

An International Perspective and Theoretical Framework for the Construction of Business Courses in Private High-Tech Institutions in Shaanxi

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Abstract: This study aims to explore the international perspective and theoretical framework for the construction of business courses in private high-tech institutions in Shaanxi. With the acceleration of globalization, educational internationalization has become a crucial pathway to enhance the quality and competitiveness of higher education. Through literature review and theoretical analysis, this paper systematically examines the current research on the internationalization of business course construction both domestically and internationally. It integrates the spirit of the "Two Conferences" and current social hotspots to propose internationalization strategies and a theoretical framework for business course construction in private institutions in Shaanxi. Initially, a comprehensive review of existing literature analyzes the theoretical and practical advancements in international curriculum design, international talent cultivation models, and cross-cultural education. Subsequently, considering the actual conditions of private institutions in Shaanxi, the study explores specific paths for internationalizing curriculum construction, including the introduction of international cases, bilingual teaching, and international cooperation projects. Finally, based on theoretical analysis and literature review, a theoretical framework for the internationalization of business courses in private high-tech institutions in Shaanxi is proposed, emphasizing the importance of an international perspective in curriculum design, teaching methods, faculty development, and student cultivation. The findings indicate that private institutions in Shaanxi should actively incorporate an

international perspective into business course construction, enhancing the international competitiveness of their courses through diversified teaching methods and international cooperation, and cultivating business talents with international vision and cross-cultural communication skills. This research provides theoretical support and practical guidance for the internationalization of business courses in private institutions in Shaanxi, with significant academic and practical significance.

Keywords: Business Courses; International Perspective; Theoretical Framework; Private Institutions in Shaanxi; Internationalization of Higher Education

1. Introduction

In the context of globalization, the internationalization of education has become a significant trend in the development of higher education worldwide. Particularly in the field of business education, internationalization not only enhances the quality of education and students' international competitiveness but also promotes economic globalization and cultural exchange. As an important province in western China, Shaanxi's private higher education institutions have unique regional characteristics and strategic significance in the development of business education. Therefore, exploring the international perspective and theoretical framework for the construction of business courses in Shaanxi's private high-tech institutions is of great practical significance for promoting regional economic development and educational innovation.

1.1 Research Background and Significance

With the deepening development of economic

globalization, business education is facing unprecedented opportunities and challenges. Internationalization has become an important direction for the development of business education, which not only involves the renewal of curriculum content and innovation in teaching methods but also includes the internationalization of the faculty and the transformation of student cultivation models. Shaanxi's private universities have a certain foundation in business education, but there are still many shortcomings in the process of internationalization, such as inflexible curriculum settings, relatively scarce teaching resources, and limited international cooperation projects. Therefore, studying the international perspective and theoretical framework for the construction of business courses in Shaanxi's private high-tech institutions is of great theoretical and practical significance for improving the quality of education and cultivating business talents with an international perspective.

1.2 Review of Domestic and International Research Status

Domestic scholars such as Yu Ying [1] and Pan Jun [2] emphasize the importance of an international perspective in curriculum design. Yu Ying, based on the ESP (English for Specific Purposes) theory, discusses the internationalization of English courses in engineering colleges, proposing that curriculum content should be designed in conjunction with professional needs and international standards. Pan Jun analyzes the role of MOOCs (Massive Open Online Courses) in promoting the internationalization of private university curricula, believing that MOOCs can provide rich international educational resources, promoting the renewal and optimization of curriculum content. Scholars such as Meng Qi [3] and Mo Yuwan [4] explore different aspects of the construction path of internationalized courses. Meng Qi studies the internationalization of international business courses, proposing that the international competitiveness of courses should be enhanced by introducing international cases, bilingual teaching, and international cooperation projects. Mo Yuwan analyzes the classification, characteristics, and development trends of internationalized curriculum content from the perspective of

general education, emphasizing the foundational role of general education in cultivating students' international perspective. Scholars such as Ma Rongkang and Liu Fenghu [6], and Li Shuling [7], focus on the innovation of international talent cultivation models. Ma Rongkang and Liu Fenghu propose an outward internationalization research framework based on corporate knowledge structures and innovation network embedding, emphasizing the synergistic role of enterprises and universities in international talent cultivation. Li Shuling reviews the latest developments in the construction of foreign language disciplines and cross-cultural talent cultivation from the perspective of higher education internationalization, pointing out the key role of foreign language education in international talent cultivation.

