



A Study on the Employment Status of Business English Majors —— Taking Panzhihua University as an Example

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Abstract: Since 2020, the novel coronavirus pandemic has brought unprecedented impact to the global economy. While traditional foreign trade has been greatly affected by the pandemic, cross-border electronic commerce has more opportunities for development. At present, the pandemic situation in China has been under control effectively, and with the promotion of vaccination in many countries, the number of newly confirmed cases and deaths around the world is gradually decreasing. The overall pandemic situation is gradually improving, which provides a good background for the development of cross-border electronic commerce. Compared with traditional trade, cross-border electronic commerce has greater potential. It faces both opportunities and prominent challenges. This situation has a great impact on employment and development prospects of Business English majors in our school. By studying the development status of cross-border electronic commerce in the background of the pandemic, this paper will analyze the employment status of Business English majors in Panzhihua University and propose countermeasures, which aims at alleviating their employment pressure and improve their competitiveness.

Keywords : Cross-border electronic commerce, Business English, employment

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I. Introduction

Affected by the pandemic, a new situation has emerged in the cross-border electronic commerce industry. At the same time, the society has also put forward new requirements for Business English majors. Based on the existing research on this topic, this paper will study the employment situation faced by Business English majors in the background of pandemic and the development of cross-border electronic commerce industry. The research background of the thesis, literature review and the significance of the study are as follows.

1.1 Research Background

In December 2019, the sudden outbreak of COVID-19 had a huge impact on people's livelihood and economic development. During the pandemic, people had to stay at home, which has brought new possibilities for the development of electronic commerce. At present, in China, the pandemic is under control and the economy is improving, which has promoted the development of cross-border electronic commerce. In this background, the development prospects of Business English majors in our school are also facing new opportunities and challenges.

1.2 Literature Review

I took Business English Major and COVID-19 as the key words and found that there are 32 articles in the China national knowledge Internet. There were 4 literatures and 8 dissertations. At present, domestic research on this subject mainly focuses on the following two aspects. One of them is the opportunities and challenges faced by English talents in the context of pandemic. The other is the reform of the training mode of Business English majors under the influence of pandemic.

The researches on the first aspect are as follows. First, Zhan Cheng (2020) analyzed the current employment situation of Business English graduates and the causes of these problems in the background of COVID-19. He explored the measures to promote the employment of graduates^[1]. Second, Peng Yan and Wang Jie (2021) analyzed the urgent need of society for Business English talents, and put forward the training measures for them in view of the rapid development of economic industry after COVID-19^[2]. Third, Yang Tianping and Li Ting (2021) pointed out that because of the COVID-19, the employment situation of college

graduates has become more and more serious. Graduates are facing many challenges, such as the reduction of employment posts, the change of recruitment situation, and the restriction of personnel mobility. Moreover, the serious situation of the pandemic abroad makes the employment of English graduates more difficult. On the other hand, the pandemic has also brought them new opportunities to develop. They analyzed the opportunities and challenges that English graduates will encounter, and put forward countermeasures^[3]. Forth, Wang Guanlin and Yang Keyu (2021) pointed out that with the globalization of the world, English is regarded as the most widely used language. In our country, almost every university has set up English major. However, in recent years, the English level of many non-English majors has improved rapidly, so English graduates are facing a serious situation. In addition, the outbreak of COVID-19 in 2020 has brought many challenges to the employment of graduates in recent two years. Taking Changchun University as an example, they analyzed the following problems. What industry is English graduates more suitable for, what factors affect the employability of English graduates^[4].

The researches on the second aspect are as follows. First, Rong Huaying and Zhao Weifeng (2020) pointed out that Business English is an important communication medium for international economic and trade cooperation. The purpose of Business English major is to cultivate students' business communication ability. Influenced by the COVID-19, the teaching mode of Business English has changed from offline teaching to introducing more online teaching modes. They analyzed how to stimulate students' interest in learning, improve teaching effect and cultivate comprehensive Business English talents through online teaching^[5]. Second, Tang Pei (2020) took the Business English major of Shanghai University of International Business and Economics as an example, she analyzed that most of the teaching has changed to online mode due to the impact of the pandemic. Online teaching conforms to the development of the times, with convenient implementation ways and extensive knowledge coverage, which can attract students' interest in learning. She suggested that in order to better cultivate Business English talents, offline and online teaching should be combined flexibly, which is conducive to improving students' comprehensive English skills and practical ability^[6].

