

Research on the Talent Cultivation Model of Double Innovation Cross-border E-commerce under the Context of Free Trade Zone

Qi Li, Hua Yang*, Wenqi Liu, Xueyu Wu

Horgos Business School, Yili Normal University, Yining, Xinjiang, China

**Corresponding Author.*

Abstract: The establishment of the Pilot Free Trade Zone yields numerous benefits. It offers a more convenient environment and service system while providing better opportunities for cultivating cross-border e-commerce talents. So, how to cultivate talents with an innovative spirit and entrepreneurial ability is very important. This paper focuses on the cultivation of dual-entrepreneurial cross-border e-commerce talents. It takes into account the problems and challenges in talent cultivation and the development advantages. The cultivation should be based on theoretical knowledge, guided by practical operation, and supported by innovation ability. Taking the Horgos Business School of Yili Normal University as an example, a cultivation mode is constructed. It is the "integration of lessons and competitions, integration of specialization and creation, and combination of theory and reality". The cultivation of such talents should meet market demands. It is necessary to cultivate the ability to innovate and start a business, so as to train more professional and practical talents.

Keywords: Pilot Free Trade Zone; Cross-Border E-Commerce; Dual-Creation Type; Talent Training; Combination of Science and Practice

1. Introduction

On November 1, 2023, the China (Xinjiang) Pilot Free Trade Zone was officially inaugurated, and this inauguration also indicates the start of the construction of the Xinjiang Pilot Free Trade Zone. This is the 22nd Pilot Free Trade Zone established in China, and also the first Pilot Free Trade Zone set up in the northwestern border region. In Xinjiang, 20 ports open to the outside world have built up a "golden corridor" linking the

east with the west, and through these corridors, Xinjiang has been trading with a number of countries and regions, and has been approved as four comprehensive bonded zones and four cross-border e-commerce comprehensive pilot zones. The establishment of Xinjiang Pilot Free Trade Zone aims to seize the opportunity to promote the economic development of Xinjiang. According to the program, the implementation scope of Xinjiang Pilot Free Trade Zone reaches 179.66 square kilometers, covering three zones in Urumqi, Kashgar and Horgos, each of which includes the area of Xinjiang Production and Construction Corps. The establishment of Xinjiang Pilot Free Trade Zone also provides more international exchange opportunities for the cultivation of Xinjiang's dual-creative talents, and at the same time strengthens the exchange and cooperation with neighboring countries. Therefore, we should seize this opportunity to actively promote the cultivation of dual-initiative talents and provide more talent support for the development and construction of Xinjiang Pilot Free Trade Zone.

2. Literature Review

Under the general trend of the pilot free trade zone, to ensure the sustained and healthy development of the economy, it is necessary to continuously innovate and inject more fresh blood into the economic development. Based on multiple backgrounds, many scholars in China have also put forward a series of views on dual-innovation talents. The literature is mainly based on domestic literature, and the cutting-edge theories and knowledge of academics in the literature are analyzed through the methods of vertical depth and horizontal research.

In order to further promote systematic entrepreneurship to create a good ecological environment, China began to vigorously promote the development of innovation

strategy, Tu [1] mentioned that based on the needs of the rapid development of China's foreign trade economy, the cultivation of international composite talents has become a current priority. Yang [2] mentioned that professional education and dual-creation education should be effectively promoted to meet the diversified needs.

Cross-border e-commerce industry is an emerging and inter-disciplinary industry, which requires a large number of composite, specialized and hands-on talents, so the cross-border e-commerce industry has higher requirements for practitioners. Lin et al.[3] pointed out that practitioners need to understand the relevant professional knowledge, to have strong learning ability and implementation ability. Tang and Hu [4] pointed out that cross-border e-commerce talents must be familiar with the relevant professional knowledge and business ability of cross-border e-commerce, and have strong practical ability and innovation ability.

