

Exploration and Practice on Cross-border E-commerce School-enterprise Cooperation Projects

--Taking Wenzhou Low-voltage Electrical Appliance Foreign Trade Enterprises as an Example

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Abstract

Under the background of the epidemic, cross-border e-commerce has developed rapidly, but cross-border e-commerce talents are very scarce, which hinders the development of cross-border e-commerce. Through the practical exploration of school-enterprise cooperation cross-border e-commerce projects between higher vocational colleges and Wenzhou low-voltage electrical appliances foreign trade enterprises, this paper discusses the outstanding problems existing in the process of cross-border e-commerce school-enterprise cooperation training, and proposes a cross-border e-commerce cooperation The production-education integration cooperation model of the environmental e-commerce studio is expected to provide a certain reference for professional school-enterprise cooperation in this direction in the future.

Keywords

Cross-border E-commerce; School-enterprise Cooperation; Talent Training.

1. Introduction

With the increase in global per capita purchasing power, the increase in Internet penetration, the further maturity of third-party payment software, and the improvement of logistics and other supporting facilities, online shopping has become a rising consumer habit in the world. Cross-border e-commerce builds a free, open, universal, HP global trade platform, and connects the world through the Internet. In the future, it will continue to replace the traditional trade market and become the main form of global trade. As my country's foreign trade economy enters a new normal characterized by steady growth and structural adjustment, the current stage of the Wenzhou economy, which is highly dependent on foreign trade, will be a critical period for the transformation and upgrading of foreign trade. As one of the pillar industries of Wenzhou's foreign trade exports, the low-voltage electrical appliance industry has benefited from smart grid investment in developed countries and large-scale infrastructure investment in emerging markets. In recent years, the overall export scale has remained at a relatively high level, but the export growth rate and export volume However, the percentage increase is limited. According to preliminary statistics, the annual export volume of low-voltage electrical appliances in Wenzhou City has basically maintained in the range of US\$2.2-2.6 billion since 2010, and the proportion of Wenzhou's total exports has been fluctuating in the range of 13%-15%. As a new form of foreign trade, cross-border e-commerce exports enable small and medium-sized enterprises to transform the fragmented and diversified potential demand of small foreign trade into market demand, increase the breadth and density of foreign trade transactions, and thus become a transformation of low-voltage electrical appliances foreign trade enterprises. A feasible breakthrough.

At the same time, the demand for cross-border e-commerce compound application talents is also increasing, and the cultivation of cross-border e-commerce compound application talents conforms to the needs of social and economic development. In China, the major of cross-border e-commerce in higher vocational colleges has just started. As the training of the professional talents is still in the trial period, it is inevitable that there will be some problems in the process of talent training. Through the

cooperation practice of cross-border e-commerce project with a low-voltage electrical appliance foreign trade company in Wenzhou, this article explores the problems that arise in the process of cross-border e-commerce talent training under the school-enterprise cooperation mode of running schools and seeks solutions, which will be useful for running schools in the future. Can provide a certain reference value.

2. Research significance

2.1 Significance to the enterprise

Cross-border e-commerce not only has the traditional advantages of reducing intermediate links in e-commerce, resolving overcapacity, providing development paths for small and medium-sized enterprises, and increasing employment, but also has the advantages of reshaping the international industrial chain, promoting the transformation of foreign trade development mode, and enhancing international competitiveness. Significance. At present, a large part of Wenzhou low-voltage electrical appliance foreign trade companies have launched or are preparing to develop cross-border e-commerce business, but they face many difficulties in actual operation and operation. Foreign trade companies that can successfully integrate cross-border e-commerce companies are also rare. . This project is based on the survey of representative Wenzhou low-voltage electrical foreign trade enterprises, and assists Wenzhou Ange Import and Export Co., Ltd. in planning the research and practice of cross-border e-commerce platform operations, and sorts out the findings during the project investigation and the specific implementation process in detail Problems and difficulties encountered, and put forward feasible strategies and reasonable suggestions based on the practice of solving problems and overcoming difficulties, and plan a set of feasible cross-border e-commerce operation plans for the company, and conduct practical explorations. Expand corporate influence and promote product sales.

