

# Discussion on the Cultivation of Composite Talents in International Trade in the Era of Digital Economy

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## Abstract

Changing university classroom teaching and improving the quality of talent cultivation are the key links to adapt to the new situation and new needs of the current national economic development. This paper starts from the realistic characteristics of the demand for talents in the era of digital economy, based on the analysis of the challenges posed by the era of digital economy to international trade professionals, and puts forward the idea of constructing the teaching and composite talent training mode for international trade majors in the context of digital economy, in order to cultivate high-quality innovative talents for international trade majors that are more in line with the economic and social development.

## Keywords

Digital economy; International Trade; Talent Training.

## 1. Introduction

Since the 21st century, a new economic model that originated in the knowledge economy, developed in the information and network economy, and relied on various intelligent technologies is fully emerging, along with a new round of technological revolution and industrial change, this digital butterfly and digital wave is breaking through and singing, which is the digital economy. Digital economy mainly refers to an innovative economic form in which human beings adopt certain technical means to identify, filter, filter, store and utilize big data, such as digital knowledge and information, to guide and realize the efficient and optimal allocation and regeneration of resources, and thus achieve high-quality economic development. In recent years, China's digital economy is in full swing and has begun to mature, and the digital economy has become a new driving force for China's high-quality economic development. First, the China Digital Economy Development Report 2020 shows that in 2005, the size of China's digital economy was 2.6 trillion yuan, and at that time, it accounted for 14.2% of GDP; in 2014, the total digital economy exceeded 10 trillion yuan, reaching 16.2 trillion yuan and rising to 26.1% of GDP; three years later, it crossed 20 trillion yuan, and in 2017, the total digital economy was 27.2 trillion yuan, and the proportion of GDP also rose to 32.9%; since then the total digital economy has continued to increase to 31.3 trillion yuan in 2018, accounting for 34.8% of GDP, and 35.8 trillion yuan in 2019, which has risen to 36.2% of GDP. And according to the China Academy of Information and Communication Research, China's digital economy is forecast to reach 60 trillion yuan by 2025. Secondly, the digital economy has a strong ability to absorb employment, and the development of the digital economy can drive the creation of a number of jobs, such as the employment of 171 million people related to the digital economy in 2018, accounting for 24.6% of the total annual employment, and with the further development of the digital economy, employment opportunities in fields related to the digital economy will continue to expand, and employment patterns will undergo great changes. This shows that the scale of China's digital economy is growing, the proportion of the digital economy in GDP is climbing year by year, and its growth rate is significantly higher than that of GDP in that year,

while the contribution rate of the digital economy to economic growth in 2019 (67.7%) is higher than that of the traditional three major industries (3.8% contribution rate of the primary industry, 36.8% contribution rate of the secondary industry and 59.4% contribution rate of the tertiary industry) , the digital economy has become the core driver of economic growth and development in recent years.

The advent of the digital economy on the one hand promotes the accelerated growth of digital industrialization, currently more than 80% of enterprises are trying to make their businesses run more efficiently through digitalization, 10% of enterprises are actually promoting digital transformation, and combined with the current "Internet +", 5G and Internet of Things and other new technologies, industrial Internet and Digitalization has huge growth potential. On the other hand, it also promotes the cross-border development of the digital technology industry, with cloud computing as the core technology, data as the key production factor, ecology as the main business carrier, and open supply as the mainstream cooperation model, these are the four characteristics of the digital economy, which is a new form of socio-economic development developed after the agricultural economy and industrial economy, and is also the mainstream model of the world's economic innovation and development.

Against the backdrop of this environment, China's policies to support the effectiveness of the digital economy are deepening and accelerating. In November 2015, the 13th Five-Year Plan for National Economic and Social Development of the People's Republic of China, the implementation of the national big data strategy, which marks that big data has been incorporated into the innovation strategy level by the national government and become one of the core tasks of the national strategic plan. October 2019 Hebei Province (Xiongan New Area), Zhejiang Province, Fujian Province, Guangdong Province, Chongqing Municipality and Sichuan Province launched the National Experimental Zone for Digital Economy Innovation and Development. In April 2020, the Opinions of the Central Committee of the Communist Party of China and the State Council on Building a More Perfect Institutional Mechanism for Market-Based Allocation of Factors put forward the direction of reform in the five factor areas of land, labor, capital, technology and data in a categorical manner, and clarified specific measures to improve market-based allocation of factors, which is the first time that data is written into a policy document as a factor of production. In July 2020, the National Development and Reform Commission and 13 other departments jointly issued the Opinions on Supporting the Healthy Development of New Industries and New Models to Activate the Consumer Market and Drive Employment Expansion, which aims to support the healthy development of new industries and new models, activate the consumer market and drive employment expansion, and create new advantages in the digital economy.

