Exploration on the Innovation and Entrepreneurship Mode of College Creative Space Based on Innovation 2.0

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Keywords: Creative space, College student, Innovation and entrepreneurship.

Abstract. “Creative space” is a collective concept of innovative entrepreneurial service organizations in the era of innovation 2.0. It is an innovative new entrepreneurial service ecosystem consisting of maker space, incubators, accelerators and so on. China is now actively promoting innovation and entrepreneurship education under the government's promotion. It is not only a starting point for improving the ability of college students to innovate and innovate, but also an important source of power for promoting social development and progress. This paper puts forward some suggestions for the construction of innovation and entrepreneurship in colleges based on creative space.

Introduction

According to Schumpter’s destructive innovation theory, innovative entrepreneurship is the source of economic development [1]. From the experience of major developed countries, colleges and universities are often the engine of innovative entrepreneurship. Many successful cases of far-reaching innovative entrepreneurship come from universities, such as Facebook, which was born on Harvard University campus. In China, the construction of an innovation and entrepreneurship ecosystem centered on colleges and universities is still in its infancy, and entrepreneurship education is still a relatively new field in the higher education system. So far, the documents issued by the Ministry of Education are mostly programmatic guidance, and universities are still trying and exploring various models in practice. Since the 1990s, domestic research on production, education and research has produced a lot of rich research. However, the mainstream industry-university-research cooperation research tends to focus on the relationship between universities and research institutions, governments and enterprises, and is applicable to the theoretical analysis framework of innovation systems that emphasizes the interaction between subjects. However, they neglect the research, education, incubation activities and innovative exploration of relevant institutions and institutions around innovation and entrepreneurship. This paper systematically analyzes the changes in the process of leading and adapting to the era of innovation and entrepreneurship, and profoundly reveals the theoretical value and practical significance of this change, which is a blank to be filled. Taking Dalian Neusoft Information as an example, this paper analyzes the exploration of innovative entrepreneurial mode based on creative space in private universities in China.

Literature Review

Research on the Innovation and Entrepreneur Ecosystem

The innovation and entrepreneurship ecosystem centered on colleges and universities is one of many double-creative ecosystems. Some scholars have done valuable research on the innovation and entrepreneurship education in colleges and universities. More representative is Professor Huang Yasheng and other scholars on the MIT education experience [2] [3]. It sums up the model of “unity of knowing and doing” in addition to the basic model of research—application research—creation, that is, solving problems—basic research—application research—creating.

Based on a review of the literature on past innovation and entrepreneurship ecosystems, with the exception of a few exceptions (such as the MIT study mentioned above), there are several issues
related to this issue: (1) Existing research tends to focus on one part of the dual-invasive ecosystem, lacking an analysis of the entire system as a whole and the individual components; (2) Most of the existing empirical studies are of a static descriptive nature, that is, depicting the composition of an ecosystem, and seldom analyzing its causes and dynamic development paths; (3) There is a lack of causal analysis and theoretical framework. The mesoscopic description of the system composition is often out of touch with the analysis of entrepreneurial behavior at the micro level, and it is difficult to answer the question of “why”. That is to say, our current understanding of the innovation and entrepreneurship ecology of colleges and universities often stays in a certain system in a certain university, and the innovation and entrepreneurial activities of a university have achieved remarkable results. As for how it is realized, how the various elements of the ecosystem work in all dimensions of entrepreneurial activities is not fully explained.

**Researches into Innovation and Entrepreneurial Activities**

Entrepreneurial activities are special economic and social activities that have unique laws that are different from general economic activities. Scholars such as Shane and Venkat-araman believe that the essence of entrepreneurship lies in the connection between entrepreneurs and opportunities [4][5]. The core idea is: The process of entrepreneurship is a process of discovering opportunities, assessing opportunities and realizing opportunities with entrepreneurs as the main body. In a highly dynamic entrepreneurial process, entrepreneurs and entrepreneurial teams need specific skills, knowledge and qualities at every stage.

Jeffery Timmons proposed that the entrepreneurial process model is widely used in entrepreneurial management analysis. Among them, entrepreneurial business opportunities, entrepreneurial resources, and entrepreneurial teams are the three most important driving factors that run through the entrepreneurial process and are also called the three pillars of entrepreneurial enterprises [6]. Their existence and growth determine the direction, path and outcome of the entrepreneurial process (see Figure 1).

1. **Entrepreneurial Opportunities:** The framework for evaluating entrepreneurial opportunities involves eight dimensions: industry and market, economic factors, harvesting conditions, competitive advantage, management team, key flaws, entrepreneurial personal standards, and strategic differences between ideals and reality.