2.2 Significance for teaching

In order to better meet the needs of social enterprises for e-commerce talents, e-commerce professional teaching needs to improve its practicality and cutting-edge. It must break through the bottleneck of traditional teaching mode, increase the intensity of practical teaching innovation, and build a perfect practical teaching system. At present, the domestic e-commerce competition landscape is rapidly adjusted, the business model is increasingly updated, and the Internet thinking has profound changes in the impact of the Internet. As a college that trains applied talents with innovative thinking and entrepreneurial capabilities, under the current situation of the rapid development of the e-commerce industry, more It is necessary to pay close attention to the development frontiers of related industries, and implement a dynamic adjustment mechanism of course teaching for the job vocational ability, which puts forward higher requirements for the teaching of e-commerce majors. The school-enterprise cooperative research project can not only solve the practical problems of the enterprise, but also provide real cases for teaching and student practice. The project team refers to this topic for practical teaching, the purpose is to strengthen students' practical skills and cultivate students' entrepreneurship Ability and innovative thinking. Through practice, not only can students learn and consolidate theoretical knowledge, so that they have the ability to apply knowledge more flexibly, but also effectively improve students' actual combat level, thereby enhancing students' comprehensive quality.

3. Background

3.1 Research on the integration of traditional small and medium foreign trade companies with cross-border e-commerce

Cross-border e-commerce refers to the transaction parties belonging to two or more customs borders. Through the e-commerce platform, the process of displaying, negotiating, and paying for related products that occurred in the import and export economic activities in the past can be realized electronically. Then, take the means of cross-border logistics to deliver the goods to the designated place and achieve the purpose of international business activities [1]. As a new type of international

trade, cross-border e-commerce has the advantages of low cost, fewer links, convenient transactions, smooth communication, etc., so that foreign trade companies can more fully understand the development trend of the international market in a timely manner, so as to quickly understand and respond to customers. Demand, successfully concluded the transaction. In recent years, with the support of national policies, with the development of network information technology, cross-border e-commerce has developed strongly, and my country's cross-border e-commerce has developed rapidly. According to the 2016-2017 China Cross-border E-commerce Development Report released by iiMedia Research, the overall transaction scale of China's cross-border e-commerce reached 7.0 in 2017. 5 trillion yuan, a year-on-year increase of 19%. By 2018, the overall transaction scale of China's import and export cross-border e-commerce is expected to reach 8.8 trillion yuan, accounting for 37% of China's total imports and exports. 6%. The rapid development of cross-border e-commerce has not only driven the growth of my country's foreign trade and national economy, but also further promoted the transformation and upgrading of my country's foreign trade industry.

Traditional small and medium-sized foreign trade companies integrate cross-border e-commerce companies, and their specific path can choose to build their own online shopping malls, enter third-party e-commerce platforms, and entrust network technology co., Ltd. to operate on their behalf. One is the method of self-built online shopping mall, that is, the enterprise builds its own independent online sales platform on its own, which is conducive to enhancing the company's reputation and brand recognition, but self-built online shopping requires more manpower and material resources, and it is difficult to promote the website. Large, small and medium-sized foreign trade companies generally cannot afford it. The second is to use a third-party cross-border e-commerce platform, that is, to register as a member on an existing and mature cross-border e-commerce platform, and to open stores, upload products, and promote sales on the platform. The company's products are sold to overseas consumers. This model is more suitable for small and medium foreign trade companies to carry out cross-border e-commerce business. The third is the commissioned operation method. Since cross-border e-commerce platforms also need to have more professional cross-border e-commerce operation knowledge in terms of operations, some small and medium-sized enterprises can choose to commission professional network technology when they do not have such professional knowledge. The limited company operates the company's platform stores on behalf of the company, and the company pays annual fees and sales performance commissions to the operating company. This method is suitable for people who want to rely on a mature third-party cross-border e-commerce platform to develop overseas markets but do not have a cross-border e-commerce platform Operational knowledge enterprise.

