

Talents Training Model of "Micro-business" in the Background of Innovation and Entrepreneurship

Carlo Dal Mutto

Cornell University, USA

Keywords: Innovation and Entrepreneurship, Micro-Business, Talent Training Model

Abstract: The Chinese government has put forward the strategy of “Internet+” and “mass entrepreneurship and innovation” to make e-commerce development usher in new opportunities, and at the same time put forward higher requirements for the cultivation of electric merchants. At this stage, micro-businessmen have a large demand gap and a high demand intensity. Micro-merchants only need to focus on three types of high-skilled personnel: team-building decision-making managers, technical-type business personnel, and micro-store management business-type business personnel. On the basis of the research, this article points out that the training mode for micro-businessmen in the apparel industry should be based on the cooperation of school-enterprise cooperation; the cooperation between schools and enterprises should be fostered to develop a specific implementation framework for talented “micro-business” talents, deepen the school-enterprise cooperation model, and reform and reform the curriculum content. Micro-business teaching team, improve the training conditions in colleges and universities, the government introduced laws and regulations for standardized management, so that the apparel industry can better meet the requirements of consumers in the new era.

1. Introduction

Micro-business is a kind of social mobile e-commerce model. It is a new type of economy based on social media for businesses or individuals. The micro-business and Taobao business models have the same Tmall platform (BZC micro-business) and Taobao. Market (CZC derivative). The difference is that micro merchants have the ability to “connect with everything” based on WeChat, and realize product social sharing, acquaintance recommendation and circle of friends.

Show. With the development of the micro-business industry, more and more college students have joined the micro-business startup team. In recent years, Internet technology has developed more and more rapidly, and the Internet has brought more and more convenience to people. However, the employment situation of college students has become increasingly severe. With the development of the economy and the openness of the mind, more and more college students choose to start their own business during school. With its advantages of convenience and efficiency,

micro-business has quickly attracted attention in the direction of college students. According to the research report on China's micro-business market, the micro-business market has shown an explosive growth trend.

2. Overview of Undergraduate Micro-business Innovation and Entrepreneurship

Micro-business is an emerging business model, which is mainly divided into two types: enterprise-established and public micro-signal-based B2C micro-business and personal-based C2C micro-business established by individuals. The greatest convenience for micro-businesses is the mobile sales model and the need for stores that do not require real-life transactions. This is why micro-businesses can quickly respond to college students. College students have just entered the university campus. There is no doubt that this entrepreneurial approach is very suitable for college students.

The stage of development of micro-business: The development of micro-business has gradually gone through its infancy, growth and integration. When the WeChat platform was just launched, micro-business was in its infancy and its business was not very intense. And the new business model has gained popularity. However, with the increasing number of micro-enterprise innovation entrepreneurs, the micro-enterprise innovation and entrepreneurship market was once questioned as “MLM”, thus hindering the development of the micro-business industry. Later, the micro-business market entered the integration period. Through continuous optimization, micro-business innovation and entrepreneurship are on the right track. Moreover, this marketing model has aroused the attention of the government. The government has adopted relevant policies to continuously improve the micro-business market and maximize the interests of operators and consumers.

3. The Trend of the Future Development of College Students' Micro-Business Innovation and Entrepreneurship

In the “Internet Plus” era, we analyze the problems faced by undergraduate micro-business entrepreneurs and we propose four major trends in the future development of micro-business ventures and innovation.

1) The trend of individuality of college students' micro-business startup. College students' micro-business ventures have presented some personalized business models. We have found that micro-businesses, including college students' micro-business ventures, are the biggest trends in the future development of personalized marketing. The era of undergraduate micro-business startup personalization may subvert and reshape existing business models in various fields such as e-commerce, group purchase, pricing and promotion, and offline supermarkets.

2) The shared economy trend of college students' micro-business startup. Micro-business entrepreneurship of college students is also a shared economy model. Sharing the economy is a new form of Internet entrepreneurship. The sharing economy of micro-enterprise entrepreneurship needs to achieve product branding, product contentization, and household clustering. University students' micro-business ventures must rely on brand, content, and WeChat groups to cultivate a shared economy group with high trust and high activity, and then achieve stable growth through influence on other groups and society.

3) The diversification trend of college students' micro-business startup.

