

Research on the Training Mechanism of University Logistics Talents based on Innovation Driven Development Strategy

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Abstract

Under the background of national innovation-driven development strategy, industrial transformation and upgrading based on scientific and technological innovation requires a large number of high-quality innovative talents, and logistics enterprises are no exception. At present, China's logistics industry is developing rapidly, and the number of logistics personnel required is increasing. However, China's logistics industry is "big but not strong". Only by building an intelligent logistics backbone network can China's logistics "run fast" and "run the province". "Run well." This requires a large number of logistics talents to innovate, but China's current logistics talent training program is difficult to deal with such problems. This paper studies the talent training methods in other industries, combined with the actual situation of the logistics industry, and proposes the optimization of logistics personnel training system, the optimization of layered training methods, the construction of logistics professional core journals, and the improvement of logistics industry qualification certification. Standardize relevant meetings and other recommendations to provide reference for colleges and universities to train quality logistics talents.

Keywords

University ;Logistics talent ;Collaborative Innovation ;Hierarchical classification.

1. Introduction

July 2018, Xi Jinping, when presiding over the convening of the central finance and Economics Commission, stressed: "the key core technology is the most important tool of the country, which is of great significance for promoting the high-quality development of China's economy and safeguarding national security. It is necessary to effectively improve the innovation ability of China's key core technology, firmly grasp the initiative of scientific and Technological Development in his own hands, and provide strong scientific and technological protection for China's development Barrier "[1]. This is an ardent hope and requirement for Chinese researchers. With the proposal and gradual improvement of the belt and road initiative, at present, the achievements have attracted worldwide attention, and the achievements in scientific and technological cooperation and innovation encourage researchers to make further achievements.

The logistics industry has developed since the rise of e-commerce. Since logistics appeared in the Logistics Department of the U.S. Army during the Second World War, after a hundred years of development, the logistics industry has developed from simple transportation to one-stop assembly logistics service. As an industry with huge economic output and loss, the logistics industry has developed into a mature third-party logistics, a perfect fourth-party logistics, or exploration Suo's fifth party logistics, the huge potential of the logistics industry has been found by all walks of life. The number of logistics enterprises is also growing. The development of foreign logistics enterprises is early, various management systems and

policies are advanced and mature, and the development of logistics facilities is also rapid. After China's accession to the WTO, the domestic logistics enterprises are facing difficulties due to the impact of foreign logistics enterprises. After several years of trial and exploration, although the domestic logistics industry seems to have a bright future, compared with foreign logistics, China's logistics is still a deformed development, improper planning of logistics points, waste of resources, high logistics costs, and materials. The core competitiveness of logistics enterprises is not high, and most of them rely on high-cost transportation and distribution. Considering all kinds of factors, in order to improve the core competitiveness of logistics enterprises, the training of logistics talents is one of the fundamental methods to solve the problem, and the main organization of logistics talents output is colleges and universities. Therefore, how to train logistics talents in Colleges and universities is one of the main methods to solve the current situation of logistics industry.

2. Current Situation of Logistics Talents Training at Home and Abroad

Logistics industry is regarded as the artery system of national economy. It connects all sectors of the economy and makes it an organic whole. Its development degree becomes one of the important marks to measure the modernization degree and comprehensive national strength of a country. Foreign enterprises and organizations have attached great importance to logistics enterprises since the emergence of logistics. In order to make the logistics industry develop steadily, foreign enterprises and universities pay special attention to the training of logistics talents.

