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Reflections on the Application of Global Shared Economy to Colleges and Universities

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Abstract: With the "Internet +" era, a new economic model - "shared economy" gradually into the people's vision, began sweeping the world, it changed people's way of life, and is with its revolutionary power to subvert the traditional industry, economic model, this paper aims at trying to apply the theory of shared economic business model to the theoretical guidance of future university practice exploration.

Keywords: shared economy, Internet +, Business model, Colleges and universities

1. INTRODUCTION

With scientific and technological innovation, the rapid development of global network technology, people's acceptance of the network and the application of more and more high-frequency, the new business model was born in the Internet this innovative wave of business environment, whether people's consumption patterns or Economic activities, have undergone tremendous changes. In China, the rise of mobile Internet and the development of "Internet +" make the innovation of business model of sharing economy in various industries in China.

Through the sharing of economic research and analysis, I hope to play the following roles: First, to compare the domestic and foreign economic status quo, take its essence to its dregs, its use to guide the development of shared economic practice in colleges and universities. Second, combined with China's national conditions to explore the business model of shared economy for the Internet + entrepreneurial wave of entrepreneurs to provide ideas for reference, to promote localization of business model innovation. Third, many of the shared economies are "Internet +" typical representatives, hoping to promote the "Internet +" theory and practice of development.

2. A THEORETICAL ANALYSIS OF SHARED ECONOMY

2.1 The Characteristics of Shared Economy and the Causes

"Shared economy" is also known as "cooperative consumption", the first appeared in the 1978 "American Behavioral Scientist" magazine, by the United States Texas State University sociology professor Marcos Felson proposed to the outbreak of the 2008 economic crisis, Sharing the economy has become a new business model. "Shared economy" is the nature of the line under the integration of idle goods or services. Its main body is the demand side of goods or services, supply and share economic platform. By a third party to create an information technology-based market platform, the demand side and the supply side of the best match, to achieve a direct exchange of goods and services between individuals, to maximize the benefits of both sides. People can share the idle resources to the user, to achieve maximum utilization of resources and benefits. However, idle resources are not only items, but also idle assets (rooms, cars, equipment, etc.), idle time (spare time), idle skills (services, expertise, etc.).

Causes of Shared Economy, Theoretical guidance. In 1978 the United States Texas State University sociology professor Felson and the University of Illinois sociology professor Spence put forward the concept of

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"cooperative consumption", this economic model is not formed.

The economic crisis. In 2008, the economic crisis, the highest unemployment rate, people realized that bought too many "useless" items, inventory idle subsidies home. In the economic downturn, people in order to save the cost of living, the urgent need to idle resources to other needs to rent out. In this way, not only the lessor to obtain a certain income, tenants can also guarantee their quality of life does not decline. 2008 to 2010, there have been a large number of companies sharing the economy, which benefited from the economic crisis brought about by the Great Depression.

The concept of property rights change. The reason why people can share resources, because of excess capacity, more and more items

Cannot be fully utilized; cognitive surplus, people pay more attention to the right to use the goods, that experience more valuable than to share with others by a commodity or service, save resources, money, space and time, and even get additional benefits .

The rise of mobile Internet. The development of mobile Internet has enhanced the connection between people, people and things, and between things and objects, so that the supply and demand between the whole societies can be re-integrated and connected on the Internet.

2.2 Shared economy in the United States

The shared economy originated in the United States, The most representative of the two companies "Uber" and air board and lodging "Airbnb" was born in the United States. Uber was founded in 2010, Uber is a car platform to provide private car service, drivers come up with their own time and cars, Uber registered on-line, when someone near the car, Uber will assign the task to nearby drivers, so that Not only to facilitate the passengers, but also for the driver to bring additional revenue. Uber has been operating for three years, creating 13,750 jobs in New York. Its taxi software is like a bomb dropped in the traditional taxi industry, but in terms of sharing economic business model more like seeds. Airbnb was established in 2008, is a short-rent website, the Chinese translation for the "air accommodation." It is a travel rental network community, through the P2P model for global travelers to provide rental services docking, business model and Uber as the representative of the Internet share some similar cars, Airbnb changed people's sense of rent, it changed the industry. Predicted that by 2020, the United States freelance workers will rise to 40%, sharing the expansion of economic industry will accelerate this trend. Therefore, the shared economy in addition to the traditional impact of the industry itself, the United States as the representative of the developed economies employment patterns will also change because of shared economy

