Empirical Economics Letters, 25 (10): (October 2026), pp. 29-38 ISSN 1681 8997
https://doi.org/10.5281/zenodo.23267684

Practice-Oriented Learning and Human Capital Development in Higher Education: Evidence from a Cross-Border E-Commerce Course

Deng-Yuan Ji*
Department of International Business,
Chung Yuan Christian University, Taoyuan, Taiwan

Abstract: This study examines whether practice-oriented learning contributes to human capital development by enhancing students' marketing management professional competency in an undergraduate Cross-Border E-Commerce course. The results indicate that students' professional competency improved significantly after participating in the course. Learning engagement was positively associated with post-course professional competency after controlling for baseline competency, whereas learning motivation showed a positive but statistically insignificant relationship. The findings provide empirical evidence that practice-oriented learning enhances marketing management professional competency and highlight the importance of learning engagement in competency development within business education.

Keywords: Practice-Oriented Learning, Professional Competency, Learning Engagement, Business Education, Cross-Border E-Commerce

JEL Classification Number: A20, I23, J24

* Corresponding author. Email: dyji0425@gmail.com