

Research on the Training of Logistics Talents in China under the Strategic Background of One Belt and One Road

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Abstract

"One Belt and One Road" plays a very important role in promoting the development of logistics and strengthening China's regional exchanges as a new strategic means of China's opening up. The comprehensive promotion of "One Belt and One Road" has brought significant opportunities for the development of China's logistics industry, but it was also faced with the constraints of personnel training. Through the detailed analysis of the demand of "one belt and one road" on the logistics talents, this paper puts forward the reform countermeasures of the training of logistics talents under the strategy of "one belt and one road" by combining the nonmatching problem between the logistics personnel training with "one belt and one road" in the current stage.

Keywords

One belt and one road; logistics talents; training .

1. Introduction

"One Belt and One Road" refers to "Silk Road Economic Zone" and "21st Century Maritime Silk Road". After that, the relevant documents pointed out that the "one belt and one road" strategy needs to be carried out from five aspects, including interoperability, trade flow, currency circulation, policy communication and interpersonal communication, of which interoperability, trade flow, and currency circulation are directly related to logistics, while the other two aspects have inextricably links with logistics indirectly.

Liu(2016) elaborates the important strategic meaning of "one belt ad one road" from the global perspective and domestic perspective[1]. From a global perspective, "one belt ad one road" connects, Europe, Asia, the Pacific and the Indian Ocean, and this strategy will help to establish a new opening to the outside world. From a domestic perspective, it opens up a channel for the southern and western China, which is conducive to the coupling development of the eastern, central and western regions, while promoting cooperation between materials, business and information. Jiang(2014) points out that China's logistics industry growth has slowed to a certain extent influenced by the slow recovery of the world economic environment and the new stage of domestic economic development[2]. China's Internet economy and the Chinese government are vigorously promoting the "one belt and one road, take the initiative, pilot free trade zone" and other major national development strategy, which creates new development potential for the logistics industry of China. Wang and Miao(2016) argue that the connotation of the "one belt and one road" strategy is aimed at improving China's leading role in the world economy. The future development direction of "one belt and one road" is China's foreign investment[3].

The "one belt and one road" is to create a mutually beneficial and win-win "community of interests" and a "fate community" of common development and prosperity, its substantive construction will first open up the interactive and smooth logistics channel of international trade, and bring new opportunities and challenges for China's logistics industry. All places in China are participating in the construction of "one belt and one road", which will accelerate the development of local logistics

industry. Under the influence of this strategy, China's logistics is accelerating towards internationalization, informationization, internet and supply chain, which is bound to put forward high requirements on the quality and quantity of China's logistics talent needs[4].

2. Analysis on the Demand of Logistics Talents in the Strategy of One Belt and One Road

With the development of economic globalization and the in-depth implementation of national "one belt and one road" strategy, all places in China are participating in the construction of "one belt and one road", it will accelerate the development of local logistics industry. China's logistics is accelerating towards internationalization, informationization, internet and supply chain, which is bound to put forward high requirements on the quality and quantity of China's logistics talent needs. Whether the international logistics channel can be opened up lies in whether there are corresponding modern logistics management personnel with the supply chain management as the core, modern logistics and technical personnel regarding the enhancement of logistics information as the key, and modern logistics business personnel regarding the adaptation of logistics international as the main point[5].

2.1 The demand of modern logistics management personnel with the supply chain management as the core

With the interconnection of infrastructure, international industrial layout and spatial pattern are speeding up the adjustment, and the reconstruction of industrial value chain needs a perfect international logistics network and supporting service system. More modern logistics management talents will be needed with supply chain management as the core through innovation, coordination, green, openness and shared development concept to promote the transformation and upgrading of the logistics industry, towards the fate community together.

2.2 The demand of modern logistics and technical personnel regarding the enhancement of logistics information as the key

Under the background of "one belt and one road", it brings the new development of the comprehensive business format of "logistics + exhibition trade + e-business", and actively build the international business port, the international logistics park, logistics information platform to improve the logistics efficiency of the existing industry and the real economy, to promote the common development of trade, transportation, finance, consulting, tourism and other related industries. The efficient platform of full service, full business, and full intelligence needs technical high-skilled personnel who can master the advanced logistics technology theory and skills, can carry out logistics information data processing, logistics cloud platform operation and management, can carry out logistics equipment selection, use, maintenance, can implement real-time logistics business tacking and sourcing, can carry out intelligent logistics robot use, maintenance, and other technologies, to achieve full electronic mechanization of handling, and promote the rapid development of e-commerce and intelligent warehousing industry.

