

# Integrating Innovation and Entrepreneurship in Cross-Border E-Commerce Live Streaming Courses: Challenges and Opportunities

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**Abstract:** With the rapid growth of cross-border e-commerce, live streaming has emerged as an innovative sales and marketing tool, transforming the way businesses engage with global consumers. However, to fully leverage this potential, it is essential to cultivate an entrepreneurial mindset among students in vocational education, particularly those focusing on cross-border e-commerce. This essay examines the integration of innovation and entrepreneurship into cross-border e-commerce live streaming courses. It highlights the challenges and opportunities in implementing such an integration and proposes a framework for embedding entrepreneurial thinking and innovation into the curriculum. The research aims to explore practical strategies for fostering an entrepreneurial spirit, empowering students to excel in the digital global economy, and contributing to the evolving landscape of e-commerce education.

**Keywords:** Cross-border E-commerce; Live Streaming; Innovation and Entrepreneurship; Vocational Education.

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## 1. Introduction

Cross-border e-commerce has reshaped global retail by allowing businesses to reach consumers across borders, breaking down traditional geographical barriers. Today, e-commerce platforms provide convenience and variety across a wide range of online offerings; we regularly “stream” music and shows, and many of us conduct business through LCD screens. These and all other digital trade activities would not be possible without free cross-border data flows. Indeed, the COVID-19 pandemic provided a real-world example of the critical value of digital trade. As governments constrained people’s physical contact and movement, digitalization was not only a lifeline for delivering goods and services but also for retaining work and maintaining human connection with friends and family. Live streaming, as a tool for direct, real-time engagement with consumers, has added a new dimension to this transformation. Platforms like Alibaba Live, Amazon Live, and Instagram Live have become central to the marketing strategies of global brands (Beaumont-Smith, 2024). However, despite the rapid expansion of live streaming in cross-border e-commerce, the need for innovation and entrepreneurship remains paramount (Luo, Cheng, & Zhou, 2021).

In the context of vocational education, traditional e-commerce curricula focus heavily on technical skills, often overlooking the importance of fostering creativity, problem-solving, and risk-taking—the core qualities of an entrepreneurial mindset. This essay aims to address this gap by exploring how innovation and entrepreneurship can be integrated into cross-border e-commerce live streaming courses. The integration of these concepts is essential not only for enhancing the employability of students but also for equipping them with the tools needed to drive success in a rapidly evolving global digital economy.

## 2. Research Significance

The significance of this study lies in its potential to reshape vocational education in the field of e-commerce, particularly

in cross-border live streaming, which is one of the fastest-growing areas in global retail (Wu & Huang, 2023). Traditional e-commerce courses have not been sufficiently responsive to the growing demand for entrepreneurial skills in this field. As e-commerce platforms increasingly rely on live streaming to engage customers and generate sales (Yan et al., 2021), there is an urgent need for educational reforms that address both technical expertise and entrepreneurial thinking.

By examining the integration of innovation and entrepreneurship in cross-border e-commerce live streaming courses, this research contributes to the development of a more holistic educational model. This model will better prepare students for real-world challenges, enabling them to innovate within their business practices and take entrepreneurial initiatives that foster long-term success in the competitive global market (Taylor, 2018).

## 3. Challenges in Integrating Innovation and Entrepreneurship

### 3.1. Curriculum Constraints and Rigid Structure

One of the main challenges in integrating innovation and entrepreneurship into e-commerce education is the traditional focus on technical skills. The curriculum often emphasizes areas such as digital marketing, supply chain management, and product listing optimization, which are crucial but insufficient for preparing students to think creatively and entrepreneurially (Apiradee & Nuttapol, 2020). There is a need to broaden the scope of these courses to include subjects that encourage critical thinking, innovation, and the exploration of new business models.

However, curriculum reforms face significant hurdles, including institutional resistance to change, the time and resources required for reworking established course structures, and the challenge of balancing technical proficiency with creative freedom (Zhou et al., 2021).

