Research on the influence of Internet dual embedding on women's entrepreneurial ability

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Abstract. In the context of" Internet+ mass entrepreneurship and innovation ", the academic circles have not reached an agreement on the Internet power effect of female entrepreneurship, mainly due to the lack of micro mechanisms to explore the direction, path and boundary of Internet-enabled female entrepreneurship from the perspective of Internet embedding. Based on the perspective of Internet embedding, the mechanism model of the influence of Internet dual embedding on women's entrepreneurial ability is constructed and verified. The research results show that: Internet embedding mode is the key variable affecting women's Internet entrepreneurship, But Internet embedding does not necessarily lead to improving women's entrepreneurial ability, computer technology embedding will significantly promote women's entrepreneurial ability, And the network media embedding has a negative influence.

Keywords: Internet embedding; computer technology embedding; network media embedding; entrepreneurial data.

1 Introduction

The Internet brings entrepreneurial dividends to women by providing entrepreneurship information and resources dissemination channels, reducing the cost and threshold of entrepreneurship, and breaking the time-space barriers of entrepreneurshipt [2]. On the other hand, the Internet has overturned the traditional interpersonal aggregation methods and rules through virtual connection technology, it changed the social network and social embedding disadvantages of female entrepreneurs, and provided network resources, platforms and opportunities for women to start businesses with. Some scholars even predict that the era of "her economy" will come to. However, pessimists believe that the depth of the Internet and social media will not help women participate in entrepreneurship. They believe that under the current traditional gender division of labor, overloaded, fragmented information and dense and hierarchical network has caused "ubiquitous and ubiquitous" social embedding barriers and burdens for female entrepreneurs with dual roles, leading to the loss of women's entrepreneurial cognition and the decline of entrepreneurial performance in. [3]

Therefore, this study targets female Internet entrepreneurs, integrates social embedding and social identity theory, and constructs and validates the influence mecha-

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nism model of Internet embedding model and situation on women's entrepreneurial ability, so as to answer the different effects of different Internet embedding models on women's entrepreneurial ability [4].

2 The impact of Internet Dual Embedding on female entrepreneurs

The theory of social embedding to the Internet context, Put forward the concept of Internet embedding for the first time, believing that Internet technology subverts people's ways and rules of social embedding. For example, breaking the social embedding space-time barrier [5].

The connection with the Internet with the help of network media is one-way. Lack of interpersonal interaction is easy to cause interpersonal isolation and social barriers, make female entrepreneurs withdraw from public life [6]. It suppresses their entrepreneurial enthusiasm and desires to the dense and layered network and fragmented and entertainment information will also distract female entrepreneurs due to information overload and uneven information quality [7]. Fall into the dilemma of entrepreneurial cognition loss, which cannot effectively establish the connection between entrepreneurial means and results, and ultimately lead to the reduction of entrepreneurial decision-making efficiency. opposite, computer technology embedding for female entrepreneurs to improve unprecedented[8]. These network link transmission, collection and diffusion of knowledge function will greatly improve the female entrepreneurs online knowledge transfer and innovation ability; As an exclusive relationship investment, Network community embedding provides important social capital for the innovative practice of female entrepreneurs, These social capital provides a possible for them to obtain entrepreneurial resources and improve their entrepreneurial ability [9].

3 Empirical research on the impact of Internet Dual Embedding on female entrepreneurship

3.1 The study sample

The study sample has the following distribution characteristics: ① from the age structure, The age distribution of female entrepreneurs is from 30 to 40 years old, Accounting for 78.44% of the total sample size; ②, judging from the educational structure, There are 228 people with a bachelor's degree, For 63.87%, 81 people with a master's degree or above, At 22.69%; ③ entrepreneurs start in 1-3 years and 3-5 years, Accounting for 24.5% and 37.4% of the total sample, respectively; ④, as measured by startup age, Most enterprises are aged in 1 to 3 years, For 34.3%, Followed by more than 5 years and 3 to 5 years, Accounting for 25.7% and 21.8%, respectively; ⑤, in terms of startup size, From 10 to 50 people, 49.8%; ⑥ from industry distribution, Covering women-led industries, such as mother and baby, clothing, beauty makeup and department stores, And traditional male-dominated industries such as

software, communications, automotive, finance, and home appliances, among, The most distributed sectors are modern service industry and e-commerce, Accounting for 28.2% and 23.7%, respectively; ⑦ female entrepreneurship model shows the diversified development trends such as enterprise cooperation and operation, intermediary platform, e-commerce platform.