2. **Entrepreneurial resources:** including financial resources, technical resources, human resources, social resources, and management resources.

3. **Entrepreneurship team:** People are always the most important factor in the entrepreneurial process. Entrepreneurs are always the mainstay of the entrepreneurial process, and entrepreneurs are a special group. Unlike general managers and professional managers, they often require specific multiple skills.

These three dimensions are indispensable and run through the entrepreneurial activities. The three elements are characterized by dynamics, continuity and interactivity. The entrepreneurial process is often initiated by entrepreneurial opportunities. After a reasonable assessment of the opportunity, the entrepreneurial team obtains the necessary resources and develops a business plan to initiate entrepreneurial activities. The three elements must be the most appropriate combination of the three at different stages of entrepreneurship in order to be successful.

The commonality between innovation and entrepreneurial activities lies in their high risk and the resulting low success rate. Therefore, the effectiveness of evaluating a successful innovation and entrepreneurial ecosystem depends on whether it can successfully help entrepreneurs and startups in the system to avoid various risks in the entrepreneurial process and improve the success rate of entrepreneurship. In other words, the ecosystem at the meso level must be effectively implemented at the micro level of corporate activities and entrepreneurs to produce performance. Therefore, a comprehensive and successful entrepreneurial ecosystem needs to play a role in the three dimensions that determine the success or failure of entrepreneurship. Then, in the process of building an
innovative entrepreneurial ecosystem, how to carry out functional creation and mechanism innovation in three dimensions, and what successful experiences are worthy of further study.

Figure 1. Timmons entrepreneurial process model.

**Typical Cases of Private Space at Private Colleges**

Dalian Neusoft University of Information is a private college of higher education approved by the Ministry of Education and sponsored by Neusoft Holdings. Since the establishment of the school, it has focused on cultivating students’ awareness, thinking, spirit and ability to innovate and start a business, integrating entrepreneurs, investors, governments, and markets on campus to focus on building an innovative and entrepreneurial ecological community. Nowadays, it is gradually emerging in the era of “mass entrepreneurship and innovation”.

**Create a Low-Cost, Well-Equipped Creative Space in All Directions**

In 2002, the school established SOVO. After 13 years of development, the University Student Entrepreneurship Center has become a concentrated display platform for innovation and entrepreneurship of Dalian Neusoft Institute of Information, and it is also the incubation place for Neusoft students to innovate and start businesses. In combination with the school's new school-running philosophy and education model, SOVO has built a business incubator platform around the three aspects of capital, technology and talent market, and strives to build a dream base for “East Soft Maker”, which is also a unique employment and entrepreneurship practice base; At the same time, combined with discipline and professional construction, it will be divided into five major industrial parks: Electronic R&D Industrial Park, Digital Media Film Industrial Park, Mobile Internet Industrial Park, Business Service Industrial Park and Software R&D Industrial Park. Students can set up a virtual company here as the person in charge of the company, fully experience the process of innovation and entrepreneurship, and enhance the ability of innovation and entrepreneurship. SOVO is currently the first batch of entrepreneurial incubation demonstration bases for college students in Liaoning Province. Dalian Neusoft Institute of Information is also the only private university among the 4 universities that have been evaluated. Since the establishment of SOVO, more than 160 virtual companies have been established, of which 63 have been registered and become entity companies. Students who participate in the practice of virtual companies can achieve high quality employment.

**Forging Innovation and Entrepreneurship Culture Inside and Outside the Class in All Directions**

It is often seen on the Neusoft campus: a classmate stands in front of the stage to explain his entrepreneurial dreams and needs to answer the specific questions of the entrepreneurial tutor or the entrepreneurial student within one minute. The school calls it the “Journey of Discovery”. Such activities not only stimulate students’ awareness of innovation and entrepreneurship, but also cultivate students’ ability to express their opinions clearly in a short period of time and cultivate
entrepreneurial character and humanistic spirit that students dare to explore, dare to practice, dare to take risks, face up to difficulties.

At the same time, excellent young entrepreneurs and outstanding entrepreneurs are often encountered in the Neusoft campus. On March 25th, 2015, Yang Jian, a national university student entrepreneur, came to Dalian Neusoft Institute of Information to give a wonderful lecture to Neusoft students with the theme of “Let Youth Burn in Innovation and Entrepreneurship”. His entrepreneurial experience and entrepreneurial sentiment inspired many The Neusoft teachers and students present.