2.3 The demand of modern logistics business personnel regarding the adaptation of logistics international as the main point

With the development and implementation of the strategy of "one belt and one road", it provides a platform for China's industrial, product and investment "going out", there is no doubt that large-scale, channelized and multi-directional radiation of international logistics needs will bring significant opportunities for the development of China's logistics enterprises. However, most of our logistics enterprises lack of awareness of "going out", as well as actual combat experience, so they will face a major challenge inevitably. Talents who can master the modern logistics business theory and skills, carry out the Internet economic operation, logistics, international business market expansion, logistics cost accounting and control, international business transport operations, international logistics business operations are needed to speed up the strength of logistics enterprises and the ability for "going out".

3. Problems in the Training of Logistics Talents in China

At present, China's logistics talent supply is not only the number can't meet the market demand. Through the issuance of the questionnaire and the study of the enterprises, it is found that the graduates of the logistics training mechanism at this stage have a low degree of matching with the social needs in terms of comprehensive skills and quality, and can't meet the social needs. After research and analysis, there are the following reasons[6].

(1)Most universities are actively emulating establishing logistics majors, but most of them ignore the logistics is a service industry based on the local economy. There is no great difference between the logistics personnel training program and curriculum setting up among universities, which is difficult to deal with the logistics talent needs that all places seize the logistics development opportunities with the core industries and enterprises as the starting point under the "one belt and one road" strategy.

(2)some universities consciously carried out the cooperation of international personnel training, but there were less cooperation projects for logistics majors, the cooperation scale is narrow, and lacks effective resource sharing, multi-co-management mechanism, so it can't meet the "community of interests" requirements of mutual benefit and win-win under the "one belt and one road" strategy, but also fail to meet the demand of multi-national logistics common demand standards along the "one belt and one road".

(3)Theoretical teaching, focus on classroom teaching, it is difficult to effectively exercise students' ability to find problems, solve problems, and cooperate with teams, which cease to meet the high-quality challenges demand faced with logistics talents under the "one belt and one road" strategy.

(4)The proportion of internship practice is less than normal, the program is ineffective, students are unable to really understand the status of logistics enterprises and existing problems; The content is low, fail to improve the ability of students to solve practical problems. Students with poor job quality, enterprises need to spend time and energy to train them for the second time, increase the cost of employment[7].

4. The Countermeasures of Cultivating Logistics Talents under the One Belt and One Road Strategy

4.1 Establish professional pre-warning mechanism

According to the logistics industry transformation and upgrading, targeted to the core major construction. It can depend on the logistics industry associations' survey on the employment and work of graduates and the demand on talents of the logistics market, and regard the demand, evaluation results as the main basis for major setting and adjustment, as well as the allocation of the enrollment plan[8]. The majors in schools can be divided into green, yellow and red major, dynamic adjustment and evaluation can be carried out for major enrollment plans. Yellow major will be pre-warned, and red major will stop enrollment. According to the logistics industry transformation and upgrading, targeted to choose the relevant majors for core major construction, as shown in Fig. 1[6].

4.2 Timely adjust the major structure, and construct major groups

Take the initiative to adapt to the needs of national and regional logistics industry development, in accordance with the principles of "teaching resources sharing among majors with the similar major basis, technical field and career positions ", according to the logistics industry development trends, adjust the major layout, consider the comprehensive docking of management, technology, and business areas of the logistics industry, and focus on cultivating modern logistics management groups with supply chain management as the core, modern logistics technology groups regarding advanced logistics technology as the key, and modern logistics business groups with high efficiency and precision as the service point, improve the professional talent chain and enterprise position chain, and

the chain riveting degree of the logistics industry, conform to the trend of supply chain, information, international development of the national logistics industry.