For talent cultivation Xu [5] puts forward the exploration of talent cultivation school-enterprise cooperation issues, pointing out that talent cultivation school-enterprise cooperation has the ability to effectively improve the quality of talent cultivation. Meanwhile, some studies focus on the influence of government policies on the teaching reform of cross-border e-commerce courses under the cultivation of dual-creation ability. Shi et al. [6] explored how the government can support the cultivation of autonomous innovative talents through policy support and guidance, and put forward a series of policy recommendations.

The country continues to develop cross-border e-commerce and has achieved excellent results. However, Li [7] pointed out that the development of traditional domestic trade e-commerce in China is characterized by fierce competition in the e-commerce market. Chen [8] mentioned that there is a large gap between the supply and demand of talents, and the transformation of cross-border e-commerce should not be ignored.

3. Analysis of the Current Situation of Xinjiang's Dual-Creative Cross-Border E-Commerce Talent Cultivation

The cross - border e - commerce industry has changed from a period of high growth to a

period of rational growth. The development of cross - border e - commerce enterprises is moving towards maturity and refinement, with a higher demand for talents and more stringent talent screening. In terms of personal development in the cross-border industry, the recruitment trend is now younger, which is very important to build core competitiveness, and more cross-border e-commerce talents are needed.

3.1 Overview of the Current Situation of Cross-Border E-Commerce Talent Demand in Xinjiang

Training professional talents by studying the needs of modern enterprise development, responding to the national policy call, and meeting the needs of neighboring countries in economic and trade cooperation is now an important issue in the development of cross - border e - commerce. Whether from the technical point of view or from the perspective of future development, cross-border e-commerce is very promising. The cross-border e-commerce talents needed in Xinjiang include: operational talents who are able to skillfully operate major cross-border e-commerce platforms, including SmarTone, Amazon, etc.; marketing talents who need to have market insights and sales skills. Logistics talent, need to cooperate with overseas logistics companies. Legal talent cross-border e-commerce industry needs to comply with various international and domestic laws and regulations. In the future, with the development of the cross-border e-commerce industry in Xinjiang, the demand for talents will continue to increase.

3.2 Problems and Challenges Facing Cross-border E-commerce Talents in Xinjiang

Knowledge is too theoretical: cross-border e-commerce is a comprehensive field of specialization, as well as a highly innovative specialty that requires constant practice and innovation. However, the current cross-border e-commerce talents in Xinjiang possess knowledge that is too theoretical and not enough practical innovation.

Insufficient practice opportunities: professionals need to have practical ability and market insight. However, the training of talents in Xinjiang is relatively more

theoretical, lacking in practical operation opportunities and the ability to apply theorized knowledge to actual operation.

Uncertain market demand: The cross-border e-commerce industry is highly competitive and the market demand is constantly changing. However, what kind of professional talents are needed in Xinjiang is not clear enough, and it is more generalized, and the target of demand should be clear in the training of talents.

Insufficient innovation and entrepreneurship: as a new industry needs to constantly innovate and develop and inject new vitality. However, the development of cross-border e-commerce in Xinjiang is relatively traditional, and it has not been well added to the innovation element, so it should constantly strengthen the dual-initiative spirit of professionals.

Therefore, in order to solve the problem of Xinjiang's dual-creation talent training needs to strengthen the provision of resources and practice opportunities, better apply these knowledge theories to practical operation, cultivate talents who dare to innovate and dare to be employed, and provide better support and guarantee for the cultivation of excellent talents in the field of cross-border e-commerce.

3.3 Geographical Advantages of Cultivating Cross-border E-commerce Talents in the Context of Xinjiang Pilot Free Trade Zone

3.3.1 Intercultural communication skills

Khorgos port is the closest and most convenient open window for Central Asia, West Asia and even Europe, so professionals should have certain knowledge and understanding of the values, beliefs and customs of different cultural backgrounds of these countries or regions, respect the differences of different cultures and adapt to different cultural environments. Based on the geographical advantages of Khorgos, cross-border e-commerce talents should have Russian, English and other languages, and be able to communicate fluently with partners. At the same time, while accepting other excellent cultures, they should spread our own excellent culture to other countries. As Kazakhstan is separated by the Khorgos River, these talents must understand the culture of Kazakhstan, respect the customs and habits of the Kazakh people, and understand the consumption needs of the Kazakh people.

