

Research on the Transformation of Scientific and Technological Innovation Achievements in “Da Chuang” Project

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Abstract—Improving the transformation rate of “Da Chuang” project results is the ultimate goal of this study, and it is also the most important task and development direction of “Da Chuang” project. Strengthening process-oriented management is one of the ways to improve the transformation of research results. This paper takes the university’s “Da Chuang” project as the research platform, and carries out targeted selection, guidance and key cultivation. Through the docking with enterprises to achieve rapid transformation of results and benign operations, it also drives more students to work and serve the western region.

Keywords—“Da Chuang” Project; Process management; Science and Technology Achievements; School-enterprise docking; Transformation of results

I. INTRODUCTION

“Da Chuang” Project is the abbreviation of College Students' Innovation and Entrepreneurship Training Program. Through the implementation of national-level college students' innovation and entrepreneurship training program, we will promote the transformation of educational ideas and concepts in higher education institutions, reform the talent training model, strengthen the training of innovation and entrepreneurship, and enhance the innovative ability of college students and their entrepreneurial ability on the basis of innovation. Cultivate high-level innovative talents that meet the needs of innovative country construction. In recent years, the university students' innovation and entrepreneurship training program has been launched on a large scale in China's colleges and universities. At present, the Higher Education Department of the Ministry of Education has approved the examination and approval of only 40,000 national-level college students' innovation and entrepreneurship training program[1]. At present, the Higher Education Department of the Ministry of Education has reviewed and approved about 40,000 national-level university students' innovation and entrepreneurship training programs[2]. Involving 115 universities and 31 provincial colleges and universities, the number of participating students is as high as 200,000 person-

times, among which 246 items were successfully declared in 2018 of our university's “Da Chuang” project[3]. But behind the great participation enthusiasm of all walks of life, high investment and low social output are a serious fact. Improving the transformation of research results is an important issue that needs to be solved urgently in the current healthy development of “Da Chuang” training programs.

II. REASONS FOR LOW CONVERSION RATE OF DA CHUANG PROJECT RESULTS

The state focuses on cultivating college students' innovative spirit, entrepreneurial awareness and innovative entrepreneurial ability, promoting students' all-round development, and cultivating high-level innovative talents that meet the needs of innovative national construction[4]. In order to make college innovation and entrepreneurial bases better and promote college students' self-employment work, the Ministry of Education requires that on the basis of professional education, it is necessary to change educational ideas and update educational concepts to enhance students' sense of social responsibility, innovation and entrepreneurship[5]. Focusing on consciousness and entrepreneurial ability, vigorously promoting innovation and entrepreneurship education in higher education institutions, and continuously improving the quality of personnel training[6]. Although there are a large number of “Da Chuang” projects, the conversion rate of results is not high. This paper lists the following problems in the implementation of the project.

A. The market positioning is unclear and the control is not strict

In the project phase, the unclear market positioning of the research objects and the lax review of the project are important reasons for the low conversion rate of the results.

B. The project implementation process emphasizes theory and light application

The project implementation process is a process of transforming ideas into scientific theories or concrete objects. It is also a crucial period for injecting technical characteristics and improving the conversion rate of results. Students often try

1. Educational science research project of Qiqihar University, youth important items (2017092).

2. Heilongjiang university education reform project (SJGY20180565).

3. In 2018, the Ministry of Education Industry-University Cooperation Collaborative Education Project (201801174033).

4. Heilongjiang Province Educational Science 13th Five-Year Plan for the Year of 2017 - Provincial Youth Special Project (Project No. GBD1317145)

to experiment with the perfection of test data, less considering the complexity of the process and Controllability, narrow process window, contrary to industrial production orientation.

C. Conclusion evaluation results, light process

Most of the project final review tends to quantitatively evaluate the number of academic papers published, the grade

and type of journals, and the lesser choice of students' innovative performance in the research process and the potential application value of the results as the main evaluation indicators[7]. The result of the evaluation of the evaluation is easy to lead the students to eager for quick success and can't concentrate on research, innovation and quality of completion, the market is difficult to accept.

D. Limited market development and poor marketing channels

The transformation of results is inseparable from the channel construction, but the main body of the "Da Chuang" project - students, subject to academic pressure, time, experience and other factors, unable to expand their own marketing channels.

III. SUGGESTIONS ON IMPROVING THE TRANSFORMATION OF DA CHUANG PROJECT RESULTS

Unifying the undergraduate talent training program and the company's own technological innovation needs, and integrating it into the construction of college students' "Da Chuang" projects[8]. The practice process of "Da Chuang" Project has created a good opportunity for enterprises to select outstanding talents[3]. At the same time, the transformation of results will directly apply the results of student projects to the production practice of enterprises, resulting in real economic benefits. Promote the combination of "Da Chuang" project and enterprise production, and improve the implementation quality of "Da Chuang" project.

A. Emphasis on product market positioning in the project phase

Only by fully understanding the market, accurately locating market demand, and developing marketable products can we win the market, and then we can effectively transform the results of innovations.

B. Focus on process management of project implementation

Process management is a key period for the injection of technical characteristics of "Da Chuang" project, focusing on the connection of process detail management and technical standards, which can effectively promote the transformation of project results.

C. Strengthen process evaluation and reduce result evaluation

Advocating process evaluation management, attaching importance to the guiding role of innovative thinking training in the evaluation index of answering questions[2]. For the theoretical research type evaluation indicators should pay attention to the theoretical innovation, the application research type evaluation indicators should pay attention to the research

methods or process innovation, while taking into account the practicality and market application prospects.