2.1. Current Situation of Foreign Logistics Talents Training

Driven by the demand for logistics talents, some western countries with developed economy and benign development of logistics industry have formed a more reasonable education and training system for logistics talents. For example, the origin of logistics in the United States has established a multi-level logistics professional education, including graduate, undergraduate and vocational education. In the world, many famous universities and colleges have set up logistics management majors, and offer logistics courses for students of business management and related majors, among which the outstanding effects are Northwest University, Michigan State University, Cologne University of Germany, Cranfield School of business in the UK, Stockholm School of economics in Sweden, Waseda University in Japan, National University of Singapore, etc. These schools either set up independent logistics management or logistics engineering majors, or affiliated with other majors such as transportation planning, marketing and manufacturing. Some colleges and universities set up graduate courses and degree education in the direction of logistics, forming a certain scale of graduate education system. In the United States, Georgia Institute of technology has made outstanding achievements in carrying out Logistics Vocational Education and cultivating logistics management students. Its Logistics Institute and the global logistics and transportation center of American merchant shipping Institute jointly carry out scientific research on logistics. Under the organization and advocacy of the U.S. logistics management committee, in addition to formal education, the U.S. logistics professional qualification certification system has also been established, such as storage engineer, distribution Engineer and other positions. All logistics practitioners must receive vocational education and obtain the above engineer qualification through examination before they can engage in relevant logistics work[2].

The main methods of training logistics talents in foreign large-scale international logistics enterprises are: enterprise training, cooperation training with professional vocational training institutions, logistics professional education in Colleges and universities. The successful cases of training logistics talents are: Kuehne & Nagel logistics group in

Switzerland, Hellmann international logistics company in Germany, TNT logistics group and other European logistics giants, all of which have established their own logistics talents training centers. Cooperation training with professional vocational training institutions is to cope with the rapid development of logistics industry[2]. With the rapid development of logistics industry and the continuous updating of logistics knowledge, only the latest logistics training knowledge can be used to train talents who can adapt to the development of social logistics, which is the training method adopted by the package delivery company in Germany. The company determines teaching materials and provides practice sites. Colleges and universities teach theoretical knowledge and combine theory with practice, so that colleges can adapt to logistics work quickly and start their business quickly. Logistics professional training in Colleges and universities is the main way, but it also needs the support of the society and the state. For example, Menlo worldwide logistics in the United States provides scholarships to excellent students from universities with Logistics Majors in the United States. In terms of students' training and education, foreign colleges and universities have arranged 6-12 months' practice for students majoring in logistics, which provides the direction for students to improve their practical ability. These students have successfully completed their studies, entered the field of logistics after graduation, and injected new blood into the logistics industry, which is currently worth learning and advocating. School is the source of development reserve power for all walks of life, and it is particularly important for the development of enterprises to support the school's education.

2.2. Current Situation and Problems of Domestic Logistics Personnel Training

Under the influence of China's economic market, until the soft landing of economy in 1997, enterprises gradually began to realize the importance of cost control under the fierce competition environment, and logistics, as the "third profit source" beyond resources and human resources, is the first choice for cost control, which has been paid more and more attention by all social parties. However, due to the leaping development of China's logistics industry and the lack of a stable development stage, compared with developed countries, China's logistics industry is still relatively backward in theoretical research, infrastructure, management, logistics technology and information technology, roughly equivalent to the level of developed countries in the 1980s[3].

With the impact of e-commerce derived from online shopping, and the emphasis on online sales in the war of poverty alleviation, the scale of China's logistics market continues to expand, with broad prospects. With the continuous growth and development of logistics industry, more and more problems are exposed. At this time, the importance of logistics talents has been found. The logistics industry puts forward requirements for the education level and business ability of logistics talents and logistics practitioners. However, due to the lack of experience in the training of logistics talents in China, the trained logistics talents are mainly engaged in the first-line operation or basic work with low technical content, which can not meet the needs of senior management posts, which leads to the innovation difficulties of logistics enterprises. In order to improve the overall level of employees in the logistics industry. The researchers put forward various kinds of training programs, and all kinds of colleges and universities in China have set up logistics management majors, which leads to a logistics hot situation. But the problem is not completely solved. At present, the main problems of logistics talents training in Colleges and universities are as follows:

2.2.1. There is a Gap between the Supply of Logistics Talents and the Social Demand, Which is not Reflected in the Goal of Logistics Talents Training.

