

Research on the Impact of University Library Services on Innovation and Entrepreneurship

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Abstract—In the background of the comprehensive development of innovative and entrepreneurial activities in colleges and universities, colleges and universities have further accelerated the pace of the collection of innovative and entrepreneurial resources, and also put forward new requirements for the services of innovation and entrepreneurship. The rapid development of campus network of university library provides great convenience for students and teachers. They can obtain the relevant information through the digital library web pages at any time and at any place according to their actual needs. They can also realize the publication of articles and real-time interaction and communication through the online plate. Starting from the service of university library, this paper studies the important significance of innovation and entrepreneurship to the library, and the significance of innovation and entrepreneurship for college students. Through the research, it puts forward a new innovation and entrepreneurship service scheme for college and University, and provides a new reference for the university library.

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

I. INTRODUCTION

In recent years, with the attention of the state and the whole society to the innovation and entrepreneurship of college students, the innovation and entrepreneurship of college students in various universities is also in full swing. However, there are many problems in the current innovation and entrepreneurial activities. For example, many college students' entrepreneurial projects are more at the theoretical level. After the project has done a lot of work, it has discovered that it is a project that others have already done. The products and services that the project generates are not known. How to locate, the project lacks financial support, the team lacks talent to join, the project takes up learning time, and so on. One of the more important reasons for the innovation and entrepreneurial activities of college students is the lack of accurate business intelligence information and professional intelligence personnel guidance. Therefore, it is impossible to scientifically formulate entrepreneurial plans, and the entrepreneurial motives are more blind and random, which ultimately leads to innovation and entrepreneurship. A short-term ordinary practice can not attract college students to devote themselves to innovation and entrepreneurship, and persist in the final success of the project. University libraries are the pool of university knowledge and intelligence, and have the resource base for conducting market information intelligence analysis and inquiry.

The study of College Students' innovative and entrepreneurial ability of college students in China started relatively late. In view of the existing literature, there are more studies on the innovative and entrepreneurial ability of college students from the perspectives of pedagogy, economics, psychology, sociology and management, but less from the perspective of technological innovation and technical transformation. There are few windows for the creation of special information services for students' innovation and entrepreneurship. It is not ideal to retrieve information resources about the innovation and Entrepreneurship of college students across the world, across regions and across systems. The university library service is a continuous process. In order to ensure the effect of innovation and entrepreneurship information service, the library and the school innovation and entrepreneurship education management departments should strengthen cooperation to provide information services for the innovative and entrepreneurial education of college students. Starting from the service of university library, this paper studies the significance of innovation and entrepreneurship to the university students' innovation and entrepreneurship, and puts forward the Countermeasures of providing information service for innovation and entrepreneurship education in university libraries. It provides ideas and methods for information service of library and innovation and entrepreneurship education. In view of the lack of business intelligence information and intelligence personnel guidance in the current college students' innovation and entrepreneurship, this paper believes that university libraries can make good use of their own resources and advantages in college students' innovation and entrepreneurship boom.

II. INNOVATION AND ENTREPRENEURSHIP MAKE LIBRARY CHANGES

A. Innovation and Entrepreneurship Make Library Reorganize the Organization and Workflow

The periodical department, circulation department, editing and editing department, and information service department are the standard settings of most library institutions in the institutional setting. However, under the innovation and entrepreneurial environment, due to the advancement of information technology, the heavy work, which partially depends on manpower, has been replaced by machinery and equipment; on the other hand, the functions of information transfer, networking, mobilization, information mining, and processing in the library are in an increasingly important position, so it will have to make cuts and

movements among departmental personnel, and finally the institutional reforms will emerge. In the workflow, the library's traditional information collection, management, processing, delivery, and service models are limited by technology and can only be arranged around the construction of the library. Users are subordinated to the library's workflow. However, under the innovation and entrepreneurship model, due to technological progress, the workflow of the library will be set around the needs of users to reorganize the workflow for the purpose of providing users with faster and better services.

B. Innovation and Entrepreneurship Make the Library Change the way of Service

The traditional library service center is in the library premises, but in the environment of innovation and entrepreneurship, online services will occupy an increasingly important position. First of all, with the help of the Internet of things technology, innovation and entrepreneurship can make library lending work free from library staff or even from the physical space of libraries. Secondly, innovation and entrepreneurship reading will promote the quality and quantity of reading. On the one hand, reading and promoting through innovation and entrepreneurship will enhance the effect of reading promotion and encourage people to read more and better books. On the other hand, digital reading will become easier and the reading experience will be improved. In addition, innovation and entrepreneurship will enable libraries to build mobile knowledge communities and provide online knowledge services to facilitate knowledge exchange and transmission. Finally, innovation and entrepreneurship will change the mode of library education service. By providing online learning to provide lifelong education to the library, it becomes feasible to make users more willing to study actively.

