

Research on the Cultivation of Innovation and Entrepreneurship Ability of Logistics Management Students under the "Four New" Economy

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Abstract

With the arrival of the "Four New" economic era, training complex innovative and entrepreneurial logistics professionals is an important way for Wuhan to accelerate the upgrading of logistics industry. Application-oriented universities in Wuhan have also developed innovation and entrepreneurship courses, established incubation bases, provided entrepreneurship guidance and other measures to cultivate the innovation and entrepreneurship ability of students majoring in logistics. However, there are some problems such as insufficient connection between practice and theoretical knowledge training, and imperfect equipment and venues for practical training. In view of this, this study takes applied colleges and universities in Wuhan as the object, combined with the literature review of "four new" economy, innovation and entrepreneurship ability and logistics, through the method of literature research, discusses the current situation of the training of students majoring in logistics management in applied colleges and universities, and deeply analyzes the problems existing in the training process of innovation and entrepreneurship ability. And then put forward the effective way to improve the innovation and entrepreneurship ability of the students majoring in logistics management. The results of this study are not only beneficial to the cultivation of compound logistics talents in Wuhan, but also have important theories and enlightenment for deepening the academic research in this field.

Keywords

"Four New" Economy; Logistics Management Major; Innovation and Entrepreneurship Ability; Innovation and Entrepreneurship Platform.

1. Introduction

The application of new generation digital technologies such as cloud computing, big data, Internet of Things, artificial intelligence and 5G is more and more extensive. The application of these new generation digital technologies has subtly changed the traditional production mode, management mode and social and economic form. Among them, logistics plays an increasingly significant role in all fields of economy and society, and modern logistics has become an important part of national economic development. In recent years, under the background of innovative economic development of "new technology, new mode, new format and new industry", application-oriented colleges and universities regard logistics application ability and comprehensive quality as the core content of innovative application-oriented talents training in the top-level design of logistics innovative talents training system, especially in Wuhan application-oriented colleges and universities, changing their thinking, aiming at serving local economic development and aiming at cultivating compound logistics technical talents. We should continue to improve the training plan for students majoring in logistics management, strengthen the practice and practical operation of logistics management technology, improve

students' innovation and entrepreneurial ability in logistics management, and strive to cultivate compound logistics management talents for Wuhan's economic and social development. Therefore, it is of practical significance to study the cultivation of logistics talents' innovation and entrepreneurial ability in Wuhan application-oriented universities under the "four new" economic situation.

2. The "Four New" Economy to Enhance the Logistics Management Students' Innovation and Entrepreneurship

2.1. It is Conducive to Improving Students' Competitiveness

The "four new" economy is a new economic form with technology, application and mode as the core, market demand as the leading factor, and combined with it. The development and construction of the "four new" economic ideas have brought great changes to the modern logistics industry. Students majoring in logistics management in Wuhan application-oriented universities are facing opportunities and challenges. They should not only have solid theoretical knowledge and professional skills, but also have the ability of innovative thinking and entrepreneurship. Wuhan application-oriented colleges and universities can not only improve students' professional ability, but also better adapt to the increasingly fierce competition environment in the talent market by focusing on cultivating students' innovative and entrepreneurial ability in logistics management.

2.2. It is Helpful for Students to Perceive the Change of Market Demand for Logistics Jobs in Advance

The market demand for talents in modern logistics industry has changed under the "four new" economy, and the market is decisive in the allocation of talents. In order to better adapt to the needs of the current "four new" market economy development, Wuhan application-oriented colleges and universities must strengthen cooperation with enterprises and serve the construction of modern logistics more efficiently. Application-oriented universities are the main body of logistics talents supply. They should not only undertake the task of cultivating logistics talents, but also strengthen the training of innovation and entrepreneurship of logistics management students in application-oriented universities according to the market needs under the current "four new" economic situation, so that they can better adapt to the new working environment and lay a good foundation for their future innovation and entrepreneurship. Through the innovation and entrepreneurship education for logistics students, we can cultivate logistics students with certain innovative thinking and entrepreneurial ability, which can provide strong talent support for the high-quality development of our country.

