

Research on the Status and Cultivation Path of College Students' Innovation and Entrepreneurship Ability under the Background of "Internet Plus"

Jingyao Liu^{1,a}, Ning Tang^{2,b,*}

¹ Hohai University, Changzhou 213022, China

² School of Business Administration, Hohai University, Changzhou 213022, China

^aliujy0217@163.com, ^btangning1998@gmail.com

*Corresponding author

Keywords: Internet Plus, College students, Innovation and entrepreneurship

Abstract. The report of the 19th National Congress of the Communist Party of China clearly proposed to promote the deep integration of the Internet and the real economy, accelerate the construction of innovative countries. As the builders of the new era, college students should seize the new opportunities of innovation and entrepreneurship brought by "Internet Plus". This study summarized the opportunities and challenges of innovation and entrepreneurship in the era of "Internet Plus", and conducted in-depth field investigation to colleges and universities in Changzhou to understand the innovation and entrepreneurship status of college students. Then from the perspective of individuals, governments, universities, and enterprises, explore the cultivation path of college students' innovation and entrepreneurship ability under the background of "Internet Plus".

1. Introduction

Entering the information age, the Internet has become an important engine for economic development. According to statistics and forecasts, the Internet will likely contribute 7%-22% of GDP growth to China in the next decade. Therefore, at the Third Session of the 12th National People's Congress, Premier Li Keqiang first proposed the "Internet Plus" action plan in the government work report and raised it to the national level. "Internet Plus" is to deeply integrate the innovation of the Internet with all aspects of the economy and society. At the same time, since the 18th National Congress of the Communist Party of China, the Party Central Committee with Comrade Xi Jinping as the core has placed innovation at the center of the overall development of the country and vigorously promoted entrepreneurship and innovation. Therefore, the combination of "Internet Plus" with innovation and entrepreneurship can provide more ideas for innovation and entrepreneurship, together with a broader platform.

In terms of subjective conditions, the 2017 China University Student Entrepreneurship Report has shown that Chinese college students' willingness to start a business continues to rise, and 26% of college students have strong willingness. In terms of objective conditions, today's severe employment situation has forced more college students to choose to start their own businesses. According to statistics from the Ministry of Human Resources and Social Security, college graduates will reach new heights in 2019. The gradual increase in the number of college graduates highlights employment pressure. However, while creating more opportunities for innovation and entrepreneurship in the era of "Internet Plus", innovation and entrepreneurship also face challenges, mainly in the following: entrepreneurs lack sufficient mature experience to learn from; "Internet Plus" government sector regulation and supervision lag; the current education system has not established a systematic talent training mechanism for the emerging thing of "Internet Plus"; lack of core competitiveness and have low survival probability. Therefore, through the tripartite mechanism of government, universities and enterprises, actively exploring the cultivation path and improving the ability of college students to innovation and entrepreneurship is the key to catch up with the trend of "Internet Plus".

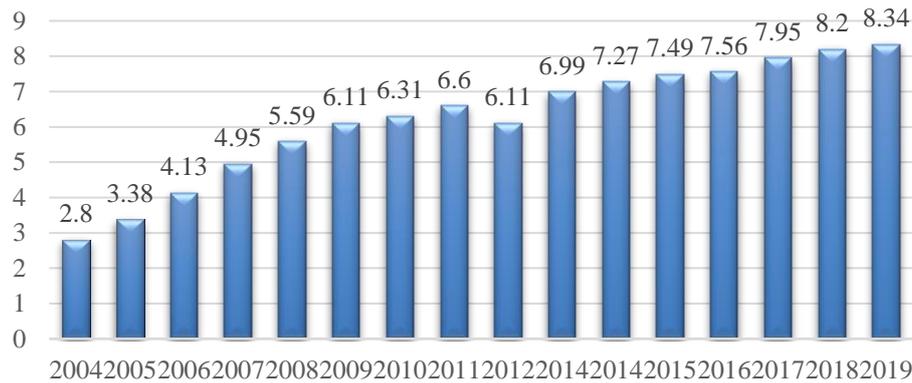


Fig. 1 Number of college graduates nationwide from 2004 to 2019 (million people)

2. Literature review

Domestic and foreign scholars have conducted a lot of discussion on college students' innovation and entrepreneurship education, especially since the "Internet Plus" was proposed by the Chinese government in 2015.