D. Multi-channel broadening product conversion channels and providing comprehensive support services

On the one hand, support policies can be introduced to encourage students to use their own scientific and technological innovations to start their own businesses; on the other hand, improve and improve the school-enterprise docking platform, adopt a linkage mechanism, complement each other's advantages, and complete the rapid transformation of scientific and technological innovation results.

IV. RESEARCH METHODS AND WAYS TO IMPROVE THE TRANSFORMATION OF DA CHUANG PROJECT ACHIEVEMENTS

In the process of researching problems, this paper comprehensively uses research methods such as literature research, comparative analysis, and empirical research.

A. Literature research method

This paper comprehensively collects research literature on the transformation of "Da Chuang" project results and the process management of "Da Chuang" project. tracks the frontiers of academic research, understands the latest research trends in the transformation of "Da Chuang" project achievements, and lays a theoretical foundation for improving the transformation rate of "Da Chuang" project achievements.

B. Comparative analysis

This paper compares the status quo of the transformation of "Da Chuang" project achievements in the developed areas and the development of innovative entrepreneurship education activities, finds the obstacles in the transformation of the achievements of the "Da Chuang" project in the region, and provides reference for the development of the transformation of the "Da Chuang" project results in the region.

C. Empirical analysis

Taking Qiqihar University's "Da Chuang" project as an example, combined with the specific situation of our university's "Da Chuang" project, we will establish an effective school-enterprise docking method and conduct empirical analysis to improve the school's achievement conversion rate.

V. KEY ISSUES TO IMPROVE THE TRANSFORMATION OF DA CHUANG PROJECT ACHIEVEMENTS

A. The experimental research results can't meet the needs of enterprises, and the ability to connect with enterprises is weak

Large and medium-sized enterprises often have a large number of technical research and development departments, with strong research funds, and project research has strong systemic and planning characteristics; Micro-small enterprises are trapped by their own technology and capital constraints, pursuing "short", "flat" and "fast" in product development and technology absorption[9]. The research content of "Da

Chuang” training project is relatively simple, lacking systematicity and continuity, and the technology maturity is low, which hinders the absorption and transformation of enterprises.

B. Less marketing channels and weak promotion ability

At present, due to the high academic pressure of students in school, time, energy, experience, marketing funds, etc. are limited, unable to expand marketing channels on their own, and generally rely on the two channels of results promotion and patent licensing. However, such channels have fewer audiences, poor timeliness and low promotion efficiency, which has seriously restricted the promotion of results.

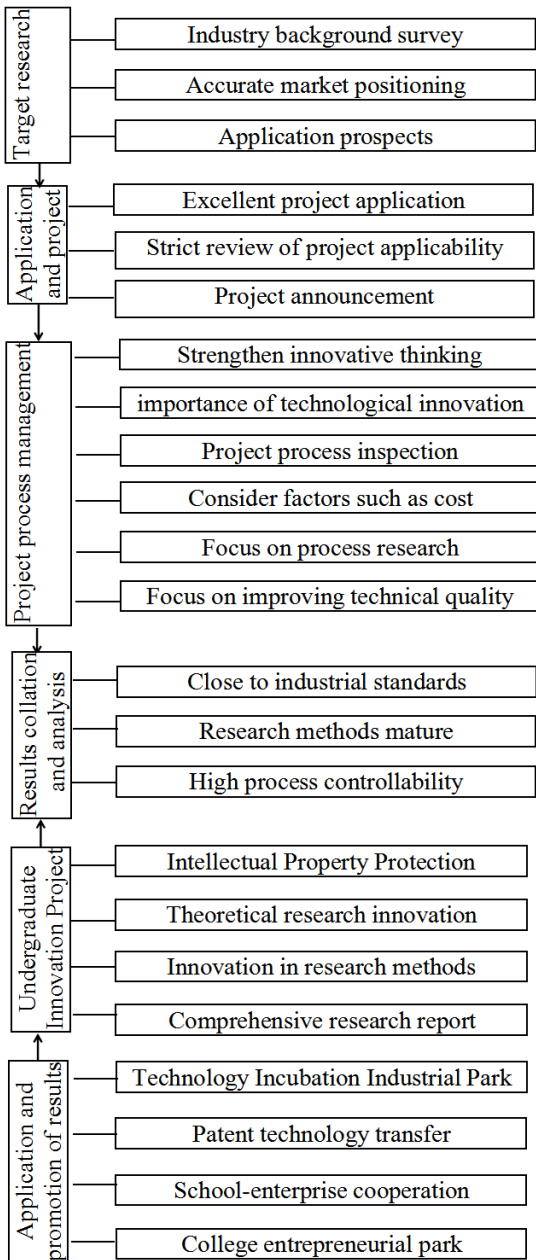


Fig. 1. Flow chart of research approach

VI. CONCLUSION

In order to improve the market transformation of the research results of the current college students' innovation and entrepreneurship training activities, this paper analyzes the current situation of the activities and finds out the reasons for the low conversion rate of some achievements. Analyze the reasons for the low conversion rate of “Da Chuang” project results; Propose effective measures to increase the rate of conversion of results, and point out the difficulties that may be encountered in the transformation of results. This paper believes that process-oriented management can effectively improve the transformation of results.

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