3.2 Variable measurement

This study mainly includes five variables: network media embedding, network community embedding, internal group conditions, network face awareness and entrepreneurial ability, all of which adopt the Likert five-level scale. For the measurement of network media embedding, refer to Zhang Yongyi et al. , the scale, It contains 4 items; the measurement of network community embedding mainly refers to the scale of , Yu Jianfei and Zhao Jianbin, Includes 10 question items; Measurement of inner group conditions refer to the scale of Leach et al, Includes 12 questions; The measurement of online face awareness mainly refers to the scale of Shi omin et al , Includes 6 items; for the measurement of entrepreneurial ability, refer to the measurement scale of Zhang Yuli et al., Contains 10 question items. In addition, according to previous studies on entrepreneurial ability, the age, education level, entrepreneurial experience, age, scale, industry entrepreneurial mode and competitive environment of the startup enterprise are taken as the control variables [13].

3.3 Scalability reliability and validity test

Common method bias was first tested by Harman univariate, and there was no too high single factor variance interpretation rate (the maximum variance interpretation rate for a single factor was 18.2%). Reliability of each variable was tested by Cronbach's α coefficient by SPSS statistical analysis, and validity was tested by confirmatory factor analysis. The results show that the α values of network media embedding and network community embedding were 0. 784,0. 817,0. 867,0. 839, and 0. 912 for entrepreneurial ability. The Cronbach's α coefficients of all the variables presented here were greater than 0. 750, indicating a good reliability of the scale. Meanwhile, the factor load of the variable measurement index is mostly above 0. 7, indicating a high correlation of the expected corresponding factor of each index and the high convergence validity. The results of the confirmatory factor analysis show that the research variables- -network media embedding, network community embedding, internal group conditions, network face consciousness, and entrepreneurial ability have good differentiation validity. Meanwhile, the fit index of the 5-factor model is higher than that of other models.

Table 1. The confirmatory factor analysis results (Self-drawn)

Model	Factors contained	χ2/df	CFI	TLI	NFI	RMSEA
Model 1	5factor: NME; NCE; NFA; IF; EC	2. 073	0. 985	0. 924	0. 920	0. 057

Mode 2	4factor: NME+NCE; NFA; IF; EC	2. 264	0. 912	0. 879	0. 881	0. 096
Mode 3	3factor: NME+NCE+NFA; IF; EC	2. 453	0. 821	0. 769	0. 781	0. 089
Mode 4	2factor: NME+NCE+NFA+IF; EC	2. 629	0. 819	0. 788	0. 714	0. 123
Mode 5	1factor: NME+NCE+NFA+IF+EC	3. 086	0. 724	0. 657	0. 625	0. 126

Note: NME means network media embedding; NCE means network community embedding; NFA indicates network face awareness; IF means internal group conditions; EC indicates entrepreneurial ability

3.4 Descriptive statistics and correlation analysis

The mean, standard deviation, and correlation coefficients of each variable are shown in Table 2, Network media embedding and group conditions (r= -0.30, The p <0. 01), entrepreneurial ability (r= -0.57, All of p <0.01) have significant negative correlation; network community embedding and inner group condition (r=0. 17, The p <0.01), entrepreneurial ability (r= 0.44, All p <0. 01) had significant positive correlation; internal group condition (r=0.35, p <0.01) showed a significant positive relationship with entrepreneurial ability.

Table 2. Descriptive statistics and correlation analysis results（Self-drawn）

variable	1	2	3	4	5	6	7	8	9	10	11
Age	-										
Education level	0.01	-									
Experience	0.25***	0.03	-								
Enterprise age	0.26***	0.04	0.37***	-							
Scale	0.27***	-0.05	0.53***	0.27***	-						
Industry	0.28***	0.07	0.13	0.04	0.08	-					
Entrepreneurship model	0.29***	0.08	-0.03	0.03	-0.04	0.64***	-				
Environment of competition	0.30***	0.07	0.05	-0.01	0.06	0.53***	0.52***	-			
Network media embedding	0.31***	-0.06	-0.06	-0.05	-0.10	0.06	-0.03	-0.17***	-		
Computer technology embedding	0.32***	-0.14	-0.16	0.01	-0.07	0.05	0.05	0.01	0.02	-	
Face Consciousness	0.33***	0.02	0.24***	0.32***	0.17**	-0.06	0.02	-0.08	0.15**	0.14**	-
Interal group conditions	0.34***	0.09	0.01	0.15	-0.04	0.13	0.18**	0.14	0.30***	0.17***	0.18**
Entrepreneurship ability	0.35***	-0.07	-0.02	0.02	0.08	0.19**	0.37***	0.26***	-0.57***	0.44***	0.27**
Mean value	0.36***	4.27	1.45	1.35	2.09	3.52	3.65	3.57	3.36	3.15	3.19
Standard deviation	0.37***	0.74	0.70	0.47	0.61	0.70	0.70	0.65	0.70	0.90	0.65

Notes: **p<0. 05; ***p<0. 01

4 Conclusion

In order to explore the micro mechanism of Internet empowerment, based on the perspective of Internet embedding, explore the influence mechanism of Internet embedding mode and situation on women's entrepreneurial ability. The study found that network media embedding, network community embedding and network face consciousness interaction have an influence on women's entrepreneurial ability through the mediation effect of internal group conditions.

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