

Study on Legal Issues of College Students' E-Commerce Entrepreneurship under the Background of "Rural Revitalization" Strategy

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Abstract: In the context of "Rural Revitalization", the rapid development of rural society and economy has created a great demand for talents in the field of rural e-commerce. In this environment, college students change their employment concept and settle in rural areas to engage in e-commerce entrepreneurship and employment, which is an effective measure to promote college students' entrepreneurship and employment. This paper analyzes and studies the legal problems involved in the employment and entrepreneurship of college students in the field of rural e-commerce, and puts forward countermeasures and suggestions on the legal problems of promoting college students' entrepreneurship and employment in the field of rural e-commerce.

Keywords: the Countryside; Rural Revitalization; College Students' E-Commerce Business; the Law

1. Current situation of college students' e-commerce entrepreneurship under the background of "rural revitalization" strategy

With the wide application of Internet platform and information technology in the field of international business and the rapid development of Internet economy, the development of e-commerce industry is booming day by day. Traditional commodity trade relies on convenient transactions on the Internet. At present, the situation of China's e-commerce industry is good, the government's favorable policies continue to be introduced, e-commerce industry has unlimited opportunities. In recent years, the employment environment of college students is very cruel, and entrepreneurship has gradually entered the vision of college students. The number of college students starting businesses is increasing year by year, and more and more college students are putting their entrepreneurial ideas into practical action. Although the enthusiasm of college students to start a business is high, but for those who lack social experience, it is inevitable that they will encounter a lot of difficulties when starting a business, which leads to the failure of many college students to start a business, and even involves a lot of legal problems. However, the e-commerce market has broad development space and relatively low entrepreneurial requirements, which makes up for the congenital deficiency in the entrepreneurial process of college students. How to correctly guide, encourage and support college students to start businesses through e-commerce, and how to better assist them to start businesses through understanding legal knowledge and improve the success rate of entrepreneurship is worth in-depth study.

2. Analysis of legal issues faced by college students' e-commerce entrepreneurship under the background of "rural revitalization" strategy

2.1 Choice of enterprise form

At present, the main forms of entrepreneurship stipulated by the state include: individual business, sole proprietorship enterprise, partnership enterprise and company. Due to the choice of entrepreneurial form, the need to bear the legal responsibility is also different. College students can choose the form of entrepreneurship according to their needs and ability.^[1]

2.2 Liability for Breach of Contract

Rural e-commerce mainly shelves and sells various agricultural products on online platforms. When consumers place an order to buy, they will establish a contractual relationship between the two parties, in which the risk of liability for breach of contract is easy to occur. The problems of shelf life and seasonality of most agricultural products, coupled with the weak awareness of some farmers' implementation of the contract, can easily lead to the default of agricultural contracts and breed various legal risks.

2.3 Transaction security issues

Due to the particularity of e-commerce transactions, it has a great dependence on the Internet. Network security is a thorny issue that rural e-commerce entrepreneurs have to face. The following reasons lead to the great risk of network transactions of rural e-commerce enterprises: First is the consumer, especially peasants for information protection consciousness is not high, information security protection consciousness weak lead to all sorts of information leak, followed by the network technology increasingly serious crime, viruses and trojans emerge in endlessly, not only threatens consumers personal information security, enterprise website also has the risk of being attacked by a virus.

2.4 Trademark Infringement

Trademark is the symbol of the brand, is the way for consumers to identify the purchase of products, but also belongs to the category of intellectual property rights. In recent years, China has paid more and more attention to the protection of intellectual property rights. In the e-commerce business is likely to face the legal problems of inadvertent infringement or infringement of intellectual property rights. For agricultural products, consumers will pay close attention to labels such as origin, raw materials and manufacturing methods when choosing products, which leads many investors to take risks in order to achieve such huge commercial value, thus infringing others' trademark rights. This will not only cause heavy losses to operators, but also infringe on the legitimate interests of consumers, resulting in lagging consequences for the development of rural e-commerce.

2.5 Financial risk problem

When the business is on the right track, it is necessary to establish a legal financial accounting system for the enterprise. Due to the strong professionalism of accounting, many small and medium-sized enterprises may recruit college students majoring in finance and accounting at the beginning, lacking practical work experience, resulting in financial risks faced by enterprises.

