Research on the Practice of College Students’ Entrepreneurship in the Environment of Network Crowdsourcing Mode

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ABSTRACT

Crowdsourcing enables the enterprises and organizations to make the use of network and the internal and external intelligence resources in the form of being more open, more simple and lower cost, arousing the public’s creative wisdom and boosting innovation and entrepreneurship. Crowdsourcing provides a new opportunity for college students’ entrepreneurial activities. Innovation will become the major research and innovation mode of future enterprises on the basis of opening up of crowdsourcing.

INTRODUCTION AND THEORY REVIEWED

Crowdsourcing, also known as network social production, refers to a company or organization in the past by employees perform work tasks, in the form of free voluntary outsourcing to the non-specific public network. Crowdsourcing and traditional enterprise outsourcing there is a fundamental difference in behavior (WBS). In the process of outsourcing, for reasons of cost reduction, the enterprise will be non-core business delegated to external professional company, outsourcing is clear of the contractor. And using the crowdsourcing model enterprise, will some of the core business, such as important to the design of the product, or the development of key technologies, entrusted to the individual is not clear. Compared with outsourcing, crowdsourcing can usually save more cost. And, more importantly, the package can bring their own resources unable to produce the core of customer value, and the new marketing concept. The crowdsourcing model with interactive communication application of Web2.0, make the public to participate in the innovation cost and threshold slash[1].

Along with the development of the Internet, contributing to the bag market boom, it is a technology innovation brings business changes again. Internet appeared in communication, information search cost greatly reduced, it is possible in the modern sense of crowdsourcing activity directly. In recent years the job (Witkey) concept, can be understood as the manifestation of the crowdsourcing model. Domestic well-known job site including pig eight quit attracts, guest China, China mission, universal attracts, yipin meanwhile, etc. Job has released this kind of platform usually allows any

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enterprise, individual tasks and set the rewards. Public Internet users typically form an online community and submit proposals. The contractor, after submitting solutions need to wait for the review of the party. If the solution can stand out in the number of candidate, drafted by the party, the contractor who won can get corresponding material incentives. After filtering, the optimal scheme finally by all of the party.

Entrepreneurship is a discovery and capture market opportunities and create a new product, service, or realization of its potential value. Crowdsourcing using mass material or spiritual resources for its own products and services, thus to achieve the target of value creation and sustainable profitability. This mode breaks through the traditional concept of entrepreneurial activity which is limited by entrepreneurs to its own resources, emphasize the maximum will be open, startup business external partners crowdsourcing outsourcing tasks via the Internet to a large number of professional or amateur individuals. It is a kind of distributed problem solving model, college students entrepreneurs can focus on integration of entrepreneurship resources, entrepreneurial projects, planning direction.

THE CROWDSOURCING MODEL TO PROVIDE BUSINESS PORTUNITIES

Crowdsourcing is a kind of distributed problem solving and production mode. Problems in the form of public bidding are transmitted to the unknown solution provider. Users (here refers to the "all") of the bag is typically an online community and submit proposals. Crowdsourcing is not only the advantages of economic efficiency, but also the efficiency of personnel and time efficiency of [2]. Especially with the advent of the era of web2.0, the enterprise of labor organization boundary is enlarged unlimitedly. Enterprise research and development of production and consumer spending, to become a fully open platform, enterprise production has become a "social production".

Crowdsourcing broke through the traditional enterprise, industry, professional degree to the space constraints. Departments who can no longer work tasks of belonging to a fixed enterprises. Crowdsourcing can be by amateurs or volunteers use their spare time to provide solutions, or let experts or small businesses from the unknown to take shape.

Through crowdsourcing, stimulate a wider range of ideas. "Crowdsourcing" (crowdsourcing) reflects the era of network a kind of new innovative ideas and practices, including the participatory culture and embodies the collective wisdom, and the network organization innovation characteristics is speeding up the production of ideas, change traditional enterprise research and development, the design innovation activities such as [3]. Innovation will become the future research and development mode of enterprise, by the user to create, spread ideas, and let potential partners around closely around himself.

Through the Internet the crowdsourcing model works, therefore has the characteristics of openness, no boundaries. In the past, the enterprise's R&D and innovation are closed, but now more and more enterprises will be eyes to the outside world, with the aid of social resources to raise their own innovation and research and development strength. Crowdsourcing broke the closed enterprise boundary, completely open to the public.
BASED ON THE CROWDSOURCING MODEL OF COLLEGE STUDENTS ENTREPRENEURSHIP PRACTICE APPLICATION

The concept of "crowdsourcing" is actually originated from the reflection of enterprise innovation model. Although crowdsourcing as a new human resources management tasks with the aid of outside force model, its application is still in the period of groping, inevitably there are some problems, such as: prone to such intellectual property rights and the creative value of legal disputes; In the face of the good and bad are intermingled bidding results, need to enterprise has perfect screening procedures and evaluation system, etc.[4]. But what is undeniable is that it is not just a change in the Internet, to become involved in business and the change of the whole society. Facts have proven that network "crowdsourcing" is or is has a great impact on college students' entrepreneurship practice, provides a new opportunity for college students' entrepreneurial activities.