3.2 The development of cross-border e-commerce industry and talent demand

The rapid development of cross-border e-commerce has stimulated enterprises' strong demand for cross-border e-commerce talents. With the advancement of the "Belt and Road" initiative, China has joined RECP, and in the context of the current global epidemic, cross-border e-commerce will usher in a period of comprehensive development, but the current serious shortage of cross-border e-commerce talents is to a large extent Restricting the development of my country's cross-border e-commerce industry, e-commerce talents have become one of the three major bottlenecks affecting the development of e-commerce companies. Since 2008, the number of employees engaged in e-commerce in my country has been increasing each year. According to the data of Taobao's "Tao Job" channel in 2017, the number of e-commerce job requirements in mid-April 2017 alone was 19,870, compared with 2017. There are about 90,000 college graduates each year, that is, the e-commerce talents cultivated by colleges and universities each year can only meet the demand for e-commerce talents for half a month.

Different from traditional foreign trade talents, cross-border e-commerce companies need more complex talents. However, there is currently a shortage of cross-border e-commerce professionals. Cross-border e-commerce has higher requirements for talents. Because cross-border e-commerce is a cross-discipline, it has both the characteristics of international trade and the characteristics of e-

commerce. Foreign trade personnel also need to understand the comprehensive situation of foreign markets, exchange rates, transaction methods and rules, and consumption habits. In addition, foreign trade personnel must have the skills to operate computers proficiently and the ability to communicate with foreign customers in fluent English. At present, the lack of such comprehensive talents will restrict the development of cross-border e-commerce platforms to a certain extent. Therefore, only diversified foreign language talents with multiple talents can meet the needs of enterprises in the cross-border e-commerce field. At present, the graduates recruited in the cross-border e-commerce field mainly come from majors in international trade, e-commerce, and foreign languages. However, their expertise is single, and their ability to solve problems and practical operations is still lacking. It is urgent to train high-quality cross-border e-commerce professionals.

4. Common school-enterprise cooperation models

The fundamental purpose of school-enterprise cooperation is to realize resource sharing, complementary advantages and common development through cooperation between schools and enterprises. The cooperation model can be flexible and diverse, and the test standard is whether it has promoted the common development of both parties and whether they are satisfied. The following are several cooperation modes.

4.1 "Order" cooperation model

Before enrollment, a joint school-running agreement is signed. When enrolling, a training and employment agreement is signed with students and parents. When recruiting, it is linked to the student's comprehensive evaluation scores, which realizes the synchronization of enrollment and recruitment, and the integration of internship and employment. The school and the enterprise jointly formulate teaching plans, curriculum settings, and training standards; the basic theory courses and professional theory courses for students are completed by the school, and the students' production and internships are completed, and they will participate in the work after graduation to achieve employment and meet the needs of talents. Goals; specifically, there are targeted training classes, naming classes, order classes, etc.

4.2 Work-study alternation mode

It is the vocational education that is issued to the college due to the demand for labor, and cooperates closely with the college, and the school and enterprise jointly plan and implement the vocational education. The method is that students take theoretical classes in school, receive vocational and work skills training in cooperation, and implement rotation every semester.

4.3 Teaching Practice Mode

It is the students who have passed certain theoretical studies in school, in order to understand the products, production technology, business philosophy and management system of the cooperating unit, receive education in cultural professional ethics and labor discipline in advance, and cultivate a strong sense of responsibility for the students. On-site observation and learning of production and operation processes, etc.; and arrange for students to participate in related work and management on the spot, to master job knowledge in a more systematic way, and effectively enhance the awareness of collaboration, employment and social adaptability.