1.3 Research Significance

Except for the studies mentioned above, few people have studied the employment status of Business English majors due to the demand of cross-border economic for business English talents under the influence of the pandemic. Under the influence of the new situation, the cross-border economic industry has developed rapidly, and the demand for cross-border economic talents is becoming tighter, which provides a good development environment and broad platform for Business English majors. Therefore, based on this background, this paper will analyze the employment status of Business English Majors in Panzhihua University and put forward countermeasures.

2. Opportunities and Challenges Faced by Business English Majors

With the increasingly frequent foreign trade exchanges in China, the emergence of Business English major conforms to the trend of the times. In China, the cross-border electronic commerce industry lacks high-quality talents who have a good command of theoretical knowledge of international trade. According to relevant data, about 80% of electronic commerce enterprises lack talents. Therefore, Business English talents have great development potential in the cross-border electronic commerce industry. The demand of employers for Business English talents trained by universities is indeed urgent, but this does not mean that the standard of the demand for talents is reducing. Therefore, the development and employment situation of Business English graduates will become more and more serious, and they are facing great challenges. In this section, the demands for Business English talents of cross-border electronic commerce under the pandemic situation are as follows.

2.1 Demand of Cross-Border E-Commerce for Business English Talents

2.1.1 Demand Status

Every year, hundreds of thousands of college graduates engage in foreign trade, but most cross-border electronic commerce enterprises do not have a thorough understanding of their needs, the imperfect professional knowledge and weak problem-solving ability have become common problems^[7]. The imbalance between the talent supply and demand is the main reason for restricting trade changes and the development of cross-border electronic commerce. In particular, the COVID-19 pandemic has caused huge losses in various sectors, and foreign trade companies have difficulty in their development. The foreign trade industry has put forward new requirements how talents can effectively protect customers and promote "Made in China" products to the international market through electronic commerce channels. This requires business people not only to get familiar with electronic commerce operations and understand the needs of buyers and sellers, but also to be aware of the political economy and cultural background of the destination market, which should ensure that all procedures of "going out" are standardized and all kinds of payments are safe. It may seem like a simple transaction, but in order to conduct cross-border electronic commerce successfully and better support the

development of the Belt and Road Initiative, business personnel must have comprehensive skills.

Currently, cross-border electronic commerce majors in most universities have yet to show the independence, some universities set up the cross-border electronic commerce major as the specialized training direction, a small number of universities set up courses of cross-border electronic commerce^[8]. However, schools pay attention to the development of one aspect cannot cultivate interdisciplinary talents needed by the market, and our country has not set up criteria of talent training of the cross-border electronic commerce major. At the same time, different schools have different evaluation standards for the quality of cross-border electronic commerce talents. Most projects of talent training come from international trade, e-commerce, foreign language and other majors. The names of courses offered by various schools are also different, the curriculum system is not perfect, and the characteristics of various majors are not distinct. Enterprise participation enthusiasm is not high, and it is difficult to promote cooperation between schools and enterprises. The above factors have led to the lack of talents in cross-border electronic commerce industry, which has greatly reduced the supply to the society.

2.1.2 Demand Characteristics

Firstly, with the development of international trade, Business English, as a communicative tool, should serve the mainstream foreign trade business such as cross-border electronic commerce, and should be job-oriented to achieve the perfect connection between education and social needs. With the development of globalization, cross-border electronic commerce, as an important international trading platform, needs more business talents who not only have a good command of professional knowledge, but also has a strong comprehensive ability. Listening, speaking, reading, writing and translation skills are the basic requirements for Business English talents. Secondly, except for mastering international logistics knowledge, people who work in cross-border electronic commerce should be familiar with foreign trade transition processes, international business etiquette and international trade rules, and having certain international negotiation ability. In addition, electronic commerce capabilities are also necessary. Both sides of cross-border transactions need to carry out the shop promotion, website maintenance, order processing, platform operation and online transactions through the Internet. Thirdly, it is essential for talents to have a good knowledge of international conventions and Chinese and foreign etiquette to engage in various international business activities and deal with various relations. What's more, the intercultural communication competence is necessary for talents to complete the transactions.

