

Innovation Entrepreneurship and Economic Paradigm Shift under Sharing Economy

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Abstract: With the continuous development of information technology, sharing economy was born, which has a great impact on innovation entrepreneurship. Sharing economy pays attention to the integration of decentralized resources and the ingenious application of the Internet, which leads to new ideas for the development of social economy. This paper mainly analyzes the sharing economy under the Internet revolution and the impact of sharing economy on innovation entrepreneurship, discusses the profound changes under the Internet economy paradigm, and puts forward the operation rules of industry, economy and society under the Internet economy paradigm in order to provide some reference for the development of innovation entrepreneurship. This research shows that sharing economy has changed the traditional way of economic organization, reduced the cost of production, guided more enterprises and institutions to participate in the sharing economy, and utilized this economic situation to integrate social resources and promote the development of innovation entrepreneurship. Also, the economic paradigm has changed and innovated in many aspects, such as economic situation, industrial structure, social operation, etc., forming a new economic situation and improving people's production and life.

1. Introduction

Under the background of Internet, sharing economy represented by “Didi Taxi” and “Bicycle-sharing” based on the Internet has been born, which can also be called “shared economy”. The main characteristics of this new economic model are the sharing and leasing among individual consumers, which has brought a certain impact on innovation entrepreneurship and promoted it into a new era through the rapid development in combination with Internet technologies.

2. The Sharing Economy under the Internet Revolution

2.1 The Overview of Sharing Economy

Sharing economy refers to the use of modern information technology such as the Internet to integrate and allocate some relatively decentralized resources, to provide people with a variety of services, which is the sum of economic activities. It is a new economic form after the emergence of the information technology era. With the development of the Internet, Internet of things, big data and so on, it provides a strong technical guarantee for the development of sharing economic form. The arrival of the information society has brought a huge impact on the market economy. It is changing from “taking enterprise as center” to “taking customer as center”, paying more attention to the people-oriented and sustainable development. The birth of sharing economy conforms to the new economic concept of the information society, and establishes a new concept of development and consumption. In addition, sharing economy is also a way to connect the supply and demand of the optimal allocation of resources. With the help of the network, the supplier and the demander are connected, some idle and scattered resources are quickly integrated, and supply and demand are quickly matched, building a new form of transaction and reducing the transaction cost.

2.2 The Characteristics of Sharing Economy

2.2.1 Technology

With the continuous development and wide application of the Internet as well as the rapid popularization of intelligent terminals, mobile payment and location-based services become more common and convenient, which makes the supply and demand sides establish a fast and convenient trading channel. The internet only provides efficient and convenient technical services for it and fully connects the two.

2.2.2 Behavior

Sharing economy is mainly through connecting the owner and the user, providing services such as leasing for the user, fully mining the maximization of resources, but the final ownership is still in the hands of the supplier and the user provides an appropriate amount of money to obtain the use time. This behavior characteristic of sharing economy will promote its penetration into more fields.

2.2.3 Culture

Sharing economy promotes social interaction among human communities. Through this economic behavior, people can realize the needs of sharing and daily application. At the same time, it also permeates the awareness of environmental protection and practices the concept of ecological environmental protection.

2.2.4 Subject

The subject characteristic lies in the participation of the masses and the penetration of sharing economy into the society, the contact with enough suppliers and demanders as well as the establishment of a sharing platform to fully contact both sides. The openness of the Internet provides effective conditions for the realization of this characteristic. In the sharing economy, there are only enough demanders. The greater the probability of transaction, the greater the economic benefits the supplier will get. The supplier will provide services according to the real needs of the demander and promote each other to maximize the advantages of the sharing economy.

2.2.5 Object

Idle resources are common in society, such as limited space, vehicles and so on. Sharing economy is to integrate these idle resources and present them through the Internet platform to provide good services for people in need. After the integration of these decentralized resources, they will play the most effective role, meet the diversified needs, and realize the rapid flow and efficient allocation of resources.

