

Practical Thoughts on the Construction of E-commerce Maker Space

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Abstract: As China's economic development has entered a new normal, the economic development model needs to be upgraded and updated. It is necessary to give full play to the social innovation spirit and encourage entrepreneurship so as to achieve the sustainability of economic development. By building a passenger-created space and providing a platform for the development of e-commerce, it can effectively promote public entrepreneurship, give full play to the spirit of innovation, and promote the transformation and upgrading of economic construction with new entrepreneurial forms and platforms. This requires the full participation and support of governments and social forces at all levels. It is necessary to provide capital, policy, and technical support in building the space for creating passengers. Only in this way can a perfect business platform be established. This article will analyze the practice of creating passenger space.

1. Introduction

After China's economy has experienced a period of rapid growth in the previous period, with the improvement of economic level and the increase in economic scale, it has now entered a new normal state of economic development, and it is necessary to upgrade and transform the traditional economic development model, and to drive innovation. New economic growth points to achieve sustainable economic development. Therefore, encouraging the public to give full play to the spirit of innovation, and self-employment is one of the important development paths. With the development and popularization of network information technology, e-commerce has become an important new business model. In order to support e-commerce entrepreneurship and development, local governments should actively mobilize all kinds of social forces to participate in the construction of the space for creating passengers in the e-commerce industry. This will be achieved through the innovation and entrepreneurship incubator under the new format of creating passenger space. A modern e-commerce industry development platform provides convenient, flexible, open, low-cost work space, cyberspace, social space, and resource sharing space for e-commerce innovators and entrepreneurs to fully integrate innovation and entrepreneurship, thereby enhancing overall efficiency. China's innovation and entrepreneurship capabilities, and the realization of a high quality economic growth model driven by innovation.

2. Current Practical Issues in the Construction of E-commerce Makerspace

2.1 Lack of a Sound E-Commerce Business Support and Support System

At present, many e-commerce marketplaces still need to be improved in terms of supporting systems. In some places, the marketplace has not been able to establish a sound entrepreneurial carrier step by step, and in particular there is still much room for improving the scope and subsidy of the e-commerce startup incubation base [1]. In addition, it is necessary to further to strengthen the infrastructure construction of the e-commerce entrepreneurial space, and it is also necessary to continuously improve the policies and methods of attracting e-commerce operators to create passenger space. At the same time, there are also some problems of the construction of platforms for the provision of public services for e-commerce space, and there is a lack of services to expand the scale of e-commerce ventures and cultivate new e-commerce entrepreneurs. Local governments at all level have not done enough in terms of network knowledge, marketing methods, and training as

related technologies for entrepreneurial personnel. As a result, e-business entrepreneurs lack the necessary professional knowledge and skills, and they have constrained e-commerce and innovation to some extent. The development potential for passenger space.

2.2 The Atmosphere of Popular Entrepreneurship in the Construction of Makerspace Still Needs to Be Strengthened

Although some areas have carried out the construction of passenger space, they still lack the atmosphere of popular entrepreneurship. In the maker space, attention is still focused on a small number of elite entrepreneurs, and there is insufficient attention to e-commerce entrepreneurship of the general public. Apart from paying close attention to e-commerce entrepreneurs who are returning to China for study and research personnel, it is necessary to encourage innovation and entrepreneurship among ordinary employees, university graduates, and other young people, and to create an innovation-oriented value orientation and entrepreneurial orientation in the passenger creation space. However, at present, the relevant technical support, various professional training, communication media, and incubators have not yet been constructed and improved in the makerspace. At the same time, there is also a lack of support for policies and funding. The status quo of one-sidedness of makerspace is dependent on policy-oriented status, which is not conducive to the development of space, and should give full play to the role of the market. At the same time, the construction of supporting facilities for various jobs and life in the passenger creating space is not perfect, which is not conducive to the formation of an entrepreneurial atmosphere. There are also deficiencies in the flexibility, coordination, and freedom of many makerspaces. They should allow the free flow of innovative elements and optimize the allocation of resources.