The logistics major set up by the University, whether undergraduate or graduate students, adopts the traditional class teaching mode. Teachers speak and students listen. A teacher teaches the same knowledge to the whole class, which is very unfavorable for the logistics

talent education above undergraduate level. The training goal of Logistics Majors above bachelor's degree is to provide scientific and technological innovation talents for logistics enterprises in the future, rather than simply engaging in physical labor. The current training mode can not develop students' innovative thinking, which is inconsistent with social requirements.

The establishment time of logistics specialty is short, the training program is not perfect, the postgraduate courses of logistics specialty involve few logistics professional skills and knowledge, the teaching depth is not strong, and it is difficult to adapt to the social needs. Although the latest pilot scheme of logistics management vocational skill level certificate has been introduced, this scheme is aimed at secondary vocational schools, higher vocational schools, etc., and has little relevance with higher education institutions.

2.2.2. Set up a Logistics School, and There are Few Logistics Teachers.

Most colleges and universities are in response to the needs of the society, hastily set up a logistics major, there is no long-term plan. Most logistics teachers in Colleges and universities are transferred from other majors to engage in logistics professional teaching. Before they engage in logistics teaching, they did not carry out further study and learning in the direction of logistics, so their theoretical knowledge of logistics is not hard, and they cannot expand more in the level of professional knowledge. Although many young teachers graduated from famous universities with master's degree and doctor's degree in logistics management, they have no practical experience in logistics enterprises. However, the logistics major is a major with high requirements for practical skills. Young teachers can only impart professional knowledge of logistics in the classroom, and can not cultivate students' practical ability. After graduation, the students lack the practical ability of logistics and the knowledge of modern logistics management is not solid, which leads to the low management level, business ability and innovation ability of many logistics enterprises[4].

2.2.3. Although the School has Established the Logistics Major, it has not Paid Attention to it

The establishment of logistics major is a great challenge for a school without similar professional teaching experience. The school needs to attach great importance to and actively study and innovate, so as to ensure that the enrolled students have enough professional knowledge to cope with the work. However, in many colleges and universities, in addition to the random arrangement of teachers, the lack of research funds, the inadequate communication of logistics related information and policies, and the low or even no active participation in logistics related competitions have resulted in the logistics students having no other social activities besides classes.

The teaching mode of "double tutors" in and out of school for logistics specialty has not been implemented. The so-called in school professional tutor guidance, other enterprises or organizations outside the school have the ability to train technical personnel to serve as practical tutors to guide students' practice and practice education mode stays in the theoretical stage, not in the reality of teaching, students are mainly in school tutor guidance learning.

2.2.4. It is Difficult for Students Majoring in Logistics to Practice

Colleges and universities have not arranged internships. Logistics major, whether undergraduate or graduate, is a major with high requirements for practical skills. However, some colleges and universities do not pay attention to the practice of logistics students, do not arrange practice, do not allow practice or short time. Students' graduation thesis only obtains relevant information from the vast thesis library, finds problems and solves problems without in-depth social research. Its social reference value is low. When students graduate, they only

have some practical experience in the school community, and know little about the working environment and content of logistics enterprises.

Logistics enterprises provide less internship opportunities. In view of the requirements of the logistics specialty for practical ability, the students of the logistics specialty need to have logistics practice. However, it is difficult to connect the number of the rapidly increasing students of the logistics specialty with the number of logistics practice provided by the logistics enterprise. At the same time, the logistics enterprise pursues the value theory, and the enterprise is not willing to spend time and experience to cultivate the students who are uncertain whether they can create value for themselves in the future. Therefore, it is necessary to What we want is an intern or employee who has working experience or logistics common sense and can quickly enter the working state. Such a requirement is a difficulty for the students in school and the students just graduated.