Micro-business entrepreneurship of college students is also the creator of a diversified business model. University students' micro-business ventures often operate more than two products or services with different basic economic uses. Diversification strategy is relative to a professional operation. Its content includes

Product diversification and market diversification. Diversification strategy is the main way for

micro-business entrepreneurship. University students' micro-business ventures bring a lot of irrational behaviors. For example, products that are sold often change even so that it is difficult to form a continuous brand effect. This is related to the way diversified micro-businesses run entrepreneurship. Because undergraduate micro-business ventures often use the existing market as the main target, they develop products similar to existing products in order to expand the scale of doing business, and they are able to get a sense of continuous development and sense of happiness.

4) The instant trend of college students' micro-business startup. We have found that many undergraduate micro-businesses do local specialty products, and these goods have the characteristics of real-time sales and instant consumption. Even if some of the daily necessities of college students in micro-business start-ups, such as clothes and socks, have seasonal and seasonal consumption. Specialty. Young college students are turning their heads fast and their business is flexible. They are becoming "lead geese" in rural e-commerce and rural micro-business development. The e-commerce in rural areas is now developing rapidly. One of the important aspects is that college students who have come out of rural areas have returned to rural areas and brought new e-commerce into the countryside. Not only do college students do their jobs themselves, but they also teach family members to lead the farmers. From the traditional limited-area bazaar trade to unlimited regional e-commerce trade, college students' micro-business ventures are also invigorating rural commodity trading and consumer markets.

3.1. Micro Enterprise Technical Support in the Internet + Era

1) A Network Mining Algorithm Based on the Markov Process

Each page represents a state, the process of a web page following a hyperlink to another can be viewed as a state transition process and the probability of all such transitions are time independent, that is, a time Zimmarkov process. Therefore, we can think about how to provide technical support for micro-enterprises from the stochastic process perspective.

2) Markov Process

In the theory of stochastic process, there is a famous stochastic process, which is Markov process. It is a kind of stochastic process with the longest history and full of vitality. Since the beginning of the 20th century, Russian mathematician A.A.Mapkob and others began to study Markov process, it can be said that it has been prosperous for a long time. It has profound theoretical basis, such as topology, function theory, functional analysis, modern algebra and geometry; It has wide application space, such as modern physics, stochastic analysis, service system in public utilities, electronic information, computing technology, etc. Let E be a countable set, and the matrix defining the nonnegative real value of $E \times E$ on is called transition matrix, or $P = (P_{ij}, ij \in E)$ transition matrix for short.

$$P_{i,j} \geq 0(i, j \in E) \quad (1)$$

$$\sum_{j \in E} P_{i,j} = 1 \quad (2)$$

Markov process is called time homogeneous if its probability transition matrix P ($n, N + 1$) is independent of n . The concept of time homogeneous can be understood as follows: suppose $S_i S_j \in S$ and any time $T_1 T_2$, then if the Markov process is time homogeneous, then

$$p_{i,j}(t_1) = p_{i,j}(t_2)$$

4. College Students in the Micro-Business Innovation and Entrepreneurial Problems and Solution Cases

4.1. Issue

Due to the lack of social life of college students, there is almost no experience in business entrepreneurship. The micro-business entrepreneurship of college students is a brand-new field. It is difficult to keep up with the guidance of university teachers for a short while, which results in many irrational behaviors in college students' micro-business ventures. Its performance mainly has the following aspects.

1) There is no concept of operating a micro-business brand. Products sold are often even randomly replaced, and it is difficult to form a continuous brand effect. Because netizens' online shopping consumption habits are now more mature, the proportion of impulsive consumption may further decline.

2) Do not understand the true meaning of online marketing. With a good product, with a good sales model, we must also operate with integrity and cultivate the brand. Some college students believe that micro-business is selling goods on WeChat. Every day, we publish products in the WeChat circle of friends, and some of them release several products in succession. They think that as long as the products are good, people will see that someone will buy products. However, they do not know that such an approach is difficult to sustain. Because any marketing model that does not operate with integrity and brand management is unsustainable, the true connotation of online marketing, including micro-business, is also integrity management and brand management. The quality of online marketing is most likely to cause user complaints.

4.2. Solution Case Case Experiment

In order to study the current situation of talent training of micro-enterprises, the research object of this paper is S Company. The direction of this experiment is to analyze the current situation of talent training of the company.

1) Questionnaire method

According to the setting of the above survey aspects, analyze the current situation of talent training of the company, and collect and sort out its data. The final confirmed 150 questionnaires were issued, 148 valid questionnaires were recovered, and the questionnaire recovery rate was about 98%. This process lasted approximately 1 week, with the collected questionnaires being data summarized and analyzed and the findings made.

