

College Students' Opportunities and Challenges in Innovation and Entrepreneurship Based on "Internet Plus"

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Abstract. In order to provide better support and encourage college students to innovate and start their own business after graduation, literature research, case analysis, data analysis, interviews and other methods were used with its focus on the analysis of college students' innovation and entrepreneurship opportunities and challenges in the "Internet Plus" era. Also, corresponding countermeasures and suggestions were put forward. The research results showed that the study not only played a great role in promoting the vigorous development of college students' innovation and entrepreneurship, but also could improve the success ratio of college students' "Internet Plus" innovation and entrepreneurship, and help college students to achieve their own life value in the "Internet Plus" era. It can thus be seen that college students' self-employment can solve employment difficulties and promote economic and social development in China.

1. Introduction

With the continuous development of Internet technology, human society has entered a new era of information-based social development — the era of Internet economy. At present, a new round of technological revolution is underway. The information economy is expanding globally, and China has also entered the stage of information economy and realized the transition from "Plus Internet" to "Internet Plus." The "Internet Plus" model in China developed from the full application in the tertiary industry to the gradual penetration in the first industry and the second industry, and it can be seen clearly that the Internet economy has become a new kinetic energy in the economic development in China [1]. College students have a comparative advantage in "Internet Plus" innovation and entrepreneurship. For college students today, the Internet has been a part of their daily lives and they can use the Internet platform more familiarly to obtain the information needed, so that they can grasp the opportunities for innovation and entrepreneurship more easily in the "Internet Plus" era [2]. From this point of view, "Internet plus" innovation and entrepreneurship has become one of the patterns that college students are more inclined to choose in their innovation and entrepreneurship project activities. The "Internet plus" era provides more favourable conditions for college students' innovation and entrepreneurial activities. Thus, in view of the "Internet plus" era, college students' innovation and



entrepreneurship not only have a profound and significant impact on their future personal development, but also contribute greatly to the development of Chinese economy [3].

2. Literature Review

With the advent of the “Internet Plus” era, the network infrastructure has been increasingly perfected, and the innovation and creativity have been continuously enhanced. The development of the Internet platform and the breakthrough of the network information technology have had an unignorable impact on promoting the transformation and upgrading of China’s economic structure.[4] According to data analysis in the “*Digital Transformation in China: The Impact of the Internet on Productivity and Growth*” published by the McKinsey Global Institute, more and more successful cases of “Internet Plus” innovation and entrepreneurship have emerged in China in recent years, which can be used for reference and inspiration by other college students [5].

At present, college students’ “Internet plus” innovation and entrepreneurship in China is still at an early stage of development, and it is relatively less studied by the academic community. However, there is no doubt that college students’ “Internet plus” innovation and entrepreneurship will be given more attention and will be studied more in the coming period. And with a new generation of information technology continuing to make breakthroughs in the development, “Internet plus” will be applied in a wider range and in a deeper level in economic and other social fields, which will in turn lead to major changes in human production methods and lifestyles. So, “Internet plus” will become a booster and an engine for college students’ innovation and entrepreneurship [6]. College students in China should seize this golden opportunity and make full use of the special advantages of their own as well as that entrusted by the times to further promote their “Internet plus” entrepreneurial innovation activities, and constantly inject new vitality and new momentum into China’s economic development [7].

3. Methodology

3.1. Research ideas

“Internet plus” action plan is needed in improving the traditional Internet industry and gaining further development in Chinese economy, and it is a product of the big data era and cloud computing. The requirements for college students’ “Internet plus” innovation and entrepreneurship are relatively low, so it is a relatively easy task comparing to the entity entrepreneurship. At present, college students in China have made use of the Internet platform to innovate and start their own business. This has become a relatively common social phenomenon. In the “Internet plus” era, college students’ “Internet plus” innovation and entrepreneurship can greatly relieve the pressure on employment in society. Although college students have more advantages in innovation and entrepreneurship than other social groups in the “Internet Plus” era, it is undeniable that there are still many problems and challenges in this process. Even though it brings unprecedented opportunities for innovation and entrepreneurship to college students, opportunities and challenges do coexist, for the “Internet Plus” brings opportunities for innovation and entrepreneurship to the students at universities, and at the same time, it brings challenges too. Considering the above analysis, especially the analysis of the challenges faced by college students in their innovation and entrepreneurial activities in the “Internet Plus” era, the government will propose countermeasures and suggestions according to different causes of the problems to promote the flourishing development of college students’ “Internet Plus” innovation and entrepreneurship.

