Retraction

Retraction: Analysis of University Students Entrepreneurial Opportunities and Risks Based on the Big Data (J. Phys.: Conf. Ser. 1992 022037)

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This article has been retracted by IOP Publishing following an allegation that raises concerns this article may have been created, manipulated, and/or sold by a commercial entity.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.

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Analysis of University Students Entrepreneurial Opportunities and Risks Based on the Big Data

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Abstract. In the era of big data, how to use big data for innovation and entrepreneurship has become a hot topic for colleges and society. In the era of big data, college students are faced with many opportunities and new challenges [1-3]. This paper analyzes the current situation of college students' entrepreneurship in the era of big data, discusses the opportunities and risks that big data brings to college students' entrepreneurship, and finally discusses how college students in the era of big data control the entrepreneurial opportunities and better prevent entrepreneurial risks.

Keywords: Big Data, Opportunities and Risks, Entrepreneuria

1. Introduction
Because of the impact of data explosion, all sectors and fields of society are undergoing tremendous changes. College students, as an important group in the economic construction society, should cultivate and strengthen their ability of innovation and entrepreneurship in the era of big data, which also puts forward new challenges and opportunities for higher education. In the era of big data, college students should pay more attention to their own innovation and entrepreneurship, and broaden their understanding of the industry [4, 5]. In the era of big data, if college students want to achieve the success of entrepreneurship, they must fully understand big data technology and make full use of big data to promote their own success. It also requires colleges and universities to give necessary teaching guidance in the process of college students' entrepreneurship according to the requirements of the times, improve the entrepreneurial skills of college students, and help college students realize their life pursuit through entrepreneurship, so that they can play a greater life value.

2. Current situation of college students' entrepreneurship in the era of big data

2.1. The background of college students' entrepreneurship
At present, the current situation of university enrollment expansion is enlarging year by year. In this case, it is inevitable that many college students do not acquire the theoretical knowledge and practical ability they should master when they are facing graduation and leaving school. At present, the employment situation of college students is more and more severe. On the one hand, the number of college graduates increases year by year. On the other hand, under the new economic situation, the development of our national economy is slowing down year by year. To a certain extent, this pair of
contradictions has further caused the employment difficulties of college students. But some college students in the face of their own employment problems, either negative escape, or blind optimism, this is not desirable. Therefore, under the background of big data era, it is very urgent for college students to guide their innovation and entrepreneurship and analyze the risks.

2.2. The current situation of entrepreneurship in the era of big data
As a product of the rapid development of modern society, big data provides comprehensive and detailed data. From big data, we can get almost all the data we want, but it also brings new problems: how to accurately analyze a large number of data? How to accurately select the required data from a large number of data and filter the invalid data? This requires colleges and universities to scientifically analyze and screen useful information through corresponding technical means. As shown in Figure 1 below, the data released in 2018 by the employment report of Chinese college students shows that the proportion of self employment of 2017's college graduates after half a year is basically the same as that of 2016 and 2015. Half a year later, the proportion of self employment of 2017 vocational college graduates is higher than that of undergraduate graduates. From the trend of the past three years, we can see that the proportion of college graduates' self employment is stable.

Figure 1. Proportion of self employment of 2017's college graduate.
Half a year after graduation, 3.7% of 2017's college students started their own businesses and three years later, 7.3% of them started their own businesses, indicating that more graduates chose to start their own businesses within three years after graduation. The entrepreneurial effect of graduates should be evaluated in the long run, not limited to the number of entrepreneurs at graduation.

