

Research on E-commerce Entrepreneurship Environment in Wuhan

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Abstract—This thesis analyzes the environment of e-commerce in Wuhan from four aspects: the analysis of Wuhan's policy environment, the economic environment of Wuhan, the social and cultural environment of Wuhan, and the geographical environment of Wuhan, and establish an intuitive understanding of the environmental analysis model of the creation of the electronic commerce in Wuhan, and find out the model from the model. The shortcomings of e-commerce environment in Wuhan city are found, and Countermeasures to solve the deficiencies are found to promote the rapid development of e-commerce in Wuhan.

Keywords—*Entrepreneurship entrepreneurial environment, -commerce, uhan*

I. INTRODUCTION

This research focuses on the theme of "investigation and study of Wuhan's e-commerce entrepreneurial environment", studies the current development situation and entrepreneurial environment of Wuhan's e-commerce, and analyzes the current development situation and entrepreneurial environment of Wuhan's e-commerce in the real economy. Through the analysis of the case, this paper reveals the value of the e-commerce entrepreneurial environment, summarizes the experience that can be used for reference in building the e-commerce entrepreneurial environment in Wuhan city, the problems that need to be paid attention to, and puts forward the methods to solve the problems.

A. Background, Purpose and Significance of the Study

- Background of research

Electronic commerce is a new type of economy. Compared with the traditional economy, it develops rapidly, been recognized by more and more developed countries and has become one of the main sources of reinforcing agents. China is one of the developing countries with rapid development. In this era of information explosion and knowledge economy, entrepreneurship has become a new driving force to promote China's economic development. To further develop the regional economy, it is necessary to combine e-commerce with entrepreneurship. Wuhan, as a large developing city in China, has responded to the call of the state and made great efforts to develop e-commerce and entrepreneurship. Wuhan is an important transportation hub in central China. From south to north, from east to west, it will pass through Wuhan city. At the same time, it is also one of the four capital cities of the city group in the middle reaches of the Yangtze River. Its important geographical position provides great help for the development of e-commerce. The "two opinions" put forward by Hubei province and the "two million" engineering policy put forward by Wuhan city have introduced and retained a large number of entrepreneurial talents for e-commerce entrepreneurship in Wuhan city. The rapid economic growth of Wuhan city has brought more business opportunities for entrepreneurs. Wuhan residents have high education level, perfect entrepreneurship education, numerous entrepreneurship training institutions and good entrepreneurial atmosphere, all of which are able to bring many advantages to Wuhan's e-commerce entrepreneurship and build a good e-commerce entrepreneurial environment. Under this background, the development of Wuhan's e-commerce can bring huge economic benefits to Wuhan and promote the rapid development of Wuhan. In order to better develop Wuhan's e-commerce, we should vigorously promote the start-up of e-commerce. E-commerce entrepreneurship cannot be separated from the support of the entrepreneurial environment. Therefore, we should clearly know the status of Wuhan's e-commerce entrepreneurial environment.

- Research purposes

The aim is to optimize and improve Wuhan's e-commerce entrepreneurial environment, promote the development of Wuhan's e-commerce and boost Wuhan's rapid economic growth. Therefore, it is necessary to investigate Wuhan's e-commerce entrepreneurial environment, find out the advantages and disadvantages of Wuhan's e-commerce entrepreneurial environment, maintain and carry forward its advantages, correct and perfect its disadvantages, and build a better Wuhan's e-commerce entrepreneurial environment.

- Research significance

The investigation and study of Wuhan's e-commerce entrepreneurial environment has the following significance: ① It can promote the development of Wuhan's e-commerce, make Wuhan residents easier to find jobs, bring more economic benefits to residents, make residents' life better and happier, and make society more harmonious and happy. ② It can also promote the rapid economic development of Wuhan city, boost the construction and development of Wuhan, and contribute to

the rise of Wuhan's big city.

