

RESEARCH ARTICLE

Research on the upgrading path of college students' innovative and entrepreneurial ability in AI era

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ABSTRACT

This paper analyzes the opportunity of improving college students' innovative and entrepreneurial ability in the era of AI, and combined with the era connotation of AI, probes into the problems that college students need to focus on to improve their innovative and entrepreneurial ability, and elaborated the new era background university student innovation pioneering ability promotion facing the question as well as the innovation strategy.

Keywords: AI era; college education; innovation and entrepreneurship

1. Introduction

It is not easy to improve college students' AI innovation and entrepreneurship ability and achieve success. Therefore, the formulation of appropriate strategies and measures to promote the ability of college students to promote innovation and entrepreneurship is essential. These strategies include fostering innovative thinking and risk-taking, providing hands-on opportunities and entrepreneurial support, and strengthening interdisciplinary and team work. Through the comprehensive application of these strategies, college students can better adapt to the AI era of innovation and entrepreneurship challenges, and lay a solid foundation for their future development.

2. The era connotation of AI

The AI era refers to the process of deeply integrating traditional industries with various fields through internet technology and platforms, thereby promoting the digitization, intelligence, and innovation of traditional industries. This era emphasizes the significant role of information technology in economic and social development, responding to the demand for the transformation and upgrading of traditional industries in the digital age. In the AI era, enterprises and organizations are encouraged to undergo digital transformation using internet technology, by digitizing, automating, or smartifying traditional business processes and service models to enhance efficiency, reduce costs, and provide better user experiences. Additionally, the AI era fosters innovative thinking and abilities, driving innovation in business models, products, and services through internet platforms and technologies, while exploring new market opportunities. The concept of the sharing economy is greatly advocated in the AI era. Through internet

ARTICLE INFO

Received: 30 May 2024 | Accepted: 14 September 2024 | Available online: 9 October 2024

CITATION

Feng W. Research on the upgrading path of college students' innovative and entrepreneurial ability in AI era. *Environment and Social Psychology* 2024; 9(9):2860. doi: 10.59429/esp.v9i9.2860

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platforms, idle resources can be shared and optimally utilized, leading to efficient resource allocation, cost reduction, and environmental protection. In summary, the AI era embodies the deep integration of information technology with traditional industries, driving developments in digital transformation, innovation, cross-disciplinary integration, sharing economy, user participation, and personalized services. This era presents significant opportunities and challenges across various sectors, paving the way for new prospects in socio-economic development.

3. AI era for college students to promote the development of innovation and entrepreneurship opportunities

3.1. Increasing entrepreneurship opportunities for university students

Global Market Development: college students can use the internet platform to promote products and services to the global market, find more business opportunities and partners. Compared with traditional bricks-and-mortar stores, internet start-ups have lower entry barriers and costs. Low-cost start-up: by setting up their own website or using e-commerce platform, college students can start their own business with lower capital investment. Application of cutting-edge technology: with the development of artificial intelligence, blockchain, virtual reality and other cutting-edge Technologies, college students can explore the application of these technologies in various fields, thus opening up emerging markets, and provide valuable solutions for society. Online sharing of resources: in the AI era, all kinds of resources can be shared online. College students can use the internet platform to access a variety of resources, such as capital, tutors guidance, market data, and so on, to provide more support and opportunities for entrepreneurship. Emerging business models: the AI era has facilitated the emergence of many emerging business models, such as the sharing economy, e-commerce, online education. Through innovative business models, college students can find entrepreneurial opportunities that integrate with traditional industries or open up entirely new fields. In a word, the AI era not only brings more challenges for the improvement of college students' innovative and entrepreneurial ability, but also creates many opportunities. By making full use of Internet technology and platform, college students can expand the market scope, reduce the cost of entrepreneurship, and explore new business models and technology applications. These opportunities provide college students with a broader space for development and the possibility of realizing their dreams.