4.4 Internship mode

After the students have completed all the courses stipulated in the teaching plan in the first two years at the school, they will take the form of self-recommendation by the school and the students and go to the employer for more than half a year internship. Schools and employers jointly participate in management, cooperative education and training, so that students become qualified professionals required by employers.

4.5 Industry-University-Research Model

Give full play to the advantages of school professional teachers, strengthen school-enterprise cooperative research and development, help small and medium-sized enterprises to solve related

scientific research problems, and adopt the new idea of "using professional advantages to run majors and run industries to promote majors", so that professional construction and industrial development are closely integrated to help China Small take the road of healthy development.

4.6 Co-build an off-campus practice base

According to the professional setting and internship teaching needs, the school will establish off-campus internship bases with development prospects and cooperation intentions based on the principle of "complementary advantages and mutual benefit". These bases can not only become important positions for teachers and students to contact society and understand, but also schools can use the conditions of the bases to cultivate students' professional quality, practical ability and innovative spirit, increase opportunities for professional teachers to contact professional practice, and promote the improvement of professional teacher skills; the bases also Priority can be given to selecting outstanding talents from interns to meet the increasing demand for employment and achieve a "win-win" effect.

4.7 Cooperative Operation Training Base

You can make use of school training equipment, venues and intern students to reduce production costs and obtain greater profits; schools can use production input and technical guidance to reduce education costs; students can get in touch with the production process in advance, so that the students can transfer to them earlier and better. The role of employees has changed to achieve a win-win situation for schools, enterprises and students.

4.8 Establish a professional teaching steering committee

According to the different characteristics of the majors set up by the school principal, industry experts, leaders and school teachers are hired to jointly form a "professional teaching steering committee". Clarify the training goals of professional talents, determine the professional teaching plan, provide market talent demand information, participate in the formulation and adjustment of the school's teaching plan, adjust the school's professional plan and training plan in time according to the employment requirements of the industry, and assist the school to establish off-campus Internship and training base.

The motivation for enterprises to participate in school-enterprise cooperation: through cooperation and "order" training, give priority to obtaining applicable graduates; use school equipment, teachers and venues for employee training; use school technology to develop new products and production processes The transformation of the school; the use of the school's resources and services to reduce production costs; the promotion of the company's products in the school and the training of potential customers. Colleges and universities should be good at analyzing the individual needs of enterprises, and on the premise of ensuring talent training, emancipate their minds, open up channels, and fully tap the school's resource advantages in terms of site, technology, equipment, and human resources, and provide corresponding services for enterprises. To win the support and participation of enterprises in teaching work, only the cooperation that realizes the "win-win" benefit can be long-lasting and stable.

5. Implementation of the cross-border e-commerce school-enterprise cooperation project with Wenzhou Ange Import and Export Co., Ltd.

Wenzhou Ange Import and Export Co., Ltd. is a foreign trade enterprise mainly engaged in the import and export of goods and technology. Its customers are oriented to the whole country, Western Europe, Eastern Europe, Africa, North America, Southeast Asia and other regions. The company's main products include low-voltage electrical appliances, such as wall switches, sockets and circuit breakers, as well as outdoor lighting fixtures and indoor lighting fixtures. With its professional level and mature technology, the company is highly recognized by the industry for its integrity, strength and product quality. The company's main low-voltage electrical product brand is ONESTO.

