading of enterprises in the industrial belt, strengthen the construction of independent cross-border e-commerce brands, and enhance international core competitiveness. It can be seen that the core components of the cross-border e-commerce industry belt not only include enterprises, but are also closely related to digital new quality productivity. Its internal function lies in that cross-border e-commerce itself is a technological innovation of "Internet plus", and its internal operation mechanism is a new trade mode with new quality and productivity. Therefore, based on the perspective of the cross-border e-commerce industry belt, the analysis of the operational mechanism and internal relationship is of great research significance for analyzing the operational mechanism of the entire cross-border e-commerce industry education consortium. "Cross border e-commerce+industrial belt" is an innovative model for the cross-border e-commerce industry in the new era to deeply integrate the advantageous industrial belts in various regions and fully enable the new quality productivity. The regional characteristics of this model are consistent with the "city" attribute of the operation mechanism of the cross-border e-commerce city industry and education consortium. Therefore, as a microcosmic embodiment of the "cross-border e-commerce+industrial belt", the internal role and operation mechanism of the cross-border e-commerce city industry and education consortium is to vigorously promote the export of regional featured products, enable the new quality

productivity to achieve the industrial transformation and digital upgrading of the "cross-border e-commerce+industrial belt", and cultivate the independent brand of cross-border e-commerce relying on the cross-border e-commerce city industry and education consortium. It can be seen that the cross-border e-commerce industry education alliance model is an inherent requirement of the integration of industry and education in the development of new quality productivity in the "cross-border e-commerce+industrial belt". It is also a typical application scenario for the integration of new quality productivity in the digital economy and the real economy.

4. Corpus Based Analysis

4.1. Corpus Description

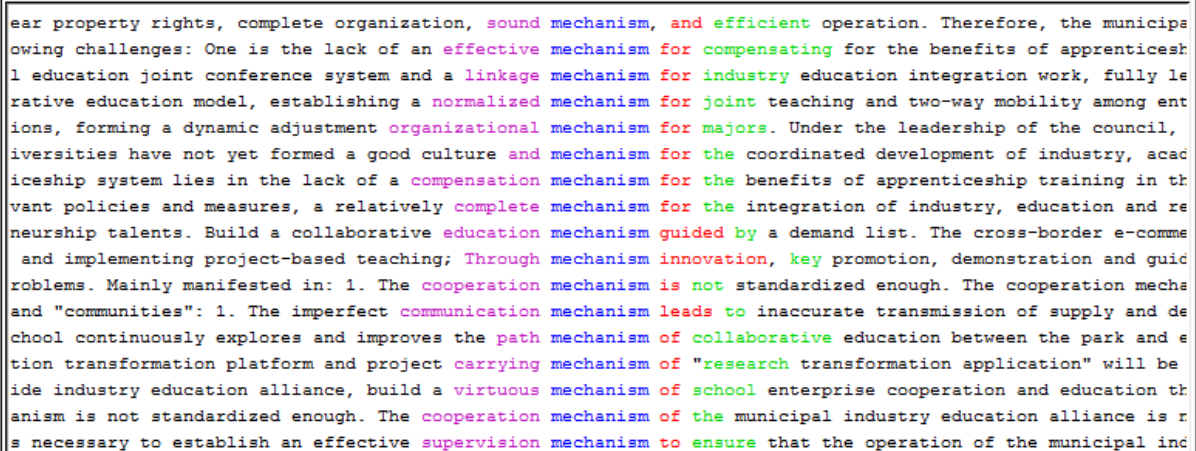
Using corpus technology tools and case analysis methods to analyze the actual operational mechanism of cross-border e-commerce industry education consortia, and to provide a current perspective on the problems existing in cross-border e-commerce industry education consortia. This article constructs a corpus of "Cross border E-commerce City Industry Education Alliance", which is sourced from authoritative reports such as China Education Daily from 2023-2024, with a word count of approximately 32477 words.

