Retraction

Retraction: Discussion on the Innovation Based Goal in Entrepreneurship and Path Optimization of Contemporary College Students in Big Data Era (J. Phys.: Conf. Ser. 1852 042019)

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The authors of the article have been given opportunity to present evidence that they were the original and genuine creators of the work, however at the time of publication of this notice, IOP Publishing has not received any response. IOP Publishing has analysed the article and agrees there are enough indicators to cause serious doubts over the legitimacy of the work and agree this article should be retracted. The authors are encouraged to contact IOP Publishing Limited if they have any comments on this retraction.

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Discussion on the Innovation Based Goal in Entrepreneurship and Path Optimization of Contemporary College Students in Big Data Era

Xiran Yang and Xiaofei Ji*
School of Civil Engineering, Central South University, Changsha City, Hunan Province, 410075, China

*Corresponding author e-mail: jixiaofei@csu.edu.cn

Abstract. In the context of building an innovative country, the cultivation of university students in innovation and entrepreneurship has become a significant educational content in colleges and universities. Through the analysis of the status quo of students in universities in innovation and entrepreneurship, some countermeasures are proposed in this paper for solution to the issues of college students in innovation and entrepreneurship. According to the demands of college students and development in the society, cultivation of students in colleges and universities in innovation and entrepreneurship can not only help them grow into talents in practice and innovation, but also provide certain reference significance for training talents with innovative thinking to start up businesses in current colleges and universities.

Keywords: Contemporary Students in Universities, Innovation and Entrepreneurship, Path

The 19th CPC National Congress proposed to build China into an innovative and development-oriented country. [1] The construction of an innovation-oriented country needs the support of innovative talents, and college students are significant talents in innovation and entrepreneurship. How higher educational institutions train and guide students in universities and colleges to be innovative become a problem that needs to be considered in the construction of an innovative country.

1. The Significance of Cultivating Capability of Students in Universities in Innovation and Entrepreneurship
To arouse the enthusiasm of students in universities in innovation and entrepreneurship, the state formulated the Opinions on Strengthening Conduction of Innovation-Based Development Strategy to Further Promote the In-depth Development of Mass Entrepreneurship and Innovation as early as 2017, which has increased the encouragement and support for students to engage in innovative activities. [2] From the perspective of college students' career development and national development strategy, it is important to explore path of innovation and entrepreneurship of contemporary college students.
1.1. To Cultivate College Students' Innovation Ability is the Demands to Satisfy the Practical Demands of Market Talents

As the advancement of the society, the main development trend is the knowledge and information, and the economic structure is adjusted with the development of the market, which brings about the change of the position and employment transfer of the employees, and then the elimination-competition based system for the employees appeared. Products derived from science and technology have endowed a lot of innovation wisdom, which requires practitioners to have good knowledge and innovation ability. Therefore, to continuously strengthen the capability of students in innovation and entrepreneurship is for the adaption to the market development. Meanwhile, it is the reform in teaching in colleges and universities.

1.2. To Cultivate Students’ Capability in Innovation and Entrepreneurship Can Effectively Alleviates the Pressure on Social Employment

As the expansion of enrollment, contemporary students in colleges and universities are approaching the saturation of talents needed in the society. According to statistical data, the number of college graduates in 2019 was 8.34 million, and the number of college graduates in 2020 will exceed 8.4 million. It is estimated that there will be as many as 10 million graduates competing for jobs. The employment situation is very severe, and the employment pressure is increasing [3]. In the face of increasingly severe employment pressure, to cultivate college students' innovative ability can effectively alleviate the pressure of the college students in employment. Graduates who just came into the society without much social experience and practices will be dented in employment and working. In the long run, the enthusiasm and initiative of colleges students to embrace the society and work will be dented. Besides, to cultivate the innovation ability of college students can trigger students' learning interest, and the comprehensive quality of university students can be improved. Thus college students' potential and personal creativity can be tapped.

1.3. It is Beneficial to Comprehensively Deepening the Transformation of Higher Education

Modern college education is geared towards the cultivation of knowledge based applied talents. However, the lack of understanding of innovative capability and startups in education leads to lack of social practice, innovation ability of college students. It is a good beginning for higher educational institutions to strengthen cultivation of the capability of students' ability of innovation and startups.