To cultivate students’ ability of innovation and entrepreneurship, we must first cultivate students’ awareness of innovation and entrepreneurship. The school conducts a variety of cultural activities, and weekly lectures, salons and competitions related to innovation and entrepreneurship. The “Bailaohui”, which highlights the outstanding entrepreneurial spirit, “the Entrepreneurial Role Model” that shares the wisdom of outstanding young entrepreneurs, the “Creator Space” that spreads the culture of “everything is possible”, and the “Project Micro Roadshow” which shows the entrepreneurial style of college students. These further stimulated the passion for innovation and entrepreneurship. Through various forms of innovation and entrepreneurship activities, the school truly transforms the innovation and entrepreneurship culture into the thinking mode and behavior habits of each student, and gradually internalizes it into the actual action of innovation and entrepreneurship.

The school also integrates innovation and entrepreneurship education into the integrated curriculum system, project system and practice activities inside and outside the classroom, and strives to build a universal, professional and operational “three-in-one” innovation and entrepreneurship curriculum system; The school combines academic competitions, community activities, and in-school and internship training to integrate innovation and entrepreneurship into the whole process of talent cultivation, and cultivate students' innovative thinking, entrepreneurial awareness, innovative entrepreneurship and ability.

Provide Innovative Entrepreneurial Guidance, Investment Docking and Other Services throughout the Process

On the afternoon of April 29, 2015, Zhang Yue, Director of the Project Investment Department of the Liaoning Provincial Service Industry Committee came to the school to carefully explain the “Planning, Policies and Measures for Developing E-Commerce in Liaoning Province” for Neusoft students. Driven by “Internet +”, more and more people expect to realize their dreams through innovation and entrepreneurship. However, the low success rate of college students' entrepreneurship is a reality, and college entrepreneurs need more help. Dalian Neusoft Institute of Information is dedicated to building an innovative and entrepreneurial ecological community. Based on the strength of the school, it gathers enterprises, capital and social resources to attract outstanding entrepreneurs and entrepreneurs as entrepreneurial instructors. Regularly provide personalized and targeted guidance for entrepreneurs, help start-ups for the startup company, help the student entrepreneurial team start from scratch, realize the leap from scratch, shorten the process, and strongly promote the success of college students’ entrepreneurship.

Dalian Neusoft Institute of Information not only provides students with basic public elective courses, SYB entrepreneurship guidance courses, entrepreneurship training courses, comprehensive quality training, etc., but also provides the best innovative and entrepreneurial environment and supporting services for students. They provide a package of services in business, technology, market, capital, talents, brand promotion, etc., providing “Creativity and Entrepreneurship Exchange Platform” and a financing platform for school-enterprise cooperation to help students understand the state's entrepreneurial support policies. They help students develop financing and venture capital docking, promote whimsy into real projects, help startups get up and grow quickly.
Schools and Enterprises Make Every Effort to Promote the Cultivation of Innovative and Entrepreneurial Talents

In the university's innovative and entrepreneurial ecological community and other entrepreneurial ecological zones, colleges and universities as a link can link the various stakeholders in the entrepreneurial chain, and create, share and win together with enterprises and investors, and promote the greatest extent. Innovative entrepreneurial talent training.

Dalian Neusoft Institute of Information is located in Dalian Software Park, surrounded by IBM, Hewlett-Packard, Genpact, Oracle, SAP and other Fortune 500 companies. A good corporate environment and convenient school-enterprise cooperation advantages always allow students to feel the culture of famous enterprises. Schools and park enterprises share educational resources and establish close educational partnerships with internationally renowned IT companies such as Intel, IBM, SAP, Hewlett-Packard, and Toshiba. Through school-enterprise cooperation to jointly develop education and teaching management systems, curriculum systems, teaching materials and courseware, jointly build a training environment, develop practical training cases, provide students with a real corporate environment, and enable innovation and entrepreneurship practices to closely integrate with industry development.

In addition to makers and investors, campus innovation and entrepreneurship ecological communities are also attended by teachers and schools. Entrepreneurs provide projects, investors provide funds, and school teachers and people from various industries with rich industry qualifications or entrepreneurial experience provide guidance for different stages of college students’ innovation and entrepreneurship projects. As the instigator of students' innovation and entrepreneurship, the instructor of the innovation and entrepreneurship process, and the supporters and service providers of innovation and entrepreneurship practice, the school will help investors and university “makers” to realize their dream of innovation and entrepreneurship.