3.3.2 Business Development Opportunity Insight Capability

Cross-border e-commerce talents need to be able to keenly capture market trends and changes and understand consumer needs and changes. Cultivate through some data analysis, market research and so on how to develop a wider market, how to promote the products and services of Horgos as well as Xinjiang's special products to more countries and regions for sale, with the corresponding ability to formulate strategies and decision-making. At the same time, it should also have the ability to understand the competitive environment of the market, understand the competitors in the market, and formulate corresponding competitive strategies. For example, with the implementation of the "One Belt, One Road" policy, the successive opening of the China-EU liner, Kazakhstan's demand for China's cell phones, smart products, computer network supplies, electronic accessories, beauty and health, household goods and other products has increased greatly. Therefore, we should have a keen insight into sales opportunities and adjust our sales strategy in time to better adapt to the changes in market demand.

3.3.3 Innovation and adaptability

With the continuous progress and development of science and technology, the cross-border e-commerce industry also needs continuous change and innovation. Professionals need to constantly improve their innovation ability, keep up with the development of the times, understand and learn emerging development technologies such as artificial intelligence, big data analysis, blockchain, etc., and think about how to apply these emerging technologies to the development of the economy of the Horgos Port, to enhance the economic competitiveness of the Horgos Port. For example, using big data analysis to understand the consumer demand of exporting countries so as to develop a more suitable sales strategy to improve their economic business.

Platform operation ability, the use of cross-border e-commerce platform is very important, excellent cross-border e-commerce talents need to have the ability to skillfully use the platform in order to improve work efficiency and business development. Product familiarity and after-sales service ability, an excellent talent needs to have in-depth

understanding and familiarity with the product, as well as good after-sales service ability, in order to meet the needs of consumers and improve customer satisfaction. Ability of off-site marketing, cross-border e-commerce needs to use various social media and promotion channels to attract and maintain customers, therefore, cross-border e-commerce talents need to have the ability of off-site marketing. Ability of consumer behavior and market research in the target market, cross-border e-commerce talents need to be able to accurately understand and study the consumer behavior and market conditions in the target market, so as to formulate suitable marketing strategies and product strategies. Ability to master relevant market laws and regulations, cross-border e-commerce industry needs to strictly abide by relevant laws and regulations. Ability to skillfully combine international logistics and customs declaration and inspection. Cross-border e-commerce involves international logistics and customs declaration and inspection, which requires talents to have appropriate skills and experience to ensure smooth transportation and customs clearance of commodities. Continuous learning ability and the ability to adapt to changes, cross-border e-commerce industry is changing rapidly, excellent talents need to have continuous learning and the ability to adapt to changes in order to keep up with the development and changes in the industry.

4. Dual-creation Cross-border E-commerce Talent Training Model--The Case of Horgos Business School of Ili Normal University

Taking the cross-border e-commerce specialty of Horgos Business School of Yili Normal University as an example, Yili, Xinjiang, by virtue of the location advantage of neighboring Central Asia and the advantages of Horgos port and Durata port, etc., attaches great importance to the cultivation of e-commerce talents and implementation while increasing the strength of the information infrastructure, especially in response to the "One Belt, One Road" initiative. Especially in response to the "Belt and Road" initiative, cross-border e-commerce for the five Central Asian countries urgently need relevant professionals, based on this, Ili Normal University Horgos Business School set up a cross-border

e-commerce program, constructed a "course and competition integration, specialization and innovation fusion, combination of science and practice" of the curriculum system, It includes the teaching of specialized theoretical courses, the practice of hands-on practical operations and the cultivation of disciplinary competition mode, as shown in Figure 1.

