

Research on the practice path of ASEAN cross-border e-commerce live broadcast teaching under the background of RCEP

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Abstract: RCEP's full entry into force and the signing of the China ASEAN Free Trade Area version 3.0 upgrading protocol form an institutional superposition effect, which promotes regional digital trade cooperation from tariff concession to a new stage of institutional opening. As an emerging business form of digital trade, cross-border e-commerce live broadcast has become the core driving force for the growth of cross-border e-commerce in the ASEAN region. The rapid iteration of business forms puts forward compound requirements for talents' ability. However, the current cross-border e-commerce live broadcast teaching system has problems such as insufficient content adaptability, mismatched supply of practice elements, and lack of compliance cultivation, which are difficult to support the talent demand for high-quality development of the industry. Based on the macro background of the reconstruction of regional digital trade rules, combined with the talent ability demand of the industrial end, this paper optimizes the practice path of ASEAN cross-border e-commerce live broadcast teaching from the dimensions of modular content system construction, real-world training carrier construction, improvement of compliance literacy cultivation mechanism, and regional teaching resource sharing, so as to provide theoretical reference and practical guidance for regional digital trade talent training, and help the coordinated and balanced development of RCEP regional digital economy.

Keywords: RCEP; ASEAN cross-border e-commerce; Live broadcast e-commerce; Teaching practice; personnel training

0. Introduction

at present, the regional digital trade rules are at a critical stage of in-depth reconstruction. The comprehensive implementation of the regional comprehensive economic partnership agreement and the upgrading and construction of the China ASEAN free trade area have formed a synergistic effect at the institutional level, which has released a sustainable institutional dividend for the development of regional cross-border e-commerce. As an emerging form of the integration of digital economy and international trade, cross-border e-commerce live broadcast has deeply reshaped the marketing logic and circulation path of regional trade with the characteristics of strong interactivity and high conversion efficiency, and has become an important engine for the growth of digital trade in the ASEAN market.

1. The era context and talent demand shift of ASEAN cross-border e-commerce live broadcasting development under the background of RCEP

1.1 Upgrading of business types in the process of Regional Institutional opening up

With the continuous promotion of regional integration strategy and the deep penetration of digital economy, the cross-border e-commerce industry in RCEP region is gradually getting rid of the simple path of scale expansion and turning to a new stage of high-quality development. Behind the steady growth of trade volume, the degree of convergence and integration of regional value chains is also deepening. The continuous improvement of the institutional environment has provided stable support for the innovation of cross-border e-commerce formats. The RCEP

e-commerce chapter defines the basic rules such as electronic authentication, online consumer rights and interests protection, together with the supplementary provisions such as digital infrastructure interconnection and cross-border mutual recognition of electronic invoices in the upgrade agreements of various free trade zones, which form a rule superposition effect, and promote the focus of Regional Digital Trade Governance to gradually extend from traditional border access measures to post border rule coordination, and also build a basic institutional framework for the cross-border e-commerce broadcast format in the region [1].

Under such rules and market background, cross-border e-commerce live broadcasting has broken the time and space boundary of traditional cross-border trade and gradually become one of the core channels for commodity circulation and brand going to sea in the region. From the consumer side, the live broadcast mode with interest recommendation as the core reconstructs the decision-making link of consumers, fits the behavior habits of a large number of Digital Native consumer groups in the region, and promotes the form of cross-border trade from the shelf type e-commerce that consumers actively searched in the past to the content driven and accurately matched interest e-commerce mode; From the industrial side, the characteristics of the whole process digitalization of the live broadcast format also force the upstream supply chain, cross-border logistics, cross-border payment and other supporting links to accelerate the collaborative upgrading, and promote the systematic reconstruction and optimization of the entire regional digital trade ecosystem. With the steady increase of e-commerce penetration in various markets in the region, the market growth space for cross-border e-commerce live broadcasting is still opening up, but at the same time, the industry also puts forward stricter requirements for the professionalism and compliance of operations.

1.2 The ability dimension of compound talents under industrial iteration

The rapid upgrading and iteration of the industry format makes the market demand for talents no longer limited to a single operation skill, but to a more complete comprehensive ability framework. Practitioners who can adapt to the development of cross-border e-commerce live broadcasting in the ASEAN market need to build a multi-dimensional capability system covering trade rules, operational practices, cultural adaptation, and compliance risk control. Language ability and intercultural communication literacy are the basis of this system. Practitioners should not only master the local language of the target market, but also deeply understand the consumption culture, aesthetic orientation and social platform usage habits of different countries in the region, and open up the communication channels between brands and local consumers through localized content expression, so as to reduce the friction and loss caused by cross-cultural communication as far as possible. Digital operation capability and full link management and control capability are the core of talent capability system. The live broadcast operation is by no means a simple content presentation in front of the camera, but a whole process management work including selection planning, traffic delivery, user operation and maintenance, and data replication. Practitioners need to skillfully use various digital operation tools, be able to dynamically adjust operation strategies according to data feedback, and find the optimal balance between traffic acquisition efficiency and final transformation effect.