C. Innovation and Entrepreneurship will Change the Relationship between the Library and the Outside

All along, libraries have little contact with the outside world, and communication channels are not smooth enough. But in the environment of innovation and entrepreneurship, libraries will also have to have more connections and cooperation with the external environment. First, libraries can provide more and deeper information services to the society, enterprises and the public through mobile Internet and social networking tools. Secondly, through the innovation and entrepreneurship, the system interface will be opened, the open platform is set up, and the library, the government information center, the enterprise information service center and so on are butted together to realize the sharing of resources. Finally, in the environment of innovation and entrepreneurship, various industries have to set up the spirit of innovation, break the industry barriers, and the library will also have the opportunity to achieve cross-border integration with other industries, upgrade the traditional services and open a new service model.

III. THE SIGNIFICANCE OF UNIVERSITY LIBRARY FOR UNIVERSITY STUDENTS' INNOVATION AND ENTREPRENEURSHIP INFORMATION SERVICE

With the increasing number of university graduates and the increasing pressure of employment every year, it has become a prominent problem in today's society and a hot topic of concern from all walks of life. The issue of College Students' innovation and entrepreneurship is highly valued by the CPC Central Committee and the State Council. As one of the main pillars of university teaching, the university library is the position of the information and quality education in the school. It is the cradle of training the talents of the society. It should give full play to its educational function, service and educating function, correctly guide the college students to change their employment concept, improve their employment skills, and provide more innovative and entrepreneurial information services. The path enables college students to get more information on innovation and entrepreneurship, improve their skills in innovation and entrepreneurship, achieve early employment, reduce social contradictions, and create a harmonious social atmosphere.

IV. NECESSITY FOR UNIVERSITY LIBRARIES TO USE INNOVATION AND ENTREPRENEURSHIP SERVICE

A. Innovation and Entrepreneurship are the Development Trend of the World

Innovation and entrepreneurship has become an important way for enterprises to seek development from the top to the country. After the 2008 global financial crisis, the world economy has been in a depression and has not improved much. Crude oil, coal, iron ore and copper prices have fallen sharply, making it harder for traditional resource-dependent countries. So countries are looking for new models of development. For example, the us launched the intelligent manufacturing strategy, Germany launched the industrial 4.0 plan, and China proposed the made in China 2025 plan, all of which are based on the idea of innovative and entrepreneurial manufacturing. At the corporate level, many traditional businesses are stuck in growth bottlenecks and even close to failure. On the contrary, some enterprises that are constantly innovating and starting businesses grow rapidly. Such as Facebook, Google, Alibaba, Tencent, Xiaomi and other Chinese companies. Especially in China, Xiaomi's rapid rise in innovative and entrepreneurial thinking has caused a profound impact on China's economic transformation. In a word, it integrates with innovation and entrepreneurship, and seeks new development through innovation and entrepreneurship. It is a consensus and necessary path for various industries, including public utilities and public welfare undertakings. Therefore, the library cannot stand still and must keep up with the world development trend.

B. Decided by the Present Situation of the Service of the University Library

University library's disciplinary services are still far from that of the developed universities in China. The overall number of projects is small, the breadth and depth of services are not enough, and the quality of the projects already carried out is not high enough. The current predicament of university library is mainly from the old concept, the outdated management mode and the

restriction of information resources and human resources. The limitation of the information resources is from the shortage of funds. The shortage of human resources comes from the limitation of the compilation. However, it is not possible for the university library to directly increase enough funds or to introduce enough talents. The university library can only make the full article from the concept, the management mode and the mode of carrying out the model. It is necessary to find a new way to reintegrate the existing funds, information resources and human resources. In addition, some libraries with a certain scale of service want to reach or even exceed the library of some famous schools in the developed areas, and they can not continue to follow the rules and regulations. As a new way of transformation of all walks of life, innovation and entrepreneurship has become a national strategy, and it will inevitably become the first choice of the university library to carry out the subject service.

C. *Decided by the Purpose and Goal of Academic Library Service Development.*

The goal of the development of university library service is to provide high quality information services for the users of university libraries, to serve the teaching and scientific research of teachers and students, and to serve the business, scientific research and public learning and life. The goal of the development is to carry out the subject service in most university libraries, and to make some libraries reach or even exceed the level of the library with high quality of subject service in some 985 universities. In order to achieve such goals and objectives, university libraries must provide intelligent and precise services, and must make services intelligent. This must rely on the innovation and entrepreneurship development model.