2.1.3 Development Advantages of Business English Talents

The construction of the "Belt and Road" provides new opportunities for the development of cross-border electronic commerce, and provides space for foreign trade enterprises to explore the market. Meanwhile, with the expansion and deepening of China's opening-up level, the import power is also increasing. The domestic market has an increasing demand for overseas products. Overseas brands also find the consumption potential of the Chinese market. Many of the Fortune Global 500 companies and industry leaders have entered the Chinese market through cross-border electronic commerce, and the import business has ushered in new development opportunities. At present, there are 21 free trade zones in China, which have great policy support in trade, investment, talent introduction and system innovation. Cross-border electronic commerce has brought new opportunities to the development of Commerce. With the promotion of "Internet plus", the scale of cross-border electronic commerce industry is expanding, and the demand for cross-border electronic commerce talents is increasing. Therefore, Business English majors have more opportunities to find an ideal job.

2.2 Challenges Faced by English Majors

2.2.1 Weak Practical Ability

There are some drawbacks in the curriculum of Business English, leading to students' failure to meet the social demand for Business English talents in their future work. Most universities take market-oriented and employment-oriented training as the cultivation direction of Business English majors, but in fact, in the teaching process of Business English, the setting of curriculum is out of touch with the social needs^[9]. For example, most of the theoretical courses related to English, but there is a lack of practical business training. The curriculum focuses more on improving students' English skills, which leads to the knowledge that students have learned but they cannot apply correctly to their practical work. Meanwhile, due to the lack of practical training, students only learn theoretical knowledge and have not mastered it deeply enough to apply it to practice. As a result, students majoring in Business English lack practical ability.

2.2.2 Overburden of the Job Market

The supply of English majors exceeds demand. In recent years, with the expansion of college entrance examination, 80% of universities set up English major. At the same time, people start to learn English from

primary school and even kindergarten. Almost everyone has ability in applying English, and so many companies have less demand for English majors. Secondly, English majors are not professional enough in English learning. In today's society, with the development of globalization and the popularity of English around the world, English has become a communicative tool, rather than a professional discipline like other majors. The society needs talents who not only understand English but also have other professional knowledge and skills. Business English Majors also focus on learning English skills and they have little understanding of business knowledge. Therefore, it is difficult for English majors and Business English majors to find ideal jobs only relying on the study of a language.

2.2.3 Changeable Market Demands for Business English Talents

Affected by the pandemic, the service trade industry, especially the foreign trade industry, has been hardest hit, the number of customer orders has also been reducing. At the beginning of the pandemic, foreign countries were slight affected by it, and a large number of orders were overstocked in foreign trade companies, but factories and other industries did not work so that goods could not be sent to customers. After the resumption of work at home, there was a large-scale outbreak of the pandemic abroad, resulting in the indefinite postponement of orders from foreign customers and the termination of many projects. As the US stock market has blown several times, some customers have gone bankrupt. In order to cut costs, many foreign trade companies stopped recruiting after the outbreak of the pandemic. In order to make a living, many foreign trade practitioners even temporarily changed their careers and started to sell masks and other medical supplies. Under the background of pandemic, the movement of people have been limited, and the related service trade fields such as logistics and transportation has been affected greatly. However, with the improvement of the pandemic situation, the economy recovers, and the foreign trade industry develops rapidly. The foreign trade market has an increasingly urgent demand for Business English talents. At the same time, the requirements for talents have also changed. In the post pandemic era, meeting the personalized needs of users and understanding the user behavior began to become the supporting point of electronic commerce operation. In-depth big data analysis, accurate grasp of users' attribute characteristics, comprehensive understanding of users' interests and preferences, data operation, data management and data promoting operation have become the basis and key for electronic commerce enterprises to move towards success^[10]. Therefore, if Business English graduates want to meet the needs of market development, they must have the ability to analyze big data so that they are able to meet the challenge of electronic commerce innovation and entrepreneurship in the post pandemic era. And students should strive to become practical talents with professional quality, strong practical ability

3. Employment Status of Business English Majors in Panzhihua University

Under the influence of the pandemic, the economy is developing and changing, and the demand for all kinds of talents is changeable. Many difficulties and challenges, such as the reduction of jobs, the transformation of recruitment forms and the restriction of personnel mobility, have led to great pressure for Business English graduates. Business English Majors in our university missed many employment opportunities due to lack of business knowledge and skills. In addition, the pandemic has limited many training opportunities for students to apply theoretical knowledge to practice and they are not competitive in the market. Moreover, the employment concept of students has not changed with the current employment situation so that students may have difficulty in finding jobs. This paper will analyze the employment situation faced by Business English Majors in our university.