The construction of a distinctive, high-level, entrepreneurial application technology university will fully shape students’ innovative thinking, entrepreneurial awareness, innovative entrepreneurial spirit and ability, so that the entrepreneurial spirit of the school will continue to manifest itself in the students. Whether they choose employment, entrepreneurship or further studies after graduation, they can create value for society through their own knowledge and ability in the school. This is the original intention of Dalian Neusoft Institute of Information Innovation and Entrepreneurship Education. Under the background of “Internet +” era, under the situation that innovation and entrepreneurship have become the focus of the whole people, Dalian Neusoft Institute of Information has continuously realized new breakthroughs and developments on the road of innovation and entrepreneurship through 15-year exploration of characteristic education and teaching.

Exploring the Creative Entrepreneurial Mode of College Creative Space

The school's creative space operation mode is mainly supplemented by curriculum guidance, with students’ hands-on ability as the focus. In the form of productized and project-oriented Maker activities, with open, collaborative, and sharing as the operating mechanism, the Maker or Maker team is the main body, and the diversified guidance team is used as the coaching. Taking the space management personnel as the collaboration and the multi-participating humanized operation mode and management mode fully embodies the people-oriented concept. Combine innovative entrepreneurship courses, entrepreneurial lectures, Maker salons, project roadshows, etc., as a combination of academic and professional faculty.

Schools and Enterprises Make Every Effort to Promote the Cultivation of Innovative and Entrepreneurial Talents

The School Entrepreneurship Ecological Park actively selected and hired professional teachers, entrepreneurs, entrepreneurial followers, researchers and managers who have entrepreneurial experience and entrepreneurial ability both inside and outside the school as a mentor, forming a team.
of teachers. Provide support and guarantee for students’ innovation and entrepreneurship, maximize the satisfaction of students’ entrepreneurial needs, and create an atmosphere of innovation and entrepreneurship. Neusoft students can reach different faculties, teachers with different professional backgrounds, learn the knowledge content and thinking style of teachers, and expand the knowledge reserve while cultivating divergent innovative thinking. Different from the previous lecture activities, the Neu-Maker New Technology and New Application Series Salon organized by Dalian Neusoft Institute of Information uses a 40-minute instructor to talk about the 20-minute deep interaction. This will ensure that students fully absorb the content of the event and get the most out of it.

**Create a Good Environment for Innovation and Entrepreneurship**

We will improve the guidance system for entrepreneurship and support activities such as holding entrepreneurship training camps and entrepreneurial innovation competitions, fostering the culture of makers, and making innovation and entrepreneurship a reality. Dalian Neusoft Institute of Information is dedicated to building an innovative and entrepreneurial ecological community. Based on the strength of the school, it gathers enterprises, capital and social resources to attract outstanding entrepreneurs and entrepreneurs as entrepreneurial instructors. Regularly provide personalized and targeted guidance for entrepreneurs, help start-ups for the startup company, help the student entrepreneurial team start from scratch, realize the leap from scratch, shorten the process, and strongly promote the success of college students’ entrepreneurship.

**Improve the Mechanism of Venture Capital Financing**

Give play to the role of the government’s venture capital guiding fund and fiscal and taxation policies, support the science and technology small and medium-sized enterprises in the seed period and the initial stage, and foster the development of angel investment. Improve the Internet equity crowdfunding financing mechanism, develop regional equity trading markets, and encourage financial institutions to develop products and services such as technology financing guarantees and intellectual property pledges. Dalian Neusoft Institute of Information Innovation is currently the first batch of entrepreneurial incubation demonstration bases in Liaoning Province. Dalian Neusoft Institute of Information is also the only private university among the 4 universities that have been evaluated. Since its establishment, more than 160 virtual companies have been established, of which 63 have been registered as entity companies, and several companies have received financing from angel investments.

**Actively Cooperate with Social Creative Space**

On the basis of the incubation mode of maker space and innovative factories, we must vigorously develop the “creative space” of marketization, specialization, integration and network, and realize the combination of innovation and entrepreneurship, online and offline, incubation and investment. It provides a low-cost, convenient and all-factor open and comprehensive service platform for small and micro-innovative enterprise growth and individual entrepreneurship.

**Conclusion**

The construction of creative space in colleges must adhere to the innovation of students, adhere to government guidance and market guidance, and build a model of collaborative innovation with multiple, multi-level and multi-subject participation. The construction of creative space is an important place for cultivating innovative talents and providing entrepreneurial opportunities. The government escorts college students in policy protection; Corporate and social investment institutions provide industry experience and resources for college students’ entrepreneurship; universities provide services and management for college students’ entrepreneurship. The construction of creative space in colleges and universities is a systematic project. It needs to cooperate in many aspects. Every element in the system should play a role and provide favorable conditions for college students to start a business.
Acknowledgement
Research supported by Liaoning Private Education Association: LMJK2017072 and Dalian Social Science Association: 2016dlskyb263.

References