

Research on the Dilemma and Path of College Students' Internet Entrepreneurship under the Background of Mass Entrepreneurship and Innovation

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Abstract: As the number of college graduates increases year by year, the social phenomenon and social problems of college graduates who are unemployed are sharply highlighted; at the same time, government investment is weak, and employment pressure is increasing. In such situations, encouraging college students to become entrepreneurs has become the most important stimulating points and breakthroughs of economic development in the future, and the strategic decision of mass entrepreneurship and innovation came into being. Under the background of mass entrepreneurship and innovation, college students' Internet entrepreneurship has become a trend; on the one hand, it closely follows the pace of the development of the Internet, which helps to achieve technological breakthroughs and industrial renewal; on the other hand, it increases the chances of success in university entrepreneurship and has eased the degree of employment pressure, but there are still a series of problems such as lack of experience, limited path and insufficient support. On the basis of summarizing and analyzing the previous studies, this paper expounds the background and policy connotation of the mass entrepreneurship and innovation strategy, the current status of Internet entrepreneurship and existing problems, and analyzes the dilemma of college students' Internet entrepreneurship under the background of mass entrepreneurship and innovation, and proposed corresponding solutions for those problems. The research results of this paper provide a certain reference for the government to encourage the university students to start their own Internet entrepreneurship and to further carry out the theoretical research on college students' Internet entrepreneurship in the context of mass entrepreneurship and innovation.

1. Introduction

The transformation of higher education from elite to mass has provided abundant talent reserves and strong impetus for economic and social development; however, the increasing employment of college graduates has also brought about increasingly intense employment pressure. In this context, the call for mass entrepreneurship and innovation and the subsequent series of supporting incentives in the government work report provide a new guiding direction for innovatively solving the employment and entrepreneurship of college students, as well as higher education. The talent training model poses new challenges, prompting colleges and universities to innovate and cultivate students' entrepreneurial ability to adapt to the new employment situation, and will become the top priority of higher vocational college education [1]. The mass entrepreneurship and innovation proposal provides favorable external conditions for college students' entrepreneurship, and government agencies have opened many college students' entrepreneurial bases. In addition, many colleges and universities have also established their own entrepreneurial parks to support college students' entrepreneurship and encourage them. Moreover, many colleges and universities specifically allocate funds to support college students' entrepreneurship, and their entrepreneurial ability is constantly improving. Even in the case that various conditions are not perfect, the prospects for entrepreneurial development of college students are still broad.

Building an innovative country as a breakthrough in cultivating the ability of college students'

innovation and entrepreneurship is not only a realistic need to build an innovative country, but also a necessary measure to alleviate the increasingly severe employment situation of current college students. In the Internet era, social and economic activities are more interactive and change faster. While bringing a lot of opportunities, they also have enormous challenges. Therefore, the road to innovation and entrepreneurship of college students in the Internet age cannot be smooth and smooth, and it will face many difficulties. At present, college students' entrepreneurial talents in the university environment will basically choose to start a business in the Internet space, intending to use the information dissemination advantages and new media technology advantages of the Internet to enhance the probability of successful entrepreneurship. But although most college students have a willingness to start a business, the number of college students who can complete entrepreneurship in the Internet plus concept is relatively small. College students' Internet entrepreneurship is divided into three stages: the initial stage is the formation of entrepreneurial consciousness, which needs to be further strengthened; the combination of college students' entrepreneurship and the Internet has formed different types of entrepreneurship, and the entrepreneurial enthusiasm of college students has been improved, and their experience is more abundant. In the development stage of the Internet under the background of mass entrepreneurship and innovation, college students are recognized by the society and the society also gives more support [2].

On the basis of summarizing and analyzing the previous studies, this paper expounds the background and policy connotation of the mass entrepreneurship and innovation strategy, the current status of Internet entrepreneurship and existing problems, and analyzes the dilemma of college students' Internet entrepreneurship under the background of mass entrepreneurship and innovation, and proposed corresponding solutions for those problems; the research results of this paper provide a certain reference for the government to encourage the university students to start their own Internet entrepreneurship and to further carry out the theoretical research on college students' Internet entrepreneurship in the context of mass entrepreneurship and innovation. The detailed chapters are arranged as follows: Section 2 introduces the dilemma of college students' Internet entrepreneurship in the context of mass entrepreneurship and innovation; Section 3 proposes the approach of college students' Internet entrepreneurship in the context of mass entrepreneurship and innovation; and Section 4 is the conclusion.

2. Dilemma of College Students' Internet Entrepreneurship under the Background of Mass Entrepreneurship and Innovation

Under the background of mass entrepreneurship and innovation, college students' Internet entrepreneurship has become a trend; however, most of the college students' Internet entrepreneurship has not achieved great success or even failed. The reason for this is that the students themselves are mainly due to lack of experience and approach limitations. Although the enthusiasm of college students for entrepreneurship is very high, due to the relatively limited resources of entrepreneurial education in colleges and universities and the lack of understanding of students themselves, the students do not have enough experience in the process of entrepreneurship. At the same time, because the understanding of entrepreneurial projects is often combined with the majors they have learned, they are limited to the scope of their own learning in the choice of entrepreneurial approach, and can not identify and explore better entrepreneurial projects in the market. In order to achieve greater success, college students' Internet entrepreneurship must go beyond the dilemma of lack of experience and path limitations, improve their entrepreneurial ability and quality, build an entrepreneurial team, and get out of the entrepreneurial development path that suits their own characteristics.

