

Research on Improving the Innovation and Entrepreneurship Ability of College Students in Xinjiang under the Background of "Internet +"

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Abstract: Under the background of "Internet +", with the deepening of the joint construction of Belt and Road ", Xinjiang is no longer a remote area, but a core area and a hub. Colleges and universities in Xinjiang should focus on cultivating a group of compound talents with innovative and entrepreneurial ability to better meet the needs of the development of The Times. Article around the Xinjiang region college students 'innovative entrepreneurial will, first expounds the significance of Xinjiang university innovative entrepreneurial talents, and then analyzes the new era of college students' employment status, again in Xinjiang universities "Internet +" big competition as the basis, discusses the "Internet +" big competition on the influence of college students 'innovative entrepreneurship, the last to college students' innovative entrepreneurial ability promotion put forward targeted countermeasures and Suggestions.

Keywords: Internet +; College Students; Innovation and Entrepreneurship

Introduction

In 2014, Premier Li Keqiang first proposed the term "mass entrepreneurship and innovation".^[1] In 2015, The State Council issued the Guiding Opinions on Actively Promoting the "Internet Plus" Action, which pointed out that the role of the Internet should be fully played to promote entrepreneurship and innovation, and a strong atmosphere of "mass entrepreneurship and innovation" should be formed in the whole society.^[2] In October 2021, The State Council issued the Guiding Opinions on Further Supporting College Students 'Innovation and Entrepreneurship, which pointed out that college students are the new force of "mass entrepreneurship and innovation", and it is of great significance to support college students' innovation and entrepreneurship.^[3] Under the background of "Internet +", Xinjiang is located in the core area and hub of "Belt and Road". Universities in Xinjiang should seize this historical opportunity and strive to cultivate a group of inter-disciplinary talents with innovative and entrepreneurial ability.

1. Significance of cultivating innovative and entrepreneurial talents in universities in Xinjiang under the background of "Internet +"

Under the background of "Internet +", Xinjiang, as the "bridgehead" of China's opening to the west, plays a pivotal role in the construction of "Belt and Road" Silk Road Economic Belt with the deepening of "Belt and Road". The importance of cultivating innovative and entrepreneurial talents in Xinjiang has become more and more prominent. Universities in Xinjiang can rely on their own advantages in disciplines and educational resources to cultivate innovative and entrepreneurial talents with international vision, innovative spirit and practical ability, so as to provide technical support and talent guarantee for the economic development of countries along the Belt and Road route. At the same time, the innovative and entrepreneurial talents trained by universities in Xinjiang will promote students 'employment, relieve employment pressure, protect people's livelihood, and help achieve the overall goal of social stability and long-term stability in Xinjiang.

2. Current situation of innovation and entrepreneurship of college students in Xinjiang under the background of "Internet +"

As the country attaches great importance to innovation and entrepreneurship, especially after Premier Li Keqiang proposed "mass entrepreneurship and innovation", the state has issued a number of policy support. At the same time, colleges and universities in Xinjiang also actively offer innovation and entrepreneurship courses, provide entrepreneurship training, and organize college students to participate in innovation and entrepreneurship competitions, which makes the atmosphere of innovation and entrepreneurship among college students in Xinjiang gradually strong, and their enthusiasm for innovation and entrepreneurship gradually increases. At present, the innovation and entrepreneurship projects of college students in Xinjiang are gradually increasing, covering many fields, such as the Internet, science and technology, agriculture, cultural creativity, etc. Although the current situation of innovation and entrepreneurship of college students in

Xinjiang shows a positive trend, and the innovation and entrepreneurship awareness and ability of college students are gradually improved, the high risk and uncertainty of entrepreneurship lead to the high failure rate of college students in Xinjiang. Through the analysis of multiple college students in Xinjiang entrepreneurship failure case, college students entrepreneurship due to the lack of practical experience and professional knowledge, insufficient understanding of the entrepreneurial process and market demand, easy to make mistakes in the process of entrepreneurship, and college students entrepreneurship often face difficulties to raise funds, due to insufficient capital business projects to continue. At the same time, college students also have the problem of insufficient management ability. College students often do not have good team management, resource allocation, marketing and other aspects, leading to the failure of entrepreneurship.