In terms of concept expression, Chen HL(2017) integrated innovation and entrepreneurship, and believed that innovation education and entrepreneurship education are actually an organic unity[1].

In terms of the advantage of "Internet plus innovation and entrepreneurship", Cai YZ(2016) believed that the light asset characteristics of "Internet Plus" can effectively integrate resources, reduce equipment investment in the initial stage of innovation and entrepreneurship[2].

In terms of problems, Cheng et al. (2015) believed that college students in the "Internet Plus" era were faced with the problem of unstandardized network behavior, lack of operational management mode[3]. Yang YP(2016) summarized the problems of college students' innovation and entrepreneurship from the perspectives of students, schools and government[4].

In terms of training paths, Xu et al. (2015) pointed out that under the new normal, the joint efforts of government, universities, enterprises, and individual were needed to guide students to stimulate the enthusiasm for innovation and entrepreneurship[5].

The concept of "Internet Plus" has not been proposed in foreign countries, but the innovation and entrepreneurship education in colleges and universities started earlier and developed well, which can provide effective reference for the development of innovation and entrepreneurship education in Chinese universities. Hu et al. (2013) introduced the innovation and entrepreneurship models of American colleges and universities in detail. Among them, Babson college had perfect system of innovation and entrepreneurship. From the shallower to the deeper, it gradually designed a set of courses, which met the need from the freshman to senior undergraduate and it can be seen from table 1[6].

Table 1. Babson College Undergraduate Innovation and Entrepreneurship Course

The first year	The second year	The third year	Fourth year
New Innovation and Entrepreneurship Course Experience	Accelerated entrepreneurship course	Create entrepreneurship corporate finance entrepreneurship programs family management mechanisms venture capital and value-added capital	Start up Case Study Marketing Strategy

Xie LL(2010) believed that Japanese colleges and universities have gradually formed the concept of entrepreneurship education with "entrepreneurship spirit" as the main line[7].

The existing literature has achieved certain results in the research of "Internet plus innovation and entrepreneurship", but there are still some shortcomings: firstly, there is a lack of practical investigation of colleges and universities; secondly, lack of relevant research on how to integrate the Internet, mobile Internet, big data, cloud computing technology under the "Internet Plus" environment

to provide a practical education information platform for college students' innovation and entrepreneurship; finally, the existing research mostly summarizes the three aspects of concept, challenge and measures, which lacks detailed research on a certain aspect. Therefore, this paper took the colleges and universities in Changzhou as the main body of investigation, investigated the status of college students' innovation and entrepreneurship in the background of "Internet Plus", and put forward the cultivation path from all parties in combination with the "Internet Plus", which has strong practicability.

3. College students' innovation and entrepreneurship

The study took Changzhou as an example to study four colleges in Changzhou, including Changzhou University, Hohai University, Jiangsu Institute of Technology, and Changzhou Institute of Technology; and five higher vocational colleges, including Changzhou Information Technology College and Changzhou Textile and Apparel Technical College, Changzhou Engineering Vocational and Technical College, Changzhou Light Industry Vocational and Technical College, Changzhou Electromechanical Vocational and Technical College. A questionnaire survey was conducted and 180 valid questionnaires were collected. The following analysis was based on the survey data.

3.1 Background research

According to the survey results, 50% of students basically understand the concept of "Internet Plus", but 41% of them do not know about it. Only 9% of people know the meaning and function of "Internet Plus", indicating this concept remains at a more abstract policy level and lacks an easy-to-understand interpretation. Most people are very optimistic about the prospect of "Internet plus innovation and entrepreneurship", 59% think that it has a lot of room for development, 37% worry that it will be limited in the future, but still optimistic.

