

The Objectives and Models of Training Logistics Management Major Base on Market Demand and the Tendency of Logistics Industry Under the Background of "Internet+"

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Abstract

For exploring models and methods of training logistics talents, the requirements of logistics firms, the development trends of logistics and the main problems in training logistics talents are discussed respectively. Firstly, the existing training models of students major in Logistics Management in the "Internet+" environment is analyzed. Some main problems in the process of training logistics talents are pointed. Secondly, a model of training logistics talents based on ability and specialization is proposed. Finally, some suggestions for training comprehensive and skilled talents are presented based on the two strategies mentioned above.

Keywords

Internet+; logistics management; training mode; features of training.

1. Introduction

"Internet+" is a new form of Internet, the allocation of production factors is optimized through the Internet, while the Internet innovation, including the areas of production, retail, logistics, educations is applied in some fields. On the basis of the Internet, the innovation ability of the real economy can be effectively improved and then the real economy can be promoted. "Internet+" is a practice achievement, and represents a kind of advanced productivity. Meanwhile, the "Internet+" drives the economic development and stimulates the vitality of the social and economic entities, which providing broad prospects for reform, innovation and development. On 4 July, 2015, the State Council issued guidance on actively promoting "Internet +" action, identified 11 key actions, including the "Internet+" efficient logistics. Therefore, the logistics should take the advantages of the macro environment, rapidly develop its own strength and improve its service ability. For colleges and universities which train logistics talents should seize the opportunity to train the logistics talents.

How to train logistics talents based on the demand of the logistics talents from enterprises and the development trend of logistics under the background of "Internet+" is an important problem. Solving the problem helps reforming the training models of logistics talents and improving the level of education for universities and colleges. Some problems are discussed are as follows. Firstly, demand of logistics talents from firms or enterprises is analyzed in the Section 2; and then the development trend of logistics industry in the environment of "Internet+" are discussed in Section 3. Then the main problems in the development of training logistics talents in firms is discussed in Section 4 and the logistics management professional training in universities are discussed in Section 5; lastly, a model of training logistics talents in universities based on the analysis mentioned above is proposed in the environment of "Internet+".

2. The Requirements of Firms to Logistics Talents

Logistics talents include: senior logistics personnel, medium logistics personnel, primary logistics personnel. Senior logistics talents are mainly responsible for making plans of firms and play key roles in firms. The senior logistics managers should have university bachelor degree or beyond. Few logistics manager positions require managers have mater degrees but many positions require them

hold a long term management experience at senior management level or middle manager in a related institution or organization. Middle-level logistics talents are executive leaders and their responsibility is planning and commanding. Managers and executives belong to middle-level logistics talents in a corporate. This type of logistics managers are required to have junior college's degree or beyond. Moreover, they already have skills of related-logistics management and practical work experience. Junior talents belong to the executive level and they are responsible for the operation of specific issues, such as a warehouse keeper, customer service agent and delivery man. Most of their works are belong to manual labor. Therefore, requirements of junior logistics talents from firms are low and most of people have the ability and will for the jobs. So there is no shortage of such type of talents.

With the development of Internet-enabled business, firms ask higher requirements to logistics talents. Specifically, logistics talents are required to have cross-border thinking and spirit of innovation on the base of mastering traditional logistics skills.

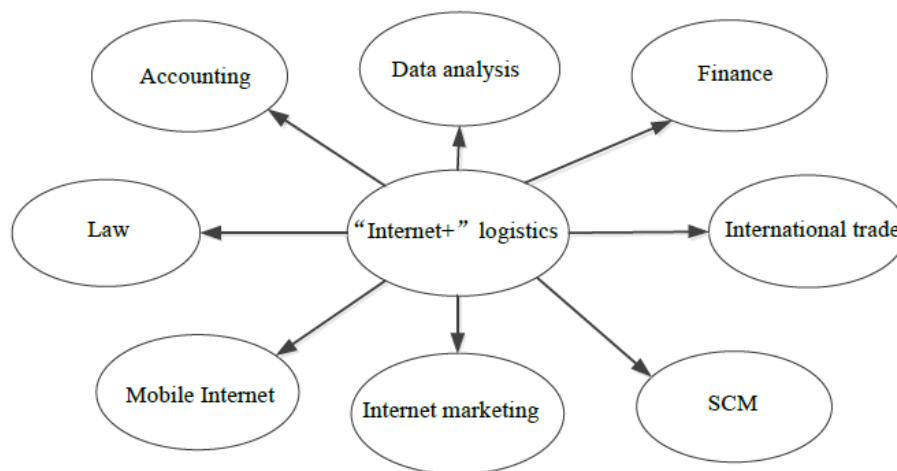


Fig. 1. The characteristics of demand of logistics talents in “Internet+” environment

3. The Development Trends of Logistics Against the Background of “Internet+”

Under the "Internet +" trend, logistics companies should have new thoughts and innovation. Firms need to link logistics business with Internet, and develop logistics companies through the Internet. Under the influence of the Internet, following trends will be displayed with the logistics development in China.