3.1 Inaccurate Self-Orientation

As a Business English major, the preferred job should be related to Business English. However, at present, students' employment goals have diversified. Students do not recognize their own state, and their expectations for employment are too high, which leads to a big gap in their actual employment^[11]. Students majoring in Business English are not clear about their self-positioning. Though the school actively organizes students to participate in employment activities, it ignores the importance of guiding students to recognize themselves. Although students recognize the current development trend of employment and constantly consolidate their English ability, and improve their learning ability in Business English, they are still lack of comprehensive quality and practical experience. In the actual employment, the comprehensive ability of Business English majors will be reflected, so students must position themselves accurately, making full use of their advantages and overcome their weaknesses. However, in the actual employment process, students may have problems in psychology. Students may feel inferior to their academic qualifications and question their abilities. At the same time, they may be blindly confident that there are so many jobs and they will be able to choose what is suitable for them. In addition, their expectations for salary are too high so that students are unable to achieve their heart's desire and unwilling to accept less in actual employment.

3.2 Lack of Business Knowledge and Skills

With the popularity of the Internet, the digital transformation of the industry has become an inevitable trend. Cross-border electronic commerce enterprises need more interdisciplinary talents who not only have solid theoretical knowledge, but also have comprehensive abilities in procurement, management, transaction and even online transaction. As cross-border electronic commerce has strict management mechanism and the transaction process for management, technology, transportation, security and other aspects of work, cross-border electronic commerce enterprises have put forward stricter requirements on talents' knowledge and skills. In our school, courses on Business English skills include business English reading, business translation, business English writing and courses on business professional knowledge include business knowledge guidance, business negotiation, business etiquette, in addition, courses on business practice include cross-border electronic commerce training, international trade practice. Business English covers a wide range, involving many fields such as business, marketing, management and finance^[12]. It takes English and professional knowledge as the main training content to constantly develop students' knowledge and skills. However, in the teaching process of Business English, the professionalism of the setting of curriculum ignored by many universities. In our school, the teaching of Business English major adopts the model of "English + Business" and takes Business English courses as subsidiary courses, so that students have little knowledge about business and do not master it firmly. The teaching does not fully combine English with professional knowledge, so that students cannot adapt to the requirements proposed by the society in their future employment. It also makes students less competitive for employment due to their weak grasp of knowledge and skills. Due to the lack of teachers and the restriction of teaching conditions, the current study of Business English major still relies on the traditional English teaching mode. Therefore, students rarely have the opportunity to participate in business practice. Due to the classroom teaching is out of line with social production, it is not conducive for Business English majors to contact with the society so that they are unable to transform the knowledge into their own ability and apply it into practice.

3.3 Lack of Training Opportunities

The reason for the low enthusiasm of cooperation between enterprises and universities is that enterprises faced with greater uncertainties and risks. In order to cultivate talents, enterprises and universities need to invest a certain amount of time, capital and human resources. Enterprises have a variety of partners to cooperate with. Although universities actively seek professional counterpart enterprises to build the training base, the capacity of enterprises is limited and the cross-border business is busy, the guidance for students' practical operation is more form-based^[13]. Therefore, it is difficult to stimulate students' passion for operation. As an emerging industry, the development trend of electronic commerce industry is getting better and better. At the same time, foreign trade market demand is changing, import and export rules are constantly changing. As a result, it is difficult for students to keep pace with the times only relying on software to practice. In addition, due to the pandemic situation, students are restricted to learn more knowledge and skill in enterprises.

3.4 Updated Concepts of Employment

Students did not establish a correct view of employment and seek a variety of employment methods according to market demand and their own actual situation.