3.2. Research methods

First, literature analysis. In the process of writing, a large number of documents, including related articles and books on “Internet Plus”, innovation and entrepreneurship, college students’ innovation and entrepreneurship, etc. were read and analyzed. Also, relevant statistical data from the National Bureau of Statistics and other relevant departments were consulted, and the views of experts and

scholars at home and abroad were collated and summarized so as to grasp the forefront trends in related fields and enrich the theoretical basis of the article.

Second, a combination of qualitative and quantitative methods. The paper collected data for collation and summarization. Through descriptive statistical analysis, deep excavation, and detailed description of the current situation, opportunities, and challenges in college students' innovation and entrepreneurship in China, support was provided for future countermeasures and suggestions.

Third, data analysis. This article obtained relevant research data provided by data centres such as China Internet Information Center, Analysys, and iResearch etc. through online media, which provided reliable data information for this paper.

Fourth, case study. The article analyzed the opportunities and challenges in college students' "Internet plus" innovation and entrepreneurship. It also combined the countermeasures and suggestions which were put forward with one of the most successful cases of college students' innovative enterprises "Are you hungry?" in analysis so that other college students' could learn from the experience and gain some inspiration in their own "Internet plus" innovation and entrepreneurship.

Fifth, interviews. During the writing process, we contacted and conducted in-depth interviews and communications with a large number of college students who were innovative entrepreneurs by making use of the opportunity of working at the Sichuan Normal University's Admissions and Employment Department. We even participated in the actual innovation and entrepreneurship process in person to experience the opportunities and challenges encountered by college students and feel the hardships in the process of innovation and entrepreneurship.

4. Results and discussion

4.1. Overview of college students' "Internet Plus" innovation and entrepreneurship

The development of "Internet Plus" technology not only affects the social and economic changes, but also provides a broad platform for college students' innovation and entrepreneurial activities. "Internet Plus" is not only a change in the way of thinking, but also a change in the economic model. The "Thirteenth Five-Year Plan" proposed that "It is necessary to invigorate the vitality of innovation and entrepreneurship, to promote public entrepreneurship and innovation and implement the leadership plan for college students' employment promotion and entrepreneurship in order to promote youths' employment and entrepreneurship." College students "Internet Plus" innovation and entrepreneurship refers the behaviour of college students who use the value-added services provided by the Internet to gain benefits and achieve business success. When talking about the main work points of 2016, Premier Li Keqiang pointed out we should make use of the multiplier effect of using innovation and entrepreneurship as well as "Internet plus" to gather public wisdom. Therefore, the country should support and encourage college students in "Internet plus" innovation and entrepreneurship and implement a new round of "College Students' Entrepreneurship Leadership Plan". The development of college students' innovation and entrepreneurship has a positive effect on the development of China's economy and other social fields, and is an important part of China's innovation-driven development strategy. The importance of college students' "Internet Plus" innovation and entrepreneurship is mainly reflected in the following aspects, as shown in Figure 1.