5. To Cultivate Clothing "Micro-Business" Talent Specific Ways to Achieve

5.1. Specific Approaches

1) Deepen school-enterprise cooperation model

Positioning clothing micro merchants merchants training model, personnel training to stand on the perspective of the enterprise, hierarchical cooperation with colleges and universities to build personnel training plan, hierarchically cultivate clothing micro-business e-commerce decision-making type of senior management personnel, technical business personnel and Business people. Schools and enterprises sign cooperation agreements to explore various forms such as order cooperation, capital cooperation, teaching cooperation, studio cooperation and mentoring and

cooperation.

In colleges and universities to build e-commerce micro-business talent cultivation base, colleges and universities through the training of employees for the company to carry out various forms, training can be long-term cooperation-type training, such as: colleges and universities to create micro-business training courses on regular training for employees, but also for business needs The technical personnel perform short-term amateur training; employees who have been motivated to pass the training can transfer jobs to employees, and encourage and reward employees who participate in the company's apparel micro-business agency and promotion in their spare time.

A new model of education and training based on the "customer order training" of enterprises and employers, and the "order system" training of schools and enterprises jointly organized. Enterprises participate in running schools, hire graduates preferentially, and turn to e-commerce micro-business development marketing for participating companies. For example: business investment, encourage outstanding teachers to bring projects to the frontline of the company to establish a "studio" system, hand-out to meet the needs of business students, composed of micro-business operations team. For example: School-enterprise cooperation "Menstruction" system, business micro-business management business personnel in the college selection of students to form a professional team, the teacher to bring students to form a professional team responsible for the creation of corporate micro-business team, the students immediately after graduation for the enterprise, from the satisfaction Temporary and loose corporate partnerships are transformed into stable and close relationships.

2) Course content reconstruction reform

The courses targeted by microelectronics merchants must be practical and innovative; the management courses and marketing programs for clothing and e-commerce should be reformed in the reconstructing of micro-business courses, mainly based on tangible integration courses and comprehensive practical courses. The requirements for professional positions require that courses be developed in stages and in stages. Open the order system, studio system, teacher-apprentice system and other personalized training teaching model courses, curriculum content settings should be more in line with business requirements, more targeted.

3) Create a micro-business teaching team

Teacher team standard: professional teachers and corporate part-time teachers jointly teach; professional teachers in colleges and universities must have the micro-business micro-professional practice ability, encourage teachers to work under the company to engage in apparel e-commerce related positions accumulated more than three years; corporate part-time teachers require: Should have more than 5 years experience in apparel companies related e-commerce jobs, love education, have a high sense of responsibility.

4) Improve the training conditions in colleges and universities

Construction of a professional resource center: School-enterprise cooperation creates a professional resource center that includes resources such as apparel micro-stores, clothing online shops, etc., to meet the needs of related courses in class training and student self-learning. The most important of these is the construction of clothing brand micro-stores, which can provide resources for micro-business e-commerce and other training projects, but also provide reference for the development of innovation and entrepreneurship.

Building digital resources on the Internet: Micro-course courses must be set up on the digital learning platform to provide online courses for students and employees in schools to conduct online teaching or online and offline mixed teaching. According to the changes in e-commerce micro-business and technical innovations each year, school-enterprise cooperation will jointly develop school-enterprise cooperation curriculum resources. All micro-course teaching resources will be available online to enable students and employees to learn online.

5) The government introduced laws and regulations for standardized management

The development of micro-businesses lacks relevant laws and regulations, and lacks relevant industry guidance and training. Micro-businessmen are not well-differentiated and their integrity systems are lacking. The government should promulgate laws and regulations to standardize the management of chaos in the current micro-business development; encourage new models for the cooperation of “micro-business” talents in universities and enterprises, and issue protection policies; e-commerce industry associations should establish micro-professional apparel brand industry benchmarks. The establishment of e-commerce apparel regional brands, the introduction of apparel micro-business operating industry standards, incentives for apparel companies to participate in the micro-operation competition, the formation of Microelectronics Merchants echelon team, and ultimately promote the transformation and upgrading of Hangzhou clothing is of great significance.

