

Analysis and Countermeasure Research of Online Business of College Students

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Abstract: Since the 21st century, the enrollment of China's colleges and universities began to increase sharply and the increasing rate continues to rise every year. The number of college students graduating from colleges and universities has seriously beyond the social needs. As a result, the college students' employment has become one of the most concerns in the whole society. Through the analysis of the advantages and the problems during the process of online business of college students, this paper studies the online business problems faced by college students, and analyzes the advantages and disadvantages of their own and the influences of these advantages and disadvantages during the process of online business. Then it puts forward a reasonable analysis that how the college students should do during the process of online business to avoid disadvantages and make themselves have advantages under the strong pressure of employment.

Introduction

With the continuous development of network, the Internet has become an integral part of public life. According to the 32nd China Internet network development state statistic report, by the end of December of 2013, the scale of Chinese netizens was over 600 million and reached 648 million, and the online shopping utilization rate was 52.8%. The large base of Internet users and the rapid growth of online shopping user base provide online business with huge opportunity. As a result, online business became the first choice for the independent entrepreneurs of a lot of college students. Influenced by financial crisis and the increasing number of graduates, to find the business opportunity in online business is a new way to bring their business plans to reality. Compared to other forms of entrepreneurship, online business is easy to carry out with low input and low risk.

The Analysis of the Advantages of College Students in Online Business

Compared with other people in the society, college students have more advantages for online business, which are mainly analyzed from five aspects: the cultivation of the higher education, the strong support of national policy, the efforts of college students themselves, the good environment provided by the society and the rapid development of network economy of electronic commerce era. These advantages not only inspire the entrepreneurial zeal of contemporary college students, but also provide necessary conditions for their success.

The advantages of national policy. This year is also a difficult year for the employment of college graduates. Millions of fresh college graduates cannot find suitable works. The governments from the center to the local levels issued preferential policies and measures to encourage college graduates to start their business. These policies and measures support college graduates in business policy, business loans, tax, industry and commerce and other multiple aspects to lead college graduates' self-employment.

The advantage of college students in online business. The advantages of college students are another subjective advantage in online business. Because of their particularity in social identity, unlike other social groups, college students have unique advantages, such as knowledge advantage, creativity advantage and vitality advantage.

The advantages of social environment. The support of public opinion is another advantage of the college students' online business. As the understanding rate increasing of college students' online business of the society, the situation of "I want to be employed" of college students gradually turns to "two-way choice" and to "independent business" and other stages. "I search for work" has turns to "Work searched me" and "I start my own business", during which period, the society opinion give the right public opinion direction. People changed their thoughts and cognition finally. College students' online business becomes a fashion trend now.

The rise of e-commerce. The rise of e-commerce is the premise condition of college students' online business and is also one of the essential factors. The popularity of computer network technology and the rapid development of the Internet are gradually changing people's life and working habits. The people of the 21st century have been used for access to information, communicate with each other, browse news, and even shopping on the Internet. These behaviors all produce and prompt the emergence and the development of electronic commerce. And the booming of electronic commerce also promotes the development and prosperity of the Internet from the opposite direction.

The Advantages Analysis of College Students' Online Business

Although there are many advantages of college students' online business as above, from the starting point of the reality, due to the short time of online business of college students, there are common problems needed to resolve. The main obstacles for college students' online business include capital level, policy level, entrepreneur level and network technology level.

Capital level. Part of the students choose microfinance as a source of their venture capital which is worthy of reference. The limitation of college students' business is less now in the society. To inspire them to start their business, a lot of banks have microcredit projects for college students. However, the project is not very easy to apply. The bank will issue loan after auditing the entrepreneur's project.

National policy level. The influence of national policy for college students' online business is huge. Good environment will create beneficial environment for college students' online business, and inspire their business passion. But in recent years, although the state preferential policies introduced gradually for college students, the ones which is specific to college students online business is still not very perfect with poor implementation. According to the survey of college students, 60% of college students think that national policy is very important in deciding whether college students will choose online business.

Entrepreneur level. The subjective cause of the disadvantage of college students' online business is from the college students themselves. There are three main reasons: being lack of experience and knowledge reserve, and being full of passion but being lack of reason.

(1) Lack of knowledge reserve

In the present university education, the entrepreneurial awareness training is quite insufficient. The university education mode is hard to encourage college students to start their own business. Although some colleges and universities have gradually begun to start entrepreneurship education for college students, the number of colleges and universities which start the courses is very small and the number of the ones which start online business course is smaller.

(2) Lack of experience

Studying on campus for years, college students were seriously lack of social experience, which makes a big gap between college students and social entrepreneurs when they are engaged in

online business. In the process of enterprise management, experience is very important. Experienced persons can avoid damages and occupy a great advantage in the business process. But because of the lack of experience, college students are lack of standardized management model, which often cause that the online shops cannot develop in the direction of standardization and institutionalization.

