

The Research of “Internet plus Entrepreneurship”

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Abstract. In recent years, "Internet plus" and "entrepreneurship" emerged in our life and reached to an unprecedented height. According to the macro-economic statistics, Internet in China plays an irreplaceable role in national economy. This paper mainly focuses on relevant theories of "Internet entrepreneurship" and "Internet +", discusses the influences of combining Internet and business and addresses the relationship between mass entrepreneurship, innovation and business diversification. It will contribute a lot to the research of “Internet plus Entrepreneurship”.

Introduction

As a new business model, the Internet entrepreneurship is now drawing more and more attention. As to an exact definition, there is no unified standard to it in the world, but some theoretical forerunners exploring it in all perspectives.

Internet entrepreneurship

Significance. Internet entrepreneurship brought about great changes. Relying on the current documents, what is being discussed most is the changes and opportunities the Internet brought to the whole world, including the business environment and all the companies involved in. Tapscott et al (2000) believes that Internet-based entrepreneurship are actually immediate online systems that benefit the trades and communications among the suppliers and distributors, service and infrastructure providers. The information agent in this system is actually helping the buyers and sellers find right trade information. Despite the valuable information provided by these agents, this process is easy to be imitated by the Internet and controlled by the two parties (Grover & Teng, 2001)^[1]. Meanwhile, Internet entrepreneurship breaks traditional model of supply-demand, thus tapping more trading platforms and chances.

Goals. Due to the low threshold and fierce competitiveness among those giants, the Internet entrepreneurship is facing with cruel battles. Lei Jun, founder of Xiaomi said, to do good business requires careful analysis -- people need to follow the giants' steps, and watch how they survive in the narrow space. Therefore, the Internet entrepreneurship need to offer targeted services, satisfying the consumers through objective projects.

The location of Internet plus Entrepreneurship. The way of market share calculating is: at a time, the amount of sales of a product or sales divided by the total amount of sales of similar products on the market or sold multiplied by the total number of one hundred percent. In economics, the amount obtained through the sale of market share is known as market value share by sales volume-based market share is known as the market share capacity^[2].

Because of Internet special "free" model of trade, traditional value share and market share cannot be counted. Internet entrepreneurship differs from the traditional business model, most of them are venture business, which pose great challenge and difficulty to the entrepreneur and great uncertainty to the market. Because of its innovative features, the failure rate is much higher relative to the traditional business, but if the success of the corresponding income is huge.

The content of Internet entrepreneurship. Internet start-ups can be grouped into the following basic business model -

Proxy Mode: As the founder of market agents to match buyers and sellers together, and promote transactions. Trading on both sides can be business - business, business - the consumer or the consumer - the consumer market^[3]. Agents can extract a commission remuneration, gratuity consultation from a successful transaction each of them may be.

Advertising: online advertising model, expanding the traditional advertising media. At this point spread is often represented as a website provider, the content provider's (often but not necessarily free) and services (like e-mail, instant messaging, blog), often add some banner advertising information. However, the main source of the spread of providers that these advertising messages, so when the scale has to a certain extent, views the site is very large or fixed a stable customer base, advertising model to be able to operate normally.

Information transfer mode: personal information and data consumer spending habits are quite valuable, especially those after a detailed analysis and information for target marketing. When consumers are considering to buy something, it's useful to collect data on producers and their products independently. Some companies position themselves as similar information intermediaries (information media), assisted the buyer or the seller for the current market conditions^[4].

Business model: Just the same as Tmall, a wholesaler or retailer of goods and services directly sell online.

Manufacturer Direct mode: This mode is predicted to best reflect the power of the Web, which allows manufacturers to reach consumers directly, and therefore a large extent to compress the distribution channel (that is, eliminating the need for wholesalers and retailers). Manufacturer model is based on efficiency, cost savings, which can reduce the burden on consumers, of course, from the point of view may not reduce interest^[5]. But also to increase the level of customer service, a better understanding of customer preferences. Some perishable products will benefit from the rapid sale, such as flowers and fruit, for saving the agency benefits consumers more.

Affiliate Mode: In order to achieve high page view in a certain spot, this mode is different from common web portals. This mode is exclusive to its members the opportunity to purchase in any area. Or in the form of discounts provided some money incentives. Members of the pattern is having a favorable condition for the network and very convenient, which makes it quite popular. The potential problem of the limitation of Affiliate Mode is that Amazon was granted with broader patents.

Community model: community development model relies customer loyalty. Users put a high time and emotion in it. Receipts from the sale of by-products and often services or unpaid donations, or income by binding text ads or subscription fees paid services^[6]. Internet itself is very suitable for the development of community business models and it is popular, it is the rise of community-based networks.

Utility mode: Utility or demand patterns, the use of quantitative or pay-as ways. And subscription services, the quantity service charge based on actual usage. Typically quantitative applications have been paid services, such as utilities, long-distance telephone charges. And some of the world where Internet service provider (ISP) that is based on the effectiveness of the operation of the access fees charged to customers per minute, with popular subscription differ^[7].