3. The influence of the "Internet +" Innovation Competition on college students' innovation and entrepreneurship

3.1 Deepen college students' awareness of innovation and entrepreneurship

"Internet +" College Students Innovation and Entrepreneurship Competition is one of the largest comprehensive competitions in China, covering all universities nationwide and facing all college students. It is one of the most influential competitions. Since the first "Internet +" College Students' Innovation and Entrepreneurship Competition was held in 2015, such competition has been held for nine years.^[4] The "Internet +" College Students Innovation and Entrepreneurship Competition has created a good atmosphere for innovation and entrepreneurship for college students and stimulated the innovation ability of college students. By participating in the competition, college students have deepened their understanding of innovation and entrepreneurship and played an important role in promoting higher quality entrepreneurship and employment of college graduates.

3.2 Stimulate the college students' interest in innovation and entrepreneurship

The "Internet +" College Students Innovation and Entrepreneurship Competition provides a platform for college students to show their innovative achievements. Participants can show their ideas and projects. At the same time, they can communicate and compete with other excellent entrepreneurial teams and draw inspiration and experience from other excellent entrepreneurial projects. At the same time, colleges and universities also have certain material rewards for the winning projects, which can stimulate college students' interest in innovation and entrepreneurship.

3.3 Improve the innovation and entrepreneurship ability of college students

The "Internet +" College Students Innovation and Entrepreneurship Competition will invite some successful entrepreneurs, entrepreneurs and industry experts as judges or mentors to provide guidance and suggestions for college students, share their entrepreneurial experience, and help college students solve practical problems, improve their business models and enhance their market competitiveness. At the same time, when participating in the "Internet +" College Student Innovation and Entrepreneurship Competition, the project members need to cooperate with each other to complete the tasks together, which all tests the leadership, communication and decision-making ability of the team leader. All these will help to improve the innovation and entrepreneurship ability of college students.

4. Effective path to improve the innovation and entrepreneurship ability of college students in Xinjiang under the background of "Internet +"

4.1 Innovative talent training mode

Under the background of "Internet +", colleges and universities in Xinjiang should pay attention to the cultivation of college students' innovation and entrepreneurship ability. They should create an innovation and entrepreneurship atmosphere on campus, organizing relevant courses related to innovation and entrepreneurship, and participating in innovation and entrepreneurship competitions.

4.2 Establish an innovation and innovation practice system

Colleges and universities in Xinjiang can build innovation and entrepreneurship pioneer parks to provide entrepreneurial places for college students' entrepreneurial teams, and provide training and guidance for innovation and entrepreneurship, so as to improve their innovative thinking and entrepreneurial ability. We should strengthen university-enterprise cooperation, promote the combination of industry, university, research and application, increase the transformation of scientific research achievements in universities, and improve teachers' level of scientific research and entrepreneurship. To provide policy support, establish innovation and entrepreneurship funds for college students, and encourage college students to participate in innovation and entrepreneurship activities.

4.3 Optimize the incentive mechanism for the innovation and entrepreneurship competition

Xinjiang region universities can optimize the incentive mechanism, according to the level of innovative entrepreneurship competition, awards, the instructor of the project on the year-end performance, title recommendation, the project college students in recommendation PingXian, research on withdrawal, fully stimulate the enthusiasm of college teachers and college students to participate in innovation entrepreneurship competition.

5. Conclusion

Under the background of "Internet +", Xinjiang is located in the "Belt and Road" core and hub, Xinjiang universities should grasp the historical opportunity, pay attention to the cultivation of college students' innovative entrepreneurial ability, actively participate in innovative entrepreneurship competition, with good "Internet +" college students innovative entrepreneurship competition this platform, provide guidance and advice for students, improve college students' innovative entrepreneurial ability, play to the responsibility of colleges and bear, cultivate a batch of innovative entrepreneurial ability of interdisciplinary talents, power "Belt and Road" high quality development.

Acknowledgements: The authors would like to thank the financial supports from the Xinjiang University of Political Science and Law President Fund Project: Research on Innovation and Entrepreneurship Ability Improvement of College Students in Xinjiang under the background of "Internet +", Project No.: XZSK2022049

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