As an active participant in the electrical manufacturing industry for more than 15 years, ONESTO is committed to providing reliable quality products for power distribution, industrial control, new energy and other industries. The company realizes that at this stage, only when foreign trade companies have an intersection with cross-border e-commerce, can they obtain better development opportunities in market competition. Therefore, the company is determined to develop cross-border e-commerce business, try to choose cross-border e-commerce platform and cross-border e-commerce model, sell the company's low-voltage electrical products through the platform, to further promote the export of corporate products, and strive to enhance the corporate brand International popularity. Wenzhou Ange Import and Export Co., Ltd. is a model of the deep integration of our university-enterprise cooperation. Both sides of the school and enterprise have reached a unified "teaching and employment mutual assistance" cooperation policy. Relying on the school training base, develop the school-enterprise cooperation model of "integration of production and education", establish a cross-border e-commerce studio, and turn the school training base into a production-oriented training base, which is the school's The training classroom is also the cross-border e-commerce department of the enterprise.

5.1 Establish a school-enterprise cooperation team

Build a cross-border e-commerce operation team including professional teachers, corporate instructors, corporate employees, freshmen, sophomores, and juniors at school, forming a "low to high" age level, in terms of skills and business Ability training forms the knowledge and skills training of "high-level and low-level, division of labor, and project-based management" and a real enterprise cross-border e-commerce project practice route, forming a natural "pass, help, and lead" technical skills inheritance characteristics.

5.2 Cross-border e-commerce project operation

Ange Import and Export Co., Ltd. provides information, data, products, funds, and training. Under the guidance of teachers and corporate mentors, school students conduct market research, select cross-border e-commerce platforms, and then conduct product selection, product shooting, and product visual design, Goods on the shelves, shop decoration, customer service, marketing and promotion, delivery and other services. The corporate tutors and student tutors set out and assign work tasks, and the student team divides the work into departments and cooperates. According to the business ability, sales performance and contribution, the students will be paid a certain dividend.

5.3 Integration of production and education and back-feeding teaching

The real project materials accumulated in the school-enterprise cooperation cross-border e-commerce project, such as wall switches, LED lights and other product information, product pictures, and store operation data of Ange Import and Export Co., Ltd. are organized into teaching cases of related courses and training materials, so that more students can experience real projects, promote the perfection of teaching content, and improve teaching effects. The cross-border e-commerce project can also be transformed into a graduation design project, and the junior students in the team of corporate mentors and teachers will complete the graduation design.

5.4 Achievements of school-enterprise cooperation

In cooperation with Wenzhou Ange Import and Export Co., Ltd., and with the joint efforts of schools, teachers, students and enterprises, the cross-border e-commerce project is currently being carried out smoothly. Fig.1 and fig.2 show the company's presence on Alibaba International Station. The official cross-border e-commerce online store on the AliExpress platform mainly sells related products of the low-voltage electrical appliance brand ONESTO.

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international patents. Today, customers over 50 countries are benefited from Onesto products and solution for its reliable protection of electrical systems. As a well-recognized partner with renowned companies around the world, Onesto is ready to create new value and competitive advantages with partners for mutual continuously development.

Supplier Index	
Transactions	-
Response Time	296
Response Rate	81.16%

Business Type	Manufacturer	✔	Country / Region	Zhejiang, China	✔
Main Products	MCB, RCCB, ISOLATOR, RCBO	✔	Ownership	Private Owner	✔
Total Employees	51 - 100 People	✔	Total Annual Revenue	confidential	✔
Year Established	2005	✔	Certifications[1]	ISO9001	✔
Product Certifications(4)	CE, CB, CE, Other	✔	Patents	-	
Trademarks	-		Main Markets	Africa 35.00% Mid East 25.00% Southeast Asia 15.00%	✔