The development of the digital economy, the key to digital transformation are from the talent, in the rapid development of the digital economy trend of the times, with good digital quality of the digital economy talent gap is growing, at this stage of the job market, the computer software industry, IT services, Internet / e-commerce industry and other industries related to the digital economy firmly in the top three. To this end, this paper intends to start from the demand for talents in the digital economy, analyze the challenges posed by the digital economy to the university education and teaching of international trade, and then explore the training mode of composite talents in international trade in the era of digital economy, with the aim of cultivating high-quality composite innovative talents in international trade for society in line with market demand.

## 2. The Development of the Digital Economy is in Urgent Need of High-Quality Digital Talent

Innovation is the first driving force and talent is the first resource. The development of the digital economy has not only driven economic development, but also created a large number of jobs and become the main battleground for boosting employment growth.

On the one hand, the development of digital economy has triggered the thirst for digital talents. The development of digital economy has triggered the rising demand for digital talents in the market, however, the pace of digital talents training in colleges and universities is lagging behind the reality, and there are not many colleges and universities with limited enrollment due to the lack of resources and conditions such as teachers, which is a drop in the bucket in terms of the rapidly growing market demand. This has led to the current very prominent and very serious digital talent supply shortage reality. To artificial intelligence, for example, in June 2017, there were only 300,000 artificial intelligence talents worldwide, and the talent gap for the development of China's artificial intelligence industry alone is already as high as one million; at present, more than 10% of the recruitment of domestic IT, communications and other related industries are related to big data, and this ratio is still climbing, and in the BAT corporate recruitment positions, more than 60% are big data talents, and the huge talent gap directly leads to various enterprises have to offer high salaries to attract big data talents. At the same time, another data shows that compared with 2015, 2019 only artificial intelligence and big data two sectors of talent demand increased 11 times, the corresponding talent gap of up to 1.5 million, the current talent gap in the digital economy is huge, the urgent need to supplement and cultivate digital talent.

On the other hand, big data has given birth to new occupations. The Ministry of Human Resources and Social Security, the General Administration of Market Regulation and the Bureau of Statistics jointly released 13 new occupations, more than half of which are digital-related, such as digital managers, artificial intelligence engineering technicians, cloud computing engineering technicians, Internet of Things engineering technicians, big data engineering technicians, industrial robotics system operators and operations and maintenance clerks, and more than half of the categories of new occupations.

## 3. Challenges to the Training of International Trade Professionals in the Era of Digital Economy

The digital economy era has put forward new requirements for international trade professionals, in addition to mastering the theory of international trade, international trade practice, international settlement, foreign trade correspondence and other conventional professional knowledge and skills, students also need to understand the knowledge closely related to the digital economy era, such as big data, artificial intelligence, blockchain, Internet of Things, etc., to open up the barriers between various industries and unblock the information between industries The transfer of joints between industries. This can effectively bring the charm and energy of the digital economy to greater and more effective play, to achieve integration and common development. These new requirements for international trade professionals in the era of digital economy make the current training mode of international trade professionals in colleges and universities face many challenges. At present, the talent training and curriculum system of international trade majors in colleges and universities can cultivate and shape students' digital skills and digital quality of the relevant content is relatively small, which has a certain gap with the real needs of foreign trade enterprises.

This is manifested in the following areas.

First, the digital economy, artificial intelligence, big data, blockchain and other technologies are gradually applied in the industry and deep penetration, so the new era of international trade talent with conventional skills, such as interpersonal communication, put forward digital requirements, requiring international trade professionals to be able to integrate digital skills based on traditional skills, to achieve flexible, creative and rapid cross-border integration of knowledge and skills, which is the basic embodiment of today's era of composite talent.

Secondly, the rapid development of digital technology and its wide application in the industry has changed the basic business logic of the traditional foreign trade industry, giving rise to a large number of emerging foreign trade fields and industry talent demand gap, especially for both proficiency in the basic knowledge of the international trade industry and business processes and both digital thinking and digital skills, the demand is growing.

Third, the digital economy in the era of enterprises, in order to adapt to changes in the environment, to seize new opportunities for development, is gradually carrying out digital transformation, the digital transformation of foreign trade enterprises has intensified the competition between enterprises for digital talent, especially for high-level, high scarcity of digital talent, and this is bound to the requirements of the training of talents in international trade in colleges and universities.

