

Research on Innovative Entrepreneurial Information Service in University Library

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Abstract—with the launch of innovation and entrepreneurship, the whole country has entered a new stage of innovation and entrepreneurship, and the innovation and entrepreneurship information service for university libraries is an important direction for the development of modern library information service. Many university libraries are relatively backward in innovative entrepreneurial services. How to break through the limitation and improve the quality of innovative and entrepreneurial service is an urgent problem for university libraries. Internet + is the trend of social development. Based on the Internet of things, cloud computing, big data, mobile Internet and other information technologies, Internet + advocates innovation, restructuring, opening up, connecting everything and respecting human nature. This paper proposes that university libraries can use the Internet + technology and ideas to develop innovative entrepreneurial services. We will adopt measures such as streamlining and reconstructing library institutions, establishing a system for reorganizing personnel mobility, reforming the system for cultivating subject librarians, and establishing a system for rewarding and punishing service for innovation and entrepreneurship. It is hoped that it will be helpful to the university library to provide innovative entrepreneurial information service.

Key words—innovation and entrepreneurship service ,University library, Information service

I. INTRODUCTION

In the era of innovation and entrepreneurship and the rapid development of information technology, university libraries are facing a severe survival crisis. However, the development of network society and information society has brought crisis but also an opportunity to university libraries. The popularization of information technology brings to the various industries are subversive revolution, slows down the area between the barriers caused by the factors such as economy, traffic, has quite a few industry by using information technology to change, and has obtained the development. The competitiveness of university library information service lies in innovation and entrepreneurship service. It is the developing direction of university library information service that subject librarians make use of the library's professional information to provide innovative and entrepreneurial services for professionals to study, teach and research. The university library must face the current crisis, study how to turn the crisis into an opportunity, study how to make good use of the information society and the development of information technology, to change, innovation entrepreneurship services to gain a new life. This study advocates the opportunity of reform and innovation through Internet plus in the whole society, and proposes Suggestions for innovation and entrepreneurship service innovation in university libraries.

II. DIFFICULTIES FACED BY UNIVERSITY LIBRARIES

China has a vast land area, and the economic development of the eastern and western regions is uneven, resulting in the development of science and technology, culture and education. Although the university library is relatively backward in technology, talents and other aspects, as an important cultural institution of the university, it still makes great contributions to the development of teaching and research. Since entering the 21st century, with the development of information technology and network society, university libraries are facing a severe survival crisis.

A The Search Engine Represented by Baidu Replaces the Library to Provide People with the Demand of Popular Information.

At first, search engines mainly provided web pages, news, video, pictures, music, maps and translation services. With the development of cloud computing and big data technology, search engine gradually develops education, medical treatment, transportation and other public services. Search engines provide great convenience for people's work and life. People have a lot of problems getting information directly from search engines instead of needing library services.

B Various Online Bookstores and Online Bookstores have Impacted People's Demand for Paper Books.

Among them, the online bookstore has impacted the demand of people to borrow common popular books in the library. With the popularization of 3G and 4G, mobile Internet has deeply penetrated into people's life. The online bookstore represented by Baidu Reading and Qidian also grew rapidly with the development of mobile Internet. China's online literature has 300 million users and 42.6 percent of Internet users. It can be seen that reading literature on the Internet has become one of the important activities of people's amateur cultural life.

C *Various Professional Databases Challenge the Status of Scientific Research Information Providers in Libraries.*

Providing professional information services to researchers has always been the core competitiveness of university library services, and now various database vendors are undermining the existence of libraries in this field. Taking the Chinese database as an example, the databases such as cnki, chongqing weipu and wanfang contain the information of most Chinese scientific and technological journals. For foreign language periodicals, the number of printed foreign language periodicals originally ordered by the library is small, which is difficult to meet the needs of readers.

D *Web2.0 Social Networking Sites Gradually Replace the Function of Library Cultural Communication.*

Library has always been an important place for people to exchange culture. But nowadays, people are communicating more and more frequently through the Internet. In particular, the rise of some Web2.0 websites with cultural sharing and information exchange functions has accelerated this trend. Among them, Douban, Zhihu, Baidu Wenku, Baidu Know and other outstanding. Among them, Douban focuses on literary and artistic youth, while zhihu focuses on elite groups, while Baidu Knows and Baidu Wenku audiences are more popular. Taking Douban as an example, the evaluation function of various movies and books is an important indicator for many people to watch movies and read books. Film review and book review have become an important platform for people to share their experience. On the contrary, library books recommendation, reading guidance, cultural salon and other functions are declining.

III. PROBLEMS EXISTING IN INNOVATIVE ENTREPRENEURIAL SERVICE IN UNIVERSITY LIBRARIES

A. *The Number of Them is not Large, and the Promotion is not Strong Enough*

With the launch of the slogan of innovation and entrepreneurship, the university library has carried out innovation and entrepreneurship services, accounting for 40% of the total number. More than half of the university libraries have not yet started and the overall number is relatively small. At the same time, in the library that has carried out innovative and entrepreneurial service, in addition to the three-stage promotion plan formulated by the university library, many libraries have weak promotion efforts. Among them, the innovation and entrepreneurship service website publicity and construction performance is particularly obvious. The lack of promotion leads to the lack of understanding and understanding of innovation and entrepreneurship services.

