

Empowering Talent Cultivation in Universities to Promote High-quality Advancement of Enterprises in Pilot Free Trade Zones and Free Ports

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Abstract: Against the backdrop of economic globalization and China's deepening reform and opening up, the construction of pilot free trade zones and free trade ports is flourishing. The high-quality development of enterprises is their core goal, and talent cultivation in universities plays a key role in promoting the high-quality development of enterprises in pilot free trade zones and free trade ports. The study thoroughly analyzes the close relationship between the two, points out the current problems, and proposes forward-looking, targeted, and actionable strategies to promote mutual cooperation and contribute to the high-quality development of China's economy.

Keywords: Talent cultivation in universities; Pilot free trade zones; Free trade ports; High-quality development of enterprises

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1. Introduction

In the wave of economic globalization, China actively promotes the construction of pilot free trade zones and free trade ports, committed to creating a new open highland with higher levels of openness, a better business environment, and stronger coverage. These regions have attracted numerous enterprises to settle and develop due to their unique policy advantages, innovative development models, and broad development prospects^[1]. As the main body of economic activities, the high-quality development of enterprises is crucial for promoting regional economic growth and enhancing national competitiveness. As an important battlefield for talent cultivation, universities shoulder the responsibility of delivering high-quality professional talents to society. In the construction process of free trade zones and free trade ports, the talent cultivation of universities is closely linked to the high-quality development of enterprises^[2]. On the one hand, the high-quality development of enterprises requires a large number of professional talents with innovative ability, practical ability, and international vision,

which provides clear goals and directions for talent cultivation in universities. On the other hand, universities continuously optimize their talent training models to provide enterprises with talents that meet their needs, helping them stand out in fierce market competition^[3]. An in-depth exploration of the relationship between the high-quality development of enterprises in pilot free trade zones and free trade ports and the cultivation of talents in universities is of great practical significance for achieving a positive interaction and coordinated development between the two and helps to enhance the core competitiveness of enterprises, promote the sustained prosperity of the regional economy, and provide a broader practical platform and development opportunities for talent cultivation in universities, injecting new vitality into the high-quality development of China's economy^[4].

2. The connotation and importance of high-quality development of enterprises in pilot free trade zones and free trade ports

2.1. Connotation

The high-quality development of enterprises in pilot free trade zones and free trade ports covers multiple aspects. Firstly, at the economic level, it manifests as sustained profitability, efficient resource allocation, and continuously growing market share. Enterprises achieve maximum economic benefits by innovating business models and improving product and service quality. Secondly, in terms of technological innovation, actively invest in research and development, master core technologies, and promote industrial upgrading. Furthermore, at the management level, establishing a scientific and efficient management system can improve operational efficiency and decision-making levels. Finally, in terms of social responsibility, emphasis should be placed on environmental protection, employee welfare, and social welfare to achieve sustainable development.

2.2. Importance

The high-quality development of enterprises in pilot free trade zones and free trade ports can drive rapid economic growth in the region. The innovation and development of enterprises have created a large number of employment opportunities, attracted the inflow of talent and capital, promoted industrial agglomeration and upgrading, and made important contributions to the prosperity of the regional economy. The competitiveness of these enterprises in the international market is directly related to the international status of the country's economy. Through high-quality development, enterprises can improve the quality of products and services, reduce costs, enhance brand influence, occupy a higher position in the global industrial chain, and enhance the overall competitiveness of China's economy.

The high-quality development of enterprises is the key to economic transformation and upgrading. With the policy support of free trade zones and free trade ports, enterprises can actively engage in technological and management innovation, promote the development of traditional industries towards high-end, intelligent, and green directions, promote the cultivation and growth of emerging industries, and achieve sustainable economic development.

3. The role of talent cultivation in universities in promoting high-quality development of enterprises in pilot free trade zones and free trade ports

3.1. Provide professional technical talents

By setting up relevant majors and courses, universities cultivate talents with professional knowledge and skills,

providing technical support for the development of enterprises. For example, professionals in international trade, finance, logistics, information technology, and other fields can meet the needs of enterprises in trade, finance, logistics, and digital transformation.