4.2. Corpus-based Problems Analysis of Industry Education Integration

Based on corpus analysis, the construction and actual operation mechanism of cross-border e-commerce industry education consortia still face some challenges and problems. Mainly manifested in:

1. The actual cooperation and operation mechanism of the cross-border e-commerce industry education consortium is not perfect enough. As a physical organizational enterprise, the cross-border e-commerce industry education consortium needs to have clear cooperation articles and agreements among all parties, clarify the division of responsibilities among all parties within the cross-border e-commerce industry education consortium in the form of documents, and establish decision-making procedures.

However, the corpus shows that the actual cooperation and operation mechanism of cross-border e-commerce industry education consortia is not yet perfect, reflected in the lack of clear cooperation regulations and agreements among all parties in the consortium, division of responsibilities, and organizational decision-making procedures.



ear property rights, complete organization, sound mechanism, and efficient operation. Therefore, the municipa
 owing challenges: One is the lack of an effective mechanism for compensating for the benefits of apprenticesh
 l education joint conference system and a linkage mechanism for industry education integration work, fully le
 rative education model, establishing a normalized mechanism for joint teaching and two-way mobility among ent
 ions, forming a dynamic adjustment organizational mechanism for majors. Under the leadership of the council,
 iversities have not yet formed a good culture and mechanism for the coordinated development of industry, acad
 iceship system lies in the lack of a compensation mechanism for the benefits of apprenticeship training in th
 vant policies and measures, a relatively complete mechanism for the integration of industry, education and re
 neurship talents. Build a collaborative education mechanism guided by a demand list. The cross-border e-comm
 and implementing project-based teaching; Through mechanism innovation, key promotion, demonstration and guid
 roblems. Mainly manifested in: 1. The cooperation mechanism is not standardized enough. The cooperation mecha
 and "communities": 1. The imperfect communication mechanism leads to inaccurate transmission of supply and de
 chool continuously explores and improves the path mechanism of collaborative education between the park and e
 tion transformation platform and project carrying mechanism of "research transformation application" will be
 ide industry education alliance, build a virtuous mechanism of school enterprise cooperation and education th
 anism is not standardized enough. The cooperation mechanism of the municipal industry education alliance is r
 s necessary to establish an effective supervision mechanism to ensure that the operation of the municipal inc

Figure 1 : Screenshot of Mechanism Corpus

This issue will directly lead to information asymmetry and unfair distribution of interests among internal participants in cross-border e-commerce industry education consortia. Long

term operation will bring obstacles and significant operational uncertainty to the cooperation and operation of cross-border e-commerce industry education consortia.

2. The distribution of resources in cross-border e-commerce industry education consortia is not balanced enough. As a physical organizational enterprise, cross-border e-commerce industry education consortia need to have balanced resource allocation in order to achieve sustainable operation.

However, the corpus shows that there is a challenge of uneven distribution of resources in the actual cooperative operation mechanism of cross-border e-commerce industry education consortia. On the one hand, some universities in certain regions have relatively insufficient cross-border e-commerce majors and resources for cross-border e-commerce enterprises and industries, making it difficult to provide sufficient support for the actual operation of cross-border e-commerce industry education consortia in the short term. On the other hand, some regions have relatively concentrated cross-border e-commerce resources for advantageous cross-border e-commerce enterprises and universities.

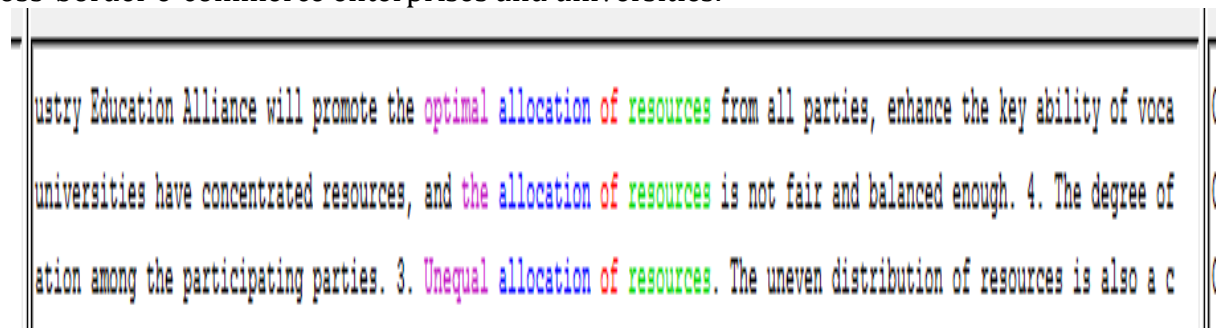


Figure 2 : Screenshot of Allocation Corpus

It can be seen that the uneven distribution of regional resources is another practical problem faced by the current cross-border e-commerce industry education alliance in the actual cooperation operation mechanism.