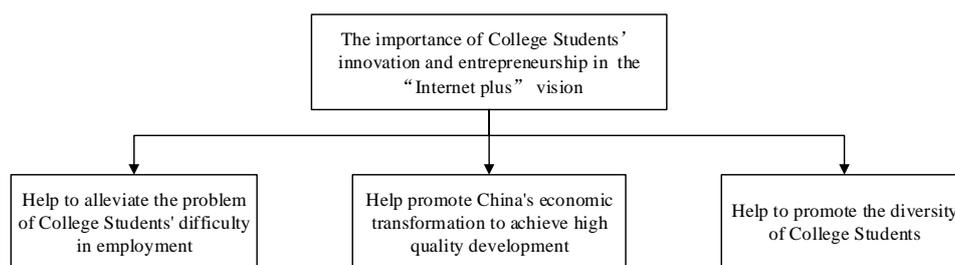


Figure 1. The importance of College Students' innovation and entrepreneurship

4.2. The opportunities and challenges of college students' "Internet Plus" innovation and entrepreneurship

Innovation is the primary driving force for development. It can promote the wide application of big data, Internet, cloud computing, and mobile Internet, and accelerate the deep integration of "Internet Plus" with traditional industries. It can also promote the rapid growth of emerging industries and create a new engine for China's economic development. The government work report of the Two Sessions of 2016 emphasized that policies would be tilted toward new momentum, new industries, and new forms of business. That's because the Chinese government had realized that these new industries, new technologies, and new formats represented by "Internet Plus" could create conditions for the transformation and upgrading of traditional industries. There is no doubt that college students are the most innovative and creative groups. Driven by the wave of innovation and entrepreneurship in the whole society, colleges and universities as well as central and local governments at all levels have actively put forward various policies and measures to encourage and support college students' innovation and entrepreneurship, which has greatly stimulated the enthusiasm of innovative entrepreneurs. The development of the new generation of information technology has profoundly affected the development of social economy and provided numerous new opportunities for college students' innovation and entrepreneurship activities. To accelerate the development of a new wave of innovation in entrepreneurship, we must grasp the opportunity of "Internet Plus". The opportunities are mainly reflected in the following aspects, as shown in Figure 2.

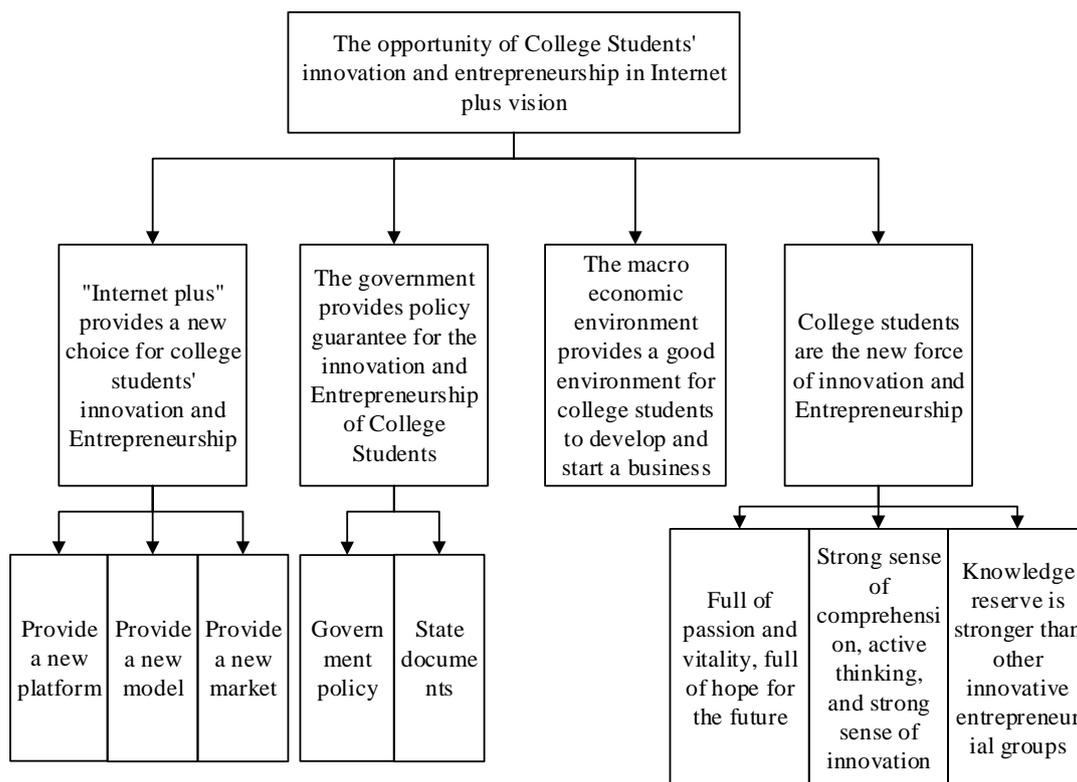


Figure 2. The opportunity of College Students' innovation and entrepreneurship

However, opportunities and challenges coexist, and "Internet Plus" has brought many opportunities as well as challenges for colleges students in their innovation and entrepreneurship. Figure 3 lists some of the challenges faced by college students in innovation and entrepreneurship.