## 3.2. Limited Practical Exposure to Entrepreneurial Activities

While theoretical knowledge is essential, entrepreneurship thrives on hands-on experience. Current educational frameworks often lack sufficient opportunities for students to engage in entrepreneurial activities. In cross-border e-commerce live streaming courses, students need practical exposure to managing live streaming campaigns, product promotions, and international market trends (Xu et al., 2022). The lack of real-world applications limits their ability to develop essential entrepreneurial skills, such as identifying market gaps, developing creative solutions, and taking calculated risks (Ye et al., 2022).

## 3.3. Challenges in Measuring Entrepreneurial Skills

Assessing innovation and entrepreneurship is inherently more complex than evaluating technical skills. Traditional assessment methods, such as exams and quizzes, are not suitable for measuring creativity, risk-taking, and problem-solving abilities (Hronich & Buckland, 2024). New assessment strategies must be developed to evaluate students' entrepreneurial capabilities, including their ability to generate novel ideas, adapt to changing market conditions, and demonstrate perseverance in the face of failure (Wang & Zhang, 2023).

## 4. Opportunities for Integrating Innovation and Entrepreneurship

### 4.1. Curriculum Reform and Entrepreneurial Modules

To effectively integrate innovation and entrepreneurship into cross-border e-commerce live streaming courses, vocational education institutions must reform their curricula. This includes the development of specialized modules on entrepreneurial thinking, innovation in e-commerce, and the specific challenges of live streaming. For instance, courses could be designed around live-streaming marketing campaigns, where students not only learn the technical aspects but also develop innovative strategies to promote products to international audiences (Beaumont-Smith, 2024). This would equip students with both the skills to operate live streaming tools and the entrepreneurial mindset needed to succeed in global markets.

### 4.2. Industry Collaboration and Experiential Learning

Strong partnerships with e-commerce companies, live streaming platforms, and industry professionals offer valuable opportunities for students to gain real-world experience. Through internships, guest lectures, and collaborative projects, students can gain insights into the challenges and opportunities that real businesses face in cross-border live streaming (Pan & Lin, 2021). For example, a collaboration with a live-streaming e-commerce platform like Taobao could allow students to work on real campaigns, analyze performance metrics, and refine their entrepreneurial strategies. Additionally, experiential learning activities, such as live-streaming competitions or entrepreneurial pitch events, provide students with opportunities to test their ideas and gain feedback from industry experts. These experiences foster the development of practical skills such as decision-making,

negotiation, and market analysis (Yun et al., 2023).

## 4.3. Simulated Entrepreneurship and Innovation through Live Streaming

Simulated business environments can be an effective way to integrate entrepreneurial activities into the curriculum. For instance, students can be tasked with creating and managing live-streaming campaigns that simulate real market conditions. By using digital platforms such as Instagram, TikTok, or YouTube, students can develop business strategies, test their ideas, and adapt their approaches based on audience feedback and market performance (Zhao, 2025). This hands-on learning experience can significantly enhance their ability to innovate and think creatively under pressure.

## 5. Promoting Entrepreneurial Mindset through Collaborative Platforms

### 5.1. Peer Learning and Mentorship

Peer learning and mentorship programs provide an excellent opportunity for students to develop entrepreneurial skills within a supportive community. Collaborative platforms where students can share ideas, discuss strategies, and receive feedback from both peers and mentors can significantly enhance their learning experience. By participating in group projects, such as planning live-streaming events or developing digital product strategies, students are exposed to a range of perspectives, which encourages creative problem-solving and teamwork (He et al., 2021). Furthermore, mentorship from successful entrepreneurs in the e-commerce sector can inspire students and provide them with practical insights into the entrepreneurial process.

### 5.2. Cross-Disciplinary Collaboration

Cross-disciplinary collaboration is another avenue for integrating innovation and entrepreneurship into e-commerce education. By encouraging students from different disciplines—such as marketing, digital media, technology, and business management—to collaborate on projects, educational institutions can foster a more holistic approach to learning. For instance, students from technical backgrounds can work with marketing students to optimize live-streaming tools, while business students can offer insights on financial models and international market strategies. This collaborative approach mirrors the diverse skill sets required in the real world of cross-border e-commerce (Cheng et al., 2023).