2.2.5. The Information of Logistics Students is Blocked, and the Information of All Kinds of Logistics Qualification Certification, Conferences or Forums is Unknown

The promotion of logistics related meetings and forums is not in place. Only a small number of organizers and related institutions have obtained information. Logistics students and logistics fans who need to expand their horizons and expand their knowledge have not received relevant information, and the school has not released such information for students. In addition, the participation requirements of similar forums and conferences are harsh, which makes it difficult for logistics personnel who want to participate in obtaining information to enter. Although China has introduced the certification system related to logistics from the United States, the United Kingdom and other countries, its popularity is not high, and it has not reached the same popularity as the accounting qualification certificate.

3. Suggestions on the Training of Logistics Talents in Colleges and Universities

The training of logistics talents is particularly important for the innovation of logistics enterprises, and the main organization of logistics talents output is colleges and universities. For Chinese logistics enterprises, the major colleges and universities with logistics specialty are the main concerned organizations when the logistics enterprises recruit. It can be said that the logistics students trained by colleges and universities will be the hope of the future logistics industry in China, and the water for logistics students Ping determines the innovation and development level of China's logistics industry. In view of the difficulties in the training of logistics talents in Colleges and universities in China, the following suggestions are put forward:

3.1. Build a Logistics Talent Training System with "Industry, University and Research as the Main Body, Universities as the Leading and Diversified Training Subjects as the Auxiliary"

Collaborative innovation can break the system and mechanism barriers between universities and other logistics innovation subjects. At present, the reason for the problems in the process of logistics talent training in China is that there are many obstacles and lack of communication among innovation subjects such as universities, employers and international excellent logistics organizations. Although the training mode of "production, learning and research" has put forward the solution direction, the implementation process is not detailed enough, and the supervision is not in place, which makes the mode fail to achieve the expected purpose. In the face of the major demands of regional development and logistics industry enterprises, with the training of innovation ability of logistics students as a breakthrough point, and with the help of national policies and projects such as poverty alleviation, colleges and universities

establish a logistics talent training system with innovation subjects, and form a logistics talent training alliance mechanism based on a variety of training subjects, not only It can solve the limitations in the process of training logistics talents in Colleges and universities, and also play the respective advantages of multiple training subjects. Through the mutual cooperation of both sides, it can provide a broader platform for the training of logistics talents in Colleges and universities.

3.2. Strengthen the Joint Training Mode of "University Internal, University University, University Enterprise"

"University interior" is to deal with the complexity of logistics. Logistics is a comprehensive discipline, which requires teachers engaged in logistics education to have a profound comprehensive knowledge background. In addition to having professional knowledge and practical experience of logistics, they should also be familiar with economics, management and other multi-disciplinary knowledge. Universities should establish a high level of theory and practice, broad knowledge, and professional attainments A profound logistics teacher team must communicate with teachers of various disciplines, learn from each other, and improve the professional level of logistics teachers[5].

"Colleges and universities" set up a joint training program. For colleges and universities without professional logistics teachers, students can be trained through joint training. At the same time, through the cooperation with excellent logistics universities to train the new logistics teachers, improve the level of logistics education. All colleges and universities should actively cooperate with excellent international logistics colleges and universities, learn from their excellent school running methods, and jointly train logistics teachers and students.

"University enterprise" aims at the practical skills of logistics students. The logistics enterprise should practice its social value, start from the logistics enterprise itself, comprehensively consider the development needs and personnel training needs of the enterprise, cooperate with the University, provide logistics practice opportunities for the students of the logistics specialty in the University, make the students of the logistics specialty go deep into the logistics enterprise, feel the working environment and work content of the logistics employees, and provide graduation papers and Career planning after graduation provides reference.

Through the joint training among schools, enterprises, schools, institutions and the world, a comprehensive and all-round joint training mechanism is formed. Through joint training, each organization can give full play to its own resource advantages, jointly carry out collaborative research on logistics technology and logistics talents training, output a batch of landmark logistics innovation achievements, and cultivate a batch of top logistics innovation talents.