Compliance awareness and risk control ability are important guarantees for the stable development of business. Currently, the relevant rules of digital trade in RCEP region are still fragmented, and cross-border live broadcasting business often faces risks in data compliance, intellectual property rights, consumer rights protection and other aspects. This requires practitioners to be familiar with the regulatory rules and system differences of different countries in the region, and be able to actively identify risk points and make compliance judgments in daily operations, so as to avoid operating losses caused by system differences as much as possible [2].

2. Practice optimization path of ASEAN cross-border e-commerce live broadcast teaching under the background of RCEP

At present, the iteration speed of ASEAN's cross-border e-commerce live broadcasting industry has accelerated, but the supporting teaching system generally has problems such as lagging industry content, training divorced from reality, lack of compliance cultivation, and inequality of regional resources, which are difficult to match the real demand for compound talents from the upgrading of business types. Combined with the overall background of RCEP regional institutional opening and the actual requirements of industrial posts, the optimization and adjustment of teaching practice can be promoted from four directions.

2.1 Constructing modular teaching content system of post course integration

The core to solve the disconnection between teaching content and industrial demand is to reconstruct the curriculum logic based on the ability requirements of real posts, build a hierarchical and classified modular curriculum framework, and make the curriculum and post ability form a precise correspondence.

The basic cognitive module focuses on building a strong cognitive foundation of regional markets and rules. In the course, it is necessary to systematically disassemble the content of the terms related to digital trade in RCEP and the upgrading agreements of various free trade zones, sort out the regulatory characteristics and institutional differences of markets in different ASEAN countries one by one, and integrate the relevant content of regional consumption culture and market format characteristics, so that students can first form a complete understanding of the overall format of the live broadcast of cross-border e-commerce in ASEAN, and lay a solid foundation for rule understanding and cultural cognition [3].

The core competence module aims at the step-by-step training of live broadcast full link operation skills. Around the core competence of the posts such as selection planning, content creation, traffic operation, user maintenance and data analysis, the progressive teaching content from basic operation to strategy optimization is designed and gradually improved from shallow to deep. The content design must closely follow the actual characteristics of the ASEAN market. For example, the selection and content training projects should be designed in combination with the consumption preferences of the local people. It is not allowed to copy the general e-commerce teaching content, so as to avoid the disconnection problem of "not using what you have learned and not learning what you have used".

The expansion and improvement module focuses on the extension and cultivation of comprehensive ability. The course includes contents such as brand cross-border operation, cross-cultural communication strategy, risk compliance control, etc., to broaden students' ability boundary and cultivate interdisciplinary talents who can meet the needs of industrial upgrading. At the same time, it is also necessary to establish a dynamic update mechanism for teaching content, follow the iteration rhythm of business types and the update trend of regional rules, and timely integrate the latest practical experience and system adjustment results of the industry into the curriculum, so as to ensure the timeliness and industrial adaptability of teaching content.

2.2 Building a real scene practical training teaching carrier with the integration of production and education

The cultivation of practical ability is inseparable from the support of real industrial scenes. It is necessary to further deepen the depth and breadth of the integration of production and education, build a practical teaching carrier, and solve the pain point of the disconnection between practical training resources and industrial reality.

Colleges and universities can carry out in-depth cooperation with high-quality enterprises in the industry, build a cross-border e-commerce live broadcast training base, and directly introduce

the real operation projects of enterprises into the teaching link. Through the project-based teaching mode, students can participate in the whole process of account building and operation, content planning, live broadcast implementation, and data replay optimization, accumulate practical experience in the real market environment, and realize the seamless connection between practical training ability and job demand.

In view of the lack of practical experience of full-time teachers in Colleges and universities, a co construction mechanism of two-way flow of school enterprise teachers can be established. On the one hand, the industry talents with front-line operation experience are introduced as part-time tutors to participate in the teaching of practical courses and project guidance, and bring the practical methods and the latest playing methods of the industry front-line into the classroom; On the other hand, support full-time teachers of the school to take a temporary post in cooperative enterprises for training, deeply participate in the live broadcast operation business of enterprises, improve their practical ability and market cognition in real business, and optimize the ability structure of the teaching staff. In addition, it can also build an on campus cross-border live training platform, restore the operating environment and rules of the ASEAN market, provide students with practice scenes that can be practiced repeatedly, make up for the limited coverage and lack of flexibility of off campus training resources, and improve the coverage and operability of practical teaching.

