

Research on the Current Situation of College Students' Online Entrepreneurship

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Abstract

With the severe employment situation of college students year by year, college students' self-employment has become a new trend. The popularity of the Internet has made online entrepreneurship popular with college students, which is a powerful impact on the previous forms of entrepreneurship. However, in this process, the constraints of various conditions make college students face many problems. Therefore, this paper analyzes the problems faced by college students' online entrepreneurship through the analysis and research of the current situation of college students' online entrepreneurship, and then puts forward relevant improvement suggestions..

Keywords

College students, Network entrepreneurship, Status quo, Countermeasures.

1. Introduction

According to statistics, by December 2018, China's network users had reached 829 million, and the increase in network users also meant a high network penetration rate, which to some extent brought to the network economy and allowed many business actors to see opportunities. The increase in the number of graduates has brought about a series of employment problems, and the difficulty of employment has become a problem to be solved for every graduating college student. The emergence of online entrepreneurship provides a good opportunity for college students who lack funds and experience to exercise themselves. With the lowering of the threshold for starting an online business, more and more college students are attracted to start an online business, which to some extent drives the development of the online economy. Since there are many unstable factors in network entrepreneurship itself, entrepreneurs are required to have a certain awareness of network security. It is not easy for college students to start their own businesses online. Most of them failed in the end. Young talents, represented by college students, are the precious resources of the country. Therefore, they have received great attention from the government, universities and enterprises. However, how to create a good social environment for college students to start their own businesses online still requires the sustained efforts of all parties.

2. Analysis on the Current Situation of College Students' Online Entrepreneurship

2.1 The motivation of college students' online entrepreneurship

2.1.1. Popularity of the internet

In recent years, with the rapid development of network economy, the Internet penetration rate is increasing year by year. Almost every household uses the Internet. More and more people use the Internet for shopping and other consumption. The Internet plays an important role in people's daily life. People are becoming inseparable from the Internet. Alibaba and Taobao were born in the

gestation of the Internet, not coincidentally but necessarily. College students are strong in learning ability, energetic, enthusiastic, and dare to challenge new things. Moreover, college students are familiar with the Internet. Therefore, the number of college students who start businesses online is gradually increasing.

2.1.2.The social environment for network entrepreneurship

Since the Internet entered China, people seem to have discovered a new continent. Although the starting point is low, it has developed rapidly. Internet is like water in fish in commerce. It is inseparable and has greatly improved the country's economy, while the country's economic growth has eased the employment problem to a certain extent. In recent years, with the economic growth, the number of jobs has also increased, but it is far behind the increase in the number of graduates. The employment problem has still not been effectively solved, so online entrepreneurship has become a feasible way to solve the employment problem.

In recent years, the state has issued a series of related preferential policies, the purpose of which is to provide funds and other conditions for college students to start their own businesses, to provide convenience and strong help for college students to start their own businesses, to encourage college students to start their own businesses, to drive the overall initiative of starting their own businesses, and to allow more college students with entrepreneurial ideas to invest in the wave of starting their own businesses.

2.1.3.The atmosphere of network entrepreneurship in colleges and universities

In order to cultivate students' entrepreneurial awareness, many colleges and universities often hold many entrepreneurial competitions, and students' participation is also very high. Many competitions have positive effects. They not only improve college students' knowledge and skills about entrepreneurship, but also exercise their entrepreneurial practice ability to a certain extent. In addition, colleges and universities will also train college students' entrepreneurial awareness through lectures, or train college students' entrepreneurial ability through associations and other forms. Colleges and universities create a good entrepreneurial atmosphere to arouse students' entrepreneurial desire, capture entrepreneurial ideas and enlarge entrepreneurial motivation.

2.1.4.Ease the employment pressure

Nowadays, with the increasing number of graduates, the pressure of employment is overwhelming them like a mountain. Although the economic growth has been remarkable in recent years, the number of jobs has not increased, making it more difficult for college students to obtain employment. In order to alleviate this phenomenon, many college students start their own businesses. With the rapid development of the Internet, many business people have seen opportunities, and Internet entrepreneurship is slowly rising. At the same time, it is favored by college students because of its low threshold. Network entrepreneurship relieves employment pressure to a great extent. Entrepreneurship is also a kind of high-quality employment, which not only promotes employment, but also increases many jobs.

2.1.5.The need to realize self-worth

College students are the darling of the times. Some college students with advanced ideas are no longer satisfied with a stable job. They are independent, bold and dare to try new things. Most of the time they want to train their abilities through entrepreneurship. Even if they fail, they are not afraid to start again. College students are quick to accept new things, have certain knowledge as the basis, and can often achieve results. Besides, it is really difficult for college students to find jobs now. Many college students do not want to be ordinary wage earners, but want to do a career of their own through their own efforts.