3. EXPLORATION AND DEVELOPMENT OF SHARED ECONOMY IN CHINA

3.1 The Current Situation of Shared Economy in China

With the development of mobile Internet, sharing of economic low-cost and low consumption become a sufficient condition for the sharing of economies of scale. According to the "China to share economic development report 2016" issued by the State Information Center, China's economic scale in 2015 is about 1956 billion yuan, initially formed a larger market size, the emergence of a large number of innovative start-ups. At present, China has emerged in 16 to share the economic unicorn enterprises, valuation of more than 1 billion sharing of economic-related enterprises have more than 30. "2016-2020 China's share of economic industry in-depth research and investment prospects of the report," said that from the industry development stage, China's share of the economy is a basic initial stage. From China's national conditions, Premier Li Keqiang in the 2016 government work report "Internet +" action plan, and "Volkswagen entrepreneurial, Peoples innovation" to encourage, at present, all kinds of industries are sharing mode exploration and application, Industrial innovation and transformation and upgrading. At present, China's sharing of economic expansion of the neighborhood are:

accommodation, transportation, logistics, personal services, idle goods sharing, super-sharing, community sharing.

3.2 The impact of the Sharing economy

Advantages: The value of "shared economy" is to achieve the average distribution of products and services to achieve the maximum utilization of commodity value, save resources, money, space, time and even get additional benefits, so that integration of idle resources have re-enter the market transactions And consumption opportunities, while sharing the economy to promote industrial restructuring and structural adjustment, the formation of a new supply and demand chain for tens of thousands of workers to provide new jobs, stimulate new demand, the liberation of the social productive forces, promote employment. Sharing economy, saving a lot of the original waste, environmental protection and efficient, making economic development greener, let us convenient and efficient, so that the market more efficient, can create a lot of value for the community, make better use of resources.

Disadvantages: Sharing economy has changed the traditional industries of the industrial structure also means that the impact of the original market, to the characteristics of the center of the network platform docking, professional organizations, the value of the disappearance of the idle sales, product and service quality assurance Lack of both parties to the transaction cannot define particularly clear, resulting in difficult to use the existing consumer protection law to be restricted, but also the lack of integrity protection. The two sides of the supply and demand is unclear, there is a legal gap. Trading platform for third parties, and as a result of the threshold constraints, leading to the transaction platform is difficult to assume supervision and security obligations. The absence of regulatory status, the network of water military, malicious negative feedback caused by unfair competition. Employment uncertainty, where freelancers are arranged according to their own time, and those who work for its lack future welfare benefits.

4. THE ASSUMPTION OF SHARING ECONOMY IN THE DEVELOPMENT OF UNIVERSITY MARKET

4.1 SWOT Analysis on the Feasibility of Shared Economy in Colleges and Universities

Development advantages: College students are 18 to 22 years old, is the new youth, the main force, is the Internet's aboriginal, high dependence on the network, the degree of acceptance of new things, universities can effectively become shared The Experimental Field of Commercial Formation under Economic Innovation. Maslow's principle of demand shows that the most basic is physiological needs, that is, food and clothing, housing, college groups more aggregation, social activities are also involved in many areas, user needs, easy to find new needs, to achieve shared economy Model innovation. The user base of the university market is mainly students, sharing the security problems facing the economy, the problem of trust in the real name of the university market situation can be confirmed through the information to be more reliable guarantee. Most college students without life stress, plenty of spare time, idle resources and more.

Development disadvantages: College students as the main source of its economic media rely mainly on their parents, the economic capacity is relatively low.

Development opportunities: Policy support. In the context of sharing the economy, the state encourages innovation and entrepreneurship. Good market prospects. At present, China's shared economy is still in its infancy, the university market shared economic exploration is a blue ocean, follow the future development trend.

Development Threats: Imitation of Duplicates of Post - Entrants.

4.2 The Hypothesis of Market Application Scene in University

The use of idle skills such as: home computer maintenance, home nail, take photos such as door-to-door; use of idle time, such as: part-time tutoring, help to see the pet, on behalf of the pet, on behalf of the generation of

students, Running errands; use of idle assets are: second-hand goods resale. In addition, the university market is still a lot of innovation opportunities can be expanded, not one by one in this example.

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