

Research on Employment and Entrepreneurship of College Students in the Context of "Internet Plus" and the Countermeasures

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ABSTRACT

In the context of economic globalization and information networking, the development of "Internet +" has provided more entrepreneurial opportunities for college students, and more and more college students have joined the entrepreneurial team. This article mainly studies the problems and new challenges faced by college students in the process of employment and entrepreneurship against the background of "Internet +" and under the special impact of the COVID-19 outbreak, conducts a thorough analysis based on actual conditions, and gives countermeasures from the perspective of education and policy.

Keywords: "Internet +", college students, entrepreneurship education, employment and entrepreneurship ability

I. INTRODUCTION

The employment difficulty of college students has always been a major problem. In 2020, college graduates will reach 8.74 million, increased by 400,000 from that of the last year. The novel coronavirus pneumonia outbreak at the beginning of the year lasted for a long time, had a wide range of impacts, and affected many industries, caused a great impact on China's economy and employment. In addition, the employment demand in traditional industries decreased, making graduates face many difficulties and inconvenience in finding a job and the employment situation worsened. In this grim situation, Internet platform becomes a "new favorite" for employment. The demands for online education, live online video streaming, online entertainment games, and online shopping have soared. The social economy is facing a new round of economic system reform. The "Internet +" economy provides more possibilities for college students to find jobs and start businesses.

II. THE "INTERNET PLUS "

A. The meaning of "Internet +" economy

"Internet +" economy is a new economic form. It uses information and communication technologies and

Internet platforms to get the Internet deeply integrated with various traditional industries, promote the rapid development of economy, inject vitality into the social real economy, improve productivity, and form a new form of economic development based on the Internet. Since Yu Yang, the chairman and CEO of Analysys International, first proposed the concept of "Internet +" in 2012, a new economic form, "Internet +" economy, has come into our lives, and gradually become familiar to us. Finally, the "Internet +" economy was adopted in 2015 as a far-reaching national strategy.

B. Characteristics and advantages of "Internet +" economy

The biggest feature of the "Internet +" economy is cross-border integration and driving innovation. It has a wide range of applications and can be applied to traditional manufacturing, finance, retail, tourism, transportation, traditional medical industry, education, and governmental affairs, agriculture and other fields. The advantages of the "Internet +" economy are obvious. It can predict and transmit information, show people the general demand direction and quantity of the market, reduce overproduction, and accurately meet customer needs. Compared with traditional industries, it also has the advantages of less start-up capital, low entry barriers, and faster capital turnover. The "Internet +" economy is breaking the original socio-economic structure with its diversified advantages, driving economic growth, social progress and cultural prosperity.

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III. THE STATUS QUO OF COLLEGE STUDENTS' EMPLOYMENT AND ENTREPRENEURSHIP

As the number of graduates increases year by year, the number of jobs available in traditional industries is limited, and the employment situation is becoming increasingly severe. This year, affected by the COVID-19 outbreak, the social economy will inevitably subject to huge impact. From a structural point of view, service industry, especially catering industry and tourism among traditional industries suffers from the heaviest impact. From the perspective of employment groups, college students is one of the groups affected by the outbreak the most. After the Spring Festival, large-scale job fairs in various places were forced to stop, interviews were postponed, and campus job fairs and lectures have been switched from offline to online. At this stage, the employment situation of college students is not optimistic. In response to the current social situation, the central government has deployed comprehensive measures to strengthen employment stabilization. Governments at all levels have actively adopted a series of effective measures to expand employment channels, speed up the improvement of employment and entrepreneurship policy and provision of subsidies, encourage holding online job fairs, conduct video interviews, and launch online employment guidance, psychological counseling and other activities. Therefore, relying on policy orientation, adopting a multi-channel employment approach, driving employment with entrepreneurship, and alleviating employment pressure are currently the necessary methods to solve the current problem of employment difficulties for college students.

IV. PROBLEMS FACED BY COLLEGE STUDENTS IN EMPLOYMENT AND ENTREPRENEURSHIP

A. The shackles of traditional employment concepts

At present, some college students still maintain traditional employment concepts, have no accurate career orientation, and have high expectations for themselves. They do not consider their actual conditions or objective reality but take stable work as their pursuit of life. They abandon the opportunities for employment in SME and grassroots level, cannot recognize the serious employment situation and development trend, and adopt an evasive and wait-and-see attitude toward employment. At the same time, the negative attitudes of family members will also greatly reduce the intention of college students to start their own businesses. If the school does not detect the psychological dynamics of these students in time and does not provide the right job guidance, the students will miss the best employment and entrepreneurship opportunity and become the "idling people" and

"boomerang child" once being affected by similar factors.

