

**A Study of the Required Competencies Among Cross Border E-Commerce
Graduates: Basis for Curriculum Enhancement**

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Abstract

This exploratory sequential mixed methods inquiry investigated the required competencies of cross-border e-commerce graduates and their characteristics to come up with a competency model for cross-border e-commerce graduates. As a result, an enhanced curriculum of cross-border e-commerce major was put forward. Data were collected from two hundred-forty (240) recruitment firms for the quantitative part through a survey and 13 authorized employees of enterprises through an in-depth interview for the qualitative part. The competency characteristics of cross-border e-commerce were summarized and explained through three levels of open coding, spindle coding and selective coding. The coding analysis showed that there were 31 competency characteristics which were used as bases in the quantitative analysis through principal component analysis (PCA) and exploratory factor analysis (EFA). The analysis obtained 23 competencies needed by cross-border e-commerce graduates, which were divided into 5 dimensions: intercultural communication, result-oriented thinking, occupational quality, industry sensitivity and professional skills. These competencies included foreign trade document writing, international communication business etiquette, International business foreign language, learning ability and development, customer-focus, plan and execution, data processing and analysis (digital literacy), dedication and responsibility, cooperation, initiative, coordination and communication, flexibility and adaptability, market orientation, Internet thinking and culture, hot spots and forefront of the industry, innovation, website design and decoration, online marketing promotion and optimization, platform rules and transaction operation, online sales and management, problem solving and so on. This study puts forward suggestions on the improvement of the cross-border e-commerce curriculum system in China to be more scientific to meet the needs of enterprises and graduates for cross-border e-commerce knowledge and skills.