2. Status Quo of Education in Innovation for Starting Up Business for College Students

2.1. The Immature Concept in Innovation and Entrepreneurship

Currently, the whole country strongly advocates to train college students' capability in innovation and startups, but society and enterprises have been affected by the traditional system and ideas for a long time, and there is mainly a passive situation of "hot on the top and cold on the bottom". The four main bodies for education on innovative thinking and starting up businesses, namely government, enterprises, society and higher educational institutions, have not formed a synergy. The education system on innovative thinking to start up businesses fails to integrate the daily teaching of college students, and the enterprises do not establish a closed talent training partnership, and there is no consensus with the ideological understanding of all aspects of society with more dependence on the single promotion of colleges and universities. Besides, the resources and powers of the society and the government were not engaged in and the concept of innovation and entrepreneurship is not mature enough, causing the lack of collaborative work pattern. In particular, college students lacked comprehensive understanding of innovation and entrepreneurship and they were only in the stage of training. College students who failed to apply what they have mastered in practice shared the large proportion all the time. According to the investigation, most colleges and universities that offer courses in innovation and entrepreneurship with examinations go through formalities for formalities’
sake. It was caused largely due to the lack of mature educational concepts between schools and teachers and students [2].

2.2. The Curriculum Setting in Triggering Innovative Thinking to Start up Businesses is not scientific
Currently, the subject system of innovation and entrepreneurship for college students is not perfect. Even though there are mainly elective courses and lectures of innovation and entrepreneurship courses, the corresponding class amount and the proportion of training programs are at low level, and a systematic and all-round system in teaching for innovative thinking to start up businesses has not been formed. Secondly, there are limitations in terms of education on innovative thinking to start up businesses. Students participating in innovation and entrepreneurship projects, training and competitions are not highly motivated, and there are limitations in the scope of participants [4].

2.3. Shortage of Faculties in Higher Educational Institutions in Innovation and Entrepreneurship
The innovative thinking to start businesses of students in universities and colleges is the key to cultivate students' quality. Only teachers with rich experience in theory and practice can be trained into talents endowed with spirit in innovation and innovative capability. At present, the core problem that restricts the development of innovative thinking to start up businesses in higher educational institutions is the shortage of faculty with innovative thinking to start up businesses. To sum up, the first is the single structure of professional teachers. Currently, teachers responsible for education on innovative thinking are mainly non-full-time teachers from the Training office and the Employment Office. Second, knowledge structure of teachers is unitary. Innovative thinking based courses in higher educational institutions are ones that combine knowledge with innovative thinking, which requires professional teachers' theoretical foundation and rich practical experience related to entrepreneurship and business management. As for the knowledge structure of the current teachers, there are knowledge gaps in the application and management of enterprise project operation, and more of them lack practical experience in innovation and entrepreneurship. They are also step-by-step for course teachers, so the transfer and extension of knowledge are out of the question. Therefore, it is easy to satisfy the demands of college students in innovative and entrepreneurial thinking. Third, teachers lack professional training. Training for teachers can be a journal of continuous studying and development creation. Most colleges and universities offer teacher training and refresher technology for key subjects of our school, but compared with other auxiliary courses, teacher based training is neglected, which also affects the quality of teacher training for innovative thinking to start up business [5].

3. Measures to Solve the Problem of Innovative Thinking for Students in Universities

3.1. To Deepen the Educational Concept in Innovation and Entrepreneurship for College Students
The four main bodies for innovative education, namely the government, enterprises, universities and society, need to make concerted efforts to promote education on innovative thinking. The government takes the lead in mobilizing resources allocation of universities, society and enterprises, formulating relevant policies to develop the capability if students in innovative thinking to start up businesses, providing direction guidance, serving and allocating resources advantages of all parties. Colleges and universities should participate in the top-level design of training talents with innovative thinking to start up businesses, and provide time opportunities for innovation and entrepreneurship. Enterprises are practical platforms for students in colleges and universities to innovate and start their own businesses. They provide projects and technical support for students in higher educational institutions and actively served as school-enterprise cooperation platforms. The society gives full play to its resource advantages, such as financial institutions providing fund guarantee for innovation and entrepreneurship projects and establishing loan projects for college students' entrepreneurship fund [6].