Guan Lin, Du Ning, and He Fang [8] study the internationalization strategy of the State University of New York, analyzing the relationship between the implementation of internationalization strategies and organizational culture from the perspective of organizational culture framework theory, providing a reference for domestic universities in internationalization strategy planning. Liu Xiaoliang and Zhao Junfeng [14] study the issue of cross-border education in the United States based on Jane Knight's cross-border education theory framework, discussing the role and challenges of cross-border education in international education, providing theoretical support for domestic universities to carry out international cooperation. Ma Yongxia and Hao Xiaoling [15] study the international engineering talent cultivation model of research-oriented universities from the perspective of virtual human resource theory, emphasizing the innovative role of virtual human resources in international talent cultivation, providing new ideas for domestic universities in talent cultivation models.

In line with the spirit of the "Two Sessions," educational internationalization is not only a means to enhance the quality of higher education but also an important component of national strategy. In the current international context, educational internationalization helps to cultivate innovative talents with international competitiveness and promote the smooth flow of domestic and international dual cycles. The path and suggestions for the

internationalization of private enterprise innovation and the smooth flow of domestic and international dual cycles, based on the dual-loop springboard theory perspective, provide a reference for domestic universities in internationalization strategy planning [21]. Social hotspots such as digital transformation and green development pose new requirements for business education. Sun Chao [20] discusses the reform and construction of medical courses from the perspective of internationalization of online network courses, emphasizing the application of digital technology in course internationalization. Wang Wei [22] studies the internationalization of Shaanxi's red tourism websites from the perspective of discourse strategies, providing new ideas for cross-cultural communication in business education.

Summarizing the current domestic and international research status, Shaanxi's private universities should actively introduce an international perspective in the construction of business courses, combine the spirit of the "Two Sessions" and social hotspots, and innovate curriculum settings and talent cultivation models. Through international cooperation, bilingual teaching, online courses, and other methods, the international competitiveness of courses should be enhanced, cultivating business talents with an international perspective and cross-cultural communication skills, contributing to the nation's internationalization strategy and economic and social development.

1.3 Research Objectives and Content

This study aims to construct the international perspective and theoretical framework for the construction of business courses in Shaanxi's private high-tech institutions. The specific content includes: (1) analyzing the current situation and problems of business education in Shaanxi's private universities; (2) exploring the theoretical foundation of business course construction from an international perspective; (3) proposing strategies and paths for the internationalization of business courses in Shaanxi's private universities; (4) constructing the theoretical framework for the internationalization of business courses in Shaanxi's private universities. Through this research, the aim is to provide theoretical support and practical guidance for the

international development of business education in Shaanxi's private universities.

2. Theoretical Foundation for Business Course Construction from an International Perspective

2.1 Overview of International Education Theory

International education theory involves multiple dimensions, including the internationalization of curriculum content, teaching methods, faculty, and student cultivation models. The internationalization of curriculum content emphasizes integrating an international perspective and cross-cultural communication skills into curriculum design, enabling students to understand and adapt to the global business environment. The internationalization of teaching methods focuses on adopting diverse teaching methods such as case teaching, simulated business environments, and online learning to enhance students' practical abilities and innovative thinking. The internationalization of the faculty requires teachers to have an international educational background and teaching experience, guiding students in international exchanges and cooperation. The internationalization of student cultivation models emphasizes cultivating students' international competitiveness and cross-cultural adaptability through international cooperation projects and overseas exchange opportunities, broadening students' international perspective.