V. UNIVERSITY LIBRARY INNOVATION AND ENTREPRENEURSHIP INFORMATION SERVICE STRATEGY

A *Building a Service Platform for Innovation and Entrepreneurship*

Relying on the existing digital resources, the university library builds an online service platform to provide college students with entrepreneurial teaching, entrepreneurial guidance, entrepreneurial information, entrepreneurial services and entrepreneurship projects, helping and supporting more students and graduates to start their own business around the internet, and gradually improve the proportion of students' innovation and entrepreneurship.

Most university libraries have procured rich digital resources. With the gradual advancement of innovative and entrepreneurial work, the related thematic digital resources are gradually gathered. The university library should make full use of the digital platform such as WeChat public account, QQ group or Sina-Weibo account, implement the release of the hot issues of entrepreneurship, and arouse the students' attention to the frontier information of entrepreneurship. The university library can also open the special section of the entrepreneurial information on the library website, offering the online consultation of the entrepreneurial problem. University libraries should integrate the cross database, build a unified service portal and platform, and provide information resources such as entrepreneurship video, entrepreneurial case, or entrepreneurship plan, so as to solve the individualized entrepreneurial problem for the college students.

B *Collate the Program for Innovation and Entrepreneurship Education*

In order to implement innovation and entrepreneurship education, colleges and universities have introduced and improved talent training programs. According to the requirements of the goal of innovation and entrepreneurship education, colleges and universities have revised the new training program to promote the integration of professional education and innovative entrepreneurship education, integrate innovative entrepreneurship education into the whole process of talent training, and integrate the concept of innovation and entrepreneurship education in the professional curriculum. Many colleges and universities integrate innovation and entrepreneurship education into the quality training system, and regard the quality of innovation and entrepreneurship as one of the professional qualities of college students. The university library should collect the innovative and entrepreneurial education programs of different levels, different types and different professional colleges and universities, and build the special database of "implementation plan of innovation and entrepreneurship education in Colleges and universities", so as to provide useful reference for colleges and universities to implement education in combination with their own circumstances.

C *Building a Curriculum Library for Innovation and Entrepreneurship*

Innovation and entrepreneurship curriculum is the effective carrier and the starting point for the implementation of education. At present, innovation and entrepreneurship courses are mainly divided into 3 categories. (1) general knowledge course. For all students to carry out innovation and entrepreneurship education, the aim is to cultivate students' awareness and thinking of innovation and entrepreneurship, and incorporate them into basic credit courses. (2) the curriculum that integrates the elements of innovation and entrepreneurship. The method and concept of innovation and entrepreneurship are applied to the course construction, and the original professional curriculum embodies the elements of innovation and entrepreneurship, so that students can learn to use innovative methods and techniques while learning professional skills. (3) the curriculum of innovation and entrepreneurship based on the specialty. The knowledge and skills of innovation and entrepreneurship are fully integrated into professional courses, such as mechanical design innovation, creative software development and other courses. The university library should actively collect relevant resources and build a course library, especially the collection of relevant school-based textbooks, and collate the related network teaching video and MOOC courses. On the one hand, it can greatly enrich the study of teachers and students, on the other hand, it is convenient for the university library to establish the characteristic literature resources library.

D Gather Information on Innovation and Support Policy

The supporting policies for promoting college students' innovation and entrepreneurship education can be divided into government policies and university policies. The government policy mainly focuses on the support of innovation and entrepreneurship, covering special support such as site, service and funds, including the opening subsidy, broadband subsidy, social security subsidy, incentive employment incentive, excellent project award, and growth incentive, including science and technology, human society, education and many other competent departments. University libraries should actively collect and organize corresponding supporting policies, publicize them in a timely manner, and encourage them to make good use of their policies.

VI. CONCLUSION

Under the background of encouraging the innovation and entrepreneurship of the whole people, college students are the new force of innovation and entrepreneurship, and the main responsibility for the future national innovation and entrepreneurship. As an important part of the university, the university library plays an important role in the innovative entrepreneurship education of college students. The university library needs to make full use of its own resource advantages and serve the innovative entrepreneurship education in all directions and through various channels. The university library should take the initiative to know the students' intention of innovation and entrepreneurship, knowledge backgrounds, family background and personal interest, in order to provide accurate information to help students and actively create a platform for college students' innovation and entrepreneurship, and create a good atmosphere of innovative entrepreneurship education.

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