As far as individual students are concerned, only 15% of students tend to start their own business after graduation, while 44% and 37% choose direct employment and further study. The main reason for students to give up their own business is lack of experience and reference, they are fear of taking high risks. 21% of students think that the support for entrepreneurship is insufficient, mainly from policy and funding.

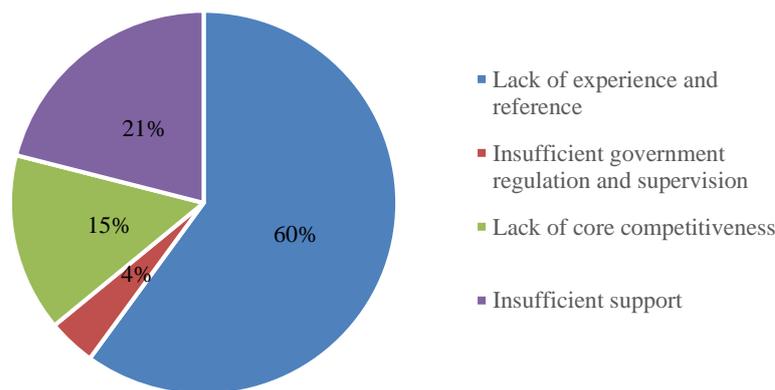


Fig. 2. The biggest problem that restricts college students' innovation and entrepreneurship

3.2 Support from all parties

Governments, universities and enterprises play an important role in promoting "Internet plus innovation and entrepreneurship", but their importance is slightly different. Among them, the responsibility of enterprises is the heaviest, accounting for 46%, followed by universities, accounting for 35%, and then the government, accounting for 13%.

For enterprises, students hope to learn from the experience of relevant enterprises to obtain innovative entrepreneurship.

For colleges and universities, they have already carried out various innovation and entrepreneurship-related educational activities, such as setting up entrepreneurial associations or related associations (32%), setting up innovative entrepreneurship courses (29%), holding innovative entrepreneurship competitions (22%), and setting up entrepreneurship training courses (13%), but 22% of students did not participate in any related innovation and entrepreneurship education activities, 32% of students have studied innovative entrepreneurship courses, and most people are neutral about learning innovative entrepreneurship courses, only 35% are very willing to take the initiative to learn. At the same time, students believe that the curriculum related to innovation and entrepreneurship should be carried out at an early stage, 41% think that the first year is more suitable, and 38% think that the sophomore is suitable.

For the government, although the government has introduced a series of preferential policies for innovation and entrepreneurship, the students do not know enough about it. 60% of the people said that they are not clear about the relevant preferential policies, and only 9% of them know very well.

3.3 Innovation and entrepreneur information platform

The concept of an innovative entrepreneurial information platform has been partially recognized, with 46% of students having a basic understanding of the concept, but still 43% of students are not clear about it. However, students generally believe that the establishment of an innovative and entrepreneurial information platform will help them to start a business, so it is necessary to establish a relatively complete platform for innovation and entrepreneurship.

4. The cultivation path of innovation and entrepreneurship ability under the "Internet Plus"

4.1 Individuals

As the results of the survey show that college students believe that the biggest challenge facing innovation and entrepreneurship is the lack of experience, college students should first actively change their mindsets, boldly try and accept the challenge of entrepreneurship. Secondly, college students should actively cultivate their own innovative thinking and the ability to mine data to capture business opportunities from the cumbersome information on the Internet.