3. The Impact of Sharing Economy on Innovation Entrepreneurship

The emergence of sharing economy brings new ideas and approaches to innovation entrepreneurship, making it easier. Enterprises and individuals can rent equipment, workshops, etc. according to their own needs, making the socialization of production requirements more universal and convenient, and it is easier for enterprises to innovate. For entrepreneurs, sharing economy reduces the risk of entrepreneurs and provides them with a brand-new platform and ideas. The development of sharing economy has changed the traditional way of economic organization, reduced the cost of production, guided more enterprises and institutions to participate in the sharing economy, and utilized this economic situation to integrate social resources and promote the development of innovation entrepreneurship.

3.1 The Development of Innovation under the Sharing Economy

The innovation activities carried out by enterprises are generally based on technological innovation and development, with scientific researchers as the main body of innovation work. This process is relatively long and there are many obstacles, which is not conducive to the rapid

development of enterprises. The emergence of sharing economy provides new ideas for the innovation of enterprises. It takes users as the center, demand development as the guide, and social practice as the carrier of innovation. Its main characteristics are open innovation, relying on the Internet and giving full play to the advantages of information technology to promote innovation and development. The innovation and development of enterprises will promote the formation and development of the new generation of information technology, provide a broader platform and way for the development of sharing economy, and improve the application efficiency of cloud computing, Internet of things, big data, etc. In the process of innovation, some improvements have been made in terms of innovative product positioning, resource integration and development mode, focusing on the construction of open platform, attracting more users to participate in the whole process, and paying attention to the value and function of social network and open platform in the innovation process. In terms of product positioning, we should pay attention to personalized market segmentation and terminal hardware products.

3.2 The Development of Entrepreneurship in the Sharing Economy

Sharing economy is a successful case, relying on the Internet for development. In the process of entrepreneurial development, the Internet is bound to become its development pillar and promote the innovation of entrepreneurial ecosystem. The application of the Internet provides a broader platform for entrepreneurship. Entrepreneurs can use the online platform to obtain the information they need and integrate the existing resources, so as to strengthen the communication between innovation entrepreneurship and elements and build an open market. Users and entrepreneurs can communicate directly through the Internet, providing a more convenient way for information feedback. In addition, online platforms provide entrepreneurs with symbiotic entrepreneurial communities and more open space. Compared with the traditional forms of entrepreneurship, entrepreneurship under the Internet has been greatly changed and innovated in the source of opportunity, the field of entrepreneurship, and the integration of resources. Internet entrepreneurship pays more attention to the promotion of technology, obtains the scattered resources through crowdfunding, builds the network platform, and provides network services. The risk of entrepreneurship has been greatly reduced, the field of entrepreneurship has been broadened, and the main body of entrepreneurship has been unrestricted, which has brought people new forms of innovation.

4. The Profound Changes under the Economic Paradigm of Internet Technology

Paradigm refers to the collection of unified values and technologies shared by members of the community, which is applied to the economy to form the economic paradigm. The economic paradigm refers to a set of general principles of technology or organization as an attempt. In the context of the Internet, the economic paradigm has been integrated with new technology and new concepts, and profound changes have been carried out to promote the whole thing into a new state, stimulate the potential of the economic paradigm, and play more value. Production factors are no longer traditional labor and technology, but more emphasis on the integration of network resources, data, knowledge and other aspects. The mode of production has been transformed from specialized large-scale to popular and personalized services, and the Internet operation platform based on the Internet has been built. In terms of resource allocation, the allocation means are optimized and the production cost is reduced. Enterprise organizations are mainly network enterprises and ecological communities. Generally speaking, under the background of the Internet, the economic paradigm has changed and innovated in many aspects, such as economic situation, industrial structure, social operation, etc., forming a new economic situation and improving people's production and life.

5. Conclusion

To sum up, the mature development and wide application of the Internet have improved people's way of life, optimized the economic structure system, and formed a new economic form based on

the Internet, which has a certain impact on innovation entrepreneurship and the economic paradigm shift. In the form, enterprises and individuals need to seize the opportunity to introduce the Internet to build a new production and operation structure and mode so as to promote the rapid development of innovation entrepreneurship and integrate the social scattered idle resources, providing more abundant resources for innovation entrepreneurship, reducing the risk of entrepreneurship and difficulty of innovation and promoting the rapid development of enterprises.

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