5.2. Case Analysis

1) Micro-enterprise "talent training mode

Table 1. Statistical results of S Company's entry years distribution

Inof life	Number of people
Under 3 Years	36
3-5 Years	25
5-10 Years	30
Over 10 years	20

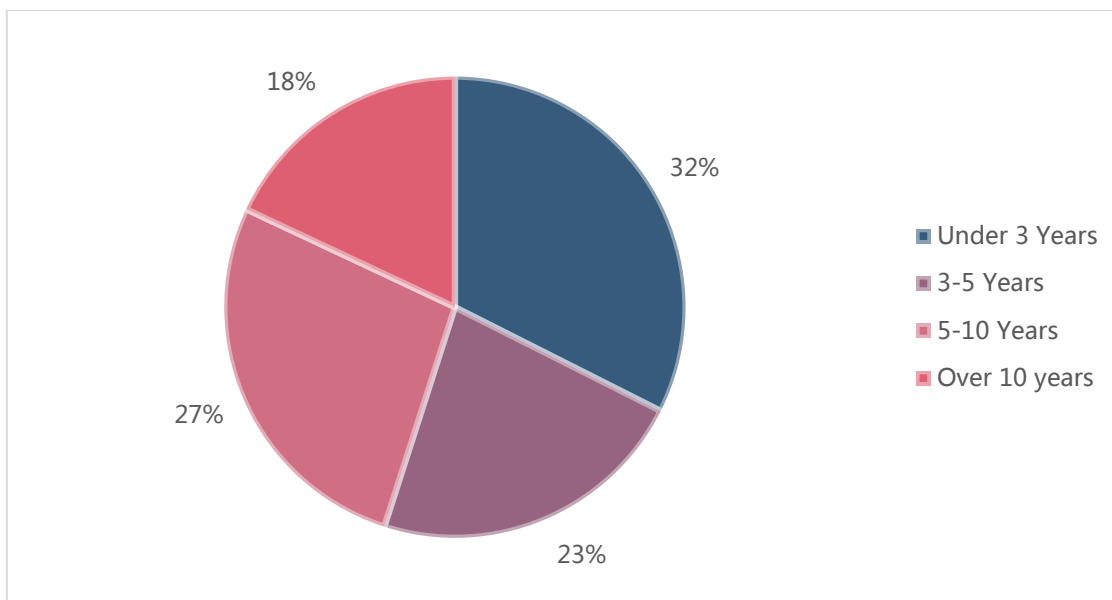


Figure 1. Statistical results of S Company's entry years distribution

According to the picture above, most of the S employees are new employees with less than two years of service. In recent years, there has been an increasing increase in the company due to the rapid expansion of S. There are 36 percent of new employees for less than 3 years, while less than 23 percent of old employees who work for more than 10 years. It is particularly important to

strengthen staff training in such a proportion.

2) S Company Employee Training Scale

Table 2. Employee training scale of S Company in 2019-2020

	2018	2019	2020
Number of trainees	10331	22242	37863
Training funds	1377	1889	2138
Provide training courses	13	13	15
Training times per capita (time / person)	0.73	0.92	1.03

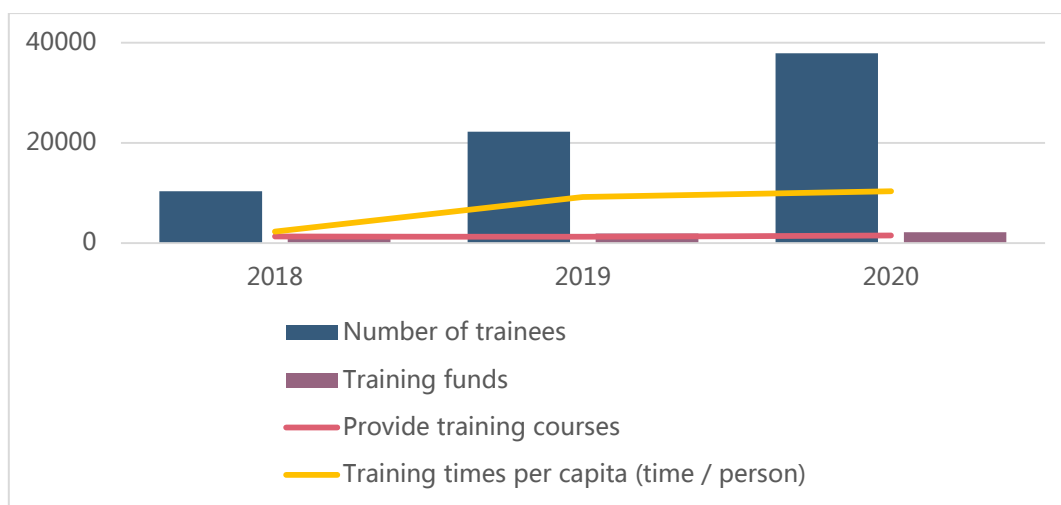


Figure 2. Proportion of staff trained

As shown in Table 2 and Figure 2, S has increased through rapid growth in recent years and the number of participants in training, from 10,331 in 2018 to 37,863 in 2020. The increase in expenditure has exceeded 70 per cent.