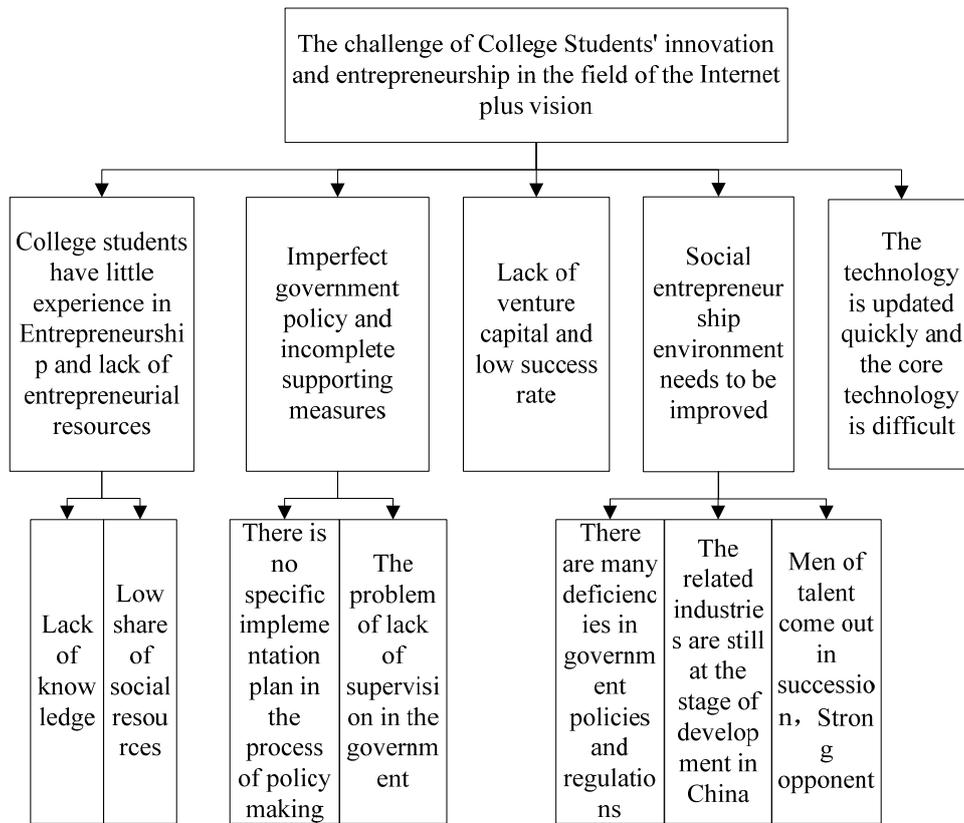


Figure 3. The challenge of College Students’ innovation and entrepreneurship

4.3. Countermeasures and suggestions for college students’ “Internet Plus” innovation and entrepreneurship

To sum up on the basis of the above analysis and understanding, the problems and challenges encountered by college students in the process of innovation and entrepreneurship must be supported and solved by all parties of society in order to improve the success rate of college students’ “Internet Plus” innovation and entrepreneurship. Specific suggestions are: to improve college students’ own entrepreneurial quality (Figure 4), strengthen government support (Figure 5) and optimize the social environment (Figure 6) and other aspects.