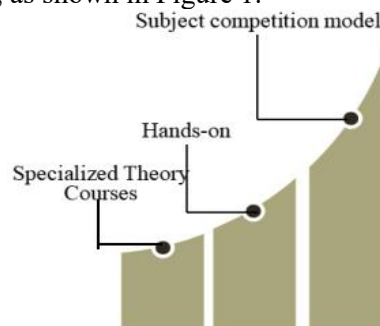


Figure 1. Curriculum System for Cultivating Cross-Border E-Commerce Talents

The cross-border e-commerce talents training of Horgos Business School of Ili Normal University is oriented to the industry demand and aims to serve the local economy of Xinjiang. It cultivates compound, applied and innovative cross-border e-commerce high-end talents who have the concept of transnational business management, understand the basic knowledge of Russian language, have good communication skills, and can be engaged in international trade, transnational business, and the analysis of business data.

4.1 A Training System That Integrates Lessons and Competitions

The integration of classes and competitions closely combines professional courses and disciplinary competitions, teaching through the ability of professional courses and testing the learning effect of professional courses through competitions. Horgos Business School of Ili Normal University provides cross-border e-commerce majors with relevant courses, such as online marketing and promotion, logistics and supply chain management, and international trade law, to meet the needs of cross-border e-commerce talents in Xinjiang. Through these courses, students can master the basic knowledge related to cross-border e-commerce, and at the same time apply this knowledge to practical operation. Organized by the Chinese Society of International Trade, the 2023 Shopee Cup Cross-border

E-commerce Innovation and Entrepreneurship Competition, The preliminary round of the event mainly focused on the online practical operation of the whole process of the competition, including platform registration, product uploading, report correspondence, sales inquiries, delivery, document filling and other simulations of overseas platform operations. The rematch covers the full operation process of the platform. The preliminary round of the competition is mainly based on the whole process of online operation, including platform registration, product uploading, report correspondence, inquiry and sales, shipment, filling out documents and other more realistic simulation of real overseas platform operation. This event includes the knowledge of several professional courses, testing the students' professional knowledge and teamwork ability, through the discipline competition mode to make the students more intuitively understand the scope of cross-border e-commerce, and can better cultivate cross-border e-commerce professionals.

Optimize the cross-border e-commerce talent training program in accordance with the principle of "demand-oriented and employment-oriented". According to the needs of local economic development and the characteristics of local industries in the autonomous region, on the basis of analyzing the development trend of domestic and foreign e-commerce, according to the social demand for complex talents, combined with the objectives and characteristics of talent training in colleges and universities, we should reasonably adjust the curriculum, optimize the course structure, and increase the practical teaching links. At the same time to strengthen the curriculum design and update, Xinjiang universities need to strengthen the design and update of cross-border e-commerce courses to provide students with the latest cross-border e-commerce knowledge and skills. The government can provide support and guarantee for colleges and universities, such as providing teaching resources, financial support, etc., to promote the cultivation of talents in colleges and universities.

4.2 Cultivation Pathways for Specialization and Integration

The cross-border e-commerce industry is

developing rapidly, the transaction scale is expanding, the demand for dual-entrepreneurial talents increases, and innovative and application-oriented are the highest fields of cross-border e-commerce. Entrepreneurship, that is, the process of exercising oneself is also the best growth process. From the current market level, the entrepreneurial advantages of cross-border e-commerce students are more prominent, first of all, the cost is not high, strong professionalism and other advantages. Many trading platforms have no threshold for entrepreneurship, which is very suitable for student entrepreneurship. Horgos Business School of Yili Normal University not only cultivates the theoretical knowledge of students' professional courses, but also aims to cultivate students' innovative and entrepreneurial ability, cultivate students' ability to dare to innovate and dare to start their own business, shape students' innovative personality, and guide students to participate in dual-creation type competitions, and apply their professional knowledge to the practice of the competition. To improve students' entrepreneurial ability firstly, entrepreneurial teaching should be carried out, and courses about innovative and entrepreneurial contents should be designed in the process of teaching. Let students discover themselves and break through themselves in the process of entrepreneurial learning.

