Retraction

Retraction: Research on the Cultivation Strategy of College Students’ Innovation and Entrepreneurship Based on Big Data Analysis from the Perspective of Economic Transformation (J. Phys.: Conf. Ser. 1915 032083)

Published 9 September 2022

This article has been retracted by IOP Publishing following an allegation that raises concerns this article may have been created, manipulated, and/or sold by a commercial entity. In addition, IOP Publishing has seen no evidence that reliable peer review was conducted on this article, despite the clear standards expected of and communicated to conference organisers.

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.

Retraction published: 9 September 2022
Research on the Cultivation Strategy of College Students' Innovation and Entrepreneurship Based on Big Data Analysis from the Perspective of Economic Transformation

Qiong Hu

1 Institute of Innovation and Entrepreneurship, Yunnan University of Business Management, 650000, China

*Corresponding author e-mail: huqiong@ynjgy.com

Abstract. With the expansion of social economy, there is an urgent need for innovative talents, especially college students with innovative thinking and innovative consciousness, which is an important intellectual support and source of social progress and economic and industrial transformation and upgrading. However, college students' innovation and pioneering are faced with many challenges. The integration of big data analysis and innovation and pioneering helps to realize their complementary advantages. Based on this, this paper first analyses the concept and connotation of college students' innovation and pioneering from the perspective of economic transformation, and then gives the cultivation strategy of college students' innovation and pioneering based on big data analysis.

Keywords: Economic Transformation, College Students, Innovation and pioneering

1. Introduction

With the iterative progress and maturity of computer tech represented by big data analysis, it has been widely and deeply studied and popularized in many fields[1]. Especially in the field of college students' ability and quality training represented by innovation and pioneering, it greatly promotes the improvement and progress of college students' innovation and pioneering literacy. In the current environment and background of economic structure transformation and industrial upgrading, the social demand for innovative talents is constantly urgent, especially the college students with innovative thinking and innovative consciousness is an important intellectual support and source of social progress and economic and industrial transformation and upgrading.

On the other hand, with the continuous expansion of the scale of the university, the number of college graduates every year is also growing steadily, which brings greater pressure to the employment of college students. The employment environment faced by college students is more and more severe, and the employment competition is also constantly strengthened[2]. In this context, to promote the cultivation of college students' innovation and pioneering ability, for college students, it helps to improve their personal expansion and progress; for the whole society, it helps to promote social stability, industry innovation and further optimization of economic structure.
In addition, with the help of computer big data tech, it could accurately analyze the personalized characteristics of college students, so as to develop more targeted innovation and pioneering training strategies, and promote the pertinence and effectiveness of College Students' ability training. On the one hand, the application of big data analysis tech in the process of Cultivating college students' ability promotes the reform and upgrading of teaching concept; on the other hand, it can also effectively assist college students in the exploration of innovation and pioneering, promote the cultivation of college students' innovative spirit and enhance their entrepreneurial success probability. It can be seen that big data analysis tech plays an important role in enhancing students' matching and adaptability to social needs.

As an important skill to promote social productivity, innovation and pioneering ability has become one of the qualities that contemporary college students must have. Especially in the current social background of economic transformation, it is the inevitable requirement of the expansion of the times to make full use of the connotation of big data analysis, improve the efficiency of cultivating college students' innovation and pioneering, and enhance the practical ability of college students. Innovation drive has also become the inevitable choice of social expansion[3]. At present, the use of computer big data and Internet platform for innovation and pioneering has become a popular phenomenon. However, college students' innovation and pioneering are faced with many challenges. The integration of big data analysis and innovation and pioneering helps to realize their complementary advantages.

In short, under the condition of the current social and economic expansion, growth and continuous changes in the mode of production, the use of big data analysis to carry out the improvement of college students' innovation and pioneering and ability will help to adjust the industrial structure, improve the core competitiveness of college students and promote the optimization and upgrading of the economy[4]. Therefore, it is of great practical value to carry out the research on the cultivation strategy of college students' innovation and pioneering. Based on big data analysis from the perspective of economic transformation.