Such collaborations also help students understand the value of teamwork, as well as the importance of interdisciplinary knowledge in solving complex challenges in the business environment. In the context of live-streaming e-commerce, cross-disciplinary teams are better equipped to create innovative content, manage live sessions, and develop global marketing strategies that resonate with diverse international audiences.

### 5.3. Emphasizing Risk-Taking and Resilience

Entrepreneurship is often synonymous with risk-taking and resilience. For students engaged in cross-border e-commerce live streaming, developing these qualities is crucial. Failure is an inevitable part of entrepreneurship, especially in an industry as dynamic and fast-paced as e-commerce. Therefore, educational programs should encourage students to view failure as an opportunity for growth rather than a setback

(Zhou, 2023).

By incorporating experiential exercises that simulate the challenges of running a live-streaming business, educators can help students learn to embrace uncertainty and develop problem-solving skills. For example, students could be given a case where their live-streaming campaign does not perform as expected, and they would need to pivot their strategy, analyze customer feedback, and make necessary adjustments. This would encourage them to think critically about the changing dynamics of the market and develop resilience when faced with setbacks (Li & Jiang, 2022).

## 6. Building Entrepreneurial Ecosystems in the Classroom

### 6.1. Digital Entrepreneurship Ecosystems

In the context of vocational education, creating a "digital entrepreneurship ecosystem" within the classroom can foster innovation and entrepreneurial thinking. This ecosystem involves integrating technology, industry partners, and real-world applications into the educational experience. For example, educational institutions can create digital platforms where students can access resources, interact with industry leaders, and participate in live-streaming events. By immersing students in an ecosystem that reflects the realities of the cross-border e-commerce sector, they can develop a deeper understanding of the business environment and the entrepreneurial skills required to succeed in this space (Zhang, 2023).

Furthermore, educators can design curricula that not only teach students about live-streaming tools but also emphasize the role of innovation and entrepreneurship in adapting these tools to diverse global markets. For instance, students could be tasked with developing live-streaming strategies that cater to different cultural preferences, market demands, and emerging trends in international e-commerce (Wu et al., 2022).

### 6.2. Entrepreneurial Mindset as a Foundation for Career Success

The integration of entrepreneurship and innovation into cross-border e-commerce live streaming courses not only enhances students' academic experiences but also lays the foundation for their future career success. By equipping students with the skills to think entrepreneurially and innovate within the e-commerce space, vocational education programs prepare graduates to become leaders in the digital economy (Li & Zhao, 2024).

Entrepreneurial skills such as identifying market opportunities, creating value propositions, and leveraging digital platforms for global expansion are highly sought after by employers in the e-commerce sector. Therefore, students who possess an entrepreneurial mindset are better positioned to launch their own ventures or contribute meaningfully to the success of established companies (Tan & Zhang, 2022).

Moreover, as live-streaming becomes a dominant tool in the global e-commerce ecosystem, students who understand how to harness its potential creatively and strategically will be in high demand. The ability to innovate, adapt, and lead in this rapidly evolving field is a valuable asset for students, whether they choose to work in multinational companies, start their own businesses, or engage in freelance work (Liu & Wang, 2023).

## 7. Conclusion

The integration of innovation and entrepreneurship into cross-border e-commerce live streaming courses is crucial for preparing students for the challenges and opportunities of the global digital economy. By reforming curricula to include entrepreneurial thinking, fostering experiential learning, and creating supportive ecosystems for collaboration and mentorship, vocational education institutions can equip students with the skills needed to thrive in the competitive world of e-commerce.

Through the development of new business models, creative problem-solving, and resilience in the face of challenges, students will be better prepared to contribute to the future of global retail. Furthermore, by embedding entrepreneurial principles into the curriculum, educational institutions not only enhance students' employability but also empower them to drive innovation and create new opportunities within the rapidly evolving cross-border e-commerce landscape.

In conclusion, the future of vocational education in cross-border e-commerce lies in the integration of innovation and entrepreneurship. Through strategic reforms and a commitment to fostering entrepreneurial thinking, students can be empowered to shape the future of global e-commerce, contributing to both their personal success and the growth of the digital economy.

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