3.2. To Strengthen the Development in Entrepreneurship and Innovation in Higher Educational Institutions
The Implementation Opinions on Deepening Innovative Thinking To Start up Businesses in Higher Educational Institutions issued by General Office of the State Council (Guo Ban Fu [2015] No. 36) points out that "the education and guidance of innovation and entrepreneurship for full-time teachers should be strengthened and the examination and verification system and elimination system should be established". Without high-level teachers, there will be no high-quality teaching staffs. To realize the education on innovative thinking to start up businesses, the construction of teachers with innovative thinking to start up businesses, optimize the allocation of teachers, and construct a teacher system with a reasonable structure. The cultivation of talents with innovative thinking in colleges and universities depends on teachers. On the contrary, teachers with high creative ability can cultivate students with high quality and innovative ability. First of all, a reasonable enterprise practice plan for teachers should be formulated. In order to ensure the professional and practical learning of students, teachers should be familiar with the actual business of accounting positions in enterprises and be able to follow the industry trend and dynamically adjust the teaching content. One is the full-time teachers. More innovation and entrepreneurship practice courses are divided into general entrepreneurship course, professional innovation and entrepreneurship course, entrepreneurship course, entrepreneurship practice course, according to different courses by different full-time teachers, according to the characteristics of each subject to conduct education for students based on their ability in learning. Second, to build a professional team of teachers. There is a mismatch between the faculty with innovative thinking in higher educational institutions and the cultivation of talents with innovative thinking to start up businesses. To solve such problem, the professional teachers in higher educational institutions should be incorporated into the system of creative teaching staffs, the professional teachers need to have the cutting-edge theory knowledge and be capable of analysis and research of innovative market. Besides, professional teachers should explore the educational resources for students to develop their innovative thinking. Third, to develop teachers with diversified structure. Teachers responsible for education on innovative thinking in higher educational institutions mainly engaged in the study of theory teaching, but they lack practical experience in the front line. To solve the problem of lacking practical experience in innovation and entrepreneurship of college teachers, the cooperative system between universities and companies was established and the representatives of the enterprises can be invited to serve as part-time teachers for experience sharing, thus forming a teaching team composed of enterprise teachers and professional teachers. We will intensify teacher training, improve the teacher training system, and encourage teachers to take temporary jobs in enterprises to improve their practical abilities.

3.3. Optimizing the Courses on Innovative Thinking to Start Up Businesses for Students in Universities
We will offer courses on training of innovative thinking to start businesses, and deepen reform of courses in teaching. Besides, we will create a simulation course. The curriculum setting emphasizes the situational teaching. Colleges and universities will provide a good entrepreneurial environment to the larger extent, such as to build a pioneer park for college students, an incubator base, and the maker park, etc., for college students to provide project application and policy interpretation, most can directly provide practice entrepreneurial training programs. Students' practical ability and professional skills can be combined with entrepreneurial environment, which provides the platform for college students with entrepreneurial experience. Courses on entrepreneurship and lectures can be conducted, such as entrepreneur forum, entrepreneurship design competition and other links, aiming to expanding the horizons of college students. Regular entrepreneurship forums are held to answer the specific difficulties of college students in entrepreneurship learning and practice to help college students analyze enterprise positioning and long-term planning, and to provide them with a soft service environment for entrepreneurship. Higher educational institutions regularly hold skills contest to test students’ capability in innovative thinking to start up businesses, academic forum, entrepreneurship exchange meeting and other activities for students to positively guide them to actively participate in activities for innovative thinking, and cultivate college students’ innovation capability and the ability to start up businesses. Carrying out entrepreneurship design competition and entrepreneurship
education and training in extracurricular activities. In the newly developed innovation-entrepreneurship based curriculum system and training courses, the courses training on innovation and entrepreneurship was disjointed with practical training, and it was highlighted. The transition period of graduates in working can be shortened by targeted talents training, courses sharing and seamless connection between university education and innovation based market, which serves an auxiliary part in developing innovative ability and entrepreneurial thought. Building a platform to develop the innovative thinking for developing businesses. Colleges and universities use incubation bases as service platforms and science and technology parks and industrial parks as practice carriers to jointly cultivate talent systems.

Conclusion
In conclusion, under the guidance of "mass innovation and entrepreneurship", the entities for innovative thinking should actively participate in it. The realization of the goal of students in universities involves various aspects, which requires the concerted development of society, universities, enterprises and individuals to form a synergy in innovative thinking. College students should adapt to the power of continuous progress, take the initiative to adapt to the spirit of innovation and entrepreneurship, and their enthusiasm and power to develop innovative thinking to start up businesses should be constantly stimulated, with the purpose to cultivate their consciousness and spirit of innovation.

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