B. Research status at home and abroad

- Research status abroad

The earliest is that foreign scholars can study the e-commerce entrepreneurial environment. Erkko Autio and Heikki Rannikko [13] (2016) put forward the sum of various factors faced by entrepreneurs in the entrepreneurial environment. Sambharya R and Musteen M [14] analyzed the statistical data of 17 countries for 23 years and found that excellent infrastructure construction could effectively improve the innovation capability of the region and create a good environment for e-commerce entrepreneurship. Jag dip Singh and Deepak Sirdeshmukh [15] pointed out that the family environment had a certain degree of influence on students' innovative ability, and a good family environment was conducive to improving students' innovative ability.

- Domestic research status

The domestic research on e-commerce entrepreneurial environment initiates later than that of foreign countries. Domestic scholars Wang Yan and Hu Hongli [1] (2016) proposed that the entrepreneurial environment is a multi-layered organic whole. Zhang yang [4] (2014) believed that the external factor affecting the entrepreneurial process is the entrepreneurial environment. Asia Pacific education Yang Jialin [12] (2016) has carried out a systematic analysis of the entrepreneurial environment, respectively from the aspects of society, universities, policy environment and so on.

C. The Research method of this article

Firstly, this paper uses the method of literature research, through reading the domestic and foreign research literature on e-commerce entrepreneurial environment, to understand the current research status of e-commerce entrepreneurial environment at home and abroad, and to sort out the collected research theories related to e-commerce entrepreneurial environment. Secondly, case analysis. This paper analyzes the successful cases of e-commerce at home and abroad, obtains the key to their success and the entrepreneurial environment at that time, and analyzes whether it is suitable for Wuhan to learn from. Finally, qualitative analysis method is used. Learning from the excellent experience at home and abroad, this paper puts forward corresponding countermeasures for the current situation of Wuhan's e-commerce entrepreneurial environment. Good entrepreneurship education, innovative enterprises and policies should be encouraged and continued. The deficiencies will be corrected by learning from the excellent experiences of other regions.

D. Theoretical basis of e-commerce and entrepreneurial environment

- Electronic commerce

E-commerce started in 1990 and developed to the end of 2017. It has been 27 years. However, in these 27 years, e-commerce has developed into a colossus. Its rising speed is the focus of the whole world. Governments of various countries have also recognized the great potential and development prospect of e-commerce and rushed to develop e-commerce industry. Our country has also made great achievements in the development of e-commerce. Many famous internet enterprises in our country, such as Tencent, Alibaba, Baidu, NetEase, Sina, etc., are all newly developed in line with the development trend of e-commerce. Their new developments have enabled more people to understand e-commerce and see business opportunities from them, which play a leading role in the development of e-commerce in our country, relieve the pressure of social employment, and bring stability to society.

Electronic commerce has also brought huge economic benefits to our country. In the second quarter of 2012, the overall transaction volume in China's e-commerce market reached 1.88 trillion, up 25.0 % from the previous year and 7.3 % from the previous month. By 2015, China's e-commerce transactions reached 18.3 trillion yuan, up 36.5 % year-on-year, an increase of 5.1 percentage points. Among them, B2B e-commerce transactions totaled 13.9 trillion yuan, up 39 % year-on-year. The size of the online retail market was 3.8 trillion yuan, up 35.7 % year-on-year. From these data, we can see more concretely how fast the development of e-commerce has also brought huge economic benefits.

From this, we can see that the only way for Wuhan city to promote the rapid economic development is to vigorously promote the development of e-commerce industry. Therefore, Wuhan city government should attach importance to e-commerce and launch relevant policies to support its rapid development, bringing more vitality to Wuhan, which is also a shortcut to promote the "rise of a big city" in Wuhan city.

- Entrepreneurial environment

The entrepreneurial environment is an abstract noun with rich connotations. There is no uniform definition of the term in academia. Foreign scholars dabbled in the study of entrepreneurial environment earlier. Barnard, a master of organizational behavior studies, once believed that the key to the survival and development of organizations is the balance between internal and external environments, which are equally important. If we look at the extension of this sentence, we can regard the organization as an entrepreneurial enterprise and the external environment in which it is located can be regarded as an entrepreneurial environment.