Gather Industry High-Tech Achievements

As college students, if oneself in a certain area have their own scientific and technological achievements, can use their own professional background, patent results to the road of science and technology entrepreneurship. Common college students high-tech entrepreneurship include Internet application development, biological medicine, new energy technology, etc. High-tech venture, when carries on the science and technology entrepreneurship, to scientific and technological achievements into goods, this is to use scientific and technological achievements entrepreneurial success of an important factor.

The Intelligence Services

Founded the company in the field of intelligence service, college students should develop their own intellectual superiority, choose some knowledge and professional intelligence service, such as translation, tutor training, event planning, design studio, etc., on the other hand, students can make full use of resources of colleges and universities or professional background is more likely to achieve their business goals.

Creative Industry Innovation

Creative industry refers to those from individual creativity, skill and talent for development of enterprises, as well as those based on the development of intellectual property rights can create activities of potential wealth and employment opportunities. Innovation in the field of creative entrepreneurial opportunities including personalized gift custom, fashion design, Internet multimedia production, performing arts, publishing, and so on. Creative industry is a knowledge-intensive industry, its realization degree is more and more dependent on a large number of innovative, highly educated professionals. College students with its young vigor and vitality, has more creativity and creative passion, have received higher education at the same time, to master a certain level of humanistic knowledge and the knowledge of modern science and technology, these features make the college graduates can be better adapted to the innovation of creative industry.
Entrepreneurs can platform with the aid of social labor force supply and demand, reduce the threshold of entering the market.

The limitations of knowledge, experience and ability, college students themselves decide the congenital insufficiency they engage in business activities. Many college students used to be an armchair strategist, entrepreneurial idea perfected, market forecast is generally too optimistic, startup ideas can't afford to test of the market, the lack of real business prospects. Crowdsourcing the ideas and methods for college students' entrepreneurial activities are completely can draw lessons from, such as for entrepreneurs, college students just starting startups may don't need a recruiter, don't need to set up a special office space, can save operating costs. At the same time, was also able to crowdsourcing platform into the internal start-up, breakthrough the limitation of fixed working place and working hours.

In the face of big workload task, entrepreneurship, small and medium enterprises can take the way of workload is decomposed into several small task, through human crowdsourcing, on the network resources to complete the package, this will greatly improve the efficiency. The age of the Internet entrepreneurs can more with the help of the crowdsourcing model, through the Internet to create the package information center, establish information sharing mechanism, establishing the incentive mechanism of knowledge contribution, and to re-examine its own business process, which can be outsourced, what can be the bag, through the study of the bidding of a project or a reward, and for crowdsourcing resources, eventually produce value. Through crowdsourcing collection of creative ideas, creative, solution compared to the cost of consulting firms, the professional services firm offer has a great advantage, greatly reduce the labor cost of start-up costs.

Entrepreneurs from "resource owners" to "resource integration". For entrepreneurs, fledgling startups may don't need a recruiter, don't need to set up a special office space, can save operating costs. Enterprises can not only will it as a marketing plan or for help to solve the problem, also can integrate the internal and external resources, building products and services operating mechanism, form sustainable profitable business plan. At the same time, also can blend in crowdsourcing platform to new ventures in the internal, breakthrough the limitation of fixed work place and work time, more importantly, in the face of big workload task, small amount of work is decomposed into a number of small and medium-sized enterprises can take the task of the way, through human crowdsourcing, on the network resources to complete the package, this will greatly improve the efficiency.

The new network crowdsourcing platform become entrepreneurial projects to attract partners, investors, promotional platform. Entrepreneurial ideas or ideas through crowdsourcing platform promotion. Interested in making connections, let more people to know that their ideas, through the feedback to improve the entrepreneurial idea. In a sense, a number of startups crowdsourcing task, its promotion of even more than the significance of the problem to solve. Through the similar social resource aggregation form set the power of the many netizens, entrepreneurs will receive money, will eventually project execution.
CONCLUSION

Entrepreneurship is entrepreneurs need to have a complicated process. College students entrepreneurs how to combine their own situation, flexible use of crowdsourcing model to provide support for entrepreneurial activities. Through crowdsourcing, the enterprise the past by employees or contractors to finish the work tasks, in the form of free voluntary outsourced to non-specific and usually is a large public or community, expanding the scope of the resources, as a whole run inside and outside the elements, the formation of efficient operation system with unique core competitiveness.

REFERENCES