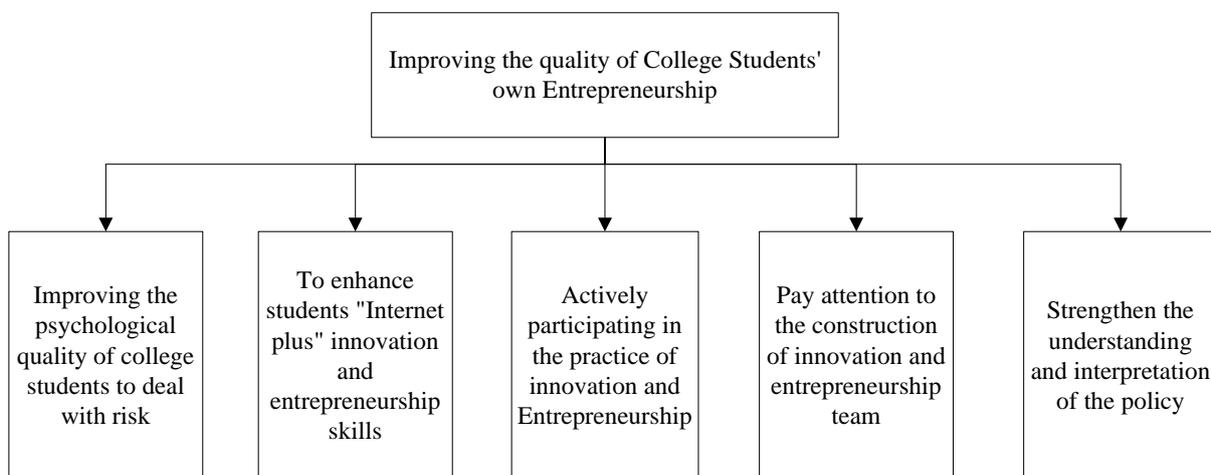


Figure 4. Improving the quality of College Students’ own Entrepreneurship

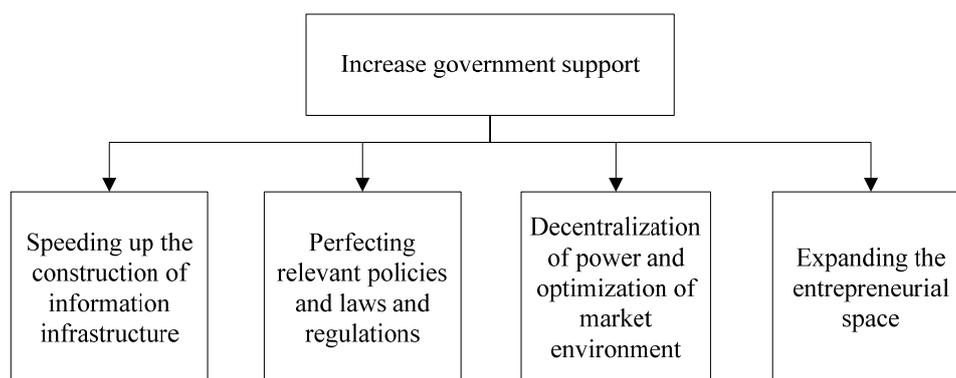


Figure 5. Increase government support

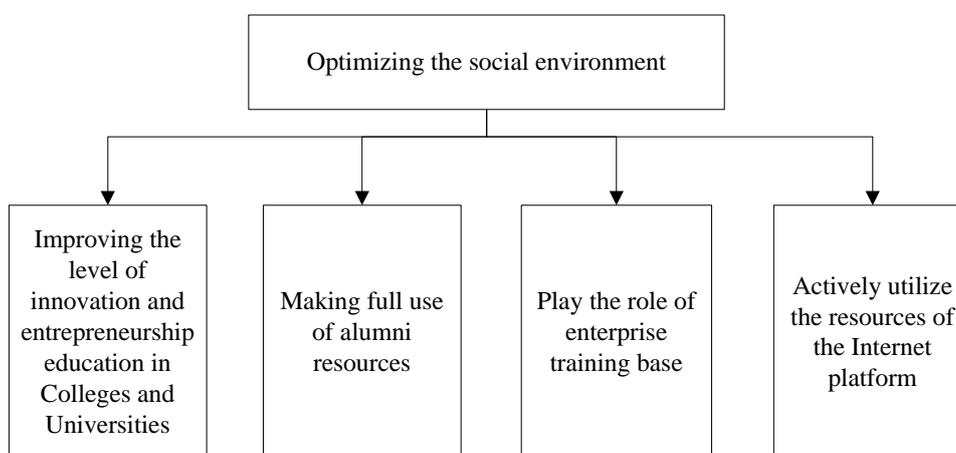


Figure 6. Optimizing the social environment

5. Conclusion

As a new force for innovation and entrepreneurship, college students' innovation and entrepreneurship have both unique advantages and broad prospects for development which provide a good chance for success for college students. However, opportunities and challenges always coexist and there are many problems and challenges too for college students to face during their process of innovation and entrepreneurship. Thus, the government, universities, and the society must work together to make college students' "Internet plus" innovation and entrepreneurship be a common consensus so as to encourage and attract more excellent college students to participate in the "Internet plus" innovation and entrepreneurship. This will help to improve college students' entrepreneurial spirit and innovative ability and promote the vigorous development of college students' "Internet Plus" innovation and entrepreneurship so that the success ratio of college students' "Internet plus" innovation and entrepreneurship in China can be improved and the college students' value of life in "Internet plus" can be realized. In addition, the employment difficulties for college students in China can be further solved and the economic and social development can be greatly promoted

Acknowledgements

The authors acknowledge the Science and technology project of Jiangxi Provincial Education Department (grant no. GJJ161528)

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