Fig. 1 Alibaba B2B cross-border e-commerce online store

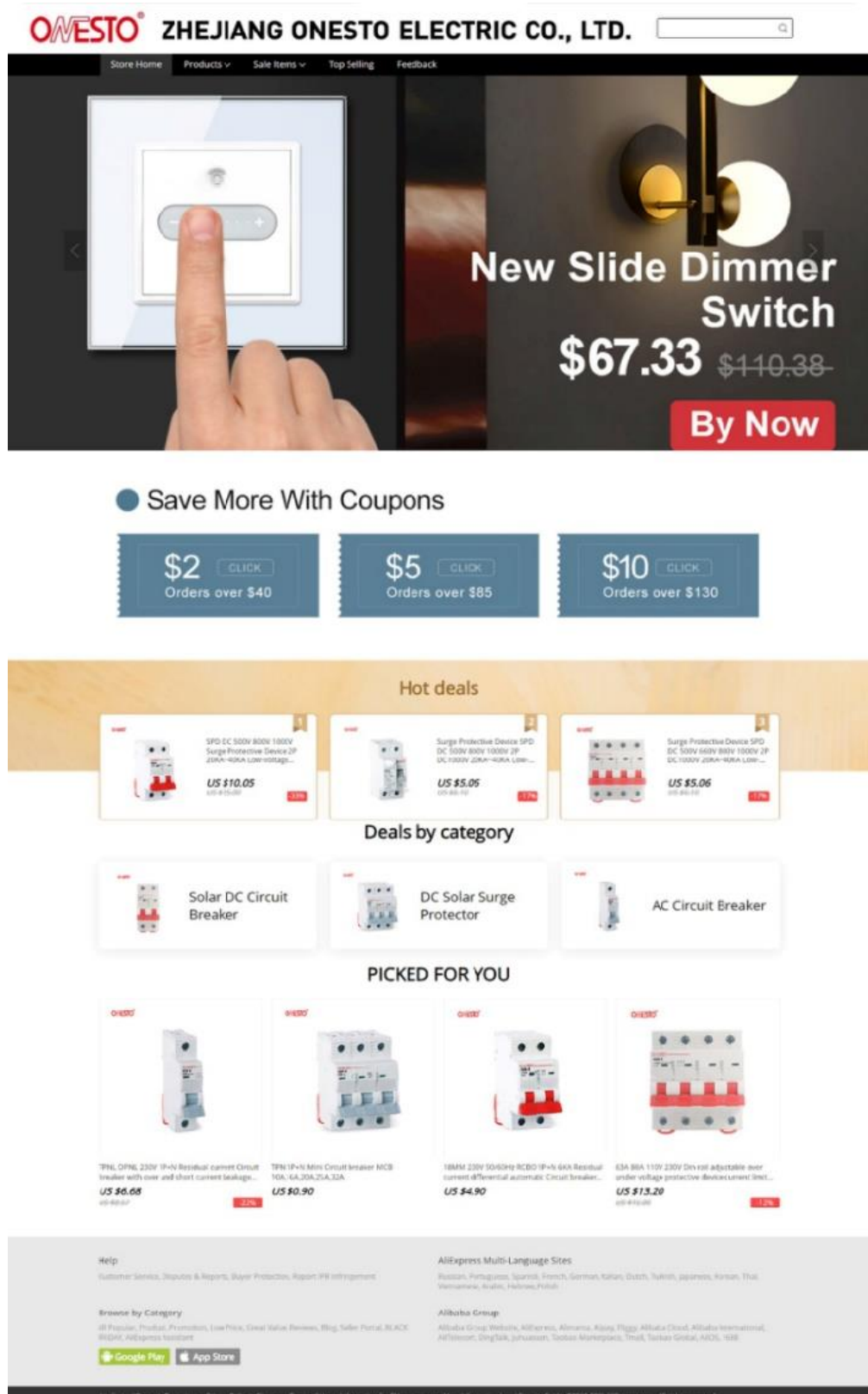


Fig. 2 AliExpress B2C cross-border e-commerce online store

6. Reflections

6.1 Shortage of professional teachers for cross-border e-commerce

Since cross-border e-commerce disciplines are interdisciplinary, and cross-border e-commerce is a new industry, professional teachers of cross-border e-commerce need to master a number of cross-

professional skills and a certain amount of cross-border e-commerce practical experience. However, teachers of foreign trade and e-commerce majors currently involved in the training of cross-border e-commerce talents generally have some problems, such as lack of international trade knowledge, business knowledge, logistics knowledge, etc. required by the cross-border e-commerce industry. Relevant courses are in an awkward position of "learning now and selling now"; in addition, they have no work experience in the cross-border e-commerce industry, so their practical teaching ability is not good, and teaching is also "on paper", which is difficult to cultivate the needs of social and economic development Of cross-border e-commerce talents.

