

Analysis of College Students' Entrepreneurship Under E-Commerce Environment

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ABSTRACT

According to the relevant survey, the success rate of college students' entrepreneurship is lower than 5% for a long time, which is mainly due to the low cognitive ability of college students' entrepreneurship risk and the lack of knowledge related to risk management. The research results show that college students are more worried about and attach importance to the direction of the project, the source of funds, the change of the market and the corresponding knowledge and skills, but pay less attention to social resources and social skills. On the whole, college students' risk management ability is medium, so at the end of this article, relevant suggestions are put forward for the improvement of college students' entrepreneurial risk management ability.

KEYWORDS

E-commerce entrepreneurship; Innovation and entrepreneurship; Internet plus; Electronic commerce

1. INTRODUCTION

With the rapid development of China's e-commerce industry, college students, who are growing up with e-commerce at the same time, are gradually networking in behavior, concept and consciousness, and have become the main force of network consumption. At the same time, in the era of Internet +, e-commerce entrepreneurship is a special way of entrepreneurship gradually formed with the rise and development of the Internet and e-commerce. It is a new commercial activity carried out by digitization, networking and informatization of all links of traditional business activities, and mining more market opportunities based on the network background. It has become the most popular way for college students to start a business because of its low cost, low threshold and convenient service.

Another key point of entrepreneurship education for college students is to cultivate their entrepreneurial ability, especially their ability to identify entrepreneurial opportunities and assess entrepreneurial risks. Moreover, it is found from the survey results that college entrepreneurship teachers and the business community agree on the cultivation of college students' basic entrepreneurial ability. The first and second are the ability to identify and use business opportunities and the ability to identify and control risks. Therefore, college students' risk cognition and risk management ability are particularly important for the success of college students' entrepreneurship.

2. ADVANTAGES OF COLLEGE STUDENTS' ENTREPRENEURSHIP IN E-COMMERCE ENVIRONMENT

2.1. Low cost, low threshold, simple and flexible

College students' e-commerce entrepreneurship basically eliminates the large amount of costs required for physical stores, can choose office space more flexibly, and even can carry out business in the dormitory and laboratory, as long as the Internet is connected, business can be handled anytime and anywhere, and the overall entrepreneurial investment cost is low.

2.2. Zero inventory

College students do not need to deposit a large amount of working capital as goods in the store, do not need to hoard a large number of goods, can rely on zero inventory management, shorten the cycle of capital operation, so speed up the turnover efficiency.

2.3. Novel marketing methods

Various functions of e-commerce can be used as a marketing promotion tool, which provides a new stage for the marketing of college students' entrepreneurial projects, and also provides convenience for college students to carry out network marketing activities, and greatly reduces the operating cost.

2.4. Flexible working hours

While starting a business, college students also need to complete their academic tasks. Therefore, I mainly use my spare time and rest days to develop entrepreneurial projects. The biggest advantage of e-commerce is that it breaks through the limitations of time and space, enabling entrepreneurial students to flexibly arrange working hours and deal with entrepreneurial affairs.

2.5. It is conducive to accumulating experience and easing employment pressure

Due to the current employment pressure in our country, college students can achieve diversification of employment channels by starting their own businesses, and through college self-employment can increase new occupations, promote the diversification of employment channels, and train a large number of elite talents for the society. In addition, college students' self-employment can promote the formation of a new talent view and promote the reform of social employment concepts.

3. THE DILEMMA OF COLLEGE STUDENTS' ENTREPRENEURSHIP UNDER E-COMMERCE ENVIRONMENT

3.1. College students lack entrepreneurial spirit and practical ability

The enthusiasm of college students to participate in e-commerce entrepreneurship is not high, and the proportion of college students who really devote themselves to e-commerce entrepreneurship is not high. Most colleges and universities follow the traditional education mode, and the learning curriculum is basically dominated by theoretical knowledge education, and the lack of practical skills training makes it difficult for students to deeply understand and master the curriculum knowledge. It can be seen that the main problem faced by college students in entrepreneurship at present is that they cannot organically link the theoretical knowledge learned in class and on campus with entrepreneurial practice. [1]Due to the lack of corresponding practical experience, some students cannot quickly adapt to the needs of posts after graduation, or even find it difficult to find a job related to their major. Due to the lack of social experience, college students often do not have a strong entrepreneurial quality,

can not objectively look at the competitive e-commerce market, only with their own entrepreneurial enthusiasm, can not solve the various difficulties in the process of entrepreneurship, resulting in entrepreneurial failure.