3.1 Multiple Business Models Coexist and Integration

Led by the “Internet+”, logistics corporates not only focus on logistics service and more firms try to do business in other fields, such as e-commerce field. Manager of these logistics corporates hope can integrate their logistics service with e-commerce platforms. It can improve the customer satisfaction and promote the transformation and the development of traditional logistics industry.

As a fast development logistics corporate, SF express is extending its range from logistics service and express delivery to cold chain logistics service. The e-commerce platform sfbest.com is established. SF is not only the logistics corporate provides express service but also becomes a comprehensive provider.

3.2 Models of Logistics Service have Non-Repeatability

Business model of recent logistics enterprise has the characteristics of industry. Hence, for logistics corporates, it will bring many problems if they to use the free model of the Internet.

The logistics service platform provides a unique and characteristic land transportation public service platform. This kind of platform combines the various logistics functions and has unique, innovative logistics model.

Under the influence of Internet thinking, logistics enterprises are not limited to the offline logistics operation mode. At the same time, they are trying to develop innovative business models and forming a coexistence of various business models.

Besides the main business, logistics enterprises are exploring how various business models can coexist. The most important thing is to find the core resource of enterprise and the best business models that are suitable for the core resources. Clearly, the process enable these logistics business models can not to be duplicated.

For example, JD.com establishes its own logistics system and delivers most of commodities to customers through the distribution system. The distribution system is increasing the speed and efficient of delivery and save time for firms and customers. Moreover, some self-support distribution centers are set up in most central cities, which provide standardized logistics service for customers. In fact, almost of logistics firms are trying develop new business models based on their ability and the operation status. Although most of logistics corporates have familiar business models, the value, company culture, internal and external environment of them are different. Therefore, the applications of business models in these firms are absolutely different.

3.3 Clear Trend Of Integrating Online-Offline in New Business Models

The model of integrating online-offline is to connect the offline business activities with online platforms together so as to provide customers the convenience and the service offered by offline traditional companies. The advantage of this model is that customers can choose the products or services they need online and complete the payment online, and then go to the offline store to spend. This model greatly improves the convenience for customers.

The O2O business model is the typical model that most companies employ, such as the giant of express company SF, who not only has its express delivery business but also have its own e-commerce platform, sfbest.com. The model combines the logistics service and e-commerce business to achieve the goal of providing online-offline best service for customers.

Recently, almost of logistics companies begins to recognize the importance of utilizing Internet and set their own online service platforms to combine the online business and offline business. The model can attract more customers and provides more convenient and more efficient service to consumers.

4. The Main Problems in Training Logistics Talents

4.1 High Labor Intensity and Demission Rate of Front-Line Operators

Although requirement to front-line operators is low and most people are qualified for the work after simple training. Therefore, there are still some problems with the lack of front-line operators. The main problems are that the high demission rate of front-line talents, high labor intensity as well as irregular work hours of the jobs. For ensuring the regular operation of the business, logistics firms always recruit new staffs and train them to be familiar with the process of operation. To some extent, this process affects the logistics efficiency and the economic benefit of companies.

4.2 Lack of Composite Logistics Professionals

In most of small and medium-sized logistics enterprises, the levels of education of managers are low and result in the low level of management in these companies. Due to the high mobility of logistics talents, few companies have motivation to cost too much to train their staffs. This leads to that front-line staffs know less leading theory, the development trend of logistics as well as the creative models of management. So, companies will not have enough ability of innovation and market development. That may lead to that companies have no ability to introduce new logistics technologies for developing their business. Even if these companies recruit new professionals, the business may be in a difficult. The reasons may be that the lack of the staffs who know the knowledge of e-commerce, financial management, international trade, the law of business as well as data analysis and so on. Therefore, logistics firms should train their staffs regularly and make them have enough ability and ambition to complete their works. Unfortunately, most of companies haven't done these works and

paid less attention to these things mentioned above or investing less in the training processes. That results in the lack of high level of managers.

5. The Main Problems in Training Logistics Talents in Universities

5.1 Unmatched Between Talents Demand and Training Models in Universities

At present, most colleges and universities have opened logistics majors. However, judge from the supply and demand of logistics talents in the current talent market, the demand for logistics talents is huge. There are still a considerable number of logistics graduates who cannot find ideal jobs. The main reasons are the lagging of training models in colleges and universities, the unreasonable hierarchical structure of logistics talents as well as the lack of scientific and effective talents training mechanisms.

Some colleges and universities have opened logistics program. However, these universities haven't recruited professional logistics teachers. Instead, teachers major in relevant majors are trained to obtain relevant certificates and then teach students major in logistics major. Clearly, this method harms students major in logistics management major. In addition, some of universities opened late on the logistics major. A large part of teachers lack work experience in firms, which is bad to cultivate practice ability of students who major in logistics.