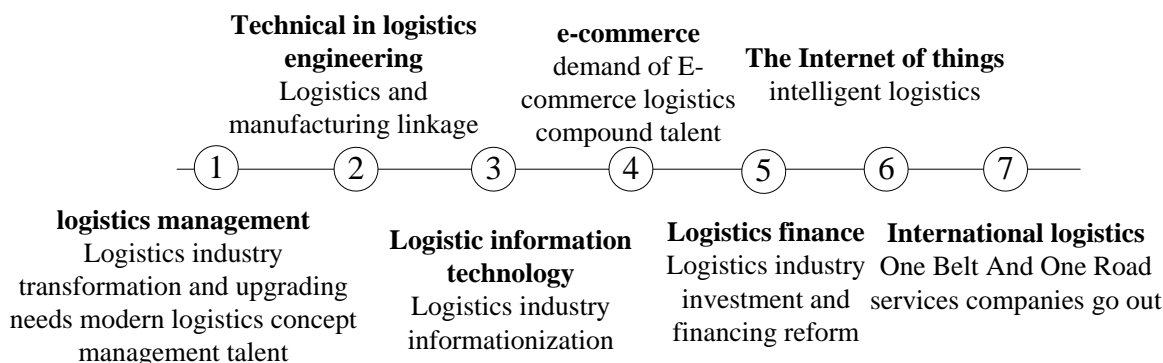


Fig. 1 construction of core professional

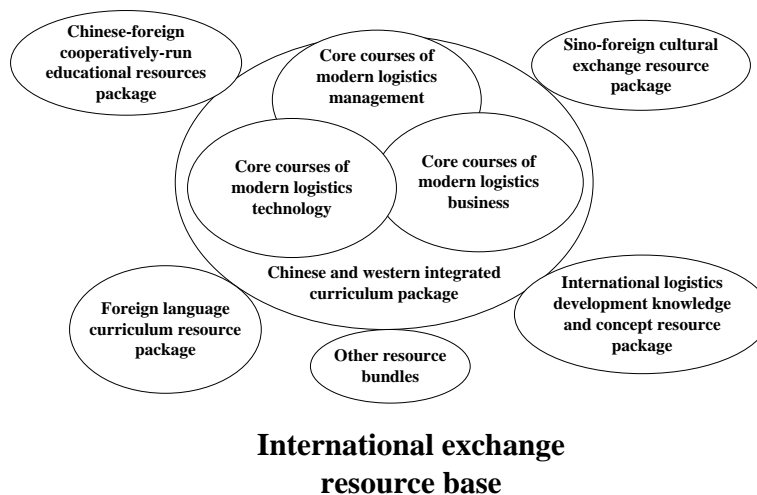


Fig. 2 international communication resource library schematic

4.3 Based on the new requirements of post technology, timely optimize the curriculum system

Combined with the development of modern logistics industry and the needs of regional economic development, docking logistics industry and establishing professional groups in various areas, selecting two general basic courses such as: "Introduction to Logistics Culture", "E-commerce" and core courses for logistics major, such as "Warehouse Management Practice" "Transportation Management Practice" "Third Party Logistics Enterprise Project Management", form a general curriculum system of "three horizontal and three vertical and five general".

4.4 Promote the implementation of international logistics personnel training projects of "Sino-foreign cooperation, organic convergence, open and shared"

In accordance with the development idea of "introducing, enhancing, and going out", implement the Sino-foreign cooperative education concept of "characteristics, quality, internationalization", and carry out logistics management high - end talent education projects through international cooperation between China and foreign countries.

(1) Personnel training quality assurance system of "mutual credit recognition, organic convergence". To determine the quality assurance system for Chinese and foreign cooperation projects, and continuously improve the important monitoring links and focuses from the whole process of selection of cooperative educational institutions, the project positioning to the student employment, and guarantee the international logistics personnel training quality in a comprehensive manner[9].

(2) The construction of international exchange resource library of "school-enterprise cooperation, China and foreign financing". Introduce and learn from the vocational curriculum digital library construction experience and quality education resources of British, Germany and other countries, schools, international cooperative educational institutions, multinational cooperatives should cooperate and complement with each other, built and share the "International Exchange Resource Library" jointly, including the dynamic and perfect Chinese and foreign cooperation in running major resources package, Chinese and foreign cultural exchange resource package, international logistics development knowledge and concept resources package, foreign language curriculum resources package, professional curriculum resources package, as shown in Fig. 2.

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