Original Paper

Research on Network Entrepreneurship Mode of College Students in the 5G Era

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Abstract

This paper studies the network entrepreneurship model of college students in the 5G era, and puts forward the framework of network entrepreneurship model for college students based on 5G technology by dividing the characteristics of 5G technology and the current situation and problems of college students' network entrepreneurship, and verifies its feasibility and advantages through case analysis. This study has certain reference value for promoting the development of college students' network entrepreneurship and promoting the application of 5G technology.

Keywords

5G technology, University student, online entrepreneurship, Mode, Case study

1. Research Background

With the rapid development of science and technology and the wide application of the Internet, the 5G era came into being. It marks another leap in mobile communication technology and indicates that the networking process of human society will enter a new stage. In this context, college students, as leaders in the Internet era, have rich imagination and innovative spirit, and are an important force for online entrepreneurship. The online entrepreneurship model of college students has gradually become a hot spot in research.

However, at present, there are certain difficulties and problems in online entrepreneurship of college students, such as lack of practical experience and insufficient technical level. Therefore, this study aims to explore the network entrepreneurship model of college students in the 5G era and provide new ideas

and methods for college students' network entrepreneurship.

2. The Current Situation of Network Entrepreneurship of College Students in the 5G Era

The popularity of college students' network entrepreneurship in the 5G era has not decreased, showing a continuous growth trend. This is mainly due to the powerful advantages of 5G technology, including high speed, large capacity, low latency and other characteristics, providing richer and broader possibilities for various network applications. Among various online entrepreneurship projects, e-commerce, online education, sharing economy, etc. are especially favored by college students.

3. Purpose of the Study

This research aims to study the network entrepreneurship model of college students in the 5G era, by analyzing the characteristics and large of 5G technology. The current situation of student network entrepreneurship proposes a framework for college students' network entrepreneurship model based on 5G technology. At the same time, the feasibility and advantages of this model are verified through case analysis, which provides reference and reference for college students' online entrepreneurship.

4. Main Entrepreneurial Model

(1) E-commerce model: With the help of e-commerce platforms, college students can carry out online sales, agency and other businesses. The application of 5G technology will greatly improve the efficiency and experience of e-commerce and reduce operating costs.

(2) Network education mode: Using the high speed and large capacity of 5G, college students can establish online educational institutions and provide high-quality teaching resources and learning services.

(3) Sharing economy model: The arrival of the 5G era will further promote the development of the sharing economy. With the help of the sharing platform, college students can provide skills services, idle items rental, etc.

5. Research Methods

Literature review, case studies and field research were used. Firstly, through the combing of 5G technology and the literature related to college students' network entrepreneurship, we can understand the research status and problems. Secondly, representative cases of college students' online entrepreneurship are selected to analyze their successful experiences and existing problems. Finally, through on-site research of target startups, we can deeply understand their entrepreneurial process and effectiveness.

6. Research Process

(1) Literature review: Through the combing of 5G technology and college students' network

entrepreneurship related literature, it is found that 5G technology has an important impact on college students' network entrepreneurship, which can provide college students' network entrepreneurship with faster network connections, richer application scenarios and broader market opportunities. However, college students' online entrepreneurship also has problems such as lack of practical experience and insufficient technical level, which requires targeted solutions.

(2) Case analysis: A number of successful college student network entrepreneurship cases were selected, such as Yang Mingzhen, a 2017 information management student of the School of Information Engineering of our school, registered Shaanxi Ranwo Network Technology Co., Ltd. in the Lianhu Branch of Xi'an Administration for Industry and Commerce on May 31, 2016, with a registered capital of 1 million, in the 7 years of the company's development and growth, always provide customers with good products and technical support, sound after-sales service, The company is mainly engaged in general business projects: development and sales of computer software and hardware; Communication network engineering design; marketing planning; Design, production, distribution and agency of advertisements; Sales of agricultural and sideline products, edible agricultural products, flowers, daily necessities, household appliances, etc. In June 2016, the company launched the "Ranwo Preferred" brand plan. The purpose is to give the city a little more health and give farmers a little more hope. With the advent of the 5G era, some excellent agricultural products will be promoted under the Ranwo brand through short video platforms such as Douyin and Kuaishou to achieve rural revitalization. For cities, people can safely choose healthy and green agricultural specialties. For rural areas, let farmers no longer worry about the lack of sales.

In 2020, it developed to more than 3,000 farmers and 2,051 online stores, with sales of 1.24 billion yuan, creating a miracle of development in backward areas. In 2021, sales reached 4 billion yuan. 8 billion in 2022.

The role of guidance, guarantee and support in the local government; Ranwo enterprises with products, provide related live broadcast technology and customer service, etc.

(3) By analyzing the successful experience and existing problems of these cases, the network creation of college students in the 5G era is summarized. The feasibility and advantages of the industry.

(4) Model summary: On the basis of analyzing literature and cases, the network innovation of college students in the 5G era is summarized. The model and main points of karma.

(5) Field research: A college student network startup company based on 5G technology was selected to conduct field research to gain an in-depth understanding of its entrepreneurial process and effectiveness. The company uses 5G technology to improve the performance and user experience of its self-developed products, and the market response is good. Through field research, it is found that the company's successful experience and existing problems are representative to a certain extent, which has reference significance for college students' online entrepreneurship.

7. Research Results

(1) 5G technology has an important impact on college students' network entrepreneurship, which can provide faster network connections, richer application scenarios and broader market opportunities for college students' network entrepreneurship.

(2) College students' online entrepreneurship has problems such as lack of practical experience and insufficient technical level, and needs targeted solutions.

(3) The framework of college students' network entrepreneurship model based on 5G technology includes: innovative application scenarios; technology research and development; business model innovation; resource integration; Talent training and introduction.

(4) Through case analysis, it is found that the network entrepreneurship model of college students based on 5G technology has high feasibility and advantages, and can provide new ideas and methods for college students' network entrepreneurship.

8. There Is a Problem

However, there are also some problems with online entrepreneurship for college students. First, lack of funding is the biggest obstacle. Secondly, the lack of market research and competitive analysis makes it difficult to position projects accurately or capture market demand. In addition, the relative lack of knowledge and experience of college students in technology and management also restricts the development of their online entrepreneurship.

9. Summary

By analyzing the characteristics of 5G technology and the current situation of college students' network entrepreneurship, this study proposes a framework for college students' network entrepreneurship model based on 5G technology. At the same time, the feasibility and advantages of this model are verified through case analysis, which provides new ideas and methods for college students' online entrepreneurship. However, this study only selects a college student network startup based on 5G technology for field research, and the scope of the research can be further expanded in the future to obtain more comprehensive conclusions.

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