

Research on Collaborative Education Mode of Industry-Education Alliance of Cross-Border E-Commerce In Higher Vocational Colleges Under the Background of Entrepreneurship and Innovation

Hongmei Xiang

Chongqing College Of Electronic Engineering, Chongqing, China

Abstract: *With the proposal of the employment concept of "mass entrepreneurship and innovation", the cross-border e-commerce industry has entered a stage of rapid development. However, in contrast, the gap of innovative and entrepreneurial cross-border e-commerce talents is getting bigger and bigger. In other words, the growth rate of cross-border e-commerce talents is far lower than the development rate of cross-border e-commerce. Based on this, the cultivation of cross-border e-commerce talents must be put on the agenda as soon as possible.*

Keywords: Entrepreneurship And Innovation; Higher Vocational Cross-Border E-Commerce; Industry- Education Alliance; Cooperative Education.

1. INTRODUCTION

Based on dual background, cross-border e-commerce industry for the personnel have a higher demand, but now obviously not good training mode of cross-border e-commerce industry, so that the cross-border e-commerce industry is facing huge talent gap, this is not conducive to the long-term development of cross-border e-commerce, is unfavorable to promote higher vocational students' employment, therefore, It is necessary to cooperate with the industry-education alliance to make talents more in line with the demand of the market.

2. TALENT CULTIVATION OF CROSS-BORDER E-COMMERCE BUSINESSMEN IN HIGHER VOCATIONAL COLLEGES UNDER THE BACKGROUND OF ENTREPRENEURSHIP AND INNOVATION

2.1 The shortage of professional teachers in higher vocational colleges

Vocational colleges do not pay enough attention to the cultivation of entrepreneurship and innovation teachers, most of whom have rich theoretical knowledge and teaching experience, but lack of practical teaching experience. In terms of teacher introduction, on the one hand, cross-border e-commerce practitioners with rich practical experience are difficult to enter higher vocational positions and there are many barriers; on the other hand, cross-border e-commerce practitioners lack rich theoretical knowledge and teaching experience. As a result, higher vocational colleges do not have appropriate teachers to train cross-border e-commerce talents under the background of entrepreneurship and innovation.

2.2 Teaching resources in higher vocational colleges are lacking

At present, the cross-border e-commerce courses offered by higher vocational colleges are often compulsory and optional courses for e-commerce and international trade majors. In other words, cross-border e-commerce is not trained as a specific major, but only a course under the major, which is naturally lacking in resources. Although some higher vocational schools purchase cross-border e-commerce training software, on the one hand, few colleges purchase it; on the other hand, the simulation carried out by the training software is far from the real cross-border e-commerce project.

2.3 The practical ability of vocational college students is weak

The educational mode of school-enterprise cooperation and the integration of industry and education has not formed a system, and the training mechanism of employment-oriented innovative and entrepreneurial talents is not perfect, which leads to students' little or no practical experience [1]. However, when recruiting talents, cross-border e-commerce enterprises do not want to spend time on pre-job training. Instead, they hope that graduates already have certain experience and can quickly get familiar with relevant jobs. This is no different from a vicious circle.

2.4 Higher vocational schools lack platform support

"Entrepreneurship and innovation" platform is a platform for cross-border e-commerce to exchange innovation and entrepreneurship practices, and can provide training for entrepreneurial teams. However, most vocational colleges do not fully recognize the role of "entrepreneurship and innovation" platform, nor do they make good use of the high-quality resources provided by "entrepreneurship and innovation" platform. The development of cross-border e-commerce is changing rapidly. If the training of innovative and entrepreneurial talents in higher vocational colleges cannot be well connected with the "entrepreneurship and entrepreneurship" platform, it will be difficult for the training of talents in higher vocational colleges to keep pace with the development of cross-border e-commerce.

3. COLLABORATIVE EDUCATION STRATEGY OF HIGHER VOCATIONAL CROSS-BORDER E-COMMERCE INDUSTRY-EDUCATION ALLIANCE

Cross-border e-commerce innovative entrepreneurial talent to cross-border e-commerce industry's rapid development has a very important role, but to cultivate meets the needs of cross-border e-commerce innovative entrepreneurial talent, the best way is through with the help of the government, universities, industry, enterprise that strength and resources, made with coalition of collaborative education [2].