3. There is still a certain expected gap in the degree of integration between the cross-border e-commerce industry education consortium and universities. The essence of cross-border e-commerce industry education alliance is the integration of industry and education.

However, the corpus shows that there is still a certain gap in the integration degree and cooperation performance expectations between enterprises, industries, and cross-border e-commerce majors in the actual cooperation operation mechanism of cross-border e-commerce city industry education consortia. On the one hand, the construction of cross-border e-commerce majors in urban universities lacks timely and sufficient understanding of the dynamic and real-time market demand of enterprises in the local cross-border e-commerce industry belt, often resulting in information asymmetry, indirectly leading to the lack of a specific and clear cooperation goal for the integration of cross-border e-commerce industry and universities. On the other hand, the corpus shows that some universities' cross-border e-commerce majors have not yet formed a comprehensive and perfect mechanism and deep atmosphere of "industry university research application" collaborative innovation driven development.

education Joint Venture, jointly signed a strategic cooperation agreement on establishing an open regional industry alliance is not yet standardized. The lack of clear cooperation agreements, division of responsibilities, and deal with the Yiwu business imprint overseas. Signed cooperation agreements with the African Research Institute of science and innovation driven development. Through deep cooperation among enterprises, universities, and research institutions, not only has projects that involve joint cooperation among participating units, but also has a joint cooperative measures affects the enthusiasm and level of cooperation among the participating parties. 3. Unequal allocation, vigorously promote industry university research cooperation, and carry out digital commerce talent training; resource sharing and complementary advantages. Through cooperation and collaboration among different entities, sharing, build a virtuous mechanism of school enterprise cooperation and education through education to promote production, and establish a series of school enterprise cooperation and education systems. In the process of industrial change activities, and strengthening international cooperation and exchanges, we aim to cultivate interdisciplinary talents. There is still a gap between the level of cooperation and expectations between enterprises and universities, worthy of our consideration. On the basis of open cooperation and innovative development, we have reason to believe will continue to adhere to the principles of open cooperation and mutual benefit, and jointly promote the in-depth of the consortium has built a broader platform for cooperation and opened up a new era of cross-border e-commerce Technology, said, "Many enterprises actively seek cooperation, and our graduates have become the backbone of many regions to actively carry out school enterprise cooperation and promote the integration of industry and education provided to meet the refined requirements of deep cooperation and talent cultivation in the industry: 1. Industry

Figure 3 : Screenshot of Cooperation Corpus

It can be seen that there is still a certain expected gap in the degree of integration between the industry and universities of cross-border e-commerce industry education consortia, which is another practical problem faced by the current cooperation and operation mechanism of cross-border e-commerce industry education consortia.

4. The cross-border e-commerce industry education consortium lacks a standardized performance evaluation system for operation. As a physical organizational enterprise, the operational performance of cross-border e-commerce industry education consortia inevitably requires evaluation standards.

However, the corpus shows that although cross-border e-commerce industry education consortia currently have various performance evaluation systems, there is a lack of a unified and standardized performance evaluation system for cross-border e-commerce industry education consortia. Therefore, it is difficult to accurately and standardly evaluate the actual operational effectiveness and performance of cross-border e-commerce industry education consortia between cities. From the perspective of long-term cross-border e-commerce city clusters, it is more difficult to promote the promotion of excellent experience in the construction of urban industry education consortia. Moreover, from the perspective of internal participants in urban industry education consortia, the lack of standardized evaluation systems will indirectly affect the enthusiasm of participants in cross-border e-commerce urban consortia.

education integration community: 1. Data analysis and evaluation: Integrate powerful data analysis tools to conduct while guilds are responsible for examination and evaluation. Local governments introduce comprehensive political training base construction, assessment and evaluation, providing talent support and technical services promotion of excellent experience. The lack of an evaluation system can also affect the enthusiasm of consortium research and application. 5. Lack of standardized evaluation system. The construction of urban industry education consortia lacks a unified and standardized evaluation system, which makes it difficult to accurately as

Figure 4 : Screenshot of Evaluation Corpus

It can be seen that the lack of a standardized performance evaluation system for the operation of cross-border e-commerce industry education consortia is another practical problem facing the current cooperation and operation mechanism of cross-border e-commerce industry education consortia.