B. The severe employment and entrepreneurship situation of college students

With the rapid popularization of Internet technology, the integration between the Internet and traditional industries is deepening day by day. This new economic form has provided college students with many opportunities for employment and entrepreneurship. At the same time, as the development of "Internet +" related industries in China is still in its infancy, college students' employment and entrepreneurship will also face many challenges. This is because there are many uncertain factors existing in the entrepreneurial activity itself, including the uncertainty of entrepreneurial environment, the uncertainty of entrepreneurial funds, the uncertainty of market adaptability of entrepreneurial project, the uncertainty of trust of entrepreneurial teams, etc. Therefore, college students will face great risks and obstacles in the process of starting a business. According to survey, only 30% of the college students' businesses still survive after five years of starting the businesses, and only 17% of them are still profitable. In the face of difficulties, college students should maintain a positive attitude, learn more about scientific and cultural knowledge, draw more about outstanding advanced experience, rethink their shortcomings and deficiencies, and combine their existing strengths to ensure that their employment and entrepreneurship steps go further and steadily.

C. Lacking entrepreneurial experience and ability

It is not easy for college students to start a business. In the early stage, they will face many risks such as lacking social resources and whether cash flow will be interrupted. In the middle stage, they also need to consider whether the management model meets the needs of corporate development and how the business survives in the fierce market competition and other issues. At present, the college talent training programs are disconnected with the reality, and entrepreneurship education fails to be integrated with production and education. The practice opportunities provided by school for college students to start a business are also relatively limited. Successful cases that can be used for reference in the society have individual differences and are hard to follow by to certain extent. College students are new to the business market, lack mature entrepreneurial experience, and also lack entrepreneurial capabilities. Although the Internet provides convenience for college students to collect information, college students are not deeply involved in the business world, their thinking is simple, and they lack the ability to discern. While using the Internet to serve entrepreneurial activities, they must also be

vigilant against the temptation of bad online bad information to avoid going astray, increase the resistance to start a business and make themselves in trouble.

D. Weak capability to withstand pressure

Many college students have great pressure immediately after starting work or starting a business. They may face rigorous company systems and ensuing work tasks, as well as various unexpected situations encountered in the early days of entrepreneurship. They haven't encountered this kind of situation, and they haven't prepared enough psychologically, so that they often feel overwhelmed in this situation. As a result, they may have negative and contradictory emotions, have skeptical attitudes towards their abilities, have negative attitudes towards their future, and even some entrepreneurs with weak resistance to stress may experience psychological obstacles such as depression. Countless live examples prove that this is not appalling, but precisely the issue that contemporary college students, parents and teachers should pay great attention to.

V. COUNTERMEASURES FOR SOLVING COLLEGE STUDENTS' EMPLOYMENT AND ENTREPRENEURSHIP PROBLEM

A. Paying attention to cultivating college students' awareness of entrepreneurship

In recent years, the idea of "Internet +" has been widely spread throughout the society. This form is not something that can be taken for granted to sell goods on the Internet. In fact, "Internet +" has become a vital part of today's economy. It belongs to a new type of development ecology that can combine any traditional industry with the Internet to form a new operation model. It not only injects fresh blood into the economy and society, but also brings new economic opportunities to traditional industries. If only giving full play to imagination and creativity, it is available to bring new vitality and business opportunities to traditional industries. In the context of the "Internet +" economic era, college students should change from constraints of traditional ideas, establish a correct employment concept, review the situation, grasp the pulse of the development of the times, conform to the trend of the times, seize the handle of economic opportunities, and give full play to subjective Initiative, strive to cultivate their innovative consciousness and spirit, to maximize the economic benefit of entrepreneurial project, transform the society and themselves, create value, and achieve their ideals.