One way to solve this situation is to hire company part-time teachers. Part-time corporate teachers have rich cross-border e-commerce practical experience and rich teaching resources and materials, so can lead students to enter the threshold of cross-border e-commerce as soon as possible, but because they often invest in teaching energy is relatively limited, and they are not familiar with teaching rules and teaching management Standardized, the teaching effect is relatively general.

6.2 Students have misunderstandings about school-enterprise cooperation projects

Many students think that school-enterprise cooperation projects or internships in companies are just a form, and have no substantive use for professional learning and employment. In addition, in the context of the epidemic, many students in higher vocational colleges choose to take the college promotion exam. For example, there are 45 students in the 1801 class of our e-commerce, and 28 of them took the college promotion exam. Even if these students join the school-enterprise cooperation studio and go to the company for internship, they are only in line with the purpose of completing the internship task and earning learning points, and will not invest too much energy in the work. Wrong thinking and understanding and students' different plans for the future have caused students to be passive about the project, not enterprising, lack enthusiasm for the tasks arranged by the company, and achieve unsatisfactory results. Due to the lack of social experience and systematic planning for their future development, students only see the immediate benefits and cannot correct their work attitudes during the internship.

6.3 Little support from enterprises

In the process of school-enterprise cooperation in running schools, enterprises need to bear the responsibilities of capital investment, provision of relevant teachers, and practical opportunities. However, because companies will measure the relationship between investment and return, they are very cautious about capital investment. The school first considers the issue of talent training ability, and the enterprise first considers the issue of interest and profit, so it is inevitable that there will be some problems that are not easy to deal with in the process of school-enterprise cooperation. School-enterprise cooperation is often superficial, and long-term cooperation mechanisms will be difficult to maintain.

6.4 Companies do not pay attention to interns at school

What companies need are students with solid basic knowledge, strong practical skills, and who can truly apply what they have learned. In fact, due to the lack of practical training in the early stage, most students are generally weak in practical application skills, unable to independently assume the responsibilities of their positions, and do not receive the trust and attention of corporate personnel. Many companies believe that cultivating in-school interns to adapt to their positions requires not only relevant teaching materials and timely teaching management, but also a certain amount of funds from the company to provide students with corresponding practical opportunities. However, the instability of interns has caused companies to feel that they may fall into an embarrassing situation where resources and energy are greatly wasted. Because when students master certain practical skills and are fully qualified for their positions, their internship period is about to end, and there are not many students who choose to stay in the internship company after graduation. Based on this actual situation, companies are more willing to recruit professionals in the talent market rather than spend their energy training interns. The inattention and distrust of the enterprise have caused students not to experience the fun of participating in actual work, and they also lose the opportunity to exercise and improve

themselves. If things go on like this, the students will completely lose the enthusiasm and initiative of internships, thinking that they will not be able to learn any practical skills in corporate internships.

7. Conclusion

At present, the theoretical research on cross-border e-commerce at home and abroad has been relatively mature, but the research results on the integration of cross-border e-commerce by low-voltage electrical foreign trade enterprises are relatively few. The research of this project has a certain innovative significance for the increasingly urgent problem of cross-border e-commerce transformation and upgrading in the low-voltage electrical appliance industry, Wenzhou's mainstay export industry. Through the development of cross-border e-commerce platform practice exploration for low-voltage electrical appliances combined with short video and community content marketing, a complete and reproducible operation plan can be formed, which can be actively promoted to Wenzhou local low-voltage electrical Marketing capabilities.

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