3.3. According to the Actual Needs of Logistics Talents, Innovate and Plan the Training Plan of Logistics Specialty, and Optimize the Layered and Classified Training Mode

The training plan of logistics specialty needs to be combined with the social needs. For the logistics employees, no matter the front-line employees or the senior managers, they need to use all kinds of knowledge in the work process, and the students must have some contact in the school. In the process of training program design, the knowledge and skills that logistics personnel must master must be reflected and finally output in the school teaching process.

For logistics students, students in different stages have different training objectives. In view of graduate students, education departments and colleges and universities' training program formulation departments need to improve the logistics academic degree postgraduate training mode with the goal of improving students' innovation ability, and establish the logistics professional degree postgraduate training mode with the guidance of improving

professional ability. Because of the requirement of professional ability for graduate students majoring in logistics, their practice is essential. Therefore, the education department needs to take the school enterprise cooperation as the precondition for the enrollment of graduate students majoring in logistics in Colleges and universities, strictly implement the "double tutor system", strengthen and strictly check the system of graduate students majoring in logistics receiving one-year logistics skills training and technical innovation guidance from practical tutors. All papers related to logistics should come from scientific research projects of practical tutors Or problems in production practice. As for undergraduates, we should deepen the reform of logistics talents training mode for ordinary undergraduates and vigorously implement the education and training plan for outstanding logistics talents[6]. Strengthen the corresponding training of Logistics Vocational Education and logistics industry posts, strengthen the system construction of logistics practice to logistics front line, improve the innovation of logistics talent training mode between secondary vocational school, higher vocational school and undergraduate, and strengthen the training of technical and skilled logistics talents. Transport high-quality logistics talents for logistics enterprises[7].

3.4. Standardize Relevant Activities, Journals and Professional Qualification Certification of Logistics Direction, and Form Influential Logistics Conferences, Forums, Core Journals and National Logistics Personnel Professional Qualification Certification System

There are no strict rules and regulations in the existing organizations of the logistics industry. The scale and form of various conferences and forums are self-organized or arranged by enterprises or industries, and there is no influential and appealing Association, such as the American Logistics Management Committee and the European Logistics Association. At this stage, the logistics organizations cannot speak on behalf of the whole logistics industry in China, and they cannot To provide suggestions for the training program of Logistics Specialty in Colleges and universities. The results and data resources of logistics enterprises do not form a unified management, which is not conducive to the research of Chinese logistics researchers.

The national education department shall, in conjunction with other relevant departments, logistics enterprises, logistics associations, etc., integrate the resources of the logistics industry, standardize the operation of the logistics industry, and collect the relevant resources of the logistics industry in the name of the state, so as to facilitate the scientific research and use of logistics researchers, logistics professional teachers and students. Improve the convening process and rules of logistics conferences and forums, transmit the relevant information of the conferences (forums) to the colleges and universities with logistics majors, encourage the participation of relevant teachers and students, take the colleges and universities with Logistics Majors seriously, supervise the education department in place, and establish an innovation platform for the teachers and students of Logistics Majors. Prepare to build the core journals of the logistics industry, create a comfortable atmosphere for innovation in the logistics industry, and create opportunities for the development of the logistics industry.

4. Summary

With the rapid development of global economy and the progress of modern science and technology, logistics industry has developed into the basic industry of national economic development, and rapidly expanded in the global scope. It will gradually become the pillar industry of national economic development, with a very important economic strategic position. Since the development of China's logistics industry, the scale of logistics is huge, and the number of participants and resources is also very large. But the logistics personnel are

many but not precise, which is one of the obstacles to the development of the logistics industry. Therefore, the training of logistics talents is very important. In order to promote the long-term development of China's logistics education, we need to put the logistics education and the training of logistics talents in the strategic position, make a long-term plan and gradually implement it in full combination with the development of China's logistics. In this process, the logistics education and talent training in Colleges and universities are particularly important, which is the main force of the whole process and needs special attention.

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