2.2 The main body of college students' network entrepreneurship

1.From the perspective of the major learned by entrepreneurs, the students majoring in economics and management are the most. The students majoring in economics and management have received professional guidance and carried out targeted practice, so they have great advantages. Secondly,

science and engineering students will have relative advantages because they are more active in thinking and have a comprehensive grasp of network information.

2. Undergraduate students have the largest number of Internet entrepreneurs, and the number of senior three students is significantly more than that of senior one students. Because junior students have relatively loose time and have mastered certain professional skills. The number of graduate students engaged in online entrepreneurship is relatively small, accounting for only 2.56%. Most college students start their own businesses on the internet, accounting for 64% of the total number of entrepreneurs, and generally employing 1-2 people.

3. The requirements for entrepreneurs in online entrepreneurship are relatively low, so more college students will choose online entrepreneurship. It is understood that among all forms of entrepreneurship chosen by college students, online entrepreneurship accounts for as much as 70%, thus showing college students' preference for online entrepreneurship. However, the success rate of online entrepreneurship is not high, and many of them either give up halfway or face bankruptcy.

2.3 The scale of college students' internet start-up capital

College students did not have much capital when they started their online businesses, so the starting capital was generally very low, with over 66% of college students starting capital below 2,000 yuan. Although the initial start-up capital is not high, the investment will continue to increase through later operations and profits. However, there are also a few college students with better family conditions who choose large-scale projects with high start-up capital from the very beginning. They generally have the capital to take risks. However, it is still unrealistic for most students because their families and individuals are unable to bear the consequences of failure if they take too many risks.

2.4 Monthly income of college students from online entrepreneurship

College students' income from online entrepreneurship is not high because of its particularity. Online entrepreneurship is no better than real entrepreneurship. Its scale is smaller and its income is lower. According to statistics, more than half of online entrepreneurs earn less than 1000 yuan per month. However, this is the data at the beginning of entrepreneurship. After going through the bottleneck period and getting on the right track, their income will improve. Because most of the target customers chosen by college students are students, and what they admire is small profits but quick turnover, the income generally increases slowly.

3. The Problems Faced by College Students in Online Entrepreneurship

3.1 College students lack knowledge and skills related to online entrepreneurship

Internet entrepreneurship has spread rapidly like a tidal wave. In recent years, it has really aroused the desire of many college students to start their own businesses. However, as far as major universities in China are concerned, although they have begun to encourage and advocate students to start their own businesses, the training and education on entrepreneurship have not reached the ideal state. Without systematic education and relevant practice, the knowledge and skills of college students are missing when they start their own businesses. College students cannot master computer technology skillfully and can't use Internet resources efficiently. Moreover, college students' understanding of online entrepreneurship is still at the book level, and they haven't carried out any substantive practice. Their ability is really lacking.

3.2 College students lack rationality in starting their own businesses online

When starting a business, college students are always too eager for success, eager for success, which leads to the failure of starting a business. They want to give up at the first encounter with a small setback. They feel their way completely by their intuition and cannot bear risks. Some even want to become rich overnight by starting a business. There are big problems in their attitude towards starting a business. Every entrepreneur wants to gain huge profits by starting a business, but success is not something everyone can control, so rational thinking and judgment are the prerequisite for success.

The origin of entrepreneurial motivation has also become very important, whether it is to get rid of the pressure of employment, or to realize one's own value, or to be full of interest in entrepreneurship itself and its process. A passionate but irrational entrepreneurial attitude cannot go far.

3.3 College students lack funds to start their own businesses online

College students did not have any economic foundation at the time of graduation. The sources of funding for starting a business are usually from families. Most students' families are in a general situation. It is impossible to spend so much money to support students' starting a business at once. Moreover, it is impossible to imagine the consequences of failure if starting a business is maintained by overdrawing families. Therefore, this is also an important reason why many college students fail to start a business. If the capital chain is broken, it means that the business cannot continue. The lack of funds makes it difficult for students to choose between employment and starting a business. Even if there are many ideas, they cannot walk smoothly on the road of starting a business.

3.4 There are not enough policies related to online entrepreneurship

After entering people's field of vision, network entrepreneurship has received extensive attention from all walks of life. However, it is a new industry after all and has not received extensive support from the government. The laws and regulations on network entrepreneurship still need to be improved. There are still very few preferential policies on college students' online entrepreneurship, such as tax reduction, loan concessions, fund subsidies, etc. This is an important auxiliary measure for college students' entrepreneurship, which can not only encourage college students' entrepreneurship, but also improve the success rate of college students' entrepreneurship. In addition, even if the government has relevant policies, due to publicity and other factors, students are not received in place, unable to give full play to the effectiveness of the policies and provide useful support for students. This requires the government to step up the propaganda of policies and put them in place.

