

## Research on Current Situation, Problems and Countermeasures of Female Innovation and Entrepreneurship in New Era

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**Abstract:** In the new era, China's economy has developed steadily, moderately, rapidly and with high quality. The development of economy also has an important impact on female innovation and entrepreneurship in China. This paper analyses the current situation and problems of Chinese female innovation and entrepreneurship in the new era and gives suggestions of strengthening knowledge training, obtaining family support and broadening financing channels to provide some references for the relevant researchers.

### 1. Current Situation of Female Innovation and Entrepreneurship in New Era

Encouraging female independent innovation and entrepreneurship is not only an important measure to reduce the pressure of social employment [1]. At the same time, it is also an important way to help women establish a correct concept of life and realize the social value of life. With the advent of the Internet era, women have gained more resources in the process of self-development, and their own awareness of self-cultivation, success, communication, family and development has been rapidly strengthened. Women themselves have constantly improved their awareness and ability of innovation and entrepreneurship, and actively engaged in the ranks of entrepreneurship. Under the background of rapid economic development in China, the steady development of the Internet era in China has a vivid vitality for the development of traditional economy, which can effectively adjust the industrial structure and promote the efficient and sustainable development of industry. Internet economy has become an indispensable part of China's economic development and the adjustment of social industrial structure. In the process of social development, under the mechanism of industrial restructuring, female entrepreneurship has become a practical social problem. With the deepening of the concept of equality between men and women, the dominant position of Chinese women in social activities is becoming more and more obvious, which has a very important impact on political, economic and social development. In the process of social transformation, the impact of the Internet is crucial. In the process of social and economic structural transformation, the demand for talent's subjective initiative is very important. In the process of women's employment and entrepreneurship, because the social security system is not perfect enough, the test of women's labor force results in unbalanced development between men and women. As an integral part of the process of social transformation, women have obvious effects and significance on economic development and self-employment [2].

### 2. Problems of Female Innovation and Entrepreneurship in New Era

#### 2.1 Insufficient Knowledge Reserve

With the rapid economic development, the Internet continues to deepen. Women in the new era are not fully in place to deepen the Internet. Therefore, under the combined mechanism of Internet and entrepreneurship, people do not have a comprehensive understanding of the professionalism of new technology and information technology in the new era, which leads to entrepreneurship requirements and the overall quality and ability of entrepreneurship are all hard indicators. Under this mechanism,

the effectiveness of Network Entrepreneurship must have a high demand for in-depth understanding of Internet knowledge, dialysis and proficiency in operation, as well as professional skills under information technology. Most of the entrepreneurs choose to focus on the market for a short time, and the depth of market research is limited. Market positioning is not accurate, product technology content is low, business scope is narrow. Most of the female entrepreneurs are engaged in industries that have nothing to do with their majors, neglecting the ability of technological innovation, and failing to give full play to their professional expertise. Female entrepreneurs often lack market awareness, do not understand consumer demand, and know little about competition. At the same time, shallow experience, insufficient business experience, as well as insufficient funds and social relations restrict the company's development; because women have the characteristics of meticulous and flexible, for women who lack social experience and funds, it is appropriate to choose the service sector entrepreneurship according to their own meticulous, patient and good communication characteristics. The third information technology industry revolution, the productivity represented by the Internet, has changed the original production relations. Compared with ten years ago, entrepreneurship today has a higher degree of specialization, and the characteristics of entrepreneurship driven by technology are obvious. The vast majority of the main business of enterprises are distributed in the Internet, software and information services, machinery and equipment manufacturing, medical, professional consulting services and other fields [3].

