

# Study on the Development Path of Campus Stall Economy under the Background of "Double Creation" Upgrading

## -- Some Domestic Universities as an Example

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### Abstract

**The introduction of the policy of "double creation" has put forward higher requirements for innovation and entrepreneurship in colleges and universities, and campus stalls as a low-cost, low-risk and easy-to-operate entrepreneurial model have already formed a wealth of practical exploration cases in major universities. Based on the practical cases of campus stall economy in some universities in China, this paper explores the development path of campus stall economy in universities with more popularization and application value through comparative analysis and summarization, so as to improve the quality of the development of university stall economy and create an upgraded version of "dual innovation" in universities.**

### Keywords

**"Double Creation" Upgrading; Stall Economy; Innovation and Entrepreneurship; Campus Economy.**

## 1. Introduction

Innovation is the soul of social progress, entrepreneurship is an important way to promote economic and social development, and promoting mass entrepreneurship and innovation is an important measure to implement the new development concept and achieve high-quality development. In 2018, the State Council issued the "Opinions on Promoting High-quality Development of Innovation and Entrepreneurship to Create an Upgraded Version of "Double Innovation"", putting forward the new requirement of "deep integration of innovation and entrepreneurship in colleges and universities", emphasizing the continuous promotion of mass entrepreneurship and innovation from a wider scope, higher level and deeper degree.

With the gradual stabilization of the Newcastle pneumonia epidemic, the country has vigorously promoted the ground stall economy, injecting new momentum into economic development and opening up the era of universal ground stalls. As a low-cost, low-risk and easy-to-operate business model, letting ground stalls enter the campus is undoubtedly a point of emphasis for universities to respond positively to the national call and create an upgraded version of "double creation". Campus stalls have become the first choice for college students to innovate and start a business and a unique landscape in colleges. Under the policy of "Double Innovation", universities have been vigorously carrying out innovation and entrepreneurship practices, and have formed their own distinctive models of campus stall economy development. However, when we look at the practice in universities, there are still many problems, such as the low quality of entrepreneurial students[1], the unclear policies of universities[2], and the lack of competitive advantages of ground stall operation.

The reasonable and orderly development of campus stalls is conducive to injecting vitality into the campus life of colleges and universities and comprehensively enhancing the innovation and entrepreneurship ability of young students.[3] This paper aims to take the typical practice of

"ground stall economy" in some colleges and universities in China as an example under the background of upgrading of "double creation". The purpose of this paper is to explore the development path of campus stall economy in some universities in China, with a view to providing policy suggestions for cultivating innovative talents and promoting campus economy in universities.

## **2. Exploration on the Development of Campus Ground Stall Economy in Some Domestic Universities under the Background of Double-Creation**

### **2.1. Heze College: Building on the Cultural Heritage of the Campus and Innovating Diverse Cultural and Creative Products**

Heze College is located in Heze City, Shandong Province, the "Capital of Peonies in China". Its campus has beautiful scenery and a rich cultural heritage. Under the influence of online cultural consumption, Heze College has fully explored its own cultural heritage and gradually innovated and developed its campus cultural products based on its campus regional characteristics. Heze College Cultural and creative products have gone through the process from scratch. Before 2020, Heze College was not aware of the role and significance of cultural and creative products, so they were basically non-existent. Since then, students at the college have gradually perceived the importance and influence of campus cultural and creative products, and have actively brought their personal strengths and professional advantages into play, working to develop cultural and creative products that are unique to college students and the regional characteristics of the college, so that the products reflect the cultural characteristics of the campus while having both economic and functional value. At the same time, campus clothing is also a cultural heritage, students design their own clothing, combining the popular elements of today's society with campus culture to show the unique style of contemporary university students[4]. Students at Heze College also carry out DIY creative dresses and handicrafts, designing their own styles and buying raw materials, and working with third parties to complete the products, which can show off their individuality while saving costs. In the process, students can give full play to their creative thinking and showcase themselves in a comprehensive manner.