Domestic scholars Ye Yiguang and Liu Zhizhong (2004) viewed the entrepreneurial environment as a public platform. This platform can completely release the elements of entrepreneurship, make the source of entrepreneurship fully flow, and bring new vitality to the economic and social development. The entrepreneurial environment is the sum of the factors that

influence the entrepreneurial activities of the entrepreneurs. therefore, we should create a good entrepreneurial environment to provide opportunities for e-commerce entrepreneurship and promote the development of e-commerce in Wuhan city.

II. E-COMMERCE ENTREPRENEURIAL ENVIRONMENT STATUS IN WUHAN CITY

E-commerce business is rising in recent years. As a young industry, e-commerce has great development potential and prospect. Therefore, e-commerce business is also valued by many people, who are competing to invest in this rising industry. However, if we want to succeed in starting a business, we have to understand the entrepreneurial environment in the region. A good entrepreneurial environment can make our success twice the result with half the effort. Therefore, this article will understand and analyze Wuhan's e-commerce entrepreneurial environment from four aspects: Wuhan's policy environment, Wuhan's economic environment, Wuhan's social and cultural environment, and Wuhan's geographic environment.

A. Policy environment

The policy environment is an important factor affecting the development of e-commerce entrepreneurial environment. Therefore, we should learn more about Wuhan's policies on e-commerce and entrepreneurship. Over the years, Wuhan city has issued policies such as "I Choose Hubei Plan" and "Millions of College Students Stay in China", in an effort to create a good e-commerce entrepreneurial environment.

- Entrepreneurship Policy for College Students

Hubei province has launched the "I Choose Hubei Plan" and the "Millions of College Students Stay in China Policy" since 2017. These two policies greatly promoted the development of e-commerce in Wuhan city and created a good e-commerce entrepreneurial environment.

The objective of the "I Choose Hubei Plan" was to strive for more than 2 million college students to practice in Hubei within five years, and to turn Hubei into an open, inclusive, innovative and talented employment and entrepreneurship highland. In order to realize this plan, Hubei has introduced 14 policies: 1. Subsidies for practical training of college students. 2. Introduction of grassroots talents. 3. Hubei university students' entrepreneurship support project. 4. Support project for university students' entrepreneurship incubation base. 5. College students' one-time subsidy for starting a business. 6. Venture guarantee loan. 7. Subsidies for entrepreneurship training. 8. Vocational training subsidy. 9. A one-time job search subsidy for needy graduates. 10. Flexible employment social insurance subsidy. 11. Employment attachment subsidy. 12. Small and micro enterprises employ social insurance subsidies for college graduates. 13. Pre-service training subsidy for small and micro enterprises. 13. Discount loans for small and micro enterprises. These policies greatly promoted college students' enthusiasm for entrepreneurship and also created a good environment for Wuhan's e-commerce entrepreneurship.

The preferential policy of "Millions of college students staying in Wuhan to start business and promote employment" includes allowing 200,000 college students, within five years, to live in talent apartments, distributing "talent housing vouchers", developing millions of grassroots positions, and providing one-year free work stations. In order to express the sincerity of Wuhan City, the Wuhan Municipal Government has issued the "Nine policies concerned with staying Wuhan". 1. Further relax the conditions for settlement. 2. Provide talent protection and comfortable housing project. 3. Create a college student theme community. 4. Increase internship opportunities. 5. Encourage employment at the grassroots level. 6. Conduct entrepreneurship education and training. 7. Provide free entrepreneurial stations. 8. Increase support for start-up funding. 9. Optimize the entrepreneurial and employment environment.

The implementation of these policies has retained more high-quality talents, which greatly promoted the development of e-commerce entrepreneurship in Wuhan and created a good e-commerce entrepreneurial environment.