5. Reasons Analysis

Mainly based on the analysis of the current situation of the operation mechanism of the cross-border e-commerce industry education consortium, the existing problems are identified, and the underlying reasons behind the problems are analyzed in conjunction with relevant theories;

Based on the analysis of the above corpus, the challenges faced by the current cross-border e-commerce industry education consortium in the actual cooperation operation mechanism are deeply rooted in the problems existing in the physical operation of the cross-border e-commerce industry education consortium according to the theoretical framework mentioned earlier. The physical operation of cross-border e-commerce city industry education alliance is an effective inter organizational cooperation model, aimed at maximizing the integration and close cooperation between local cross-border e-commerce industry and cross-border e-commerce higher education. This cross-border e-commerce industry education alliance model operates in a physical manner by establishing various forms of physical institutions (such as industrial parks, industrial belts, industrial colleges, etc.), organically integrating resources from cross-border e-commerce enterprises, schools, associations, and governments. The unified operation of physical entities achieves the organic combination of "industry university research application" in specific regions, that is to say, its two major attributes of "physical carrier" and "specific city area" distinguish it from traditional industry education integration and school enterprise cooperation.

In terms of current practical exploration, the underlying reasons for the problems faced by the physical operation of cross-border e-commerce industry education consortia may stem from:

Firstly, the physical operation of cross-border e-commerce industry education consortia lacks an efficient organizational model to promote industry education collaboration. The entity operation of cross-border e-commerce industry education consortium, as an innovation of industry education integration organization, is not only a new quality productivity empowerment means to achieve collaborative innovation between the cross-border e-commerce industry and the cross-border e-commerce education industry, but also an advanced evolution form of industry education integration and school enterprise cooperation in the past. The entity operation of cross-border e-commerce industry education consortium cannot truly achieve efficient entity operation, and the underlying reason is that all parties involved in the entity operation of cross-border e-commerce industry education consortium have not yet found an efficient organizational model. For example, if there is a lack of effective legal entities, the entity transformation of the industry education consortium cannot be registered as an independent corporate entity, or as a certain association or institution. The entity transformation of the industry education consortium without business registration also means that there is no independent financial accounting system, and it cannot form a binding and efficient management system and economic incentive mechanism.

Secondly, the physical operation of cross-border e-commerce industry education consortia lacks effective long-term cooperation incentive mechanisms to promote cross-border e-commerce majors in higher education institutions and the cross-border e-commerce industry. There are naturally different goals and specific interests driving cross-border e-commerce majors and cross-border e-commerce enterprises and industries in higher education institutions. From a direct perspective, cross-border e-commerce enterprises and industries, as the supply side of the market, often focus more on the practical application of technology and the commercial interests of cross-border e-commerce platform enterprises. On the other hand, cross-border e-commerce majors in higher education institutions, as the supply side of knowledge, pay more attention to knowledge imparting, student skill acquisition, and theoretical innovation research. These two different goals indirectly lead to inevitable industry gaps and conflicts between cross-border e-commerce majors in higher education institutions and the cross-border e-commerce industry in the physical operation of cross-border e-commerce industry education consortia, especially in the long-term deep integration of cooperation.

Thirdly, the physical operation of cross-border e-commerce industry education consortia lacks a highly effective "apprenticeship training system" benefit compensation mechanism.

Apprenticeship system is one of the tangible carriers of cross-border e-commerce industry education alliance. It has been proven in practice to be an effective vocational talent training model. With the evolution and development of the free labor market in modern times, the modern "school system" gradually replaced the traditional "apprenticeship system" and became the mainstream education model.