3. Opportunities and risks brought by big data era to college students' Entrepreneurship

3.1. Opportunities for college students to start their own businesses in the era of big data
Big data brings a lot of opportunities for college students to start their own businesses, promotes their thinking more open, and becomes an important tool for college students to start their own businesses. With the rapid development of the era of big data, more opportunities have been created for college students to start their own businesses, which are embodied in the following aspects. First of all, the era of big data provides students with more accurate entrepreneurial industry analysis and new entrepreneurial opportunities. Secondly, the era of big data promotes the improvement of college students' entrepreneurial ability and provides the latest information and massive information for college students' entrepreneurship. Third, big data selects more entrepreneurial directions for college students to start their own businesses. Big data promotes college students' understanding of the future development trend of demand, which is an opportunity for college students to choose the direction of entrepreneurship and enhances the correctness and guarantee of the choice of entrepreneurial path.
3.2. Opportunities for college students to start their own businesses in the era of big data

The risks in big data college students' entrepreneurship mainly involve management risk, project selection risk, team survival risk, legal risk, economic fluctuation risk, etc., as shown in Figure 2 below.

![Figure 2. Risks in big data college students' entrepreneurship.](image)

First of all, due to the lack of their own experience, the entrepreneurial activities are more limited to the theoretical level of learning. Lack of experience can easily lead to blind decision-making and improper team management. Secondly, in the process of college students' entrepreneurship, due to their lack of legal awareness, legal risk awareness is weak. In addition, the legal education of entrepreneurship does not match the needs of entrepreneurship, and the policy and legal support for entrepreneurship are not enough, which leads to the legal risks in the entrepreneurial activities of college students from organization preparation to organization operation to entrepreneurship failure.

4. Measures to improve the entrepreneurial ability of college students in the era of big data

First of all, we should promote the use of big data awareness of college students. Colleges and universities should pay attention to the cultivation of the use of big data awareness for students to analyze the advantages of big data in entrepreneurship, and how to avoid risks and find the right time. Secondly, it is necessary to strengthen the relevant training of students' business model. In entrepreneurship education, colleges and universities should strengthen the relevant training of College Students' shopping mall model, so that students can have a clearer understanding of the market and avoid blind entrepreneurship of students. Finally, colleges and universities should carry out more entrepreneurship courses, constantly enrich the course content according to the actual needs of college students, strengthen the training of entrepreneurship skills for students, and expand the scope and depth of entrepreneurship teaching.

College students should correctly position themselves and not be too idealistic in their work, which is easy to cause a huge gap, and they cannot do their best in their work, which often outweighs the gains and losses. Only by setting up a correct view of employment and combining our theoretical knowledge with our current work can we give full play to our advantages and lay a solid foundation for entrepreneurship.

In view of the legal risks faced by college students in the process of entrepreneurship, colleges and universities can establish a legal aid platform with surrounding colleges and universities. When there is a dispute between students and other enterprises, the legal aid organizations of colleges and universities provide free legal consulting services and other cost-effective legal services for students. Not only that, the platform provides legal information for college students on WeChat and app to meet the needs of college students to fill the legal gap.

It is difficult for college students to meet the requirements of innovation and entrepreneurship. So if we want to start a business, we must improve our ability and reach the level that is consistent with the quality of entrepreneurship. Only in this way can we not be replaced in the torrent of
entrepreneurship. At the same time, entrepreneurial college students must also improve their psychological literacy, because entrepreneurship tests not only their ability but also their ability to resist pressure. No one can succeed at one time, so the college students who want to start a business must improve their literacy.

Innovation is the first driving force of leading development, and talent is the main force of innovation. As the representatives of talents, the government should encourage and support their entrepreneurial behavior. In this regard, the government should increase capital investment, support for entrepreneurship projects of college students should be increased, and the screening efforts should be further relaxed. New projects cannot be denied because of the lack of professional knowledge. In the era of big data, the government should confirm and speed up the development of talent plan after analyzing the data, and affirm the innovation and Entrepreneurship of college students as much as possible.

5. Conclusion
In summary, the era of big data brings many opportunities for college students to start their own businesses. Colleges and universities should help them seize the opportunities. At the same time, the era of big data brings opportunities for college students to start their own businesses, but also brings new risks. Colleges and universities should guide and cultivate college students' awareness and ability of risk aversion. Only by avoiding the risk, can colleges guarantee the success of students' entrepreneurship to the greatest extent.

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