3.2. The mode of e-commerce entrepreneurship education in colleges and universities is outdated

Colleges and universities are the main body of entrepreneurship education for college students, and it is a new task for colleges and universities to carry out entrepreneurship education. Due to the outdated mode of entrepreneurship education in colleges and universities, it is difficult for students to adapt to the rapidly developing e-commerce market environment after graduation. Some colleges and universities are unable to provide students with sufficient learning resources and necessary support due to the limitations of teachers' own entrepreneurial experience, less funding for teachers' and students' activities, and insufficient training and entrepreneurship places, and it is difficult for students to obtain enough opportunities for entrepreneurial practice. Entrepreneurship education and project implementation are a whole, the two are closely linked and promote each other. At present, more and more colleges and universities have set up special training and entrepreneurial venues for college students to start their own businesses, actively introduce excellent entrepreneurial mentors, enterprise projects, etc., provide entrepreneurial bases for students to start their own businesses, create better conditions and environment for entrepreneurship, and solve some difficulties in the process of entrepreneurship, which has been welcomed by entrepreneurial students and affirmed by the society. However, these entrepreneurial bases cannot meet the individual needs of students to start businesses, and there are drawbacks such as low technical content, low profit margin, and not easy to grow, resulting in a low success rate of college e-commerce entrepreneurial projects.[2]

3.3. The effect of the government's support policy is limited

College students' innovation and entrepreneurship have been attached importance by government departments, and various support and preferential policies have been introduced to encourage college students' innovation and entrepreneurship. The government actively guides colleges and universities, enterprises and social organizations to provide as much help as possible for college students to start their own businesses, actively introduces entrepreneurship support policies, encourages the establishment of e-commerce pioneer parks in various ways, sets up college students' entrepreneurship support funds, and provides certain concessions in terms of government services, loans and places. However, the coverage of policy support is limited, the preferential margin is not large, and many policy preferences have quotas[3].At the same time, there are many conditions that need to be met to enjoy preferential policies, and it is difficult for many college students who have just started e-commerce businesses to obtain support, resulting in the current preferential policies for some college students' e-commerce entrepreneurship has not achieved the expected effect.

4. THE CULTIVATION PATH OF COLLEGE STUDENTS' E-COMMERCE ENTREPRENEURIAL ABILITY

4.1. College students should pay attention to the self-improvement of e-commerce entrepreneurial ability

College students should enhance their entrepreneurial consciousness and cultivate their entrepreneurial spirit, attach great importance to learning on campus, make full use of various learning resources of the school, master professional knowledge, learn network economics and master network marketing skills, and gradually accumulate various knowledge and skills needed for entrepreneurship to lay a good foundation for successful entrepreneurship. With the rapid development of e-commerce, the knowledge related to e-commerce entrepreneurship has been

continuously updated and enriched, and only by maintaining a lifelong learning attitude can we keep up with the pace of development of The Times. In school, we should actively understand the development trend of the industry, grasp the market dynamics, actively participate in practical activities, seize entrepreneurial opportunities, stimulate the high enthusiasm for e-commerce entrepreneurship, and cultivate and enhance the awareness of e-commerce entrepreneurship.

College students should actively participate in all kinds of entrepreneurial practice activities provided by the school and the society, actively participate in all kinds of activities organized by the school, make full use of extracurricular time to participate in various entrepreneurial competitions, better consolidate theoretical knowledge through practical activities, and guide practice with theory. Actively participate in various kinds of enterprise research, internship, internship and other activities, participate in social practice, improve their practical skills, understand the needs of users in the network market, and identify the direction and project of entrepreneurship. In the process of entrepreneurship, college students often face many setbacks and difficulties. College students should improve their psychological quality, enhance the ability to deal with emergencies, and constantly enrich their practical experience.[4]

4.2. Colleges and universities should actively improve the e-commerce entrepreneurship education system of college students

Different from the traditional education mode, the construction of e-commerce entrepreneurship education system with The Times. The core content of e-commerce entrepreneurship education is to guide students to establish entrepreneurial spirit, exercise psychological quality, expand entrepreneurial vision, and improve comprehensive literacy through the implementation of entrepreneurship series courses in class teaching and production practice. After college students master the relevant professional knowledge and basic skills, colleges and universities should also try their best to let them understand the actual needs of network users, strengthen the rational cognition of the network market, so as to better match their own strengths with market demand and prepare for e-commerce entrepreneurship. E-commerce entrepreneurship education courses need to be carried out through various ways such as entrepreneurship lectures, entrepreneurship competitions, and social practices. According to the characteristics of students, colleges and universities should provide personalized consultation and guidance for various problems of college students' e-commerce entrepreneurship.