Horgos Business School of Yili Normal University has guided students to participate in the "National Cross-border E-commerce Professional Competence Competition", "'Challenge Cup' China College Students' Entrepreneurship Plan Competition" and other related competitions. "China International 'Internet+' Student Innovation and Entrepreneurship Competition" and other related competitions have helped to improve the comprehensive ability of students, so that students are exposed to entrepreneurial knowledge, entrepreneurial experience, and lay a good foundation for future entrepreneurial career. Strengthen innovation and entrepreneurship education, realize the deep integration of professional education and innovation and entrepreneurship. Cross-border e-commerce majors in Xinjiang universities should clarify the curriculum, actively explore new talent cultivation modes and teaching

methods, stimulate students' enthusiasm for learning, and improve students' practical ability. Strengthen the construction of the teaching team, establish a "dual-teacher" team of teachers, and involve students through projects, competitions and other forms to improve students' innovation ability. Improve students' practical ability by building the talent cultivation mode of "specialization and innovation integration". Establish a practice platform to bring students into the real business environment through various forms. Improve students' innovation and entrepreneurship ability through on-campus entrepreneurship competitions and enterprise internships. Innovation and entrepreneurship education in colleges and universities should combine entrepreneurship theory and entrepreneurship practice to stimulate students' enthusiasm for entrepreneurship, cultivate students' innovative consciousness and innovative spirit, and provide more employment opportunities for college students.

4.3 Combination of Science and Practical Training Model

The combination of science and practice is an important part of cross-border e-commerce professional education. Through the study of theoretical knowledge and practical training, students' practical application ability can be enhanced, improve the ability of students to apply the knowledge in the textbook to actual operation. The combination of theory and practice includes two modules: theory + simulated practice and theory + school-enterprise cooperation, as shown in Figure 2. The combination of theory and practice is an important part of cross-border e-commerce professional education, through the learning of theoretical knowledge and practical training, it can enhance the practical application ability of students and improve their ability to apply the knowledge in textbooks to actual operation. Horgos Business School of Yili Normal University provides a professional live room for cross-border e-commerce majors, so that students can feel the real live banding session, in which students can really feel the operation operation from the selection of products to the shelves in the live room, how the logistic team can do their duties well, and the cooperation and coordination of the anchor team. Network operation and

promotion and e-commerce copywriting courses will be familiar with the application of the knowledge learned, such as 4P and 4C marketing strategy, 4P marketing strategy includes product strategy, price strategy, channel strategy and promotional strategy, 4C marketing strategy includes consumer, cost, convenience and communication, the two marketing concepts are different, marketing objectives are different and the consumer relationship is different. Better application of these theoretical knowledge to practical operation is an indispensable skill for cross-border e-commerce talents. It develops students' ability to think about how to write copy to attract consumers' attention and how to promote to increase consumers' purchasing power. The combination of theory and hands-on practice will enable students to strengthen their ability to apply what they have learned as well as enhance their understanding of knowledge.

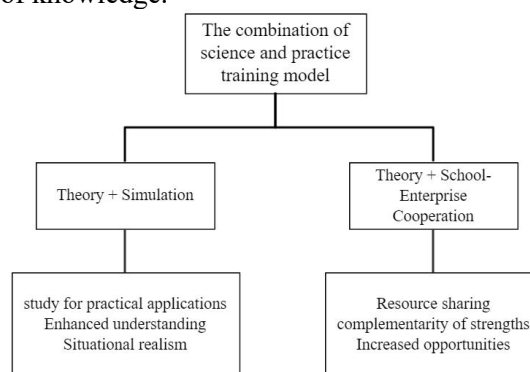


Figure 2. Combination of Practical and Scientific Training Model

Cross-border e-commerce is a highly practical subject, which requires students to continuously participate in on- and off-campus practical training to consolidate what they have learned. It is necessary to pay more attention to school-enterprise cooperation to provide students with a more realistic practical platform and a wider range of practical operation opportunities in the process of learning cross-border e-commerce. Schools and enterprises jointly design talent cultivation programs and open professional course resource libraries to effectively improve the problems between theoretical teaching in schools and practice in enterprises. By cooperating with an off-campus enterprise, the Horgos Business School of Yili Normal University aims to provide students with richer teaching opportunities with the help of