In the process of entrepreneurship, college students are generally lacking in financial resources and human resources. At the beginning of the venture, most of them are the process of capital consumption. Ample capital support has become a necessary condition for the project to pass the initial stage. However, the lack of funds is a common predicament for college students who are still in the stage of reading and consumption. Many college students need their parents to pay for their own business. Some college students can get some support, but they are still in a good salary. After

college students enter the society, they face an unfamiliar environment. College students' innovation and entrepreneurship expose many problems. The orientation of social innovation and entrepreneurship environment guides the development direction of college students' innovation and entrepreneurship. In the social environment, due to the new bottlenecks of college students' innovation and entrepreneurship, if the entrepreneurial pressure of the social environment is added, it may cause college students to give up their business quickly. The connection between social enterprises and college start-up companies and the support for talent training will help college students get out of the dilemma of innovation and entrepreneurship as soon as possible [3].

The difficulty in implementing government policies and the weak enforcement of local governments is another dilemma for college students' Internet entrepreneurship. Mass entrepreneurship and innovation has been promoted to become one of the dual engines of national growth and economic transformation, showing the government's emphasis on entrepreneurship and innovation. However, the support given in the implementation of the policy is insufficient, and the venture capital is difficult to put in place. At the same time, individual local governments are not able to actively implement support policies. In the name of encouraging higher vocational college students to conduct Internet entrepreneurship, in fact, the higher vocational college students of Shaanxi Institute of engineering often face the shortage of funds and cumbersome procedures in the process of Internet entrepreneurship, which makes it difficult for higher vocational college students to realize the real dream of Internet entrepreneurship.

Mass entrepreneurship also puts strict requirements on college teachers. In the past, teachers did not pay attention to innovation and entrepreneurship education. Classroom education was only a theoretical teaching, and it was impossible to provide students with practical opportunities. Students' understanding of dual innovation was not deep enough. At the current stage, some colleges and universities cannot solve the problem of cultivating professional teachers needed for innovation and entrepreneurship education in a short period of time, which makes the dual-innovation education form a vicious circle. Although the first-level teaching is carried out, the final result is not satisfactory, and the quality entrepreneurship can be cultivated. The team is also very limited. At the present stage, in the process of carrying out double-education education in colleges and universities, the resources used in teaching materials are not perfect, and the content involved in the textbooks is not novel enough, leading to the disconnection between innovation and entrepreneurship education and college students' subject teaching and Internet operations. The university's innovation and entrepreneurship curriculum system needs to be further improved. Some colleges and universities only set up entrepreneurship as elective courses, or organize double-creation education in the form of employment lectures. The curriculum system is relatively imperfect and it is impossible to launch a more systematic Internet entrepreneurship education.

3. Approach of College Students' Internet Entrepreneurship under the Background of Mass Entrepreneurship and Innovation

First of all, we must update the concept of entrepreneurship, face the big environment of mass entrepreneurship and innovation and Internet plus, abandon the impetuous psychology of blind optimism and eagerness for success, pay more attention to the development trend of our own profession and the Internet industry, and cultivate new things and new things. The insight of business opportunities, the establishment of Internet thinking, contingency thinking and innovative thinking; secondly, consciously broaden the knowledge, learn and master professional knowledge, learn business management, network technology, etc. through elective courses, off-campus online open courses, and so on. Knowledge, actively participate in the school's entrepreneurial competition, entrepreneurial incubation and other activities to exercise their practical ability, while accumulating resources and experience in the process, improve the awareness and acumen of entrepreneurship, and enhance the possibility of entrepreneurial success; cultivate a variety of skills, so that you have the courage and strength to meet the difficulties of entrepreneurship, and respond to the challenges of the mass entrepreneurship and innovation era with a positive and optimistic attitude [4].

