

Performance Analysis of Digital Trade Talent Training That Adapt To Digital Transformation

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Abstract: The rapid development of digital trade has caused a fierce demand for related talents, but the current gap between the supply and demand of digital trade talents is huge. Based on the development background of digital trade and the current situation of digital trade-related talent training, the lack of appropriate talent training performance target is an obvious problem in the current digital trade-related talent training. This paper puts forward a series of improvement directions of talent training, to enhance the professionalism of digital trade talents, and to promote the healthy development of this field.

Keywords: Digital Trade; Talent Training; Performance Target

1. Introduction

As the highest form of the evolution of international trade in the digital era, digital trade covers not only digital products and digital services, but also includes the offline transaction of traditional physical goods based on Internet technology, as well as the online exchange of digital knowledge and information. The difference of digital technology level among countries causes the unbalanced development of digital trade, and the difference of technology level mainly stems from the difference of talents. As a new form of business integrated into the development of the new era, many enterprises now use digital trade to expand new markets, and the industrial structure upgrading of the existing digital trade will be greatly improved. Compared with traditional digital trade talents, digital trade talents need higher communication skills and strong professional quality, and need to deal with some more complex economic development and trade problems. At the present stage, most colleges and universities still focus on training of digital trade talents, and the

training program is not perfect, and the level of talents is low.

Universities have begun to cultivate compound talents for digital trade, and try to reform talent training mode, through teaching fusion, university-enterprise cooperation in running schools for the social development training available digital trade talents. At the same time, the expansion and construction of school-enterprise cooperation service platform and methods, so that students can get sufficient practical opportunities, but also to store human resources for company.

2. Significance of Setting Performance Target For Digital Trade Talent Training

2.1 Problems of Digital Trade Talent Training Performance Target Setting

Precise positioning of professional skills of digital trade talents has a certain difficulty coefficient. At present, the training way of is deemed insufficient that only follow the immediate research to cultivate excellent talents focusing on digital trade and international trade practice, with professional skills of general marketing and promotion, accounting knowledge. Due to the decentralized employment characteristics of digital trade technology majors, it is difficult to obtain characteristic or fixed term training for medium and long-term stable cooperation of enterprises under the current standards. When transport high-quality talents to digital trade enterprises, and there is no reference standard for quantitative analysis of performance objectives. On the other hand, the reflection of talent training quality or efficiency is delayed, that is, the use value or practical value of talent training effect can not be immediately reflected in the contribution rate of social service. Each industry to carry out the talent training work needs to comply with the relevant requirements, like

digital trade professional group of talent training quality review is derived from social satisfaction research and feedback, at least after 3~5 years of community practice is likely to evaluate the quality of training.

2.2 Significance of Implementing Performance Targets for Talent Training

To accelerate cultivate the talent training mode of digital trade diversified talents, it is urgent to reform and innovate in subject research and practical courses. Why digital trade talent training cannot produce unique characteristics? It is mainly reflected in the following aspects: to further reform and improve the talent training mode of "integration of science and practice and engineering replacement"; to further satisfy the educational characteristics of higher vocational colleges, set up courses to meet the talent needs of the digital trade industry chain; to build a simulated practice environment combining "doing by learning" and "learning by doing", gradually improve the necessary standards to support professional independent innovation and entrepreneurship service platforms; the process management of students' in-post practice and community practice activities is not perfect, quality management and process guarantee need to be further improved; the system and system of "double qualified" quality and "double teacher structure" need to be further improved.

2.3 Feasibility Of Implementing Performance Target For Talent Training

Digital trade professional groups can set up specialized courses, build a shallow to deep course content framework, build a scientific and reasonable management system highlighting professional skills and the combination of work and study. Provide practical equipment foundation, build digital trade and digital trade professional skills talent simulation, provide a good practice environment, form a multi-faceted participation, work-study combination, problem-oriented practical course management system. Gradually explore the new characteristic way of talent training. First, establish professional skills and improve professional quality and cultural education. Second, implement "simulation practice + engineering replacement" on campus to promote the promotion of professional skills. Third, based on "double qualification certificate", implement the "graduation certificate + multiple professional skill

qualification certificate" system, and pilot the "1 + X" qualification certificate system with the demonstration sites of the National Ministry of Education.

3. Improvement Direction of Training Method of Digital Trade Talents

3.1 Reform the Talent Training Mode

It is necessary to conduct a survey on professional talent training, clarify the key position group, work objectives and professional ability, and accurately locate the talent training plan. Based on the regional industrial development plan to formulate the talent demand, with the purpose of serving the digital trade economy as the purpose, implement the teaching mode of digital trade scenario, simulation, curriculum and certificate combination, carry out the teaching reform of curriculum certificate and post integration, and improve the training mode of digital trade talents under the new situation.