3.2. Cultivate innovative talents

Innovation is the core driving force for the high-quality development of enterprises. Universities carry out innovation and entrepreneurship education to cultivate students' innovative consciousness, innovative thinking, and innovative ability and provide enterprises with talents with an innovative spirit. These talents can bring new ideas, technologies, and business models to enterprises, promoting their innovative development.

3.3. Enhance the level of enterprise management

Management majors in universities cultivate talents with modern management knowledge and skills, who can provide management consulting and services to enterprises and help them improve their management level. These talents can apply advanced management concepts and methods, optimize the organizational structure, management processes, and human resource allocation of the enterprise, and improve the operational efficiency and economic benefits of the enterprise.

3.4. Enhance the social responsibility awareness of enterprises

Colleges and universities cultivate students' sense of social responsibility and mission through carrying out ideological and political education and social practice activities. After these talents enter the enterprise, they can actively promote the enterprise to fulfill its social responsibility, pay attention to environmental protection, employee welfare, and social welfare undertakings, and achieve the sustainable development of the enterprise.

3.5. The gap between current talent cultivation in universities and the demand for enterprises in pilot free trade zones and free trade ports

3.5.1. The talent cultivation goals do not match the needs of the enterprise

The talent cultivation goals of some universities still focus on imparting theoretical knowledge, lacking the cultivation of students' practical and innovative abilities. What free trade zones and free trade port enterprises need are applied talents with strong practical ability, innovation ability, and international vision.

3.5.2. Unreasonable course design

There is a certain gap between the curriculum of universities and the needs of enterprises in free trade zones and free trade ports. Some professional courses have outdated content and lack attention to cutting-edge technologies and industry trends; The practical teaching process is weak, and students lack practical operational experience.

3.5.3. The construction of the teaching staff needs to be strengthened

Among the teaching staff in universities, there are relatively few teachers with practical experience in enterprises. Teachers often focus on explaining theoretical knowledge during the teaching process, making it difficult to integrate practical work experience and cases into their teaching. This results in students lacking knowledge and understanding of practical work during the learning process.

3.5.4. The cooperation between industry, academia, and research is not deep enough

Although there has been some industry-university research cooperation between universities and enterprises, the depth and breadth of cooperation are still insufficient. Some collaborative projects lack substantive content, making it difficult to effectively connect talent cultivation with enterprise needs.

4. Strategies for cultivating talents in universities to adapt to the high-quality development of enterprises in pilot free trade zones and free trade ports

4.1. Clearly define talent development goals

Universities should closely align with the actual needs of enterprises in free trade zones and free trade ports, and clarify talent training objectives. Cultivate applied talents with solid professional knowledge, strong practical ability, innovative ability, and international perspective. In the process of talent cultivation, emphasis is placed on improving students' comprehensive qualities, including teamwork spirit, communication skills, and a sense of social responsibility. Specifically:

1. Conduct in-depth research on the job requirements and talent specifications of enterprises in pilot free trade zones and free trade ports, and develop targeted talent training plans.
2. Emphasize the integration of professional knowledge and practical skills, enabling students to not only master theoretical foundations but also proficiently apply professional skills to solve practical problems.
3. Emphasize the cultivation of students' innovative thinking and entrepreneurial spirit, encourage students to be brave enough to try new things, and provide the impetus for the innovative development of enterprises.
4. Through international exchange and cooperation projects, broaden students' international perspectives and equip them with cross-cultural communication and cooperation abilities.

4.2. Optimize course offerings

4.2.1. Update the content of professional courses

Timely incorporate cutting-edge technologies and industry trends into the curriculum system to ensure that students master the latest knowledge and skills. For example, in the field of international trade, courses such as cross-border e-commerce, digital trade, trade policies, and regulations should be added to help students understand new trends and rules in international trade. In the field of finance, courses such as financial technology, green finance, and international financial markets are introduced to cultivate students' ability to adapt to financial innovation and international development. In the logistics major, courses such as intelligent logistics, supply chain management, and logistics information technology are offered to meet the demand for efficient logistics services in pilot free trade zones and free trade ports.