Whether the teaching staff of e-commerce entrepreneurship education is strong and professional enough will affect college students' e-commerce entrepreneurship ability and development space. Teachers of e-commerce entrepreneurship courses should take the initiative to conduct research and practice related to e-commerce entrepreneurship, and teach students the concept and experience of e-commerce entrepreneurship. The improvement of the ability of teachers cannot be separated from the support of funds. Colleges and universities should formulate corresponding encouragement policies to support teachers to guide students to participate in various e-commerce entrepreneurial activities, and fund teachers to continuously improve their entrepreneurial guidance ability through further study, joint training, experience exchange and other activities. Colleges and universities should establish a teacher evaluation and incentive mechanism to commend and reward teachers who have made outstanding contributions to e-commerce entrepreneurship education and research; Through various online and offline exchange activities, we will continuously solve the problems encountered in the process of education and guidance, and summarize and introduce successful experiences and practices; Strengthen the exchanges and cooperation with the industry and enterprises, especially the leading enterprises in the industry, can send teachers to participate in the front-line work of enterprises, and accumulate more practical experience for students' entrepreneurial guidance; Make full use of the social resources of outstanding graduates in the school, and hire graduates who are more successful in entrepreneurship to provide guidance and corresponding help to students in the school[5]; Employ entrepreneurs or executives with practical experience in entrepreneurship from outside the school to

provide students with face-to-face entrepreneurship guidance; Build a school-enterprise cooperation platform, encourage guiding teachers to accumulate practical experience in the front line of enterprises, and promote the growth and expansion of the "double master" entrepreneurial education teaching team.

4.3. The government should increase the support for college students' e-commerce entrepreneurship

In view of the practical difficulties in the early stage and process of entrepreneurship, the government should timely introduce more suitable preferential policies and support measures. For example: to create and improve the entrepreneurial space of college students, improve the logistics services, government services, technical consulting and other industrial supporting facilities of entrepreneurial space, and provide preferential and remission policies for venue rent; Provide public lectures and training for college students who lack knowledge in the process of entrepreneurship; Optimize the government business environment, simplify the business registration process for college students e-commerce entrepreneurs, implement one-stop service or online self-service, and shorten the processing time; According to the credit and qualification of college students, increase the intensity of interest-free or low-interest loans and tax reduction policies to solve the practical problem of insufficient funds for college students to start a business[6], and help them through the difficult period of entrepreneurship; Set up corresponding entrepreneurship service institutions to help college students overcome the technical difficulties in e-commerce entrepreneurship.

Government policy and financial support are important guarantees. In view of the shortage of funds for college students' e-commerce entrepreneurship, enterprises, investment institutions and industry associations can be guided to set up college students' e-commerce entrepreneurship funds to reduce the threshold of college students' e-commerce entrepreneurship in the early stage. At the same time, the government should strengthen the examination of college students' entrepreneurial qualification and the supervision of project operation, so as to achieve a virtuous circle of venture funds. Efforts should be made to promote the in-depth cooperation between universities and high-quality enterprises to achieve mutual benefit and win-win results between universities and enterprises, that is, enterprises provide practice places and development space for college students to start businesses, and colleges and universities train more suitable talents for enterprises.

5. CONCLUSION

College students lack entrepreneurial spirit and practical ability, outdated entrepreneurship education model and limited government policy support weaken the effectiveness of college students' e-commerce entrepreneurship. In the face of the problem, in addition to the efforts of college students themselves, the government, universities, enterprises and other parties should cooperate to provide a better environment and better service for college students' e-commerce entrepreneurship, so as to comprehensively improve the effectiveness of college students' e-commerce entrepreneurship.

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