Internet Economy

Internet economy is the sum of the economic activity generated by the Internet-based, in today's stage of development including e-commerce, instant messaging, search engines and online games four types. Internet economy is a new economic phenomenon generated information network era. Times in the Internet economy, many economic activities are increasingly dependent on the network. Not only to get through the Internet a lot of economic information, economic information obtained from the Internet to predict the evaluation and decision making, and many transactions are also carried out directly on the Internet. Such as economic behavior of economic agents production, exchange, distribution, consumption and other economic activities, as well as government departments, financial institutions and other economic agents.

"Internet +"

"Internet +" concept. "Internet +" is a new generation of information technology innovation 2.0 2.0 Interaction with innovation co-evolution of social development to promote new forms of sophisticated high-level summary of the full^[8]. Nations on the "Internet +" concept put forward, the earliest dating back to November 2012, to speak at the Young Analysys mobile Internet Expo Fifth. Internet on their own, in fact, reflected in the "Internet +" of the network, intelligent, interconnected and Convergence.

The meaning of "Internet +". Right now China's Internet development to such a height, which means the force will attract more attention, which in terms of the traditional Internet, in addition to opportunities and considerable challenges. From the report of the Prime Minister of the Government, during the two sessions, "Internet +" has been included in the government work report, rose to national development strategy. As a national strategy, combined with the relevant departments, "Internet +" to carry out the interconnection of innovation, so the state hope to have more people to choose entrepreneurship, with the self-employed and "Internet +" combination of new economic architecture, to achieve a new economic normality.

"Internet +" task. The use of "Internet +" of the network, intelligent, interconnected and integration of the advantages to a greater extent to break the old traditional single network model, and form a new economic architecture, to achieve a new economic normality.

"Internet +" position. "Internet +" mode, from fully applied to the tertiary industry, the Internet platform as a basis, the use of advanced information and communication technologies and cross-border integration of the industry, is expected to form such as Internet banking, Internet traffic, Internet health, education and so on the Internet The new format, and is gradually penetrate to the first and second industries.

"Internet +" content. In the government work report, Li pointed out that new industries and new industry competition Heights. The implementation of major projects to high-end equipment, information networks, integrated circuits, new energy, new materials, bio-medicine, aviation engines, gas turbines, the number of new industries as the leading industries^[9]. The development of "Internet +" action plan to guide Internet companies to expand the international market, to facilitate electronic commerce, industrial development of the Internet and Internet financial health, while promoting mobile Internet, cloud computing, big data combined with modern manufacturing, networking and so on. States have set up 40 billion yuan of new industries venture capital fund, to integrate raise more funds for industrial innovation help fuel.

"public a space to promote the development of innovation and entrepreneurship Volkswagen" and innovation and entrepreneurship diversification

"The public a space to promote the development of public innovation and entrepreneurship," is a recent State Council for the current situation of public innovation and entrepreneurship latest guidance (hereinafter referred to as guidance). In this document, the main explanation of society should now deployed in accordance with the decision of the State Council, in accordance with market-oriented adhere to strengthen policy integration and to strengthen the open and innovative service models shared principles, to form a group to effectively meet the 2020 Volkswagen innovation and entrepreneurship demand, with a strong professional services capabilities create public space and other new business service platform goal of achieving the mass start highly active and other targets, to ensure that our country on the road of innovative country steadily forward. The introduction of this document, officially "light" in the domestic business boom. "The public a space to promote the development of public innovation and entrepreneurship," meaning for the public business, the people business. This paper also guided the direction of diversification and innovation and entrepreneurship manner. Guidance stated that the priority tasks of the moment, that is accelerate the construction of public a space to encourage scientific and technical personnel and college students entrepreneurship; lowering barriers for innovation and entrepreneurship; to encourage and support the establishment of more entrepreneurs experience platform and conduct; this task highlights the new education

entrepreneurship education; support for innovation and entrepreneurship in public service, establish a broader scope for small and medium enterprises, small and micro enterprises to improve market competitiveness; strengthen the financial funds guidance material is to provide a better environment for entrepreneurs; rich and innovative entrepreneurial activities, creating a culture of innovation and entrepreneurship, to create a formal national entrepreneurial environment and spiritual aspirations in society.

"The public a space to promote the development of public innovation and entrepreneurship," the entrepreneurial ideas, innovation and entrepreneurship should penetrate to diversify them, combined with the "information" of a national strategy to make innovation and entrepreneurship, the role of diversification was fully unfolded. After the idea put forward in the community formed a people business environment, in this environment, to be more conducive to innovation and entrepreneurial public acceptance and understanding; secondly, to create entrepreneurial activity and entrepreneurial culture, such an atmosphere conducive to you the formation of the entrepreneur entrepreneurial ideas and dreams; and finally, the establishment of key tasks indicated in the spiritual environment and the physical environment, strengthening the foundation of entrepreneurial practice. "Promoting the development of mass public entrepreneurial innovation and entrepreneurship," in theory, innovation and entrepreneurship to provide support to carry out a variety of policy and material, and for the problems of entrepreneurs in the entrepreneurial process may encounter provides solutions in advance.

Conclusion

Future development potential of China's Internet entrepreneurs immeasurable. Although China's Internet economy is still in a preliminary stage, e-commerce and traditional business than the market share is small, but had a world-class e-business; some areas in the information value-added services, such as search engines, instant messaging, online games, etc. also produced the world's biggest companies with good market value; e-commerce services as the representative of Internet services, the Internet in China's economic development has generated economies of scale, and will continue its rapid development.

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