3.4.1 Lack of Correct Employment Concepts

Foreign trade enterprises believe that Business English graduates have the following problems. First, their professional knowledge is not solid and they lack of professional skills. Second, they make an unreasonable plan of their career, their employment objectives are unclear, and they are unable to develop with enterprises. Third, their knowledge is limited and outdated. The knowledge of foreign trade and cross-border electronic commerce is updated rapidly, but the knowledge level of graduates still stays a few years ago, which is not suitable for the development of enterprises. Fourth, they have little knowledge of employment and most fresh graduates hold a passive attitude toward employment. Fifth, their communicative ability is not strong, the way of communication is single, and the problem-solving ability is insufficient. In addition, graduates also have misunderstandings about foreign trade enterprises and cross-border electronic commerce companies. Many people think that foreign trade industry is a profiteering industry and many people can become rich through a deal, which is led by the instability and opportunism of the traditional foreign trade industry^[14]. Many people involved in foreign trade, especially those who have just graduated from universities, also regard "a single deal can make people get rich". Once they cannot perform well in business, it's difficult for them to recover after a setback. In the final analysis, most people engaged in traditional foreign trade lack a correct view of the salary. Enterprises have high requirements on graduates. What bothers graduates most is that most of the companies need relevant work experience, which makes fresh graduates having no opportunities to enter the companies. Those college students who enter the society for the first time without any ideological preparation will be extremely maladjustment for the society, and they will have no interest in work and feel demotivated. Companies cannot recruit satisfactory employees, and college students cannot find an ideal job, which is a

common problem of employment at present.

3.4.2 Employment Restricted by Regions

The employment choices of Business English talents are greatly influenced by regional economic development. Coastal foreign trade economy is developed and employment channels are various, so the employment situation is better than other areas^[15]. After graduation, Business English talents usually yearn for working in big cities, especially those they are familiar with. Many Business English majors choose to work in first-tier cities after graduation. However, the majority of the students majoring in Business English in our school are female, and almost all of them are from Sichuan Province. Influenced by the traditional employment concept, most female students do not want to go to the developed coastal cities far away from their hometown alone, but choose Chengdu, Chongqing and other cities close to hometown. Therefore, they may miss opportunities to develop their career. Even most students will not choose a career in business but turn to education, failing to make full use of what they have learned in college and grasp the current development trend of cross-border electronic commerce

4. Countermeasures

In view of the employment status and problems faced by Business English Majors in our university, in order to make students adapt to the economic development and market demand, this paper will put forward the following countermeasures to alleviate students' employment pressure and improve their employment competitiveness.

4.1 Improvement of Business Knowledge and Skills

Business English majors should strive to become versatile English talents who have necessary English skills, master knowledge and skills of international economics and management^[16]. At the same time, they are good at cross-cultural communication and have high humanistic quality. Instead of focusing on the training of English skills, such as listening, speaking, reading, writing and translation, students should focus on the improvement of their overall quality and the training of their comprehensive vocational ability. It means they should change from foreign language talents with business skills to business talents with foreign language skills. Students should actively take advantage of holidays to work as interns in cooperative enterprises, experience the real working environment so that they are able to enhance their understanding of the industry, improve employment awareness. Besides, the internship can provide students with more opportunities to participate in specific foreign trade projects and develop their ability of practical operation.

4.2 Cooperation between Universities and Enterprises

It is difficult to achieve the expected effect of teaching in school. There are many reasons for the poor effect of using software to improve students' practical ability, such as the lack of real enterprise cases, updated software versions, one-time payment for procurement, after-sales service all depends on the conscience of the software company^[17]. Training software can only be an auxiliary teaching tool. In order to cultivate applied talents, we still need the cooperation between schools and enterprises. Through the integration of industry and education, students have more opportunities to learn practical knowledge and skills in enterprises. In order to strengthen cooperation between schools and enterprises, it's beneficial to establish enterprise training centers for cross-border electronic commerce. For schools and cross-border electronic commerce, the training center is the practice basis of cooperation between schools and enterprise. This center aims at promoting collaboration between production and education and provide schools with new ways to strengthen school-business partnerships. In the process of implementation, it can improve the participation of enterprises in the cross-border electronic commerce industry and try various modes. In order to enable the school to join the cross-border electronic commerce association, strengthen cooperation with regional Alibaba workstations, establish training centers of cross-border electronic commerce enterprises and study operation mechanism etc. In universities, promoting the integration of industry and education can create a platform for students to develop their practical abilities. In addition, it can improve the effective communication between universities and enterprises and promote the combination of theory and practice. Only when students understand the skills and knowledge required in the workplace, can they make a clear career plan and learn more with specific purposes. What's more, if students accumulate sufficient practical experience, they will have a better performance in various interviews and it will be easier to find ideal jobs.