off-campus resources. Material Source Yongle enterprise provides cross-border e-commerce students with training in video editing, jitterbug publishing, and shelving jitterbug group purchasing, etc., so as to realize resource sharing and complement each other's advantages. Through the cross-border e-commerce training platform to comprehensively improve students' "dual-creation" awareness and ability, can be introduced into the school through Dunhuang, Alibaba, Amazon and other Internet enterprises to improve students' understanding, in the context of the national encouragement of "dual-creation" for cross-border e-commerce professional teaching to provide good learning resources. E-commerce professional teaching to provide good learning resources. Understand the market demand and industry dynamics, timely adjustment of curriculum and practice programs, to provide more practice opportunities.

5. Conclusion

In summarizing the research on the cultivation of Xinjiang dual-creative cross-border talents under the background of Xinjiang Pilot Free Trade Zone, the following conclusions can be mainly drawn:

Firstly, Xinjiang cross-border e-commerce talent cultivation should have a clear goal: Xinjiang in the context of the Pilot Free Trade Zone, combined with the unique geographical advantages of Xinjiang, the goal of talent cultivation is clear, that is, to cultivate composite talents with professional skills in international trade, in order to meet the demand for talents in the Pilot Free Trade Zone.

Secondly, Xinjiang's cross-border e-commerce training objectives are closely integrated with the market demand: based on the geographical advantages of Horgos Port, the setting of talent training is closely integrated with the market demand and focuses on practicality. Specifically, increase the system related to cross-border trade, international logistics and other related systems to meet the demand for professional skills of talents in the Pilot Free Trade Zone.

Then Xinjiang in cross-border e-commerce personnel training should be a combination of theory and practical operation: develop high-quality courses, establish practical

training bases, carry out scientific research projects, etc., so that students can learn to apply the theoretical professional courses to practical operation. Simulate the operation of related fields, and deeply understand that cross-border e-commerce is a profession with strong practicality.

Finally, Xinjiang cross-border e-commerce talent training should be deeply integrated with innovation and entrepreneurship education: cross-border e-commerce professional field not only needs theoretical knowledge as the basis, but also innovation and entrepreneurship as the supporting force, to cultivate outstanding talents who dare to innovate and dare to start their own business, and to inject new vitality into the economic development of Xinjiang.

To sum up, the cultivation of Xinjiang dual-innovation cross-border talents under the background of Xinjiang Pilot Free Trade Zone has achieved certain results, but it is still necessary to continue to strengthen the close integration with the market, constantly optimize the cultivation system, and further improve the quality and level of enhancement. We should be based on the unique geographical advantages of Xinjiang, according to the local conditions to cultivate dual-creation type talents, cultivate the composite talents who dare to innovate and dare to be employed, and add positive and active healthy elements for the cross-border e-commerce in Xinjiang. In the context of the Pilot Free Trade Zone, the cross-border e-commerce platform is utilized to continuously promote Xinjiang's distinctive culture, distinctive tourism, and distinctive products to a broader international market, and to promote the healthy and stable development of Xinjiang's economy

Fund Projects

2024 Xinjiang Undergraduate Education Teaching Research and Reform Project: A Study on the Cross-Border E-Commerce Talent Training Model of "One Body, Two Wings, and Three Innovations Integration" in the Context of Free Trade Zones (ID: XJGXJGPTB-2024129)

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