3. Legal countermeasures of college students' e-commerce entrepreneurship under the background of "rural revitalization" strategy

3.1 The choice of enterprise form is crucial

Although it is difficult for college entrepreneurs to remember all the legal provisions, they can find relevant information

online and check relevant laws and regulations before carrying out various affairs to avoid causing greater legal risks. In this way, graduate entrepreneurs can effectively avoid legal risks. The most important point is that when choosing the business form, college students' entrepreneurs must clearly distinguish the responsibility, and beware of the failure of entrepreneurship that will lead to the family's property responsibility, which will bring huge debts to the family.

3.2 We will improve relevant laws and regulations and let the masses learn

legal knowledge

For electricity in China already has the relevant legal provisions, such as the electronic commerce of the People's Republic of China law "special processing problem of discredit in electricity, the laws such as network return and issue new rules and laws, but are not very good can meet the needs of the development of the rural electric business in China, and also to a great extent, limits the development of electricity in rural areas in China, so in this case, Need countries according to the current demand, the development of the rural electricity and can develop a comprehensive standardized rural electricity laws and regulations, only perfect a legal system of rural electricity, returning to college students in legal problems in the electricity business improved and a good solution, and to better promote the development of "rural revitalization".^[2]

In the process of college students' rural e-commerce entrepreneurship, there will be many farmers to learn e-commerce. But according to the present situation, the legal consciousness of the masses is relatively shallow, can't correct understanding of the law, always thought the law from his very far away, so they should be legal knowledge training, improve their legal consciousness, to make them correct understanding and the understanding of intellectual property rights and all sorts of rights and obligations, to help them through the law to protect themselves, Use the law to protect their own rights and interests, and more importantly, let them through the understanding and understanding of the law, to regulate their business activities.

3.3 To build an e-commerce security system for transaction security

In order to better promote the development of "rural revitalization", college students' e-commerce entrepreneurship needs a complete network e-commerce security system. Used to protect the information of merchants and consumers and the quality and safety of agricultural products. In close cooperation with the network police, the e-commerce platform should severely crack down on the emergence of illegal and criminal behaviors. Once found, illegal behaviors must be severely punished. In addition, in order to prevent the emergence of counterfeit business sales behavior, but also strict control of agricultural products, to let consumers can clearly see all the certification information of agricultural products. In addition, rural electricity trading involves the rural interests between companies and consumers, not only involves the third party trading platform aspects of interests with the bank credit problems, there is a credit risk each transaction link will seriously affect the rural electric business development, the development of rural electricity is also about the development of the college students of rural electricity business entrepreneurship so to establish a social credit system is imperative. The construction of a credit system for rural e-commerce can effectively avoid the emergence of some credit disputes, deal with the inherent legal risks of rural e-commerce from the source, and ensure the good development of rural e-commerce.

3.4 Popularize the awareness of intellectual property protection to avoid

infringement

Raise awareness of intellectual property protection. First of all, college entrepreneurs should understand the legal system and policy requirements of intellectual property, and operate according to law and regulations, so as to avoid infringing others and being infringed by others. Secondly, enrich intellectual property related knowledge and improve their intellectual property protection ability.

In order to avoid IPR infringement, the start-up platform where the college students work can actively cooperate with

the intellectual property owner in advance. When encountering malicious complaints, they can protect their rights in the first time. We can also consult with them to specify the specific behaviors of IPR infringement and identify the difficulties in solving IPR problems that may occur. Finally, the platform agreed on the measures to deal with the infringement of intellectual property rights and provisions on compensation.^[3]

3.5 Take agency bookkeeping to avoid excessive financial risks

In order to avoid this risk, small and medium-sized enterprises can choose bookkeeping agencies. Start-ups such as hiring financial personnel with certain financial experience, may produce higher costs, but the choice of bookkeeping agencies, the cost is relatively low. No matter what form the enterprise chooses, we must abide by the legal provisions of the country, the bookkeeping agency specialized financial personnel professional knowledge and experience is relatively rich, can provide precise and professional services, in order to avoid financial risks to the enterprise.

4. Conclusion

Rural electricity development trend is positive, it is for this reason, in response to the students "rural revitalization" called for electricity in the process of entrepreneurship, will face many legal problems, and the emergence of these legal problems, will give students entrepreneurs of electricity business brings a lot of obstacles, and is likely to affect their entrepreneurial enthusiasm. College students in the face of complex e-commerce legal issues, must maintain a calm mind and objective attitude, but also to strengthen their legal awareness. In addition, it also needs the support of government departments, and it is hoped that the relevant departments will improve the legal system as soon as possible to solve the legal problems in rural e-commerce. It is hoped that through the efforts of the younger generation, "Rural Revitalization" will go further and further with the development of rural e-commerce.

References

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