2. The concept and connotation of college students' innovation and pioneering from the perspective of economic transformation

2.1. The concept of innovation and pioneering of college students

In the context of the current Internet era, mass entrepreneurship and innovation effectively connect many institutions as shown in Figure 1 below, realizing a new multi-party collaborative entrepreneurship and innovation mechanism. College students' innovation and pioneering should be based on the objective law of innovation and pioneering, advocate combinatorial entrepreneurship, and play an important role in promoting successful entrepreneurship by accumulating employment experience and skills[5]. College students' innovation and pioneering is a relatively broad concept.

The cultivation of students' innovation and pioneering literacy can be realized not only by the industrialization of scientific and technological achievements in the process of scientific research, but also by the training process in the start-up and growing companies[6]. In addition, the practice on any employment carrier and platform that can improve the comprehensive quality of college students can be regarded as an organic part of the concept of innovation and pioneering.

![Figure 1. Typical platform and carrier of innovation and pioneering](image)
2.2. The connotation of college students' innovation and pioneering
College students' innovation and pioneering cannot do without the effective integration of opportunities, resources and teams. Therefore, it is necessary to strengthen the cultivation of college students' communication ability, fuzzy creativity and leadership of external theory[7]. Among them, in the level of communication ability, it is necessary to realize the matching and gap analysis of business plans. In addition, at the resource and team level, it could achieve the allocation of resources and team leadership with the help of capital; at the opportunity level, it could effectively control the uncertainty. The concept of college students' innovation and pioneering covers a wide range, involving the technological change of innovation and non-technical change of organizational innovation.

Under the current expansion background of economic transformation and upgrading, innovation needs to further integrate production factors and production conditions, which includes the innovation practice of several aspects as shown in Figure 2 below, among which the innovation of business model is the most important and key innovation content and link.

![Figure 2. Integration elements and contents of innovation process](image)

2.3. The main modes of college students' innovation and pioneering
The mode of college students' innovation and pioneering not only includes the integration of many elements and relationships, but also reflects the expansion of business logic and thinking ability, value creation ability and quality[8]. Innovation and pioneering need to build a new model that can highlight the internal structure, business network and relationship capital, so as to maximize the value of various elements. Secondly, through the timely optimization of market demand, we can create a profitable and sustainable target solution. As a kind of business logic, the business model of college students' innovation and pioneering needs to integrate rich elements for further description, as shown in Table 1 below.

| Items               | Elements              | Key points                      |
|---------------------|-----------------------|---------------------------------|
| Value proposition   | Products and services | Practical significance of consumers |
| Target customer     | Consumer groups       | Market segmentation             |
| segments            |                       |                                 |
| Distribution channels| Ways to reach         | Marketing and distribution strategy |
| consumers           |                       |                                 |
| Customer Relationships| Consumer groups      | Customer relationship management |
| Value configurations| Resources and activities| Allocation of resources and activities |
| Core capabilities   | Ability and           | Qualifications required for      |
|                     | qualifications        | business models                 |
| Partner network     | Partnership network   | Scope of the company's business alliance |

3. Cultivation strategy of college students' innovation and pioneering based on big data analysis
3.1. Thinking cultivation of college students' innovation and pioneering
First of all, in the big data Internet environment, it is necessary to cultivate students' Internet thinking of agile expansion, realize the human centered, iterative and gradual innovation, and allow some shortcomings and constant trial and error [9]. The cultivation of college students' iterative thinking ability requires students to pay attention to the awareness of iteration and realize the rapid understanding and grasp of the changes of market demand. Secondly, it should cultivate college students' big data thinking. Lack of data resources and data thinking, college students' innovation and pioneering will have nowhere to settle down, can only be scattered, aimless expansion, doomed to failure. This requires strengthening college students' understanding of big data, enterprise assets and key competitive factors.

In the network environment and conditions, there are three levels of data: information, behavior and relationship [10]. With the help of big data thinking, college students can establish more accurate, personalized and experiential innovation and pioneering strategies and programs. In addition, it should cultivate college students' big data platform thinking. As an open, sharing, win-win thinking, with the help of the concept and help of platform, it can play a strong boost for the realization of college students' innovation and pioneering goals.

3.2. Make full use of the function and influence of big data analysis
Under the condition of Internet big data and the background of economic transformation, the cultivation of college students' innovation and pioneering spirit and strategy needs to combine with the law of market economy, as well as students' personal reality, and choose reasonable innovation topics and entrepreneurship projects on the premise of understanding the changes of social career structure and grasping market opportunities.