2.3 Support Policies for E-Commerce Entrepreneurship Have Yet to Be Improved

The establishment of e-commerce space for creating passengers needs policy support to realize the allocation and integration of various elements such as capital, talents, technology, and supporting services. However, at present, in the construction of passenger space, government departments and related scientific research units, universities and enterprises have separately controlled some resources, which have affected the free flow of innovative elements. Many resources cannot be shared, and all parties' forces cannot form effective ones. With coordination and cooperation, there are various problems such as the actual needs for innovative projects to break away from the market and the lack of innovative funding.

3. E-commerce Maker Space Development Proposal

3.1 Strengthen the Establishment of E-commerce Entrepreneurship Guarantee and Support System

In the practice of building e-commerce space for passengers, we must first strengthen the support system. Governments at all level should establish a sound entrepreneurial carrier, clearly define the scope of the business incubator, and provide financial support to encourage all regions to strengthen the establishment and recognition of the incubation base [2]. Only with a comprehensive platform for creating passenger space can we attract more e-commerce companies to join it. In addition, it is necessary to build a well-functioning public platform for the passenger space to provide policy consulting, entrepreneurial guidance, financing services and on-line training of various professional technologies for e-commerce ventures, to help entrepreneurs improve their technical level and enrich information sources. Provide thoughtful service content for their entrepreneurial activities.

3.2 Creating a Good Public Entrepreneurial Environment in the Maker Space

E-commerce entrepreneurship groups have different characteristics in different regions. At the same time, when building a passenger-created space, they must combine the characteristics of the region and the actual situation of the entrepreneurial crowd to accurately determine the development direction of the space. There are obvious differences in the industrial structure, industrial foundation, and development direction of each region. Therefore, when creating a passenger space, we cannot

simply replicate the experience of other regions. We must fully understand the development direction and the actual conditions of the region and build The unique recreation space creates a good atmosphere of innovation in the maker space [3]. In creating an innovative atmosphere, we must also accurately grasp the cultural characteristics, the direction of interest, and the actual needs of the entrepreneurs in the region, and scientifically position the development goals of the passenger space, and provide various innovative services based on actual needs. And establish a corresponding organizational form. When constructing a passenger space, it is necessary to avoid construction for construction and waste of resources.

3.3 Establish and Improve Support Policies for E-Commerce Entrepreneurship

In the construction of e-commerce makerspace, multiple forces are required to participate together, and various e-commerce entrepreneurial elements and information are effectively integrated, and a resource sharing service platform is established. Therefore, government departments should give full play to their leading role and actively coordinate the resources of different departments, different industry sectors, and related universities, research institutes, and enterprises, and integrate information, build innovative service platforms, and promote the sharing of information. The resources are optimized for collaboration and provide channels for online and offline cooperation and exchange, thereby comprehensively improving the innovative and entrepreneurial capabilities of the passenger space [4].

The main purpose of establishing an e-commerce entrepreneurial information platform is to build a smart call center for innovative entrepreneurial data information, and to keep abreast of domestic and foreign scientific and technological trends, market information, the latest government support policies, and the dynamic status of various related resource information. After the effective integration of these information resources, the customized e-commerce service content will be promoted to help e-commerce companies expand their information channels and reduce marketing costs. The government supports the supply and demand sides through policy support. At the same time, it should actively coordinate technical forces to participate in platform maintenance and renewal. In addition, the government should also provide support for e-commerce entrepreneurial activities in the makerspace through policies such as tax deductions and various forms of business subsidies.

4. Conclusion

As the country proposes to promote the development of economic development strategies driven by innovation and encourage popular entrepreneurship, in order to adapt to the new normal of economic development, all regions should increase support for the establishment of e-commerce maker space and improve related supportive policies. And actively mobilize the participation of various social forces, strengthen the construction of a variety of basic guarantee measures and support systems for the passenger space, provide a good platform for the development of public entrepreneurship, and create a maker space with a strong sense of modern electricity supplier industry and atmosphere. , For the majority of e-commerce innovation entrepreneurs to provide flexible and convenient, open, low-cost work space, cyberspace, social space and resource sharing space, for the majority of entrepreneurial e-commerce to provide innovation and entrepreneurial integration, online and offline Combining entrepreneurship services that combine investment, hatching, and investment to promote China's economic transformation, comprehensively improve innovation awareness and entrepreneurial capabilities, and create a sound foundation for the sustainable and stable growth of China's economy.

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