2.2 Theoretical Framework for the Internationalization of Business Courses

The theoretical framework for the internationalization of business courses includes curriculum design, teaching implementation, faculty training, and student development. In terms of curriculum design, it is necessary to combine international business environments and industry needs to design curriculum content with an international perspective, such as international marketing, international financial management, and cross-cultural communication. In terms of teaching implementation, diverse teaching methods such as case teaching, simulated business environments, and online learning should be adopted to enhance students' practical abilities

and innovative thinking. In terms of faculty training, it is necessary to strengthen international exchanges and training for teachers to improve their international teaching capabilities. In terms of student development, international competitiveness and cross-cultural adaptability should be cultivated through international cooperation projects and overseas exchange opportunities. This theoretical framework provides comprehensive guidance for the internationalization of business courses in Shaanxi's private universities.

Through the above analysis, it can be seen that Shaanxi's private universities have broad development space and significant strategic significance in the internationalization of business courses. In the future, it is necessary to further strengthen theoretical research and practical exploration, continuously improve the internationalization level of business education, and make greater contributions to regional economic development and educational innovation.

3. Analysis of the Current State of Internationalization of Business Courses in Private Universities in Shaanxi

3.1 Development History of Business Education in Shaanxi's Private Universities

The development of business education in Shaanxi's private universities has evolved from an initial stage to gradual maturity. In the early stages, due to limited resources and experience, business education focused mainly on imparting basic knowledge and catering to the domestic market's needs. With the advancement of economic globalization and the opening of the education market, these universities began to recognize the importance of international education, gradually incorporating international course content and teaching methods. In recent years, with the implementation of the "Belt and Road" initiative and the promotion of the Western Development strategy, business education in Shaanxi's private universities has encountered new development opportunities, enhancing cooperation with international universities and promoting the internationalization of courses and teaching.

3.2 Current Status of Curriculum Design

from an International Perspective

Currently, the incorporation of international elements in the business curriculum of Shaanxi's private universities has begun, but there are still some limitations. On one hand, some universities have established majors such as International Business and International Finance, integrating international cases and multinational companies' practical experiences to cultivate students' global perspective and cross-cultural communication skills. On the other hand, due to limitations in faculty strength and teaching resources, the coverage and depth of international courses need further enhancement. Moreover, the alignment of curriculum design with international market demands is insufficient, lacking in-depth analysis and forward-looking design of global business trends.

3.3 Current Status of International Talent Cultivation Models

Shaanxi's private universities have also made some explorations in international talent cultivation models. Some universities have established cooperative relationships with foreign universities, conducting student exchange programs and joint training plans, providing students with opportunities for overseas study and internships. Additionally, some universities have introduced internationally accredited business courses and teaching systems, such as AACSB and EQUIS, to enhance educational quality and international recognition. However, the implementation of international talent cultivation models still faces numerous challenges, such as students' limited language proficiency, insufficient coverage of overseas exchange programs, and a lack of international teaching resources.

4. Strategies and Paths for the Internationalization of Business Courses in Private Universities in Shaanxi

4.1 Optimization Strategies for International Curriculum Design

To optimize the international curriculum design, private universities in Shaanxi should take the following approaches:

Strengthen alignment with international markets: Conduct regular market research to understand global business trends and industry

needs, using this information to adjust and optimize course content.

Introduce more international cases and practical experiences: Use case studies and simulated business environments to enhance students' practical abilities and innovative thinking.

Enhance cooperation with international universities and enterprises: Introduce internationally accredited course systems and teaching resources to improve the international competitiveness of the curriculum.

Encourage student participation in international competitions and projects: Through hands-on activities, enhance students' global perspective and cross-cultural communication skills.