3.2. Changing the traditional mode of college students' entrepreneurship online entrepreneurship opportunities

AI era provides a wealth of online entrepreneurship opportunities. College students can use internet platforms to communicate directly with consumers and sell products or services by creating their own websites, social media accounts or online stores. Crowdsourcing and the collaborative economy: the Internet age promotes the rise of crowdsourcing and the collaborative economy. College students can use the sharing economy platform to collaborate with other entrepreneurs to develop projects and share resources and risks. Data-driven innovation: the AI era has produced massive amounts of data and enabled data-driven innovation with the help of artificial intelligence and big data analytics. College students can optimize product design and market positioning by analyzing market data, user behavior and other information. Cross-domain cooperation: in the era of AI, the integration of different fields is closer. College students can work with technical experts, designers, marketers and other cross-border cooperation to create a competitive product or service. The application of emerging technologies: AI era has emerged a number of emerging technologies, such as virtual reality, artificial intelligence, blockchain and so on. College students can use these technologies to innovate and open up new markets and business opportunities. The establishment of personal brand: Ai era emphasizes the importance of personal brand. Through the network platform, college

students can show their professional ability and expertise to attract more partners and investors. In short, the AI era has greatly changed the traditional mode of entrepreneurship college students. Through online entrepreneurship, leveraging the sharing economy, data-driven innovation, cross-sector collaboration, and the application of emerging technologies, college students can showcase their talents and capabilities on a broader stage, start your own business, and get more business success opportunities.

3.3. Improving the success rate of college students' entrepreneurship

AI era has brought many opportunities for college students' innovation and entrepreneurship, and provided a broader market space for college students' entrepreneurship. They can more easily access global customers and partners through Internet platforms and technology tools, thus increasing entrepreneurial opportunities and the potential for success. Moreover, the AI era has spawned many new business models, such as sharing economy, online education, e-commerce and so on. These new models offer more possibilities and flexibility for college entrepreneurs to find unique business opportunities in different fields and make money through internet technology. Because the AI era emphasizes the idea of resource sharing and open cooperation, it can provide more ways for college entrepreneurs to obtain resources and support. They can make use of various platforms and communities to connect with other enterprises, investors, experts, etc. , to obtain support from capital, technology, market, etc. . AI era produces and accumulates a lot of data, through data analysis and intelligent applications, can provide more accurate market insight and decision-making support for college entrepreneurs. They can leverage big data analytics and artificial intelligence to understand user needs, optimize product design, and improve operational strategies to increase their success rate. Moreover, the AI era has gradually formed a perfect entrepreneurial ecosystem, including incubators, accelerators, investment institutions and so on. These institutions provide entrepreneurship training, resources docking, investment support and other services, to help college entrepreneurs get the necessary support and guidance in the start-up phase, to improve the success rate of entrepreneurship.

4. The problems existing in the improvement of college students' innovative and entrepreneurial ability.

Firstly, college students should have the courage to challenge the traditional mode of thinking, and be good at summarizing and finding problems, analyzing problems and solving problems. In the actual work can be achieved through a variety of paths, such as innovation education courses, organizing related competitions and team projects. In order to improve the innovative and entrepreneurial ability of college students, it is essential to give them the opportunity to practice. In practical innovation and Entrepreneurship, practice is the most effective way to test, so they should be given ample opportunity to practice. Schools can provide students with opportunities for practice, practice, training and project cooperation through school-enterprise cooperation, school-school cooperation and other cooperation models, let the student be able to exercise and apply own innovation ability fully in the actual scene. Secondly, we should establish a perfect support system for entrepreneurship, which is crucial to enhance the innovative and entrepreneurial ability of college students. This includes the provision of targeted training and guidance services, financial support, legal advice and other support to help university students overcome difficulties and promote their successful start-up activities. Encouraging cross-disciplinary cooperation and exchanges among college students can help them broaden their thinking, draw on knowledge and experience in other fields, and learn from innovative practices in different professional backgrounds. Finally, college students need to develop a positive entrepreneurial spirit, including the courage to take risks, perseverance and the ability to adapt to change. The school can carry out entrepreneurship lectures, sharing sessions and other activities to stimulate students' enthusiasm and motivation for entrepreneurship. From the perspective of innovation and

entrepreneurship, team cooperation is often essential. Therefore, college students should learn to play their own advantages in the team, work closely with others to achieve entrepreneurial goals.