With the development of the Internet era and the introduction of the "stall" economy, the campus economic development model of the university has become innovative. The flea market at Heze College is a tripartite event involving off-campus shops, on-campus clubs and individual students. With the rise and innovation of campus cultural and creative products and campus clothing, the focus of HZU's merchandising and campus economy has shifted from catering to cultural products. It is a perfect combination of college stalls and creative products, stimulating and developing the campus economy, showcasing campus culture and style, and stimulating the entrepreneurial and creative spirit of college students.

### **2.2. Yunnan Institute of Technology: Unified Planning of the Entrepreneurial Street Area, Creating a "Net-Worthy Stall" to Cultivate Talents**

The campus stalls at Yunnan Institute of Technology are mainly attended by the university management and students. The school has designated areas for the flea market, unified the location of each stall, and divided the market items into buying and selling, donation and exchange categories. The sale category is mainly organized by the committee of the General Branch of the Communist Youth League, which sets up stalls in designated areas and sells goods at appropriate prices. Exchange category is mainly in the various stalls can be the value of equal goods for exchange. Donation category is mainly in the market to set up items donation point, by the School Youth League Student Union unified arrangements, and all donated items for social welfare organizations. The categorised market items enrich the trading format of the flea

market. The fixed entrepreneurial block and stall locations provide a platform for students of the college to be innovative and entrepreneurial, thus cultivating their entrepreneurial awareness and exercising their creative abilities.

The students of the College will think about the process of setting up their stalls in relation to their own professional characteristics. Every step of the process, from packaging, design, display and promotion, requires careful organisation and design. At the same time, the College plans to create a number of "Web celebrity stalls", using footfall data as a yardstick. The main purpose of the project is to combine the university's "stalls" with internet culture by shooting short videos on the theme of the stalls and promoting them through internet channels, thus attracting external investment and forming partnerships with businesses on and off campus. The stalls will be able to expand their area and broaden the scope of their business, thus generating more revenue and stimulating the development of the campus economy. At the same time, the student population has huge spending potential and is the main consumer in today's society. On and off-campus shops can make use of the College's stalls to advertise their products and services to increase their visibility and influence, and open up the market to university users. The College will also provide special training for the stall owners of the "Web celebrity Stall" and select individual teachers with rich experience in innovation and entrepreneurship to set up the stall, thus driving and inspiring students' enthusiasm for entrepreneurship.

### **2.3. Xi'an Peihua College: Regulating the Management of Ground Stalls on Campus and Providing Stalls in the Playground to Sell Goods**

The campus stalls at Xi'an Peihua College are mainly based on the principle of "if you need it, I'll sell it", where students can sell or swap their unused items. The stall holders are mainly prospective graduates and some current students, and the products are mainly books, school supplies and accessories. There are also teams of students selling services based on their own personal strengths and skills, such as errand running, event planning, photography, poster design and production and so on. In the process, students can not only exercise their skills, but also make more friends. At the same time, stall owners and student customers trade second-hand goods without the aim of making a profit, but with the sincere hope that the items can be put to good use. Graduates also talk to their younger siblings about the origin of the items or their special meaning when selling them, recounting to them the footprints of their youth on campus. The Pei Hua Street has a wide variety of stalls, each with its own innovative promotional and sales model, which attracts a constant flow of people and demonstrates the unique energy and fireworks of the campus.

In order to facilitate the regulation and management of stalls on campus, the main area for "stalls with goods" at Xi'an Peihua College is the school playground, which is divided into small areas. Vendors are required to register for a stall card and a stall number, and to organize themselves to clean up their stalls, ensuring that they are tidy and maintain the image of the school and themselves. The college will enlist the student management staff to supervise and inspect the stalls from time to time.

## **3. Comparison of Models for the Development of the Campus Floor Economy in Universities**

### **3.1. Adopt a Differentiated Focus Strategy for Ground Stall Operations**

According to the famous American strategist Michael Porter, there are three general strategies: cost leadership strategy, differentiation strategy and focus strategy, of which focus strategy can be divided into cost focus and differentiation focus[5]. Differentiated focus means offering unique products or services to a certain buyer group and regional market. There are various ways to adopt differentiated focus strategy, such as designing special products, brand image,

maintaining technical performance advantages and features, and maintaining customer service experience. In terms of business strategy, the three cases above are all consistent with the differentiated focus strategy.