#### **4. The Construction of Composite Talent Training Mode of International Trade Majors in the Context of Digital Economy**

##### **4.1. Reconstructing Talent Training Program and Rational Allocation of Teaching Resources**

In the era of digital economy, information is updated very quickly, the international trade industry has also accelerated the pace of information updates, a variety of new business iterations are constantly emerging. The training of talents in international trade in colleges and universities should be mainly aimed at composite application-oriented innovative talents. Therefore, according to the needs of the times to reconstruct the talent training program, delete the obsolete courses that already do not meet the real needs, and add relevant courses required in the era of digital economy, such as big data and its analysis, the application of blockchain in international trade, the development of international trade in the Internet + era, etc. In view of the current development of the international trade industry and future trends, improve the flexibility and dynamism of the curriculum, pay attention to the updating of the teaching content, so as to keep abreast of the knowledge turnover. Referring to the personnel training programs and curriculum setting system of advanced universities at home and abroad, we reasonably increase the proportion of courses related to digital economy and raise the proportion of practical courses in order to more effectively improve students' international vision and their ability of independent learning. To ensure that students not only learn the latest theoretical knowledge of international trade, but also master the proper practical skills, so as to cultivate high-quality applied talents in the era of digital economy for foreign trade industry.

##### **4.2. Focus on Developing Students' Digital Thinking and Skills**

In the training of international trade professionals in the context of the digital economy, students' digital economy thinking and capabilities should be included in the training framework, and placed in a more prominent position, and gradually train students to use the logic of the digital economy thinking and technical means to analyze problems and solve them. The emphasis is on guiding students to learn to use modern digital technologies to discover, mine and refine the value of massive amounts of data, and to perform some basic analysis and operations based on data resources and digital technologies, such as efficiency measurement,

market prediction, perspective analysis of information, capturing data and refining the required information, etc.

### **4.3. Enhancing Teachers' Digital Capabilities and Strengthening Their Skills Training**

Teachers are the main executors of education and teaching in international trade, and are the leaders and promoters of students' learning path. In the era of digital economy, in order to better cultivate high-quality international trade professionals to meet the needs of society, colleges and universities must pay attention to the teachers' own digital knowledge reserve and improvement, and strengthen the training and training of teachers' teaching ability and digital ability. For example, the exchange and communication between front-line teachers and professionals can be promoted by arranging international trade professionals, big data and artificial intelligence to give lectures in schools to enhance teachers' understanding and grasp of the current development dynamics of the international trade industry. In addition, teachers can also be organized to go deep into the trade companies, export corporates and other firms in the international trade related industries for apprenticeships and exchanges, so that front-line teachers can deeply experience the realities of the international trade industry and master the specific operational processes and operating norms of the international trade business, so that teachers can better impart theoretical knowledge and practical experience to students.

### **4.4. Expanding the New Mode of Industry-Education Integration and School-Enterprise Cooperation**

The integration of industry and education is an important means to promote the supply-side reform of human resources. Based on the professional characteristics of international trade, combined with the current demand for digital talents, we need to pay more attention to students' digital awareness and the ability to find problems and solve them when training talents, and collaborate with schools and enterprises to create an open and shared collaborative education platform for the digital economy.

Specifically, the development of industry-education integration in the digital economy can be promoted in several ways. First, actively with the leading enterprises in the field of digital economy, industry associations, the construction of university-led, multi-participation digital economy industry college or big data industry base, to provide a digital economy learning camp in the form of project teams or task groups, to train international trade professionals in comprehensive digital practice. Secondly, the formation of a joint digital economy faculty of experts from universities and industry elites, and the joint participation of multiple parties in the development of digital economy courses, the construction of practice bases and the development of talent training programs, in order to achieve a seamless transition between the innovative training of international trade professionals and the digital talent required for business development. Thirdly, we encourage universities and enterprises to work together as one, integrate high-quality resources, establish a joint training mechanism for digital talents in line with the development of emerging industries, focus on training innovative digital technology talents, and form a regional digital talent training highland.

## **5. Conclusion**

With the advent of the digital economy, the development of the digital economy is in full swing, with big data, artificial intelligence, cloud computing, mobile Internet, Internet of Things and other emerging technologies represented in all areas of society have been widely used, and university education and teaching is no exception, the emergence and use of new technologies on the training of international trade professionals has put forward a variety of challenges. The training of international trade professionals should keep pace with the times, constantly

innovate, based on the development requirements of the local economy and society, the development plan of the digital economy and the needs of the talent market, combined with the individual needs of students, change and innovate from the talent training program, the allocation of teaching resources, the transformation of training thinking and the integration of industry and education, in order to shape the needs of the current digital economy era. The aim is to create high-quality talents who are complex and innovative to meet the needs of the current digital economy.

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