3.2 Rebuild the Professional Curriculum System

In the process of cultivating talents, colleges and universities should establish the curriculum of combining work with study. From the perspective of combining work with study, there are mainly foreign trade courses such as correspondence and communication, logistics and distribution. From the perspective of infrastructure construction, there are mainly business English and business Japanese courses, forming a situation of complementary courses.

3.3 Construction of Teachers In Professional Groups

To improve the professional ability of the teachers in the professional group, especially to enhance the training of senior teachers in the professional group who undertake the general course content and expand the research project, to improve the teaching ability and practical ability of the teachers, and to improve the teamwork ability and management level. Only when teacher team is strong enough, it is possible to expand the talent training strength, and then export a large number of excellent professionals.

3.4 Construction of Professional Group Practical Training Base

The construction of hard and soft environment of digital trade professional groups should structure the campus training environment of network skilled talents. At the same time, the deep cooperation between universities and enterprises should be completed, and the production and operation training should be carried out to share resources, so as to promote the coordinated development of digital trade professional groups. Actively improve the construction of software facilities of digital trade professional groups, introduce an efficient learning platform, encourage students to use the platform to obtain relevant information, and ensure that students' digital trade skills are significantly improved.

3.5 Set a Clear Performance Target Indicator

Through the investigation and analysis of the current situation of the cultivation of digital trade talents, we can create a perfect talent training plan, set up relevant professional courses, and build a curriculum combining work and study closely around the core courses, and develop and design school-based textbooks integrating basic theory and practical training. Strengthen the training of relevant teachers in professional groups, and improve the construction of practical training industrial base in professional groups, so as to provide a base for self-practice and self-improvement for talents.

4. Build a New Mode of Digital Trade Talent Training and Performance Improvement

4.1 Create A "College + Career + R & D" Type of Digital Trade Talent Supply System

Face to low quality and ability and lack of professional knowledge of digital trade and cross-border digital trade employees, it is urgent to expand the supply of college, vocational skills and R & D professional digital trade talents.

First, establish the institute of digital trade talent. Promote the experience of the digital Trade Talent College, build a digital trade talent college focusing on the talent training in the field of digital trade, build a digital trade talent training base and talent entrepreneurship incubation base.

Secondly, the school of data science and artificial intelligence will be built based on local universities. With the specialized colleges as the basic platform, it will cultivate cutting-edge digital core technology talents, including

ARTIFICIAL intelligence, big data, Internet +, Internet of Things, cloud computing, blockchain and 5G new infrastructure.

Thirdly, strengthen the digital trade vocational education. To satisfy the development trend of global digital trade in the future, the basic training of digital trade and digital technology is needed to be widely popularized. The practice of jointly establishing the digital trade college with the well-known domestic enterprises, we try to explore the mode of "general education course", integrate the digital technology knowledge into the existing curriculum system, and cultivate a large number of professional digital trade talents. Fourthly, set up a digital trade research institute. Focusing on cutting-edge topics such as digital finance, digital settlement, digital banking, digital trade rules and the development of digital industry, carry out forward-looking research on the formulation of digital trade rules and the innovation and development of digital trade models.

Fifthly, build a digital trade talent summit forum, fully gather and use the resources of digital trade think tank in domestic and foreign free trade zones, provide the latest talent policy information and talent development cases for the construction of digital trade talent echelon, and promote the long-term development of digital trade talents.

4.2 Guarantee Sustainable Supply of Digital Trade Talents Around the Digital Economy and Ecology

Effective talent supply is not a simple and immediate talent output, but the long-term sustainable supply and role of talents is its more profound connotation. In order to ensure the lasting competitiveness of digital trade talents, we must strive to create a digital ecological environment for talents.

Strive to build a hard external ecological environment with new infrastructure at the core, as the information infrastructure of 5G network, big data, artificial intelligence, Internet of Things, cloud computing and blockchain, the new infrastructure is the technical support for the future human civilization, such as digital economy and intelligent economy. It has great practical value in promoting the industrialization of digital technology, the digitization of traditional industries, and enabling the internal cycle. We will promote the deep integration of modern digital technology and the real economy on the basis of new infrastructure, and lay a

solid digital facility foundation for the development of digital trade and the cultivation of digital trade talents.

At same times, strive to build an internal ecological and soft environment with the talent policy as the core, Selective to absorb its in several trade high-end talent introduction, basic talent cultivation, talent exchange at home and abroad, stock quality transformation of effective policy, further improve the digital trade talent development policy, improve attraction of digital trade talents at home and abroad, better strengthen digital trade talents, for the development of digital trade provide competitive talent policy support.

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