(3) Full of passion but lack of reason

A lot of college students' online business is actually irrational and is impatient for success. They do not know that success is from reason. They tend to be a lack of comprehensive analysis of online business and expect to achieve the dream of being rich over one night by business only relying on perceptual knowledge. They can neither treat the difficulties and risks during the business process with a reasonable attitude, nor manage their own business by pragmatic attitude. They only have passion but no essential factors of business success. Their business is blind without reasonable management. All above reasons lead to the failure of college students' online business.

Network Technology Level. At present, the Chinese network legal system is not perfect enough and safety factor is not high. Despite the great prospect of the development of e-commerce, people still have a wide range of concerns for large-scale use of e-commerce.

Countermeasure research of online business of college students

Optimize the entrepreneurship education in colleges and universities. The roles of education for college students' online business cannot to be ignored, researchers will turn disadvantages into advantages, strive to play the positive role of colleges and universities, and ensure the prosperity and healthy development of the college students' online business.

1. Curriculum system reform around online entrepreneurship education

Since the large limitation of traditional way of teaching, the teaching method with entrepreneurship education thought must have new thinking and new breakthrough to break the bondage of previous teaching methods. The teacher of each specialized course should be based on the contents and teaching characteristics of professional, in the design of teaching links, organically adds education and cultivation of entrepreneurship consciousness and abilities

2. Organize and cultivate entrepreneurship education teachers resource

Entrepreneurial teachers' cultivation also needs to be strengthened and promoted. The universities and colleges shall perfect their system of entrepreneurship education, build the foundation for the entrepreneurship education to students, and make them have a good start in online business practice in the future. It is necessary to build an innovative entrepreneurship education teachers group, make them understand entrepreneurship education and the basic knowledge of entrepreneurship education by focusing on training, and strengthen the youth students' innovative entrepreneurial practice guidance.

3. Organize to establish risk funds for college graduates' online business

To establish online capital is very necessary for college students. On the one hand, there are a lot of money resources of universities which can be used to aid students; on the other hand, the students who are successful in entrepreneurship can feedback on campus to help other students who are doing their business, which can form a virtuous circle.

4. Actively carry out college students online business competition activities

The continuous rapid development of e-commerce has brought with various network business competitions which encourage and guide the students to participate in the activities of the practice of innovation and entrepreneurship. By attending this kind of competitions, the students can link theory with practice, then summarize practice experience and return to theory, which can improve their business planning.

Improve entrepreneurs' own qualities. Although college students entrepreneurs have the

advantages of being full of knowledge, passion and creation and they have great enthusiasm and interest in the Internet, before start their own online business, they must ask themselves the following questions, “whether I am ready”, “whether I am ready to fail”, “whether I have clearly known the business process”, etc. Only with the rational analysis can make entrepreneurship practice be feasible.

Complete social entrepreneurship environment. The society has a great role in promoting shaping the reality of college students’ online business environment. A good social environment will make college students unhurried in the face of the business and make them be more likely to succeed.

1. The government should actively improve the existing business policies

Government should not only provide preferential policy supports but also provide systematic tutoring and policy supports, not only provide preferential policies for specific objects, but also build a general preferential business support system. Government should also help to build a comprehensive university student base for network business and issue policy on tax, finance, entrepreneurship training, and entrepreneurship guidance to support college students’ online business.

2. Strengthen the construction of credit system in the society

Due to the continuous development of China's Internet and the continuous growth of Internet users, netizens have different qualities. All kinds of network fraud cases are commonly seen. The network using level of the majority of Internet users has increased from simple "available" to "trusted". At the same time, the Internet users’ requests gradually improve not only in the use of network, but also in privacy protection and network integrity. It is necessary to pursue good faith on social platform in order to promote the development of the college students' online business.

3. Strengthen the construction of credit evaluation system

At present, the large e-commerce platform such as Taobao adopts the method of on-site buyers and sellers mutual evaluation. The evaluation is used to measure the quality of credit rating. The evaluation feedback mechanism after deal promotes the participants to accumulate good credibility with honest and credit to stay on the market for a long time; otherwise, they will be eliminated. The evaluation feedback mechanism greatly reduces the dishonest behaviors. Besides strengthening the credit rating, it is necessary to strengthen the good faith and moral education in order to improve the citizens' consciousness of honesty and good faith consumer habits, to establish a social environment with good e-commerce integrity safe.

Conclusions

In today's rapid development of network, for the contemporary college students, network is a space with both opportunities and challenges. In the face of the problems existing in online business, college students shall not just rely on the encourage, help and support of family, school, government and the society, they shall find their own disadvantages and go through the difficulties of online business and increase the low success rate of online business. College students should face up the shortage in their business and keep a rational attitude to treat and solve problems with ensuring business passion. At the same time, college students shall pay more attention to value-added, actively learn the necessary knowledge and skills for network to make all business problems to be solved and make the business way be smoother. Solving the root of the problem is the best way. Though the college students have to face the challenges in business process, as long as there is strong belief and guidance of scientific theory, college students' online business will be able to be successful.

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