4.2 Government

The government has introduced a series of subsidy policies to support college students' innovation and entrepreneurship. However, the lack of promotion has led many college students not to understand how to use policies to help them better start their own businesses. Local governments should increase the promotion of preferential policies and widely publicize policies on campus. At the same time, the government should also improve infrastructure construction, such as setting up an online innovation and entrepreneurial information platform to facilitate policy and inquiry related information; using big data to predict the "Internet Plus" development trend, providing guidance direction for undergraduate entrepreneurship projects; setting up college students' innovation and entrepreneurship incubation base, providing training for college students who are interested in starting a business and introducing excellent entrepreneurial projects; improving the supervision of laws and regulations by the "Internet Plus" department.

4.3 Colleges and Universities

Colleges and universities should establish a faculty team that meets the demand of the "Internet Plus" era, which requires teachers to have an in-depth understanding of "Internet plus innovation and entrepreneurship", thus they can combine theory with practice, and guide students to participate in activities such as innovation and entrepreneurship competition. At the same time, improve the innovation and entrepreneurship education curriculum system, because most of today's courses are only use textbooks, which is difficult to mobilize the enthusiasm of students, so we should make full use of online courses, integrate "Internet Plus" into daily courses and stimulate students' interest in "Internet Plus" applications. In addition, colleges and universities can employ successful entrepreneurs as a guide to provide students with experience. We should also create a positive

"Internet plus innovation and entrepreneurship" atmosphere on campus, implement reward mechanisms to stimulate college students' enthusiasm for innovation and entrepreneurship.

4.4 Related Enterprises

Enterprises should train employees' skills according to the needs of the "Internet Plus" era, and cultivate talents that conform to the trend of the times. At the same time, they can cooperate with universities to build an "Internet plus innovation and entrepreneurship" platform, and provide financial support for universities' subjects about "Internet Plus". In this way, enterprises can participate in the process of talent training in colleges and universities, and train the quality of talents in advance.

Acknowledgement

This research was financially supported by the provincial university students' innovation and entrepreneurship project of China (NO. 201810294019Y)

References

- [1] H. L. Chen, Practical strategies for innovation entrepreneurship education in colleges and universities in the context of Internet Plus, *Journal of National Academy of Education Administration*, vol. 05, pp. 76-81, 2017.
- [2] Y. Z. Cai, Opportunity and challenge in the innovation and pioneering work of "Internet plus" action: analysis in the perspective of technological revolution and technical-economical pattern, *Seeking Truth*, vol. 43, pp. 43-52, 2016.
- [3] Y. Cheng, P. Li, Employment and entrepreneurship of college students and "Internet Plus", *Social Sciences Journal of Universities in Shanxi*, vol. 27, pp. 73-76, 2015.
- [4] Y. P. Yang, Research on the cultivation strategy of college students' innovation and entrepreneurship based on "Internet plus", *Shandong Social Sciences*, vol. S1, pp. 321-322, 2016.
- [5] S. M. Xu, Y. W and W. J. Qi, College students' innovation and entrepreneurship integrated into the "Internet Plus" under the new normal, *Chinese Youth Social Science*, vol. 05, pp. 61-64, 2015.
- [6] T. Hu, L. Shen, The enlightenment of foreign innovation and entrepreneurship education Models to Chinese Universities, *China University Teaching*, vol. 02, pp. 90-94, 2013.
- [7] L. L. Xie, Japanese entrepreneurial education model and its enlightenment, *The Party Building and Ideological Education in Schoolsh*, vol. 29, pp. 94-96, 2010.
- [8] M. Xu, College students' entrepreneurial model choice and path optimization in the "Internet Plus" times, *Chinese Youth Social Science*, vol. 05, pp. 49-55, 2015.
- [9] J. Zhao, Trend and strategy: research on college students' entrepreneurship and "Internet Plus" integration, *Southeast Academic Research*, vol. 03, pp. 229-235, 2016.
- [10] Y. Y. Mei, F. Xia, Constructing a new mode of cultivating college students' innovative entrepreneurship ability from the perspective of public welfare entrepreneurship, multiple-retailer system, *Jiangsu Higher Education*, vol.03, pp. 114-116, 2016.