5.2 Mismatched Between Curriculum and Practical Demand of Logistics Talents

At present, training programs of logistics major in many universities and colleges are established without considering or referring to the training programs of other universities and colleges. Moreover, these programs are not analyzed through comparing with the market demand of the logistics talents i.e., the deviation of the curriculum from the market demand. It will result in the failure of satisfying the demand of logistics talents in the "Internet+" environment.

5.3 Simple Teaching Methods

At present, lecture-based class still is the main teaching method in universities nowadays. In this learning model, students will learn passively, which leads to less interested in studying knowledge. In addition, these students may learn some theoretical knowledge, but have less ability to apply knowledge in practice. Obviously, it is difficult to immerse in the task at hand when these students at the beginning of entry.

6. The Model of Training Logistics Talents in the Environment of "Internet+"

Taking into account the new requirements to train logistics talents in the environment of "Internet+", the training target of logistics talents is needed to be adjusted. Therefore, a new model of training logistics talents based on capability and characteristics is proposed in this study. The goal of this model is to train students have four capability, know management and IT technology, and can apply them in practice to create new methods or application.

6.1 The Goals of Training Logistics Talents

(1) Proficient in management: the talents demand from modern logistics firms focuses on logistics management talents and logistics operation talents. Therefore, students major in logistics management should have the management ideas of modern logistics management and the ability of finding new problem as well as solving the problems.

(2) Know the IT technology: "Internet +logistics" constantly promote the transformation of traditional logistics industry and leads to the Internet business model innovation (such as "logistics O2O model"); enter the era of intelligent logistics, cloud computing, big data analytical technology. It not only provides technical support for information processing in logistics enterprises, but also enables logistics industry operate intelligently and to automatically. The rapid development of cross-border e-commerce puts forward higher requirements for cross-border logistics services. Therefore, it is necessary for students major in logistics management to master logistics information technology in order to cope with the change of the Internet logistics to logistics industry.

(3) Ability of application: train logistics management talents aims at cultivating application-oriented professionals in logistics management. Moreover, construct curriculum and teaching content system bases on application. The goal of practical teaching is cultivating the application capacity of students major in logistics management.

(4) Innovation ability: Colleges and universities should take innovation consciousness and innovation ability as the inherent requirements for training talents. Incorporating innovative thinking in the formulation of training programs and teaching model reforms, in order to cultivate innovation consciousness and strengthen innovative thinking in training talents. Enhance the two types of capacity, i.e., innovation consciousness and innovative thinking to satisfy the demand of innovative logistics talents in the ear of Internet logistics.

6.2 Talent Training Features

Train logistics talents according to following rules and characteristic will ensure the talents to be qualified for the logistics management works in the environment of "Internet+".

(1) Online and offline learning: traditional teaching methods will be subverted and the learning process of college students needs to be reconstructed in the "Internet" background. Support students to study through online and offline methods to improve the efficiency and quality of studying.

(2) Integrating theoretical learning and practical internship in enterprise: construct training bases outside and inside of campus. Strengthen the construction of logistics training bases in campus according to professional orientation, training talents, application technology research and generalizing. On the other hand, establishing off-campus training base, enriching students' perceptual cognition and strengthening their practical ability can lay a solid foundation for these students in future professional work in logistics. Visiting ports, logistics parks, bonded port areas, or taking projects as traction can broaden students' horizons and cultivate their practical and innovative skills.

(3) Integrating teaching and application. In the first four semesters after students enter a school, they mainly learn professional theoretical knowledge and improve vocational skills. After 1/2 semester of the fifth semester, teachers and corporate trainers put on students in pre-job training. Then, students are allowed to enter companies work as identities of internships. This mechanism is necessary for students' personal careers development and deep cooperation and exchanges between university and enterprise.

(4) In terms of internships and employment, university establishes activities such as school-level logistics skill contests, various quality competitions, corporate classrooms, theme salons, corporate open days, and summer and summer camps to enable students to get in touch with businesses, enrich their experiences and enhance their careers earlier and deeper. In the field of innovation and entrepreneurship, through the creation of innovation and entrepreneurial competitions, simulation of business operations, writing entrepreneurship reports and other activities or projects, to cultivate students' innovative thinking and entrepreneurial capabilities. The goal of running these activities is to better meet the needs of innovative logistics talents in the "Internet +" environment.

7. Conclusion

In the tide of "Internet+", "Internet+" logistics is bound to be a trend for logistics industry. Therefore, the logistics firms should catch this opportunity, transform timely, combine traditional logistics and Internet to create a better experience and provide better service to customers. This puts forward higher requirements for training logistics talents. Specifically, universities and colleges should formulate a reasonable training plan base on requirements from firms and the trend of logistics development. Cultivating compound talents to satisfy the demand of firms needs to the helps and supplement training provided by the government and industry associations. Only these works are done, the quality of training logistics talents and development of the whole logistics industry can be improved.

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