2.3. Help Students Realize Their Self-worth

The "Four New Economic Concepts" put forward by Wuhan City have aroused the enthusiasm of students in application-oriented universities for "mass entrepreneurship and innovation". However, only having good learning and professional knowledge is not enough for students to successfully enter the workplace, and the ability of innovation and entrepreneurship is also essential. Students majoring in logistics management can explore their hidden self-ability through entrepreneurial practice, so as to better realize their own values and life goals. At the same time, students majoring in logistics management can closely combine their interests with their later majors in the process of starting their own businesses, and engage in the work that they are most interested in, want to engage in and feel most valuable. Therefore, how to better cultivate college students' innovative and entrepreneurial ability is a challenge faced by Wuhan application-oriented universities.

3. The "Four New" Economy, the Status Quo of Logistics Management Students' Innovative and Entrepreneurial Ability Training

In recent years, with the rapid development of modern information technology, the technological revolution centered on "internet plus" has brought new opportunities for the development of Wuhan logistics industry. "internet plus" is a new driving force for innovation and entrepreneurship. By taking "internet plus" as the starting point, the Internet and the traditional logistics industry are integrated and innovated, which promotes the upgrading and transformation of the traditional logistics industry, stimulates the enthusiasm of "mass entrepreneurship and innovation" in Wuhan application-oriented universities, and greatly improves the environment for innovation and entrepreneurship. Under the background of "internet plus", the consensus of Wuhan application-oriented universities is to promote employment through innovation and entrepreneurship. For example, Wuhan application-oriented universities have established a comprehensive service system for college students, which includes not only virtual cyberspace, but also real high-end equipment and incubation office space. Here, students studying logistics can give full play to their advantages and use their logistics expertise to turn their ideas into practical projects. The main contents are as follows: (1) Innovation and entrepreneurship course training: Wuhan application-oriented colleges and universities provide technical training for logistics industries and projects according to the actual needs of the current logistics market in Wuhan, and provide them with ideas and methods of innovation and entrepreneurship in the logistics industry and legal advice. (2) Entrepreneurship guidance: Wuhan application-oriented colleges and universities set up different entrepreneurial tutors for different disciplines, guiding students from the beginning to participating in the "entrepreneurship competition" project incubation process. (IV) Innovation and Entrepreneurship Incubation Base: Wuhan application-oriented universities should build independent innovation and entrepreneurship incubation bases, mainly providing training bases, office space and training programs for college students with ideas, and guiding the establishment of innovation teams. (V) Innovation and Entrepreneurship Competition: In order to stimulate students' enthusiasm for innovation and entrepreneurship, Wuhan application-oriented universities organize many national or provincial innovation and entrepreneurship competitions every year to provide students with competition information and organize various practical competitions. (VI) Support Fund: In order to cultivate compound innovative and entrepreneurial talents, Wuhan application-oriented colleges have created a good entrepreneurial atmosphere for college students, and provided various forms of funding for college students to fund their innovative and entrepreneurial education.

4. The "Four New" Economy, Logistics Management Students' Innovation and Entrepreneurship Training Problems and Analysis

4.1. Innovation and Entrepreneurship Training Link Cohesion is Not Enough

Under the "four new" economic situation, a new generation information technology revolution, New industrial revolution and manufacturing and service sector. With the development of integration, the country needs a large number of compound innovative talents. Wuhan application-oriented colleges and universities cultivate the innovation and entrepreneurship ability of logistics majors through subject competitions and scientific research projects, but these two activities are generally organized and managed separately, which leads to insufficient connection between them, which makes the cultivation of innovation and entrepreneurship ability of logistics majors lack continuity.