Heze College responds to the needs of social development and school upgrading, and under the influence of online cultural consumption, actively develops campus cultural and creative products with unique characteristics of university students and efficient regional characteristics. Students from relevant majors gave full play to their professional advantages, focused on the needs of students on campus, purchased their own materials, exercised creativity and showed themselves, creating a large number of unique cultural and creative products with aesthetic value and educational significance, and using unique products to develop a college stall with a humanistic atmosphere and cultural heritage. The 'network popularity stall' at Yunnan Technology and Business University was a perfect fit for students' preferences. The institute encouraged students to think of their own products to sell in conjunction with their own majors, and students were attracted to view and purchase unique products and services such as DIY flower pots, flower sales and hoops, and stall owners also increased the popularity of their stalls with novel ideas. The campus stalls at Xi'an Peihua College are mainly for idle sales or swaps, and the stall holders are mainly prospective graduates and current students, who are also students, and the products they sell are mostly needed by their fellow students on campus, thus forming their own unique advantage.

### **3.2. Adequate Support with University Management at the Core**

The university campus is the main venue for students to develop the ground stall economy, and the support and management of the university plays a crucial role in the smooth operation of the ground stall on campus. The distinctive development models of campus street stall economy mentioned above all share one outstanding feature in common, namely that the university management, as the core body, has given full support to the advocacy and management of the ground stall economy.

Heze College takes the distribution of campus cultural and creative goods as a new opportunity to improve campus cultural construction and enhance campus popularity, calling on students to encourage them to give full play to their professional strengths and develop campus cultural and creative products with unique regional characteristics of the university, and taking the initiative to introduce the participation of off-campus shops, with the university management playing a strong leading role in promoting the development of college ground stalls; Yunnan Institute of Technology and Business has unified arrangements for fixed entrepreneurial Yunnan University of Commerce and Industry has a fixed entrepreneurial area and stall location arranged by the student union of the university's Youth League Committee, provides special entrepreneurial training for students and arranges for all donated goods to be used for social welfare organizations, providing strong material support and stimulating students' enthusiasm for entrepreneurship; Xi'an Peihua College divides the school playground into small areas and provides numbered stalls for students, and the college will enlist student managers to supervise and inspect the stalls from time to time, ensuring the This ensures the orderly operation of the stalls on campus.

### **3.3. Multiple Forms to Strengthen Effective Supervision and Control**

The smooth operation of ground stalls in colleges and universities cannot be achieved without effective monitoring and evaluation mechanisms. If only formal appeals are made to encourage them, they will only become a "mess" that hinders campus construction and disrupts campus morale. The above-mentioned ground stalls in three universities also reflect the importance of effective monitoring and evaluation of the operation of ground stalls in universities.

Heze College provided training and education to entrepreneurial students on the concept of culture and creativity and entrepreneurial theory, providing them with guidance on principles and control of direction, enhancing the personal quality capabilities of the ground stall creators and realizing preventive control beforehand; Yunnan Institute of Technology and Business set up a special innovation and entrepreneurship platform for students, unified material management and disinfection of the entrepreneurial block, and timely communication with students in the course of ground stall operation Xi'an Peihua College set up a unified stall location and number, and enlisted student managers to supervise and inspect each stall from time to time. All three universities have established qualified supervision and control mechanisms with different focuses, promoting the standardization and institutionalization of the campus ground stall economy.

#### **4. Campus Groundswell Economic Development Promotion and Application and its Lessons Learned**

##### **4.1. Universities Increase Support to Promote the Upgrading of the "Dual Innovation" Environment**

As the provider of the ground stall economy, the university has a great influence on the development of the ground stall economy on campus. Firstly, the development of the campus stall economy cannot be achieved without the material support of universities. The main entrepreneurs of the campus stall economy are students, who do not have many sources of income and have difficulties in obtaining financing from financial institutions, which makes it difficult to start a business.