4.3 Self-Employment

In the 21st century, science and technology are advancing by leaps and bound. "Big data" and "cloud services" have gained popular support. Innovation has become the soul of the development of society. In response to "mass entrepreneurship and innovation", students should establish the spirit of innovation and entrepreneurship.

In a report on the work of the government, Premier Li Keqiang officially proposed that mass entrepreneurship and innovation is the new engine for China's economic development, and clearly formulated the "Internet Plus" plan. With the emergence of "mass entrepreneurship and innovation", the number of small and micro enterprises that start businesses by using B2C and C2C have increased rapidly^[18]. With the powerful advantages of Chinese manufacturing and increasingly mature transnational logistics, China's cross-border electronic commerce has developed rapidly. For college students, "Internet Plus" and innovation and entrepreneurship competitions provide students with a good platform to start their own businesses. All kinds of cross-border electronic commerce platforms provide college students, especially Business English majors, with good opportunities to start their businesses in the foreign trade industry. Business English majors should make full use of cross-border electronic commerce platforms to start businesses.

4.4 Change of the Concepts of Employment

Business English majors should recognize the employment situation of Business English, adjust their employment mentality in time and establish a correct outlook on employment.

4.4.1 Rational Attitudes toward Salary

Students should be rational about the salary. Cross-border electronic commerce foreign trade is different from traditional foreign trade. It makes full use of the Internet to build online trading platform, attracts overseas customers to buy more products and stabilizes sales by increasing exposure^[19]. It not only avoids the decline in performance caused by the traditional foreign trade artificial factors, but also makes up for the lag in communication caused by the time difference. It not only reduces the pressure of foreign trade workers, but also ensures the performance of sales. What's more, this also prevents the salary from fluctuating greatly. It is helpful for people, especially newcomers to the foreign trade, to form a rational view on the salary so that they will be more engaged in their work.

4.4.2 Reasonable Plans of the Development Prospect

Graduates who want to obtain authorized strength should have a great understanding of relevant policies to avoid blindly following the trend and missing good employment opportunities. Graduates who are preparing for the reexamination or adjustment of the postgraduate entrance examination should make preparations in many aspects, not limited to the postgraduate entrance examination. Other graduates should actively engage in employment, try to start their own businesses, and drive people around them to start businesses together.

4.4.3 Correct Views of Employment

Business English majors should recognize the employment situation, especially in the cross-border electronic commerce industry, adjust their employment concept in time and establish a correct view of employment^[20]. Firstly, when choosing a job, students need to be aware of the needs of the society, recognize themselves, determining their employment directions according to their temperament, interests and specialties. They should be prepared to overcome difficulties and setbacks, change the traditional and backward employment concept, establish a new employment concept and look for new channels of employment. Secondly, students who have just graduated do not have enough experience. It is inevitable that they are mentally immature. They do not have enough mental preparation for the difficulties encountered in the process of job hunting and the cruelty of the workplace. They should establish the style of hard work and the awareness of lifelong learning, strive to improve themselves and try their best to adapt to the workplace as soon as possible. Thirdly, students should make full preparations for various interviews, make appropriate career planning, and increasingly improve themselves according to their own advantages and disadvantages. In addition, students should pay attention to and cultivate their comprehensive quality, such as language ability, communication ability, social adaptability and service consciousness. Students' personal quality is closely related to their employment. What's more, students are supposed to properly adjust their employment expectations, and do not pay too much attention to salary, identity and status when choosing jobs. Instead, students should establish a correct concept of employment, that is, get a job first and then choose an ideal career according to the needs of society and their own conditions.

4.5 Change of the Modes of Employment

Graduates majoring in Business English should make full use of various employment methods, collect employment information and take the initiative in employment.