6. Conclusion

In China, the ownership of smart phones is growing explosively, and the use of WeChat to conduct social activities and various business activities is also rapidly expanding. The debut of micro-businesses undoubtedly brought a new round of development hot spots for the business sector. The tremendous economic potential of micro-business and the development trend of micro-business entrepreneurship have triggered the interest of college entrepreneurship education scholars. This article summarizes the meaning of derivative business at the operational level and lists important trends in the development of micro-business that entrepreneurs need to focus on in order to allow students to sum up more and better experiences in innovation and entrepreneurship education so that young college students can avoid business as much as possible. Trap, for the "national entrepreneurship, innovation" national strategy to make colleges and universities due contributions. Undergraduates should also master talented students in the practice of "popular entrepreneurship and innovation" and practice hard skills.

Funding

This article is not supported by any foundation.

Data Availability

Data sharing is not applicable to this article as no new data were created or analysed in this study.

Conflict of Interest

The author states that this article has no conflict of interest.

References

- [1]Michalisin M D, Stinchfield B T. *Climate change strategies and firm performance: an empirical investigation of the natural resource-based view of the firm.. Journal of Business Strategies*, 2010, 27(:2):124-149. <https://doi.org/10.54155/jbs.27.2.123-149>
- [2]Calderini M, Rota F S. *SMEs' Access to Innovation Finance. An Analysis of Public Funds in Piedmont.. Scienze Regionali*, 2012, 11(1):39-60. <https://doi.org/10.3280/SCRE2012-001002>
- [3]Larsson J P, Özge Öner. *Location and co-location in retail: a probabilistic approach using geo-coded data for metropolitan retail markets.. Annals of Regional Science*, 2014, 52(2):385-408. <https://doi.org/10.1007/s00168-014-0591-7>
- [4]ISBN. *Independent evaluation of the ILO's strategy to promote sustainable enterprises and decent work.. Lecture Notes in Computer Science*, 2013, 1685(3):1166-1170.
- [5]Tomislav S, Radojević P D. *Internal and external export barriers: Analysis from Serbian SME's point of view.. Industrija*, 2014, 375(2):87-96.
- [6]Kalem G, Çiğdem Turhan. *Mobile Technology Applications in the Healthcare Industry for Disease Management and Wellness. Procedia - Social and Behavioral Sciences*, 2015, 195:2014-2018. <https://doi.org/10.1016/j.sbspro.2015.06.216>
- [7]Guo T, Office T D, University X. *Exploring and Constructing a New Educational Mode of Undergraduates Innovation and Entrepreneurship with a System of "Five Elements Driving One Cycle".. Research & Exploration in Laboratory*, 2016.
- [8]Xia, Yuanli. *"Problems and Measures of Innovation and Entrepreneurship Environment." Journal of Huaibei Vocational & Technical College* (2017).
- [9]Wang S. *Exploration on New Ideas of Innovation and Entrepreneurship Education in Universities Based on Social Practice.. Science Education Article Collects*, 2017.
- [10]Zhao Z. *Research on Education and Cultivation of College Students in Innovation and Entrepreneurship// 3rd international conference on education, language,art and inter-cultural communication. 2017. https://doi.org/10.2991/icelaic-16.2017.60*
- [11]Wu D, Liang J. *Construction of the cultivation system of innovation and entrepreneurship ability of economics and management specialty relying on multi-way tree optimal solution set.. Boletin Tecnico/technical Bulletin*, 2017, 55(17):380-387.
- [12]Cai Z Y, Xiao-Qing H U, Guo Y, et al. *Construction of Innovation and Entrepreneurship System Based on Material Science: a Case Study of Central South University.. 2017(icssm). https://doi.org/10.12783/dtssehs/icssm2017/10427*
- [13]Seneviratne T. *Innovation and Entrepreneurship in Universities: Role of Library, University of Moratuwa// National Conference on Library and Information Science. 2017.*
- [14]Bizri, Omar F. *"Chapter 5 – Innovation and Entrepreneurship in the Arab Countries." Science Technology Innovation & Development in the Arab Countries* (2018):455-502. <https://doi.org/10.1016/B978-0-12-812577-9.00005-2>