

How Technological Change and Social Media Creates Entrepreneurial Opportunities in Creating New Enterprise

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Abstract: Social media can meet the needs of all kinds of businesses, especially for new enterprise who want to nurture creativity and innovation in creating. Start-ups can connect with potential customers and market their products or services to those most likely to buy. Social media offers perks for all kinds of startups, no matter which market segment a brand is in. Whether it's B2B or B2C, you can't go wrong with proven social media marketing. In the new era, Internet entrepreneurship should pay more attention to terminals. Many people have found that handheld electronic products are becoming more and more abundant. No matter people get information or shop, they tend to start from mobile phones, handheld computers and other channels. Therefore, no matter you are engaged in app development or consumer system development, you can not ignore the terminal. Internet entrepreneurship in the new era should pay more attention to convenient people's life.

Keywords: *Technological Change; Social Media; Innovation; Entrepreneurial Opportunities*

Introduction

The reason why the Internet is so developed, in the final analysis, lies in the progress of people's thinking and the change of life style. People increasingly hope to solve many problems in life through the way of online, so as to achieve the purpose of convenience. Therefore, you should consider what kind of entrepreneurship can bring convenience to people. Internet entrepreneurship in the new era should pay more attention to innovation^[1]. Many industries that have emerged in the Internet era have lost several households in a blink of an eye, that is to say, the method that everyone can think of may be no longer good, even if it is feasible, it also needs to invest ten times more efforts, often unique perspectives and ideas can gather huge energy in a short period of time, these are the power of innovation. Internet entrepreneurship in the new era should integrate teams. Because the Internet work is a huge work, it is difficult to complete by one person alone, therefore, we should gather some people with Internet thinking, we create a new situation together, of course, this is often the most difficult point.

1. Three fundamental method of innovation

1.1 Recombining the elements that make things up

The first fundamental method of innovation: recombining the elements that make things up. We have long been reminded of this by graphite and diamonds. Specifically, it takes the elements of something and then rearranges them in a new way to create something new. For example, the Chinese characters used in daily life were created and evolved in People's Daily life. Yin and Han, for example, are innovations that recombine their constituent elements, kou and jin. When learning Chinese characters, the characters are further broken down into partial radicals and even smaller strokes. When you learn new words, you are actually recombining these constituent elements. In commercial applications, there are many innovative cases of recombining constituent elements. For example, in the operation process innovation of bank ATMs, in order to avoid the withdrawal of the bank card, some ATMs require the cash to be taken first before the card is withdrawn^[2]. In recent years, e-commerce, information release and other platforms have also used this innovative method to optimize the service process and reduce the abandonment rate. For example, e-commerce platforms allow you to

select items first, add them to your shopping cart, and require login or registration only when you make a payment; Information publishing platforms allow content to be edited before requiring login or registration.

1.2 Change the quantity of the constituent elements

The second basic method of innovation is to change the quantity of the constituent elements: this method requires us to first break down the constituent elements of something, change the quantity of one or more constituent elements, and then reassemble them to create a new thing. In the microscopic world, a "new" element can be created from an "old" element by changing the number of protons contained in the nucleus through nuclear fusion or fission.

In commercial applications, there are also many cases of innovation that change the value of the constituent elements. For example, mobile phones from single card single stay to dual card double stay; From a single camera to dual cameras, or even three cameras, four cameras; Razor blades, from single blade to four blade, and even to five and above. New products that take advantage of this innovative approach are proliferating.

Not only the product itself, but also the product production process and the service process can use this method. For example, increasing or decreasing the number of repetitions of a session. One of my readers is a beekeeper whose earthy honey is harvested only once a year, an innovation that reduces the number of repetitions; The innovation of increasing the number of repetitions is also widely used to improve the quality of products and services. One of my customers tested the water every two months, six times the normal frequency, to ensure the quality of his high-end organic rice^[3].

1.3 Adding or subtracting constitutive elements

The third basic method of innovation: adding or subtracting constitutive elements. The ways in which adding or subtracting constituent elements creates something new, seem more general and easier to understand. There are also very many innovative cases of adding or subtracting constitutive elements in commercial applications. For example, from "pencil" to "eraser pencil", it belongs to the innovation of adding elements; "Milk", "milk powder" and "lactic acid bacteria water", which has become popular in the beverage market in recent years, are all innovations that reduce the composition of elements.