In addition, the policy support of universities plays a pivotal role in the development of campus economy. Universities should further promote the management system of campus stalls and refine and clarify relevant policies. Universities can set up special ground stall management centers, actively initiate students to carry out stall entrepreneurship, implement a market access system, regulate the behavior of stall holders, and conduct assessments based on performance and reputation. Through a series of policy support, it will not only energize the entrepreneurial environment for university students, but also standards and institutionalize the ground stall business, laying the foundation for future student entrepreneurship and employment.

##### **4.2. Establish a Network Synergy Mechanism to Promote the Upgrading of "Dual-Innovation" Subjects**

A network synergy mechanism among universities, enterprises, the government and families should be established to build a multi-body participation mechanism with the government as the guide, the integration and development of universities and enterprises as the direction, and families as the support, and cooperation under the premise of clarifying their respective responsibilities and obligations. The government is mainly responsible for coordinating the conflicts between schools and enterprises, universities are mainly responsible for popularizing the knowledge of innovation and entrepreneurship and supporting entrepreneurial talents, enterprises are responsible for supporting products, capital and technology to effectively curb the phenomenon of guaranteed quality and lack of after-sales service of ground floor goods on campus, and families are responsible for giving moral and material encouragement to entrepreneurs.

The synergistic mechanism of multiple subjects needs to be backed by a perfect information technology exchange platform. As the main venue for campus floor stalls, universities should be used as the core to build an information exchange platform to effectively promote information exchange among schools, enterprises, governments and families, reduce the

problem of information inequality and adverse selection, and release an organic whole of campus floor economy.

#### **4.3. Each School has its Own Characteristics and Local Conditions to Promote the Development of "Dual Innovation" to Upgrade the Momentum**

In the current era of high-quality development of China's education, domestic universities actively promote the development of characteristics, most of them have developed their own discipline specialties, humanities landscape features, campus culture features, etc. Universities can base on our characteristics, organically combine and deeply integrate with campus ground stalls, and seek a suitable path for the development of ground stall economy.

From the perspective of ground stall operation, students from different universities, colleges and majors can design and sell goods with the characteristics of different disciplines to create special brands; in terms of university management, schools can adopt multiple forms of teaching and introduce multi-angle policies according to the characteristics of the teaching staff to regulate management; in terms of support system, universities can build diversified platforms according to our resources to promote the interaction of multiple subjects. In terms of support system, each university can build a diversified platform according to its resources, promote the interaction of multiple subjects and strengthen the technical guarantee of entrepreneurship.

#### **4.4. Strengthen Dynamic and Standardized Governance, and Promote the Upgrading of the "Double Creation" Guarantee**

Universities are the main management body of campus ground stall entrepreneurship and play an important role in regulating the development of campus grounds tall economy. The main reason for the uneven quality of the development of the campus stall economy is the lack of a good integrated control mechanism before, during and after the event. The university should actively assume the management responsibility and implement dynamic management in the whole process to ensure the smooth operation of the campus stall economy.

Specifically, before the start of the business, the university's faculty and social education forces are integrated to enhance the quality of entrepreneurial talent cultivation and improve the level of students' entrepreneurial practice, so as to implement preventive control beforehand; during the process of the business, regular inspection and evaluation, timely communication of relevant issues, so as to implement real-time control during the event; after the end of the business, evaluation of the results of the business, so as to implement feedback control afterwards.

### **5. Conclusion**

Universities are the epitome of society, and the development of university campus stall economy is not only a practical platform for students to start their own businesses, but also an important way for universities to nurture innovative talents for society. At present, there are still a lot of problems that need to be solved in the current situation of university campus stall economy, and it is the right thing to do to promote the innovation-driven strategy in the new era based on the practical experience of some universities. Universities can start from the following aspects: (1) Increase support to promote the upgrading of the "dual-innovation" environment; (2) Establish a network synergy mechanism to promote the upgrading of the "dual-innovation" main body; (3) Promote the development of the "dual-innovation" momentum based on the characteristics of each university and according to local conditions. (3) Each school should promote the upgrading of the development momentum of "dual-innovation" based on its characteristics and local conditions; (4) Strengthen the dynamic and standardized governance to promote the upgrading of the guarantee of "dual-innovation".

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