4.5.1 Online Job Hunting

With the development of the Internet, online job hunting has also developed. Cross-border electronic

commerce workers need to be proficient in computer operation. Students who are familiar with online job-hunting should have certain ability of applying the computers and Internet. Therefore, the ability to apply for a computer has become the basic standard of finding jobs online, and cross-border electronic commerce enterprises also tend to this low-cost and efficient recruitment method^[21]. Job seekers majoring in Business English can directly obtain the latest job information related to cross-border electronic commerce through the online recruitment platform and send their resumes. At the same time, online job-hunting is also helpful for cross-border electronic commerce companies to reduce the cost of material resources and screen qualified employees directly online, and even carry out examination and interview online, which reduce the time of recruitment effectively. Business English majors should apply for jobs according to the characteristics of different positions rather than just find jobs in the campus recruitment. What's more, cross-border electronic commerce industry tends to online recruitment, and therefore, Business English majors should adjust their job-hunting strategies and become proficient in Internet skills.

4.5.2 Flexible and Independent Employment

In addition, students should learn to find jobs flexibly and independently, the first job is not equal to their lifetime career. Business English majors can take advantage of the characteristics of cross-border electronic commerce industry to find a job first and then choose career, start a business, learning more knowledge and so on. As the cross-border electronic commerce work mainly depends on the assistance of the Internet and computers, it can be finished as long as one computer connected to the Internet. Many electronic commerce companies have launched part-time jobs, which provided convenience for college students to accumulate more experience. It also provides students with opportunities to develop their practical abilities. These experiences are helpful for students to grow into comprehensive talents with sufficient knowledge and skills. Business English majors should constantly adapt to the development of foreign trade industry and find jobs independently and flexibly.

4.5.3 Active Engagement in Cross-Border Electronic Commerce Industry

Business English major aims at cultivating applied talents who have English language skills, international vision and humanistic quality. Business English talents should also master the basic knowledge and skills of Business English, get familiar with the international trade rules and practices and can engage in actual business work^[22]. Due to the volatility and periodicity of the foreign trade market, the posts of traditional foreign trade salesmen are scarce and the employment market is severe. Many Business English majors cannot find suitable jobs in foreign trade industry. They look for jobs in other industries such as education, translation. In addition, some students also complain that their jobs have nothing to do with their majors. With the development of the "Internet plus", the demand for talents in cross-border electronic commerce industry is increasing. Business English majors have caught up with the promotion of "Internet plus", and become the most suitable talents for cross-border electronic commerce industry. Therefore, Business English majors should make full use of what they have learned and actively engage in cross-border electronic commerce industry.

4.6 Improvement of Competitiveness

Learning is with us all our lives. With the continuous development of economy, social competition is more and more fierce. If we want to have a successful career in the competitive society, we should constantly master more knowledge and skills. At the same time, we should have courage to meet challenges, be good at seizing opportunities, and improve our comprehensive ability. The period around graduation is a critical period for successful employment. Maybe the current job is not so ideal, but we can accumulate more professional and social experience. In addition, it's beneficial to students to take part in experience-sharing seminars on employment and skill training, or obtain the required certificates. All these can create a solid foundation for better employment in the future. Opportunity always comes to those who are prepared.

5. Conclusion

5.1 Summary

In a word, in this study, I analyze that the pandemic is under control and the trend of economic development is getting better and better, which provides opportunities for the cross-border electronic commerce industry to develop. In this situation, the cross-border electronic commerce industry also puts forward new requirements for Business English majors. Therefore, they are facing severe problems of employment. In order to alleviate the employment pressure of Business English majors, this paper analyzes the current demand of cross-border electronic commerce industry for Business English talents and their advantages in this industry. Then, I also analyze the employment situation that Business English majors are facing. Due to the lack of business knowledge and skills, Business English majors miss many employment opportunities, and the pandemic limits the opportunities for students to take part in practical activities so that students cannot apply the theoretical knowledge they have learned to practice. In addition, Business English majors have a backward

concept of employment, so they are encountering many difficulties in employment. In view of these problems, I put forward some effective countermeasures to help Business English majors alleviate their employment pressure and make them adapt to the requirement of economic development so that their employment competitiveness will improve.

5.2 Research Limitations

This paper focuses more on the opportunities and challenges faced by Business English majors in the cross-border electronic commerce industry, but it does not mean they can only engage in this industry. The data in this paper is not sufficient so that the analysis of employment situation faced by Business English majors may not be comprehensive enough.

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