## **2.2 Inadequate Family Support**

Family environment has a far-reaching impact on the initial personality shaping of individuals. From childhood, parents treat their children differently, indulge in unrestrained and more energy and money for men, and instill in women the idea of gentleness and obedience that they should belong to the "good wife and good mother" type, while in the workplace, fighting is the embodiment of men's achievements. This greatly weakens women's entrepreneurial motivation and performance. Women are an important role of a family, which undertakes the heavy tasks of completing housework, caring for the elderly, raising children and so on. With the opening of ideas, women begin to go out of their homes and engage in social work. However, the inherent family role of women will follow suit, and it will not be changed or alleviated because of their participation in work. Both family and work must be taken into account. For entrepreneurs, the tedious family affairs will distract their energies, so that they can not devote their energies to entrepreneurship wholeheartedly. Influenced by traditional concepts, most women have strong dependence mentality, attaching importance to family and undertaking, and the number of women who start their own businesses is less. Even if they have entrepreneurial motives, they will be confused by both family burden and social public opinion. The general subjective view of society is that women's professional skills and management abilities are relatively weak, underestimating their real strength, resulting in difficulties in external credit financing, coupled with inadequate government support, starting funds required for entrepreneurship constitute a barrier to women's entrepreneurship. Female start-ups tend to be small in scale, low in technical level and lack of innovation. The market in the fields concerned tends to be saturated, the profit margin is small and the development potential is limited. However, they are facing fierce market competition. Professional skills, managerial ability and service level are the basis for new start-ups to gain a foothold. In the fair market competition, women will not enjoy any preferential policies because of gender. How to resist the competitive pressure of open market is a problem that female entrepreneurs need to consider [4].

## **2.3 Venture Capital Shortage**

In reality, the objective situation of women's independent entrepreneurship is not optimistic and ideal. The examination and approval of bank loans requires strict evaluation of the applicant's credit system. However, women have just entered the society, and the personal establishment of their credit system is not perfect, which directly leads to the failure of the examination and approval of bank loans. Women's independent entrepreneurship is limited by objective conditions, and its scale is generally small, which is not dominant in enterprise loans in China. Therefore, it can be said that it is

very difficult for women to obtain venture capital through bank loans. In many European and American countries, the way of obtaining venture capital through venture capital is a very common phenomenon in the early stage of women's independent entrepreneurship. However, in our country, venture capital is not ideal in obtaining funds for women's independent entrepreneurship. Restricted by our country's still imperfect female credit system construction and women's lack of practical experience in enterprise control, many venture capital enterprises do not invest limited funds in female entrepreneurship projects in order to ensure their own investment safety and reduce investment risk. Although, in recent years, with the continuous attention of the state and society to women's independent entrepreneurship, many local government organs have also introduced corresponding policies to guarantee women's independent entrepreneurship micro-loans. However, the government's investment is limited by the objective situation of reality. Compared with the increasing number of female entrepreneurs, it is very limited, and it is difficult to solve this problem fundamentally.

### **3. Countermeasures of Female Innovation and Entrepreneurship in New Era**

#### **3.1 Strengthen Knowledge Training**

With the rapid development of the Internet, the Internet has become a craze of the Internet economy. Under these conditions, people catch up with me in the Internet economy craze, lack of innovative mechanisms, resulting in an embarrassing position of the Internet economy. In today's Internet economy, the actual impact on women's entrepreneurship is nothing less than Taobao store entrepreneurship and micro-business entrepreneurship by software. Because these two ways do not require too much capital investment, know the professional knowledge and skills requirements are not very high, the scope of risk-taking is not very large. No one knows that the development of the times is the development of subjective initiative. In order to eliminate the unfavorable factors for women's entrepreneurship in the general environment, it is necessary to make the concept of equality between men and women deeply rooted in the hearts of the people, so that people are no longer bound by the traditional shackles. Only in this way can women be better placed in a dominant position in the process of entrepreneurship, and the same position as men in the process of entrepreneurship. Lack of vitality, creativity and diversity in the process of entrepreneurship will become obstacles in the process of entrepreneurship. Business management is a highly practice-dependent professional behavior. Whether someone in the family does business or has done business for a period of time, women's entrepreneurship often has a high degree of correlation with previous work, belonging to the same industry or related fields. The accumulation of business experience can improve the success rate of women's entrepreneurship, which is an additional component of women's entrepreneurship. With the rapid development of economy, employment and entrepreneurship market have high requirements for the comprehensive and innovative development of talents. In this case, with the rise of various training institutions, it provides favorable conditions for Chinese women to start their own businesses. At the same time, it is also a shortcut for rapid entrepreneurship through professional skills training. In order to promote the development of Internet economy, the government has increased financial expenditure on professional skills training in employment and entrepreneurship market to promote the development of internet economy in China, and at the same time to provide a good opportunity for women entrepreneurship in China.