4.2 Innovation in International Teaching Methods

Innovating international teaching methods is crucial for improving educational quality. Private universities in Shaanxi should actively explore diverse teaching methods such as online learning, flipped classrooms, and blended teaching to cater to the diverse learning needs and habits of students. Additionally, strengthening teacher training and exchanges to enhance their international teaching capabilities and cross-cultural communication skills is essential. Teachers should be encouraged to participate in international research projects and academic exchanges to enrich the depth and breadth of teaching content. Finally, establishing effective teaching evaluation and feedback mechanisms is important to timely adjust teaching methods and content, ensuring optimal teaching outcomes.

4.3 Building an International Faculty Team

Building an international faculty team is vital for promoting the internationalization of business education. Shaanxi's private universities should attract and cultivate teachers with international backgrounds and experiences through various means, such as providing opportunities for overseas study, establishing international faculty positions, and creating teacher exchange mechanisms with international universities. Strengthening teachers' professional development and incentive mechanisms is also necessary to enhance job satisfaction and teaching

enthusiasm. Additionally, encouraging teachers to participate in international cooperation projects and research can improve their international perspective and teaching abilities. Finally, establishing a support system for the international development of teachers by providing necessary resources and support is essential to ensure the continuous development of the faculty team.

4.4 Exploring International Student Cultivation Models

Exploring international student cultivation models is key to enhancing students' international competitiveness. Shaanxi's private universities should expand students' global perspective and cross-cultural communication skills through various means, such as conducting overseas exchange programs, introducing internationally accredited course systems, and encouraging student participation in international competitions and projects. Enhancing students' language abilities and professional skills to improve their overall quality and employment competitiveness is also crucial. Establishing effective student support and guidance systems to provide necessary resources and support ensures students' holistic development. Finally, strengthening cooperation with international universities and enterprises through practical projects can enhance students' global perspective and cross-cultural communication skills.

Through the above analysis and discussion, it is evident that Shaanxi's private universities have made some progress in the internationalization of business courses, yet they still face numerous challenges and opportunities. Future efforts should focus on further theoretical research and practical exploration to continuously enhance the level of internationalization in business education, contributing more significantly to regional economic development and educational innovation.

5. Construction of a Theoretical Framework for the Internationalization of Business Courses in Shaanxi's Private Universities

5.1 Theoretical Support for International Curriculum Construction

The theoretical support for international

curriculum construction involves multiple aspects, including globalization theory, cross-cultural education theory, and educational internationalization theory. Globalization theory emphasizes the importance of global economic integration and cultural exchange, providing a macro background and theoretical foundation for the internationalization of business courses. Cross-cultural education theory focuses on educational exchanges and learning processes in different cultural contexts, offering methodological guidance for cross-cultural teaching in business courses. Educational internationalization theory explores how to integrate international perspectives and global competitiveness into curriculum design and teaching processes from the perspective of educational systems and teaching practices.

In practice, Shaanxi's private universities should combine their characteristics and regional advantages to construct a business curriculum system that meets international standards. This includes introducing internationally recognized business course standards such as AACSB and EQUIS accreditation systems and advanced international teaching concepts and methods such as case teaching, simulated business environments, and online learning. Additionally, enhancing cooperation with international universities and enterprises through joint training, student exchange, and faculty visits is crucial to improve the international competitiveness of the curriculum and broaden students' global perspectives.

5.2 Theoretical Model of International Teaching and Learning

The theoretical model of international teaching and learning involves multiple dimensions, including teaching content, teaching methods, learning processes, and evaluation mechanisms. In terms of teaching content, it is important to incorporate elements such as international business environments, cross-cultural communication, and global market trends to cultivate students' global perspective and cross-cultural abilities. In terms of teaching methods, diverse approaches such as case analysis, group discussions, and simulated business decisions should be adopted to stimulate students' interest in learning and innovative thinking. Regarding the learning

process, students should be encouraged to participate in international exchanges and practical activities to enhance their comprehensive qualities and practical abilities through hands-on experiences. In terms of evaluation mechanisms, a diversified evaluation system should be established to comprehensively consider students' knowledge acquisition, skill application, and attitude performance to evaluate their learning outcomes comprehensively.