2.3 Improve the compliance literacy cultivation mechanism embedded in the whole chain

In view of the absence of compliance education in current teaching and the "two skins" between compliance education and operation teaching, it is necessary to carry out the cultivation of compliance literacy throughout the whole teaching process, establish a cultivation mechanism embedded in the whole chain, and allow the deep integration of compliance education and operation teaching, rather than being injected separately as an isolated knowledge point.

In the basic cognition stage, it is necessary to systematically sort out the laws, regulations and rules system related to digital trade in the ASEAN region, compare the regulatory standards and requirements of different markets, and help students build a complete compliance knowledge framework, understand the underlying logic of compliance operations, rather than just memorizing scattered rules. In practice teaching, compliance review should be embedded in each training project, and scene training tasks with compliance risk points should be set to guide students to actively identify risks and formulate compliance response plans in the process of operation practice, so as to transform the compliance knowledge in books into practical compliance judgment and disposal ability.

Case teaching is an important starting point to improve the effectiveness of compliance cultivation. Typical real cases related to the compliance of cross-border live broadcasting in the ASEAN region can be collected and analyzed from different dimensions, such as intellectual property disputes, data compliance risks, and consumer rights complaints. Students can be guided to sort out the causes of risks, summarize coping paths, and strengthen risk awareness and problem-solving ability in the process of case review. At the same time, training forms such as simulated compliance arbitration and risk emergency drill can be introduced to simulate the regulatory scenarios and compliance disputes in different countries' markets, so that students can exercise their compliance response ability in the simulation scenario, and finally cultivate compound talents who understand both operation and compliance, which can meet the development needs of Regional Institutional openness [4].

2.4 Building a regional collaborative teaching resource sharing pattern

In view of the uneven distribution of teaching resources in different countries and regions in the region, we can build a cross-border e-commerce live broadcast teaching resource sharing platform according to the regional cooperation framework of RCEP, promote the cross-regional

flow of high-quality teaching resources, reduce the level gradient of talent cultivation between regions, and support the inclusive growth of regional digital economy.

It can integrate the high-quality curriculum resources, training project resources and teacher resources of colleges and leading enterprises in the region, establish a unified resource sharing database, provide teaching support for colleges and universities in relatively underdeveloped regions, and reduce the threshold for obtaining high-quality teaching resources. At the same time, we should promote the joint training and teaching cooperation among colleges and universities in the region, realize the sharing of teaching experience and the coordination of teaching standards through joint training projects, teacher exchanges, student exchanges and other forms, gradually form a unified talent ability evaluation standard, and create conditions for the rational flow of talents across regions.

According to the talent cultivation demand of the less developed market in the region, we can export mature teaching system and training mode through counterpart assistance, joint education and other ways, help the local improve the local talent cultivation system, and activate the local talent supply ability. This regional collaborative resource sharing mode can not only improve the overall quality of talent training in the region, but also provide talent support for the balanced development of regional cross-border e-commerce ecology, and help RCEP realize the inclusive release of institutional dividends.

3. Conclusion

The in-depth adjustment and reconstruction of regional digital trade rules under the RCEP framework has not only opened a new development space for the expansion and upgrading of ASEAN's cross-border e-commerce live broadcasting format, but also put forward more stringent standards for the quality of personnel training in related fields. Accelerating the optimization and upgrading of the teaching system related to cross-border e-commerce live broadcast is not only the core focus to fill the current talent supply gap and support the high-quality development of business forms, but also an important basis for the real implementation and effectiveness of the policy dividend of Regional Institutional openness.

At this stage, there are many prominent problems in the relevant teaching system, such as the content is not well suited to the regional market, the practical teaching is disconnected from the real industrial scene, and the lack of compliance literacy cultivation. To solve these pain points, we must focus on the real needs of regional industrial development, and gradually build a set of localized teaching practice system that adapts to the regional institutional environment and conforms to the characteristics of industrial development. The establishment of this system cannot be completed by one party alone: colleges and universities should keep up with the pace of business iteration, and continue to adjust the teaching mode and course content; All kinds of industrial subjects should deeply participate in the whole process of talent training, and transform the front-line practical experience into teaching resources; At the same time, we should rely on the regional cooperation framework of RCEP to promote the balanced allocation of high-quality teaching resources in the region. Only by combining efforts from various parties and continuously improving the whole chain system of talent cultivation can we continue to provide high-quality compound talents with practical ability and compliance awareness for the long-term development of ASEAN cross-border e-commerce live broadcasting, and ultimately promote RCEP regional digital trade to get rid of the simple path of scale expansion, turn to the high-quality development track led by rules, and realize the deep integration, balanced and sustainable growth of regional digital economy ecology.

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