B. Playing the leading role of government

In order to encourage college students to start their own businesses and further drive employment, China issues a series of policies to support college students' employment and entrepreneurship, such as: registration, high-tech business incubator construction, green channel opening, tax incentives, subsidies, rewards, and the like policies. As the policy executor, governmental department must give play to its leading role and use the characteristics of the "Internet +" era to create a good entrepreneurial environment for college students. First, it is necessary to establish a sound legal security system in the "Internet +" economic environment, formulate corresponding laws and regulations, maintain online legal order, and effectively protect the legitimate rights and interests of college entrepreneurs from being fringed and restrict their Internet entrepreneurial behavior. Second, the government should increase support for college students to start a business. The funding support includes: mortgage guarantees, financing loans, subsidies and discounts; in the implementation of policies, the government should relax the access conditions, set up "special windows" to provide employment guidance, entrepreneurship training, policy interpretation, risk assessment, legal assistance and other services to truly put into practice the supporting policy. Third, local governments should formulate policies with local characteristics in accordance with their actual conditions, speed up the construction of network infrastructure, build an "Internet +" college student employment and entrepreneurship information resource sharing platform, to ensure the interoperability of entrepreneurial networks, and realize an effective support for Internet entrepreneurship activities of college students. Fourth, the government should set up a monitoring body to restrict the exercise of public power, to avoid inactions under the policies and ensure putting into practice the supporting policies.

C. Enhancing the cultivation of college students' employment and entrepreneurship ability

Colleges and universities are the cradles for cultivating talents and the educational carrier of Internet employment and entrepreneurship for college students, bearing the key task to cultivate innovative and entrepreneurial talents. Colleges and universities should combine their specific characteristics to carry out entrepreneurship education, effectively reform the traditional talent training model, improve the employment and entrepreneurship curriculum system, provide courses specialized in employment and entrepreneurship education, and organically integrate entrepreneurship education with professional education and ideological education. At the same time, the school should build a professional faculty team to provide student training on employment and entrepreneurship

skills, provide specific guidance on employment and entrepreneurship, and guide and encourage college students to actively participate in entrepreneurship contests and entrepreneurship simulation practices. School should regularly invite business successful people and entrepreneurial successful alumni to provide special lectures to share their advanced ideas and successful experiences. School should also establish a practice base for innovation and entrepreneurship education, build a platform for the practice of innovation and entrepreneurship education for college students, and arrange full-time staff to provide students with entrepreneurial education service guarantees, such as answering problems about project approvals, policies and regulations, training guidance, and financial support. School should establish a special support fund for innovation and entrepreneurship, and provide appropriate financial support to outstanding entrepreneurial teams and projects in various forms to help them solve some of the most difficult financial problems in entrepreneurship. The special support fund can also attract investment funds from enterprises and institutions, successful people, well-known alumni, and businessmen.

D. Providing correct guidance and doing well in college students' psychological construction of employment and entrepreneurship

School should help college students to establish correct view of values and employment, make full use of Internet resources to provide early career planning education, provide employment and entrepreneurship mental health consultations in a timely manner to timely solve various problems encountered by college students in their job search and entrepreneurship processes, help them get rid of bad emotions such as anxiety and inferiority, help them eliminate the psychological pressure on employment and entrepreneurship, turn passive into initiative state, actively seek employment opportunities, encourage them to face competition, difficulties and setbacks, cultivate their stress resistance, and show students all kinds of forthcoming challenges in an ingenious way as early as possible, so that they are adequately prepared to face the pressures of future work and life.

VI. CONCLUSION

In short, in the process of employment and entrepreneurship of college students in the context of "Internet +", there are difficulties and challenges in traditional concepts, severe situations, lacking experience, and pressure handling inevitably somewhat. As the builders and successors of socialism with Chinese characteristics, contemporary college students should first improve their cultural accomplishments and enrich their knowledge reserves to go against the current. At the same time, they should also pay

attention to current events, understand the situation, and grasp the economic trend to follow the trend. Correspondingly, colleges and universities as the cradle of talents and government as the support of economy should also play their respective roles to assume corresponding responsibilities, instill students with knowledge on employment and entrepreneurship, cultivate their abilities to find a job or start a business, and provide opportunities for their employment and entrepreneurship, as well as practically help college students go out of the dilemma of employment and entrepreneurship and build their courage and confidence to face the difficulties. The economic society in the context of "Internet +" provides a good entrepreneurial environment and broad development space for college students' innovation and entrepreneurship. The entrepreneurial platform has a high starting point and good development prospects. Although there are resistances, it is more an opportunity. It is necessary to take effective measures to actively encourage and support outstanding college students to start Internet based businesses to further drive employment; meanwhile, it is also needed to actively explore more practical methods and strategies to help improve the success rate of college students' employment and entrepreneurship and promote the comprehensive development of society and economy.

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