According to relevant data, apprenticeship programs are currently only preserved in a few Nordic countries. Analyzing the reasons for the collapse of the apprenticeship system can provide reference for the underlying reasons behind the problems faced by the physical operation of cross-border e-commerce industry education consortia. In the free market system, the physical operation of cross-border e-commerce industry education consortia lacks a relevant compensation mechanism for apprenticeship training. For example, visually speaking, a certain enterprise or industry in the city spends a huge economic cost to cultivate cross-border e-commerce apprentices, but other cross-border e-commerce enterprises in the same geographical city may use relatively high economic salaries as bait to move the apprentice to their own enterprise, resulting in a lack of compensation mechanisms for the relevant benefits of apprenticeship training. From the theoretical analysis of economics, when the physical operation of the industry education consortium lacks a very effective "apprenticeship training system" benefit compensation mechanism and all peer enterprises adopt the "poaching" strategy, the skilled cross-border e-commerce labor resources in the cross-border e-commerce market will eventually dry up, because no enterprise is willing to spend a huge economic cost to train cross-border e-commerce apprentices. The ultimate result of the game is that all enterprises suffer greatly.

6. Conclusion

This article mainly focuses on the reasons for the current problems in the operation mechanism of cross-border e-commerce industry education consortia, and proposes targeted innovation driven path suggestions and strategies based on the theory of empowering innovation driven by new quality productivity, and summarizes the conclusions of the entire article.

Based on the underlying reasons for the problems faced by the physical operation of cross-border e-commerce industry education consortia, the institutional design required for physical operation is carried out according to the theory of empowering innovation driven by new quality productivity.

Firstly, in response to the lack of an efficient organizational model to promote industry education collaboration in the physical operation of cross-border e-commerce industry education consortia, it is necessary to establish a sound corporate governance system for cross-border e-commerce city industry education consortia. The premise is to clarify the legal status of the cross-border e-commerce industry education consortium, in order to further clarify its rights and responsibilities. In practice, the local cross-border e-commerce industrial park management committee can take the lead in establishing registered private non enterprise organizations. On this basis, it is necessary to further establish, improve, and perfect the decision-making process and departmental structure for the physical operation of cross-border e-commerce industry education consortium. For example, by setting up physical operation institutions such as the board of directors and council of cross-border e-commerce industry education consortium, it is necessary to ensure that the interests of all parties in the cross-border e-commerce industry education consortium are fully represented in order to facilitate coordination. To clarify the legal status of the cross-border e-commerce industry education consortium, it is necessary to establish and continuously improve the financial management process of the industry education consortium, especially the information transparency disclosure system. By leveraging new quality productivity to empower digital technology

innovation, a "business finance integration" center can be built to ensure information symmetry through digitization. "Business finance integration" breaks down information silos and provides accurate and real-time information and financial decision-making for all parties in the cross-border e-commerce industry education consortium. New quality productivity can empower digital data support.

Secondly, there are two issues regarding the lack of effective long-term cooperation incentive mechanisms and compensation mechanisms for the benefits of the "apprenticeship training system" in the physical operation of cross-border e-commerce industry education consortia. It is necessary to establish a unified standardized certification system for cross-border e-commerce industry education technology and skilled personnel, using the method of service trade standardization to solve the "pain points" of the large differences in the needs of various parties in the operation of cross-border e-commerce industry education consortia. Standardization is also conducive to the alignment of the quality of cross-border e-commerce talent cultivation in higher education institutions. From the perspective of labor mobility in the city, service trade standardization, as a new quality productivity empowerment system management innovation drive, has brought standardization convenience to the cultivation of cross-border e-commerce skilled personnel and the flow of cross-border e-commerce labor in the city. In addition, a unified certification system for cross-border e-commerce technical skills talents and standardized talent quality will help to form an efficient and transparent cross-border e-commerce labor market within the cross-border e-commerce industry education consortium in the long run. In coordinating cooperation between both parties, it can also improve the targeted training of cross-border e-commerce talents and the practicality of cross-border e-commerce skills. In addition, this unified certification system for cross-border e-commerce technical and skilled talents based on the empowerment of new quality productivity system management innovation can also play an incentive role, thereby ensuring the quality of training for urban industry and education talents in cross-border e-commerce consortia.

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