3.1 Strengthen the construction of higher vocational teachers

Teachers is the main part of the school performance of the functions of education, the teachers troop overall quality directly decides the effect of school teaching, under the background of double gen, to improve the teaching quality of higher vocational school, to cultivate meet the requirements of the industry development of cross-border electronic commerce talented person, the first is to strengthen the construction of "double gen" type of teachers, higher vocational school should encourage teachers into the market, Participate in cross-border e-commerce project practice to accumulate relevant practical experience, and organize school teachers to attend cross-border e-commerce summit every year to grasp the industry trend, learn relevant experience, better apply it to teaching, and make up for the lack of practical experience of teachers. It is also possible to establish a cross-border e-commerce talent training team for vocational colleges and cross-border e-commerce enterprises to participate in, so as to make cross-border e-commerce talent training more targeted and more relevant.

3.2 Connect resources with industry associations

Higher vocational schools should actively and provincial, city and county of cross-border e-commerce industry associations at all levels to achieve cooperation, make good use of cross-border e-commerce industry association job functions, with cross-border e-commerce industry associations at all levels to explore how to develop the market for cross-border electrical business, at the same time, the introduction of cross-border e-commerce industry associations at all levels of resources, Talents' cultivation standard of clear cross-border e-commerce, cross-border e-commerce professional course construction and cross-border e-commerce innovation entrepreneurship practice activities, which are held at all levels can also be fully excavated cross-border e-commerce industry association member enterprise resource advantage, understand member enterprise recruitment needs, recruitment standards, implementation and various resources docking cross-border e-commerce industry association.

3.3 Practice projects based on cross-border e-commerce enterprises

Vocational colleges should actively work with cross-border e-commerce enterprises to establish training standards for cross-border e-commerce talents. In terms of training programs and relevant curriculum systems for cross-border e-commerce talents, they should adapt to the development requirements of e-commerce industry and meet the needs of cross-border e-commerce enterprises. School-enterprise cooperation can be carried out from the following two aspects:

First, higher vocational schools and cross-border e-commerce enterprises may set up practice base, by cross-border e-commerce enterprises send technicians and teachers of vocational schools for education work together, to cross-border e-commerce students training, improve the boring atmosphere of the past is full of theoretical teaching, improve the ability of practice teaching of vocational school teachers, Then formulate the assessment and incentive mechanism related to cross-border e-commerce training to improve the learning enthusiasm of cross-border e-commerce students. Second, higher vocational schools and cross-border e-commerce enterprises can jointly establish cross-border e-commerce major. the cross-border e-commerce enterprises are responsible for the design and teaching of core courses of cross-border e-commerce major, and then the higher vocational schools are responsible for the design and teaching of basic courses of cross-border e-commerce major.

3.4 Rely on the government to connect with the mass entrepreneurship and innovation platform

Higher vocational schools can be signed with the local government "cross-border e-commerce education alliance cooperative education demonstration base construction" agreement, structures, government, school, bank, enterprises of the quartet linkage mechanism, the government macro policy as the guide, to cross-border e-commerce industry demand as the direction, fully combined with the government, school, bank, enterprises that the power and resources, Accelerate the construction of cross-border e-commerce talent cultivation mechanism. "Entrepreneurship and innovation" platform provides a stage for cross-border e-commerce innovation awareness and innovative thinking, and provides support for employment and entrepreneurship in the cross-border e-commerce industry. Vocational colleges should make full use of the resources of "entrepreneurship and innovation" platform to build a platform for cross-border e-commerce innovation and entrepreneurship talent training.

4. CONCLUSION

To sum up, in the context of the "double gen", cross-border e-commerce talents scarce phenomenon more and more significantly, by alliance cooperative education education to develop cross-border e-commerce counterpart talent can yet be regarded as a good strategy to alleviate talent gap, based on this, this article first discusses the higher vocational school is the deficiency of the "double gen" talent cultivation, Then it discusses the mode of cooperative education of higher vocational education alliance.

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