Therefore, it is very important to cultivate college students' team cooperation and leadership ability. Through the organization of team projects, practical activities, let students learn to coordinate and cooperate, effective communication and effective leadership team. To sum up, in the current improvement of college students' ability to innovate and start businesses, it is important to focus on innovative thinking, practice opportunities, entrepreneurship support systems, interdisciplinary collaboration and communication, entrepreneurship development, and team work and leadership. These aspects cooperate and support each other, and help to train innovative and enterprising talents with innovative consciousness, practical ability and enterprising spirit.

5. The dilemma of college students' innovation and entrepreneurship in AI era

The dilemma of college students' innovation and entrepreneurship in the background of AI era technology changes rapidly, all kinds of emerging technologies are constantly updated, and categories emerge one after another. This is both an opportunity and a challenge for college students. Keep up with the times, keep up with the development of technology, knowledge of the iteration. Although the AI era has created more employment and entrepreneurial opportunities for college students, but also accompanied by higher entrepreneurial risks. The increasingly fierce competition, market liquidity, large volatility and capital pressure are the main factors that restrict college students' innovation and entrepreneurship. Although theoretical knowledge is essential for innovation and entrepreneurship, lack of practical experience is one of the challenges college students face in the AI era. Lack of hands-on experience may make it difficult for them to cope with market changes, product design and other practical problems. The traditional education mode lags behind the requirement of AI era. The traditional education pays attention to the theory, the theory knowledge imparting, but lacks the practice ability raise. This makes college students in the field of innovation and entrepreneurship may face the gap between application ability and actual needs. Although the AI era provides more entrepreneurial opportunities, but financing is still a major problem faced by college students innovation and Entrepreneurship. Lack of sufficient start-up capital and investor support may limit their development space. Under the background of AI era, the promotion of college students' innovative and entrepreneurial ability is faced with such difficulties as rapid technological renewal, high entrepreneurial risk, lack of practical experience, lag of traditional educational model and financing problems. In order to overcome these difficulties, it is necessary to strengthen the consciousness and concept of college students' innovation and entrepreneurship, to construct a coordinated development educational system of college students' innovation and entrepreneurship, and to equip sufficient educational resources of software and hardware innovation and entrepreneurship.

6. Strategies to further enhance college students' innovative and entrepreneurial ability under the background of AI

6.1. Building up college students'consciousness and concept of innovation and entrepreneurship

To strengthen college students' innovative and entrepreneurial awareness and concept, which can be achieved from the following aspects: to start with. First, provide heuristic education. By offering courses and lectures related to innovation and entrepreneurship, college students are guided to understand the basic concepts, methods and practical experience of innovation and entrepreneurship. At the same time, to provide

successful cases and failure to share lessons to help them form the right concept of innovation and entrepreneurship. Second, strengthen the practice opportunities. For college students to provide a wealth of practical opportunities, such as participation in community activities, on-campus projects, industry internship. This will allow them to experience the challenges and opportunities in the process of innovation and entrepreneurship, to develop practical skills and exercise the ability to solve problems. Third, cultivate team spirit. Encourage students to actively participate in team cooperation, and through team projects, competitions and other ways to develop their ability to cooperate and leadership. Teamwork can not only promote knowledge sharing and Skills Exchange, but also develop a sense of responsibility, communication skills and decision-making ability. Fourth, the emphasis on continuous learning and adaptability. Ai era changes rapidly, requiring college students to have the ability of continuous learning and adaptation to change. Train them to constantly learn new knowledge, master new technology, and be flexible to respond to market demand and industry change. Fifth, Foster Entrepreneurship. Entrepreneurship requires the courage to take risks, perseverance and the spirit of excellence. Through holding activities such as Entrepreneurship Salon and sharing meeting, college students' enthusiasm for entrepreneurship is stimulated, and their entrepreneurial spirit of taking risks and enterprising spirit is cultivated. Sixth, the establishment of the tutorial system. To provide guidance and support to college students, help them avoid some common problems and mistakes in the process of innovation and entrepreneurship, and give them valuable experience and advice.