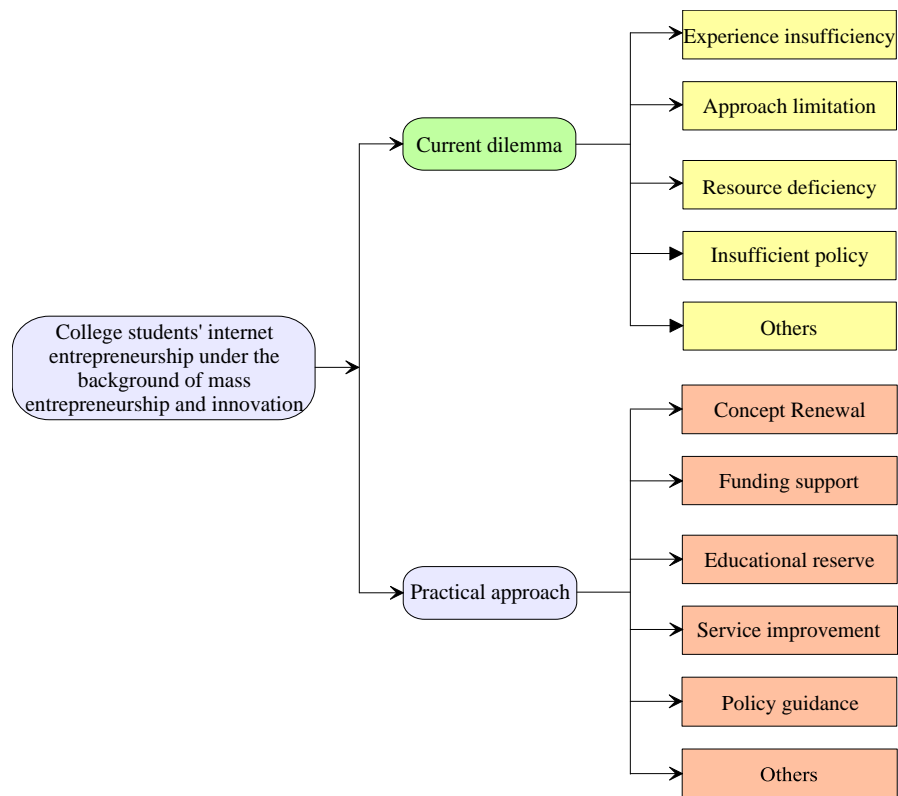


Figure 1. College Students' Internet Entrepreneurship

In the era of Internet, the biggest problem facing college students' innovation and entrepreneurship is the lack of start-up funds. As the initiator of the dual-initiative activities, the government can increase the support for college students' entrepreneurship from the following two aspects: First, the government set up a college student entrepreneurship support fund. For entrepreneurial projects with good market prospects, we will directly give a certain amount of unpaid financial support, and strive to stimulate the entrepreneurial and innovative spirit of college students. Second, the government departments will cooperate with banks to set up low-interest loans for college students to innovate and start businesses. The government as a loan guarantor gives preferential interest rates. If the repayment period cannot be repaid in time, the bank can provide repayment service appropriately. If the university student fails in business, the government can give the bank certain compensation. And the bank will jointly bear the pressure of college students' entrepreneurial failure; in addition, the government should further expand the fund supply channel, fully tap the financial resources that have advantages in the financial resources, and provide certain entrepreneurial support funds through cooperation with local enterprises and resident state-owned enterprises.

Schools should improve their educational support for college students' entrepreneurship and encourage students to start their own businesses. At the same time, they must improve the rationality of students' entrepreneurship. Schools can open courses related to entrepreneurship, so that college students have a comprehensive understanding of entrepreneurship, avoiding behavioral errors due to lack of cognition, leading to wrong development direction or some internal contradictions. Schools also promote entrepreneurship in education, encourage students to start a business, and provide a reference for their rational analysis of entrepreneurship. For example, before a student conducts a business, he or she can consult with relevant teachers and evaluate the feasibility of the project, avoiding impulsive impulses, forming an irrational entrepreneurship, wasting money and energy; this approach can improve the overall success rate of entrepreneurship. It is conducive to the formation of a good entrepreneurial atmosphere and promotes the healthy development of college students' entrepreneurship [5].

In order to increase the success rate of college students' entrepreneurship, we should further improve the public services for college students and other groups. First of all, in addition to

simplifying the cumbersome administrative examination and approval, it is more important to educate and educate college entrepreneurs to understand the meaning of each administrative examination and approval and what kind of administrative approval is required. Secondly, the relevant public service platforms and institutions should be jointly established by the government and the society. Third, the analysis of the market at this stage is still based on experience. Few people conduct scientific analysis on the market. Therefore, the analysis of these markets becomes very expensive. The government can lead some social service organizations to organize this market information and share them for compensation. This will not only reduce the cost of entrepreneurs to understand the market, but also benefit the development of the market in the long run.

4. Conclusions

The transformation of higher education from elite to mass has provided abundant talent reserves and strong impetus for economic and social development; however, the increasing employment of college graduates has also brought increasing employment pressure; in this context, the government The call for mass entrepreneurship and innovation and a series of supporting incentives introduced in the work report provide a new direction for innovatively solving the employment and entrepreneurship of college students. In the process of college students' entrepreneurship, they face difficulties such as lack of experience, limited approach, lack of financial and human resources, difficult implementation of government policies, and insufficient entrepreneurship education. In the face of these dilemmas, we must first update our entrepreneurial concept, cultivate insights into new things and new business opportunities, and establish Internet thinking, contingency thinking and innovative thinking. Secondly, we must set up college students' entrepreneurial support funds and set up low-interest for college students to innovate and start businesses, loans and other means to solve the problem of insufficient funds; also, the school should improve the educational support for college students' entrepreneurship, and encourage students to start their own businesses, and at the same time, improve the rationality of students' entrepreneurship; finally, we should further improve the public services for college students and other groups.

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