2. Social media plays an important role in fostering creativity and creating new ventures

It provides a platform for people to share and exchange ideas, so that ideas can spread faster and inspire more ideas. Here are a few examples of social media in creativity and business: 1. Idea Creation and Sharing Social media provides an unlimited source of ideas that people can share and collect with others anytime, anywhere. Through social media, there are many people who can share their innovative ideas, collaborate with others, get feedback, and collect other people's ideas to inspire their own creativity. 2. Consumer Insights Social media is also a valuable source that can help businesses understand their consumers^[4]. This allows firms to better understand the needs and preferences of consumers so that they can better meet their needs. This can also inspire companies to be creative in products and services to better meet the needs of consumers. 3. New Sales Channels Social media can also provide new sales channels for new entrepreneurs. In some successful companies, sales are usually promoted and sold through social media, and in this way, the company can promote new products or services without spending too much on advertising. Finally, social media can be used to raise money. Through social platforms, people can easily share their projects and seek financial support from investors. This approach is so popular that over the past few years, many successful companies have sprung up with early-stage funding from social media. In conclusion, social media plays an important role in fostering creativity and creating new ventures. It is through these platforms that people can share and discuss ideas, get support and feedback, and discover new sales and fundraising opportunities.

2.1 Spread brand awareness

People prefer to buy products from brands they are familiar with and trust, and the higher the brand awareness, the greater the chance of selling the product or service. Social media is unrivaled in its power to penetrate the minds of its users. The huge fan effect that can be generated by combining various factors of explosive style and explosive text is a very magical thing. If you want to create engaging content, the content will attract people's attention. For popular social media networks like Facebook, Twitter, and Instagram,

where millions of people upload new content every day, startups need to work harder. People can be overwhelmed by the abundance of content. For a start-up, getting attention is no small task^[5].

Content such as videos, images and articles will feed into the news feed and gain more influence. Try to use this type of content for business purposes. However, don't focus too much on the amount of content you put into your feed. Instead, focus on quality... Even if it takes some time and commitment.

Another thing you can do to improve your brand image is to have a good brand awareness strategy. To do this, companies first need to understand what the product audience is interested in, how they recognize the brand, and what motivates them to click through to the page or product information. The better a brand can answer these questions, the better it can develop relevant content. There are more social media platforms than ever before. It's almost impossible to use every medium. And even if it could, it shouldn't. Investing time on social media sites with few or no potential customers is useless.

2.2 Targeted advertising

One powerful feature of social media marketing is paid advertising. Social media advertising can bring brands closer to their goal of increasing sales and revenue. Engagement and online presence matter, yes, but online advertising is where brands get the most bang for their money. Social media platforms allow brands to place targeted advertising, ensuring that a brand's campaign reaches specific individuals who are more interested in the brand's services. Facebook, the most popular and widely used social media platform, allows brands to customize the brand's audience through built-in AD segmentation. For example, brands can select viewers based on age, gender, education, location, marital status, parents, non-parents, etc. That's one of the reasons Facebook has become a favorite platform for businesses.

2.3 Build relationships with your clients

Any successful business owner or entrepreneur will tell brands how important it is to build good customer relationships. The better the relationship the brand has with its customers, the longer they will stick to the brand's brand and choose the brand's products. It may sound simple, but it takes a lot of effort and process to build customer satisfaction. There are millions of brands that choose social networks to promote their products and services. To stand out, brands need to have a well-developed plan in place.

Choose the right platform based on product features, desired audience, and social media marketing goals. For example, what are brands' biggest expectations for a social media campaign? It's a new client... Or higher sales? Need to introduce new customers to the service? Want to bring more local shoppers into the store? Defining a brand awareness strategy can help companies determine which social media channels are best suited for the brand's business.

3. New scientific and technological revolution

Internet of Things The Internet may be familiar to many people, but what is the Internet of Things? The Internet of Things, as the name suggests, is a network of things connected together. The concept is similar to the Internet, right? In fact, the Internet of Things is a kind of Internet, but the latter has matured but the former is still in an initial stage. Now many aspects of life can involve some knowledge of the Internet of things more or less, but the people who really understand the Internet of things are less and less. In the future, the Internet of Things will become a hot topic in the society^[6].

Robot Although the robot has been out for a long time, but really understand the concept of robot is not much. In the past few years, many colleges and universities have also opened robotics related majors, but it still cannot solve the problem of scarce talents. Robot professional needs is the talent, and the professional related to the treatment of personnel is also very high, but still that sentence, where so many robot professionals?

Computer Although the development of computer is very rapid, but this does not mean that the current computer field of talent is in a state of saturation. Human cognition of the computer is far from enough, the development of the computer industry in the future is also very rapid. Many people say that now is an information age, many enterprises for computer talent demand is also very high, such as software engineers, network security division. Of course, it is not easy to learn computer science well, but if you are good enough at it, you can get a very good salary.

Conclusion

The new scientific and technological revolution may make breakthroughs in the fields of new generation information technology, biotechnology, new energy technology, new material technology, intelligent manufacturing technology and other fields. Through the industrialization and marketization of scientific and technological achievements, many new industries, new business forms and new models will be spawned, and a large number of new employment needs will be derived, and the existing employment model will be reshaped. It provides a major opportunity for the optimization and upgrading of global labor and employment.

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