4. Suggestions on Supporting College Students' Online Entrepreneurship

4.1 Adjust your entrepreneurial attitude and establish a good entrepreneurial attitude

College students are a group of young people with vigor and vitality. They are ambitious and want to make a difference. Youth is a capital but also a disadvantage. Impetuosity is a common disease of people in this period, and it is also a common disease of college students. Everyone can accept success, but not everyone can accept failure, especially the failure of starting a business. Only people with good mentality can accept it peacefully. Before starting a business, college students must seriously think about whether they can bear the failure, whether they can start again if they fail, and whether they can start in a hurry if they don't consider these. Once they fail, they are likely to have a mental collapse, which will have a negative impact on their future business or employment. Moreover, the motivation of starting a business is also very important for a college student. If he or she has no interest in starting a business, even if he or she starts a business, he or she will easily want to give up once he or she encounters some problems. Therefore, it is best to start a business on the basis of interest. Interest is the driving force of one's behavior. Only when one is interested can one keep on doing it, otherwise one cannot go far.

4.2 Give full play to the positive role of colleges and universities and carry out innovation and entrepreneurship education

Talents are cultivated. Only when colleges and universities attach importance to the education of innovation and entrepreneurship can they improve their awareness and ability of innovation and entrepreneurship to a certain extent. Online entrepreneurship training is an important way for colleges and universities to enhance their students' online entrepreneurship ability, but at present the online entrepreneurship education in colleges and universities is still at the primary stage and has not played a fundamental role. Colleges and universities should adopt systematic entrepreneurship education, starting from stimulating entrepreneurial enthusiasm, gradually improve the professional knowledge and skills of college students, and carry out the education work to the end. Colleges and universities

should integrate their own resources and make use of their own advantages so as to construct an all-round and multi-level network entrepreneurship model for college students. Innovation and entrepreneurship education for college students is a continuous development of traditional education, which can help people change their original educational concepts, and at the same time cultivate innovative talents that meet the needs of society.

The practicality of entrepreneurship management determines that its educational methods should also use a lot of practical teaching. Practice teaching in many colleges and universities is mainly carried out through the establishment of college students' entrepreneurship parks. For example, Tsinghua University's Pioneer Park mainly serves college students' entrepreneurship. Since its establishment in 1999, it has achieved good results and established nearly 100 college students' entrepreneurship enterprises. In addition, different forms of practical teaching methods such as enterprise practice bases, school entrepreneurship centers, student entrepreneurship associations, entrepreneurship practice posts, etc. can also be used.

Without the professional guidance of career guidance teachers, college students' online entrepreneurship cannot proceed smoothly. Colleges and universities should set up a strong professional team. The teachers of the team should receive professional training, have systematic teaching modes and concepts, and be able to guide students' entrepreneurial activities throughout the process, so as to improve their entrepreneurial skills on the basis of all-round improvement of their professional abilities. In this process, useful suggestions can be provided to students to help them solve the problems they will encounter halfway, thus greatly improving the success rate of college students' online entrepreneurship.

4.3 Increase the government's promotion and create a good environment for online entrepreneurship

A good network entrepreneurship environment can improve the success rate of entrepreneurship to a certain extent, so the government should promulgate relevant laws and regulations to maintain the network environment, to meet the needs of college students' network entrepreneurship to the greatest extent, to increase the support for capital establishment, tax relief and other aspects, and to give college students a good entrepreneurial atmosphere. Only when the entrepreneurial environment is improved can the enthusiasm of college students be stimulated and the problems of college students in network entrepreneurship be alleviated. At the same time, the government should also take measures to encourage college students to start their own businesses, increase the publicity of online entrepreneurship, take "entrepreneurship" as the goal, and give more support to college students who start their own businesses so as to create a good social environment for online entrepreneurship. At the same time, the state should also increase the supervision of the network, purify the network environment, and provide a fair and just platform for college students to start their own businesses online.

The funding problem is the most difficult problem for college students to solve in their online entrepreneurship. It is often difficult to solve. Even if other aspects are ready, there are always a series of problems in funding. Therefore, the government should play its positive role to provide a series of funding guarantees for college students' online entrepreneurship, and can also use relevant policies to provide loan support for college students. The government can establish a perfect support system for college students to start their own businesses by issuing relevant network policies, and can also adopt other publicity methods to actively advocate that all sectors of society extend a helping hand to college students who start their own businesses. At the same time, the government should also guard against network risks to prevent criminals from defrauding venture funds.

5. Summary

The emergence of Internet entrepreneurship as a new industry is favored by business people, and it is also sought after and loved by college students due to its advantages of low threshold and low risk. However, after all, college students have no experience, and the relevant professional knowledge and

skills are also missing. In addition, network entrepreneurship is not fully supported by all sectors of society, which inevitably leads to many problems. College students should face up to their own shortcomings and correct them in time so as to make the road of starting a business more smooth. Based on the analysis and research on the current situation of college students' online entrepreneurship, this paper analyzes the problems of online entrepreneurship and puts forward some suggestions for future college students to provide reference for their online entrepreneurship. College students should look at online entrepreneurship with an inspection eye and learn to keep pace with the times. Now online marketing has entered automated marketing. College students should master relevant skills and cannot be beaten down by the tide of the times.

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