4.2.2. Strengthen the practical teaching process

Increase the proportion of practical teaching courses, establish stable internship bases, and provide students with more practical opportunities. Specific measures include: offering experimental teaching courses to enable students to master professional skills through practical operations. Such as international trade practice simulation, financial transaction simulation, and so on. Organize course design and graduation projects, requiring students to design and implement plans based on practical problems. Cooperate with enterprises in pilot free trade zones and free trade ports to establish internship bases, arrange internships and practical training for students, and enable them to accumulate experience in actual work environments.

4.2.3. Offering interdisciplinary courses

To cultivate versatile talents, universities should offer interdisciplinary courses, break down disciplinary boundaries, and broaden students' knowledge. For example, the course "International Trade and Finance" aims to cultivate professional talents who understand both trade and finance. The course "Logistics and Information Technology" meets the demand for logistics information technology talents in pilot free trade zones and free trade ports. The course "Business English and International Marketing" aims to enhance students' cross-cultural business communication and marketing skills.

4.3. Strengthen the construction of the teaching staff

4.3.1. Introduce teachers with practical experience in enterprises

Universities can introduce technical backbone and management talents from enterprises as part-time teachers to impart practical work experience and skills to students. At the same time, encourage teachers to intern in enterprises to enhance their practical abilities. The specific measures include: formulating preferential policies to attract outstanding talents from enterprises to teach in universities. These part-time teachers can bring the practical experience of enterprises into the classroom by offering lectures, guiding practical courses, etc., establishing a mechanism for teachers to work in enterprises for training, encouraging teachers to participate in practical work in enterprises during holidays or spare time and understand the latest industry trends and enterprise needs.

4.3.2. Conduct teacher training

Regularly organize teachers to participate in training and academic exchange activities to improve their teaching level and professional competence. Specific measures include: organizing teaching method training, curriculum design training, and so on, to enhance teachers' teaching abilities. Organize teachers to participate in academic conferences, seminars, and so on, to broaden their academic horizons. Encourage teachers to participate in industry training and certification to improve their professional level.

4.3.3. Establish a teacher incentive mechanism

Reward teachers who have achieved outstanding results in teaching and research, and stimulate their work enthusiasm and creativity. The specific methods include setting up teaching achievement awards, scientific research achievement awards, and so on, to commend and reward outstanding teachers. In terms of professional title evaluation, job promotion, etc., tilt towards teachers with outstanding teaching and research achievements. Provide more development opportunities and platforms for teachers, such as supporting their participation in domestic and international academic exchanges, collaborative research, and so on.

4.4. Deepen industry-university research cooperation

4.4.1. Establish a platform for industry-university research cooperation

Universities can establish industry-university research cooperation platforms with pilot free trade zones and free trade port enterprises to carry out activities such as technology research and development, talent cultivation, and social services. Through the construction of the platform, resource sharing and complementary advantages between universities and enterprises can be achieved. Specific measures include: establishing a leading group for industry-university research cooperation, responsible for the construction and management of the platform; Establishing a collaborative project management mechanism to ensure the smooth implementation and

achievement transformation of the project; Building an information exchange platform to promote information communication and resource sharing between universities and enterprises.

4.4.2. Carry out cooperative projects

Universities and enterprises can jointly carry out scientific research projects, technological innovation projects, and talent cultivation projects. Through the implementation of the project, students' practical and innovative abilities will be improved, while solving practical problems for enterprises. Enterprises pose technical challenges and demands, and universities organize teachers and students to conduct scientific research and development; Collaboration between universities and enterprises to carry out technological innovation projects, jointly developing new products and processes; Carry out talent development projects, such as order-based training, corporate internships, etc., to cultivate specialized talents for specific positions in enterprises.