On the one hand, Wuhan application-oriented colleges and universities vigorously cultivate practical talents through discipline competitions, organize simulation competitions such as

Challenge Cup, internet plus and National Logistics Simulation Competition, invest in building a multi-disciplinary competition platform, and cultivate college students' innovative and entrepreneurial thinking and application skills, but mainly focus on market environment and business model analysis. On the other hand, Wuhan application-oriented colleges and universities improve students' comprehensive ability to find, analyze and solve problems by applying the theoretical knowledge they have learned in the form of scientific research projects, such as logistics optimization, smart logistics and green logistics, with emphasis on the theoretical research level in the logistics field. Therefore, the focus of these two activities is different, so it is impossible to effectively integrate practice and knowledge, and it is impossible to better enhance the innovation and entrepreneurship ability of logistics management students.

4.2. Colleges and Universities Cannot Provide Guidance and Support for the Whole Process of Logistics Students' Innovation and Entrepreneurship

Under the "four new" economic situation, industrial upgrading, cross-border development of enterprises, and the era of 5G and e-commerce have higher requirements for the future development of logistics industry, which is both an opportunity and a challenge for college students majoring in logistics. However, at present, Wuhan application-oriented universities cannot provide guidance and support for logistics management students in the whole process of innovation and entrepreneurship.

Although many application-oriented colleges and universities in Wuhan have built "entrepreneurial innovation" educational practice platforms, most of them only focus on the stage of creative competition. At present, in the construction of "entrepreneurship and innovation" practice base of Wuhan applied university, there is a lack of "entrepreneurship and innovation" practice base, which can not provide good entrepreneurship incubation for logistics management graduates. In particular, practical problems such as initial support, follow-up team building, legal and regulatory consultation, and company operation lack practical and effective support and help. At present, there are some shortcomings in the practice platform of entrepreneurship and innovation in Wuhan application-oriented universities, mainly in knowledge service, policy propaganda, entrepreneurship competition and so on. After the idea or product is formed, the educational practice platform of most application-oriented universities can only provide a part of free office space, experimental sites and initial start-up funds. The instructors of innovation and entrepreneurship in colleges and universities can't fully adapt to the development needs of newly hatched enterprises. Team building, project management, tax coordination, technology patents, etc., may cause a devastating blow to the newcomers.

4.3. Training Equipment and Venues are Not Perfect

Under the background of practicing the "four new" economic concept in Wuhan, the purpose of innovation and entrepreneurship education is to encourage college students to start their own businesses. However, due to the limitation of their own economic development, the funds invested in purchasing training equipment and building training venues are limited, which leads to the imbalance of innovation and entrepreneurship education received by many college students majoring in logistics management.

Application-oriented universities offering logistics management major in Wuhan have basically established training rooms, but their development is not balanced, which is manifested in the imbalance of capital investment and training project setting. Some application-oriented colleges and universities have invested tens of millions of logistics training projects, with a large number of projects and novel practice equipment, keeping up with the development pace of logistics in the times; However, some schools only adopt the form of "computer+logistics

software" operation in logistics training because of their own financial constraints and no financial allocation, so the training and improvement of students' logistics skills is very limited.

4.4. There is a Certain Disconnect between Students' Innovation and Entrepreneurship and Regional Economy

In recent years, among the graduates majoring in logistics management trained by Wuhan Applied Higher Education Institute, a small number of them choose to start their own businesses in Wuhan, and most of them choose to develop in coastal and economically developed places. Only half of the students who stayed in Wuhan for logistics management chose jobs related to logistics, and a large proportion of them changed careers, which is inconsistent with the goal of millions of college students studying in China proposed by Wuhan. Talents are the foundation of economic development and entrepreneurial innovation, and the gathering of talents is the key factor of urban development. Some application-oriented colleges and universities in Wuhan still haven't changed the old teaching mode that only attaches importance to theoretical knowledge and ignores practical skills, resulting in the teaching effect being only on paper. At the same time, the cultivation of students majoring in logistics management has not been organically combined with the regional economic construction, and the direction of specialty setting and training has not been adjusted, nor has it been changed and adjusted with the social needs of Wuhan, which makes it impossible for students to devote themselves to the local economic construction as soon as possible after graduation, and fails to ensure that students can meet the needs of society.

5. The "Four New" Economy, Effective Ways to Enhance the Innovation and Entrepreneurship of Logistics Management Students.