In addition, focus on cultivating students' communication ability, public relations ability, organization and management ability, so as to turn innovation and pioneering projects into practical, feasible and effective projects in line with the law of marketization. In addition, make full use of the role of big data analysis to make an accurate forecast of changes in market demand. At the same time, with the help of big data to analyze the personalized characteristics of students, on the one hand, to ensure the forward-looking and usability of innovation and pioneering education content; on the other hand, to ensure that students can carry out accurate, personalized individualized teaching according to their aptitude.

3.3. Build up the culture and environment of innovation and pioneering
College students' innovation and pioneering should have a sense of urgency, the quality of college students is dynamic expansion, so it should continue to cultivate their perseverance and hard work spirit, at the same time, exercise their comprehensive professional knowledge and skills and information literacy. At the school level, first of all, it should improve the curriculum system, and increase the strength of innovation and pioneering basic theory courses, professional courses and practice courses. Secondly, it should reform the teaching methods and train students' practical ability with the help of case teaching, experiential teaching and heuristic teaching. In addition, it should further strengthen the support of scientific research, strengthen the construction of teaching staff, focus on building various types of innovation and pioneering platforms represented by competition, practice and exchange, and cultivate the campus culture of innovation and pioneering.

It should also improve the guarantee work of innovation and pioneering, promote the collaborative innovation of all aspects, promote the incentive mechanism of innovation and pioneering, improve the policies related to innovation and pioneering education, vigorously cultivate professional and expert teachers of innovation and pioneering education, reform the teaching process, enrich the teaching content, and cultivate talents in an all-round way through school enterprise cooperation.

4. Conclusion
In summary, using big data analysis to improve college students' innovation and pioneering will help to adjust the industrial structure, improve the core competitiveness of college students and promote the optimization and upgrading of the economy. Based on the analysis of the concept and connotation of college students' innovation and pioneering from the perspective of economic transformation, this paper studies the concept and main modes of college students' innovation and pioneering. Through the research on the cultivation strategy of college students' innovation and pioneering based on big data analysis, this paper analyzes the specific cultivation strategy of college students' innovation and pioneering thinking and ability.

References

[1] Dong yanmao, Ye Changqing, Wang Yanlin, et al. Trinity tutorial system: the idea of university enterprise cooperation in cultivating college students' innovation and pioneering ability [J]. Chemical higher education, 2020 (2): 44-47.

[2] Guo Feng, Wang Yao, Dong Yan. Research on the construction of university innovation and pioneering information platform based on big data [J]. Experimental tech and management, 2017, 34 (12): 26-30.

[3] Feng Yong, Zhong Jiang, Li Xueming, et al. Research and Practice on Collaborative Innovation Training of big data senior technical talents: a case study of collaborative innovation training of computer full-time professional degree postgraduates and undergraduates. China audio visual education, 2017 (6): 35-44.

[4] Huang Xuefei, Gong Xiaohui. Research on the transformation and innovation of college employment and entrepreneurship education from the perspective of big data [J]. Journal of Jilin Normal University of engineering and tech, 2017, (6): 58-60.

[5] Li Hong. Research on innovation and pioneering education system based on four force oriented and four wheel drive o2o activity chain simulation [J]. Modern educational tech, 2017, (5): 122-126.

[6] Wan Guohai, Liu Qiong. Research on the training mode and mechanism of College Students' innovation and pioneering ability: Taking Guangzhou Huali Vocational College of science and tech as an example [J]. Think tank era, 2020 (14): 86-87.

[7] Wang Honglei, Wu Yingjue, Wang Shuiyu. The identification and cultivation of the factors of College Students' innovation and pioneering in the context of "Internet plus": taking finance and economics as an example, [J]. Weifang Engineering Journal of Career Academy, 2020, 33 (2):43-48.

[8] Yang Wenjun. Analysis of entrepreneurship education in big data environment [J]. Continuing education research, 2017, (4): 26-28.

[9] Zheng Jing. Research and Discussion on the cultivation of College Students' Entrepreneurship [J]. China management informatization, 2017 (14): 214-215.

[10] Zheng Yuhe. Thinking on College Students' innovation and pioneering Education under the background of big data [J]. Journal of Zhengzhou Institute of Aeronautical Industry Management (SOCIAL SCIENCE EDITION), 2017, 36 (6): 137-140.