4.4.3. Establish talent training bases

Universities can collaborate with enterprises to establish talent training bases, providing students with opportunities for internships, practical training, and employment. Enterprises can provide practical guidance and career development planning for students, helping them better adapt to the needs of the enterprise. Select enterprises with a certain scale and strength as talent training bases and sign cooperation agreements; Enterprises provide internship positions and practical guidance teachers for students, while universities provide talent support and technical services for enterprises; Establish an evaluation mechanism for talent training bases, and regularly evaluate and improve the construction and operation of the bases.

5. School enterprise cooperation

5.1. Hainan universities collaborate with tourism enterprises to support the high-quality development of the tourism industry in the free trade port

At the Hainan Free Trade Port, tourism management majors in universities can engage in deep cooperation with well-known local tourism enterprises. Universities have comprehensively optimized the talent training program for tourism management majors in response to the urgent demand for high-end tourism service talents in the construction of free trade ports. On the one hand, in terms of curriculum design, special courses such as "Marine Tourism Planning and Development", "International Tourism Service Standards and Etiquette", and "Interpretation of Free Trade Port Tourism Policies" have been added. These courses are closely integrated with the actual tourism development of free trade ports, allowing students to gain a deeper understanding of the unique advantages and development directions of the free trade port tourism industry. On the other hand, strengthen the practical teaching process. The universities have jointly established a tourism training base with the partner companies, where students can engage in practical operations in simulated tourism service scenarios, such as hotel reception and tour guide interpretation services. At the same time, the company regularly dispatches experienced tourism professionals to universities to teach students and share practical work cases and insights.

In terms of enterprises, it provides abundant internship and employment opportunities for college students. During the internship, students can deeply participate in the planning of tourism projects, marketing promotion, and customer service management of enterprises. For universities, the students they cultivate have stronger practical abilities and professional qualities, greatly improving their employment competitiveness. Graduates are widely welcomed in tourism enterprises in free trade ports, injecting fresh blood into the high-quality

development of the free trade port tourism industry. For enterprises, through cooperation with universities, they have obtained a stable source of high-quality talents, which has improved the service quality and innovation capability of the enterprise. The increasing competitiveness of enterprises in the tourism market provides strong support for the free trade port to build an international tourism consumption center.

5.2. Hainan universities collaborate with cross-border e-commerce enterprises to promote the development of new forms of trade in free trade ports

The e-commerce major can collaborate with a cross-border e-commerce enterprise within the free trade port, and adjust the teaching content of the e-commerce major according to the rapid development trend of the cross-border e-commerce industry in the free trade port. Courses such as “Cross border E-commerce Logistics Management,” “International E-commerce Platform Operations,” and “Cross border E-commerce Policies and Regulations for Free Trade Ports” have been added to enable students to master the core knowledge and skills of cross-border e-commerce. At the same time, a cross-border e-commerce laboratory has been established, where students can simulate the operational processes of cross-border e-commerce, and carry out operations such as store building, product promotion, and order processing. During their internship in a company, students participate in the practical operation of cross-border e-commerce, including market research, product selection, overseas marketing promotion, and so on. Professional personnel from enterprises also serve as internship mentors for students, providing targeted guidance and advice. University talents have provided strong intellectual support for the development of cross-border e-commerce enterprises in free-trade ports, promoting the vigorous development of new forms of trade in free-trade ports. Enterprises are constantly innovating their development models and expanding their international markets through cooperation with universities, achieving high-quality development.

6. Conclusion

The high-quality development of enterprises in pilot free trade zones and free trade ports cannot be achieved without the support of talent cultivation in universities. Universities should clarify talent training objectives, optimize curriculum design, strengthen faculty building, deepen industry-university research cooperation, and cultivate applied talents with solid professional knowledge, strong practical ability, innovation ability, and international vision based on the needs of enterprises. Only in this way can people achieve a positive interaction between talent cultivation in universities and the high-quality development of enterprises in free trade zones and free trade ports, and contribute to the high-quality development of China’s economy.

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