5.1. Establish an Innovation Platform that Combines Industry-University-Research with Close Cooperation

Wuhan application-oriented colleges and universities should grasp the frontier and trend of new scientific and technological revolution and industrial transformation, strengthen the integration and upgrading of the triple helix system of "school-enterprise cooperation", and in terms of e-commerce and logistics, take the construction of industrial chain and innovation chain as the core, and explore the new mode of "enterprise-led, cooperation between colleges and universities, diversified investment and sharing achievements" to set up several logistics innovation centers and build a broader new mechanism of Industry-University-Research-use combination. Effectively integrate all kinds of innovative resources, and explore the establishment of an open and shared logistics innovation network based on the existing innovation platforms such as logistics enterprise technology center and logistics supply chain research center. Deepen the cooperation between the government and logistics enterprises, universities and colleges, cultivate a group of compound logistics talents with innovative and entrepreneurial abilities, and make Industry-University-Research a bigger and stronger docking platform.

5.2. Improve the System and Reform the Logistics Teaching Staff

Teachers in Innovation and Entrepreneurship Center of Wuhan application-oriented universities generally belong to multiple departments, so the communication between teachers is not very smooth, which leads to the failure of timely information feedback between departments, and it is difficult to achieve good cooperation. In the construction of the teaching staff of entrepreneurship education, Cornell University in the United States is worth learning from and being imitated by our university. On the one hand, Cornell University encourages teachers to start businesses and teach students what they have learned, so that they can have

more practical experience. In addition, some successful entrepreneurs and industrialists are invited as visiting professors to share their entrepreneurial experiences with students in class and write case bases with them. The strategies and methods that students have proved to be effective have been tested in practice, and these valuable assets are impossible to learn in class. These measures of Cornell University make it one of the world's models, and entrepreneurship education in the United States. At present, Wuhan application-oriented colleges and universities should learn from this practice at Cornell University in the United States to cultivate and improve the practical experience and entrepreneurial spirit of teaching staff. In addition, Wuhan application-oriented colleges and universities should actively recommend some successful entrepreneurs to teach in the school, and guide students to face the market through their successful entrepreneurial and practical experience in fierce commercial competition.

5.3. Establish a Sharing System of Practical Teaching

In order to solve the problem that the training facilities and venues are not perfect in a short period of time, Wuhan application-oriented universities can share and build with the training rooms of those application-oriented universities that are close to each other, which will not only save money, but also improve the utilization rate of equipment and minimize the vacancy rate. In the construction of off-campus practice base, the Ministry of Education of Hubei Province should take the lead in establishing a unified public practice base for logistics engineering and management majors at the provincial level, and practice students in Wuhan application-oriented universities in batches and time-sharing. The construction of the "trinity" needs the joint participation of the government, schools and enterprises, and the government may consider providing financial subsidies to the "trinity" enterprises.

5.4. Cultivate Talents According to the Regional Economy

Higher education has distinct regional characteristics. Wuhan application-oriented colleges and universities should strengthen the combination with regional economic development in logistics personnel training, and carry out specialty setting and teaching reform according to market demand and with the aim of improving enterprise efficiency as the starting point. First of all, when making the training plan, we should fully understand the logistics market in Wuhan, especially take into account the distribution of logistics jobs in Wuhan and the requirements for talents. For example, the logistics industry in Wuhan urgently needs a number of talents in port transportation logistics and supply chain management. It is suggested that such courses be added to the new round of talent training plan, and the unity of "knowledge, ability and quality" should be reflected as much as possible in teaching, and advanced teaching methods and practice bases should be fully utilized to strengthen school-enterprise cooperation. Finally, it is necessary to gather all the graduates of the Logistics Management College in Wuhan. These graduates have been in the logistics field in Wuhan for many years. Many of them are senior executives of the company, with their own contacts, their own companies and their guidance, so that the Logistics Management College can exchange and cooperate with the local economy in by going up one flight of stairs.

Acknowledgments

Fund Project: 2021 "Textile Light" China Textile Industry Federation Higher Education teaching reform project funding (Project No. : 2021BKJGLX396).

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