When constructing a theoretical model of international teaching and learning, Shaanxi's private universities should focus on the integration of theory and practice, continuously reforming and innovating teaching to improve teaching quality and students' international competitiveness. Additionally, strengthening teacher training and exchanges to enhance their international teaching capabilities and cross-cultural communication skills is essential to provide high-quality international education for students.

5.3 Theoretical System for International Talent Cultivation

The theoretical system for international talent cultivation involves multiple aspects, including talent cultivation objectives, cultivation models, cultivation paths, and cultivation outcomes. In terms of talent cultivation objectives, the focus should be on cultivating business talents with a global perspective, cross-cultural communication abilities, and global competitiveness. In terms of cultivation models, diverse approaches such as international cooperative education, overseas exchange programs, and international internship opportunities should be adopted to broaden students' global perspectives and practical experiences. In terms of cultivation paths, a systematic curriculum system and teaching plan should be constructed, providing diverse learning options and development paths based on students' individual needs and career development plans. In terms of cultivation outcomes, effective evaluation and feedback mechanisms should be established to timely adjust cultivation strategies and teaching content to ensure the quality and effectiveness of talent cultivation.

When constructing a theoretical system for international talent cultivation, Shaanxi's

private universities should focus on integrating theory and practice, continuously reforming and innovating teaching to improve teaching quality and students' international competitiveness. Additionally, strengthening cooperation with international universities and enterprises through joint training, student exchange, and faculty visits is crucial to improve the international competitiveness of the curriculum and broaden students' global perspectives.

6. Conclusions and Recommendations

6.1 Research Conclusions

Based on the analysis of the current state and theoretical framework construction of the internationalization of business courses in private universities in Shaanxi, the following conclusions are drawn: (1) While progress has been made in the internationalization of business courses in Shaanxi's private universities, issues such as inflexible curriculum settings, relatively scarce teaching resources, and limited international cooperation projects still exist. (2) The theoretical support for international curriculum construction involves multiple aspects including globalization theory, cross-cultural education theory, and educational internationalization theory, providing a macro background and theoretical foundation for the internationalization of business courses. (3) The theoretical model of international teaching and learning encompasses multiple dimensions such as teaching content, teaching methods, learning processes, and evaluation mechanisms, offering methodological guidance for the internationalization of business courses. (4) The theoretical system for international talent cultivation involves multiple aspects including talent cultivation objectives, cultivation models, cultivation paths, and cultivation outcomes, providing comprehensive guidance for the internationalization of business courses.

6.2 Policy Recommendations

Based on the above research conclusions, the following policy recommendations are proposed: (1) Strengthen cooperation with international universities and enterprises through joint training, student exchange, and faculty visits to enhance the international competitiveness of the curriculum and broaden

students' global perspectives. (2) Introduce internationally recognized business course standards such as AACSB and EQUIS accreditation systems, as well as advanced international teaching concepts and methods such as case teaching, simulated business environments, and online learning. (3) Enhance the training and exchange of teachers to improve their international teaching capabilities and cross-cultural communication skills, providing high-quality international education for students. (4) Establish a diversified evaluation system that considers students' knowledge acquisition, skill application, and attitude performance to comprehensively evaluate their learning outcomes.

6.3 Research Prospects

Future research could further explore the following aspects: (1) Conduct in-depth analysis of specific cases of the internationalization of business courses in Shaanxi's private universities, summarizing successful experiences and existing problems. (2) Study the relationship between international curriculum construction and regional economic development, exploring how international education can promote the transformation and upgrading of regional economies. (3) Investigate the relationship between international talent cultivation models and students' career development, researching how international education can enhance students' employment competitiveness and career development potential. Through these studies, deeper theoretical support and practical guidance can be provided for the internationalization of business courses in Shaanxi's private universities.

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