#### **3.2 Obtain Family Support**

Family is the basic unit of human life, which determines people's learning and living environment and personality accomplishment, and plays a key role in women's entrepreneurship. Parents should treat their children equally, give them the same educational opportunities and training mode, abandon traditional ideas, and guide their children to set up lofty ideals and aspirations. Family members should give entrepreneurs sufficient understanding, support and pertinent suggestions, share family affairs together, and lighten women's family burden properly so that they can devote themselves

wholeheartedly to entrepreneurship activities. Governments, families and enterprises constitute the external environment of entrepreneurship, and women themselves are the main body of entrepreneurship. Female entrepreneurs should grasp market opportunities, face up to their abilities, dare to compete fairly with men, strengthen entrepreneurial motivation, and properly improve risk tolerance while considering carefully. Women communicate with their families in time before starting a business, avoid unnecessary contradictions, rationally allocate working and living time, and properly handle career and family relations. Female entrepreneurs should seize every opportunity to improve their abilities, actively participate in the training and practice provided by their enterprises and institutions, or self-study some training courses that can effectively improve professional skills and management skills. Women will inevitably encounter a variety of practical problems in the process of entrepreneurship, so it is necessary to fully understand the preferential policies and procedures of women entrepreneurship, and master the necessary legal and business knowledge. Although the status of family husband and wife, economic structure, educational level and ideological openness have been significantly improved in China, family and social environment conducive to innovation and entrepreneurship are gradually forming. We should shape the valuable recognition of women's entrepreneurship through entrepreneurship education, encourage grass-roots entrepreneurship by the government to form a feasible identity of women's entrepreneurship, and support the equality of men and women's entrepreneurship by family.

### **3.3 Broaden Financing Channels**

As we all know, entrepreneurship is a hard and difficult process. How to see the rainbow is the best witness of the road to entrepreneurship. Because women encounter more difficulties and problems than men in the process of entrepreneurship, they are also more vulnerable than men to bear. Therefore, under this mechanism, we must strengthen the protection of women's rights and interests in the process of entrepreneurship. The government and society should provide necessary public relations support for women entrepreneurs and provide some follow-up guarantees for women entrepreneurs in the process of entrepreneurship, so that women entrepreneurs can insist on entrepreneurship and better entrepreneurship. As the carrier of women's entrepreneurship in China, the government should provide effective support and more protection for women's rights and funds in the process of entrepreneurship. In reducing the cost and conditions of entrepreneurship, raising the standards of entrepreneurial subsidy, and improving the level and capability of entrepreneurial services, all kinds of media should publicize the policies and information about women's entrepreneurship, give full play to the integration effect of existing policies, and guide women to seize the new opportunity of "Internet +" to enjoy more business system reform, tax relief, small and micro enterprise development, e-commerce and so on. Support policy. Extensive policy publicity services, using various media platforms, expert interpretation, centralized training, consultation and exchanges and other ways to help women understand and understand entrepreneurship policies, and provide policy guarantees for their smooth development of entrepreneurship.

### **4. Conclusion**

To sum up, in the new era of rapid economic development, it is a good thing for Chinese women in the process of entrepreneurship. However, there are some problems in the process of women's entrepreneurship in China, which are the factors that hinder women's entrepreneurship. With the rapid development of the Internet economy, the Internet + mode of female entrepreneurship has also injected new vitality into the economic structure.

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