B. *Subject Librarian Construction Needs to be Strengthened*

In the university library that carries out innovation and entrepreneurship service, except the university has more subject librarians, there are only a few subject librarians in other universities. The lack of academic librarians has seriously affected the development of innovative and entrepreneurial services, and there is a situation that only a few departments can provide services or a single subject librarian has limited energy to provide services to multiple departments. Second, at present has the subject librarians in library website contact to introduce the library are not to introduce subject librarian academic, professional, and is usually a subject librarian service a few departments. This indicates that there is a certain gap between the academic degree, academic background and the requirements of service objects of these subject librarians. On the other hand, the academic degree and major of librarians in library discipline of Shanghai jiaotong university and other schools are in line with the requirements of their service departments.

C. *Thinking and Management System are Backward*

The academic service of university library is lagging behind, and its deep-seated reason comes from the backward thinking and management system of library industry. Some employees in the library industry are content with the current situation in mind, unwilling to continue learning and constantly improve their abilities, and unwilling to face new work challenges. On the one hand, it not only affects the enthusiasm of the whole library service team, but also makes the limited library human resources more scarce. Along with the outdated thinking is the backward management system. First of all, the library lacks effective incentive and punishment power and mechanism for staff, and cannot effectively motivate and motivate staff to devote themselves to new work. Second, most of the management mode of library has been used in the past, to each department staff deployment task and division of labor and cooperation between the rigid is not flexible, not to maximize the library work coordinated.

D. *Relatively Backward Service Means*

In addition, the backwardness of innovative entrepreneurial service means is also a major reason for the low quality of academic service in university libraries. This is mainly reflected in the following aspects. First, the construction and promotion of discipline resources are limited to the traditional model. This is mainly reflected in the procurement of discipline resources and the circulation of books two links. The procurement of disciplinary resources is mainly based on the subjective consciousness of the procurement personnel, and the final users cannot have too much decision-making power in the procurement. In the book circulation link, most still use the traditional form of the staff operating the, borrowed time and place is limited to a lot of, only a small portion of the university library RFID system were introduced.

IV. THE MAIN COUNTERMEASURES OF CONSTRUCTING INNOVATIVE ENTREPRENEURIAL SERVICE MODE FOR UNIVERSITY LIBRARY SERVICE STUDENTS

A. *Carry out Information Consulting Service for College Students' Innovation and Entrepreneurship*

First of all, the university library can improve college students' innovative undertaking of software and hardware support, to provide students with innovative undertaking specialized small-scale retrieval or electronic reading room of a part of the machine, provide certain help for the early stage of the collecting and organizing material. The library has set up a special innovative and entrepreneurial intelligence consulting service space, which can provide professional answers to students' relevant requirements at specific times and by specific personnel. Secondly, combine the existing database with the collected resources to better provide students with targeted intelligence services. Hired for work in the student employment entrepreneurship institute (department) of the first line teacher, provide constructive Suggestions for professional librarians and students, to increase foreign exchange, or hire outside personnel to carry out the innovation of the irregular small business talk.

B. *Embedded Entrepreneurship Guidance Courses and Career Planning Courses for Professional Librarians*

At present, most colleges and universities are carrying out employment and entrepreneurship guidance courses and career planning courses, and they are paying more and more attention to these two courses. Employment and entrepreneurship guidance courses and career planning courses help students establish a correct attitude towards employment and entrepreneurship and good career planning in advance before they leave school. Many professional librarians of colleges and universities on embedded information retrieval for the specialized course teaching, the teacher through the library information services platform for innovative undertaking supplementary employment entrepreneurship class and career planning course, make the teaching more vivid and comprehensive content, more data, more realistic guiding significance.

C. *Build a Library Innovation and Entrepreneurship Information Service Platform*

Students entrepreneurship has the very high passion and enthusiasm for innovation, but students and social contact is less, most knowledge from the books, the lack of practical experience and experience, the concept of college students' innovative undertaking, thought also has some limitations. University library through the existing databases and network resources, innovative entrepreneurial success stories and relevant information collection, the data for further processing and finishing, according to the different professional pushed to students, establish a guidance of students' innovative entrepreneurial information service platform. At the same time, university libraries should speed up the construction of innovative and entrepreneurial education quality courses information, and launch a number of online open courses such as resource sharing moocs and video open courses. Establish online open course learning certification and credit recognition system. Organize leaders of relevant disciplines and outstanding talents of industrial enterprises to jointly compile education key teaching materials of innovation and entrepreneurship with scientific, advanced and applicable features.

D. *Strengthen the Building of the Teaching Capacity of Staff Team Innovation and Entrepreneurship Education*

First of all, to clear all the teachers in colleges and universities, especially the professional officials innovation entrepreneurship education responsibility, we will further improve the professional technical position appraisal and performance evaluation standard, strengthen the innovation evaluation in entrepreneurship education. Education for innovation and entrepreneurship and part-time teaching staff for guidance of entrepreneurship and employment shall be selected, matched and strengthened, and a system for regular assessment and elimination shall be established. Second, strengthen the innovation of the professional librarians entrepreneurship education consciousness and ability, the implementation of pre-service training, curriculum training in rotation, key research important content such as training, establish relevant full-time teachers to professional teachers, innovative entrepreneurship education system of one's credentials the exercise industry enterprises.

V. CONCLUSION

In encouraging the innovative entrepreneurial background, college students are new forces innovative undertaking, but also the future national innovation entrepreneurship of the main undertaker, university library should keep up with the need of The Times, carry out and implement the college students' innovative entrepreneurship education, entrepreneurship and innovation education is not a division or department can advance, need to lift force of partial coordination, coordinated progress. University library as an important part of colleges and universities, in the implementation of a deluge of creative education reform should be based on its own service advantages and core competence, to develop innovative entrepreneurship education information services, expanding the service scope and content, and enhance innovation capability and level of entrepreneurship education in colleges and universities.

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