The above measures can help college students set up a correct sense of innovation and entrepreneurship, deepen their understanding of opportunities and challenges, and cultivate a practical ability, team spirit and strong adaptability of talent. This will lay a solid foundation for their future path of innovation and entrepreneurship.

6.2. Grasp the characteristics of the times, and build a coordinated development of college students innovation and entrepreneurship education system

To grasp the characteristics of the times, to build a coordinated development of college students innovation and entrepreneurship education system AI era emphasizes the integration and synergy between different fields. Therefore, innovation and entrepreneurship education for college students should cross the disciplinary boundaries and encourage students of different disciplines to cooperate and exchange. For example, you can organize cross-disciplinary team projects, run cross-disciplinary courses, and so on. First of all, innovation and entrepreneurship education for college students should be practice-oriented, allowing students to personally participate in real projects and practical operations. By opening, laboratory, incubator or offering internships in and out of school, students can exercise and apply their creativity in a real environment. Secondly, if we want to further enhance the innovative and entrepreneurial ability of college students, we should establish a tutor system to provide experienced guidance and support for college students. Mentors can share their industry experience and resources, give guidance and feedback to students, offer valuable advice on their innovation and entrepreneurship, and build a platform for sharing resources, it includes knowledge, technology, capital and network. Through the integration and sharing of resources inside and outside the school, to provide students with more opportunities and support for innovation and entrepreneurship, to promote coordinated development. Finally, we should set up a special innovative entrepreneurship-oriented curriculum to cultivate students' innovative thinking, business awareness and practical ability. These courses can include market research, business model design, risk management and other content, and teaching with actual cases.

6.3. Strengthen the input of resources, equipped with adequate software and hardware innovation entrepreneurship education resources

To strengthen resource input and provide sufficient software and hardware innovation entrepreneurship education resources educational institutions should further strengthen resource input and provide sufficient software and hardware innovation entrepreneurship education resources. First, in the construction of laboratories and maker spaces, educational institutions should invest in the construction of laboratories and maker spaces with advanced equipment and technology to provide students with practical innovative and entrepreneurial activities. These spaces can be equipped with 3D printers, Internet of things devices, virtual reality and other advanced tools to provide students with real-world operation and practice. Educational institutions should also establish special innovation funds and incentive schemes to provide financial support and incentives for potential university students. This will motivate them and help them secure the necessary start-up funding at an early stage. Secondly, to set up by industry experts, successful entrepreneurs composed of the mentor team, to provide guidance and advisory services for college students. The tutors can share their experiences in the field of innovation and entrepreneurship, provide guidance to students on industry insights, business strategies, and organize various innovation competitions and project training, provide students with the opportunity to exercise and show their innovative and entrepreneurial ability. This will stimulate students' creative potential and help them improve their skills and experience in practice. Finally, special innovative entrepreneurship courses and workshops are offered to provide training in a combination of theoretical knowledge and practical skills. These courses can include market analysis, business model design, team management and other content, through case analysis and project practice to develop students' comprehensive ability.

7. Conclusion

Under the background of AI era, college students should have the ability to challenge the traditional concept of innovative thinking, good at finding and solving problems. At the same time, also need to have a team spirit, the ability to continue to learn and adapt to change and risk-taking entrepreneurial spirit. By using the above strategies, we can provide more powerful support for college students' innovation and entrepreneurship, and help them become the future leaders with innovative consciousness, practical ability and entrepreneurial spirit. In the future, with the continuous development of science and Technology and social change, college students will face more challenges and opportunities to improve their innovative and entrepreneurial ability. Therefore, we need to constantly improve and adjust the strategy to meet the needs of the times.

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