B. Economic environment

The core elements of a region's economic environment include GDP and growth rates in the region, income levels of residents, and disposable funds. When the regional economy maintains rapid growth speed, entrepreneurs in the region will gain more business opportunities and confidence. The GDP of Wuhan in recent years has been growing steadily year by year. In 2017, Wuhan's Gross regional domestic product was 1,341.034 billion yuan, up 8.0% year-on-year, which was higher than the national and provincial levels by 1.1 and 0.2 percentage points respectively. Among them, the added value of the primary industry was 40.82 billion yuan, up 2.8%; the added value of the secondary industry was 586.135 billion yuan, up 7.1%; the added value of the tertiary industry was 714.709 billion yuan, up 9.2%. The continued optimization of the industrial structure and the increased proportion of the tertiary industry have driven GDP growth by 4.7 percentage points. It can be seen from these indicators that the good economic environment in Wuhan can lead to the development of the e-commerce entrepreneurial environment.

C. Social and cultural environment

The quality of the social and cultural environment can affect the population size, education level and values held by people. The pros and cons of a regional entrepreneurial environment are mainly determined by the level of education, entrepreneurship education, entrepreneurship training and atmosphere. Therefore, in order to understand the quality of the e-commerce entrepreneurial environment in the region, we need to look at these four points.

- The education level of residents. If residents of the region receive a high level of education, then they will have the inclination to be high quality talents and have higher levels of thinking. They are more willing to accept new things, gladder to struggle for a happy and abundant life and they are more apt to set their feet on entrepreneurship. By the end of 2017, more than 80 colleges and universities have situated in Wuhan, second only to Beijing in China. Wuhan is in the front rank of the world because of the overwhelming number of 1 million college students. The gathering of many high-quality talents provides talent pools for Wuhan e-commerce entrepreneurs, which also increases their willingness to start a business.
- E-commerce entrepreneurship education. At present, quite a few of colleges and universities in Wuhan have set up e-commerce entrepreneurship guidance courses to explain the content of e-commerce entrepreneurship for students, so that they can know and adapt to e-commerce start-up in advance.
- Entrepreneurship training. There are a number of entrepreneurial training institutions in Wuhan. They provide skill training courses for entrepreneurs, arrange related companies to let them go to internships thus understanding the entrepreneurial process and enhancing their entrepreneurial ability.
- Atmosphere. Entrepreneurial atmosphere is a very important factor. Good entrepreneurship atmosphere can boost the enthusiasm of entrepreneurs, and stimulate motivation of entrepreneurs, and promote the development of e-commerce entrepreneurship. "China's Top Ten Innovative Cities" was entitled to Wuhan since it is rich in resources and talents. Therefore, Wuhan's good social and cultural environment can drive the innovation of local e-commerce and create a good ecommerce environment.

D. Geographical environment

Geographical factors can also affect the entrepreneurial environment in a region. A good geographical position can lead the rapid development of the economy, attract a large number of talents, become a national pilot area, and it can bring more business opportunities to people. So, the geographical environment is indispensable for creating a favorable e-commerce environment. For example, before the policy of reform and opening up was introduced, Shenzhen had been a small fishing village in the early days. But it was unique geographical location that made her a pilot area for reform and opening up. With the preferential policy and support from the state, large quantities of talents, entrepreneurs and enterprises have been flowing to this region, which makes Shenzhen rapidly develop into an international metropolis. Its geographical environment has contributed to a good entrepreneurial environment. In this way, it has attracted the arrival of a large number of entrepreneurs and has brought vitality to the development of the dynamic city. Wuhan is a national regional central city. It is known as the "heart" of China's economic geography. It is also one of China's important transportation hubs. Since the three towns of Wuhan have been built around the Yangtze River, it is also important transportation hub for inland water transportation. Wuhan's unique geographical environment has brought opportunities and advantages to e-commerce entrepreneurship. In addition to promoting the development of e-commerce, its important transportation hub has facilitated the logistics industry, enabled more e-commerce companies to settle in Wuhan, and foster good e-commerce environment

III. ANALYSIS OF THE DISADVANTAGES AND CAUSES OF E-COMMERCE ENTREPRENEURIAL ENVIRONMENT IN WUHAN

Under the overall analysis of Wuhan's e-commerce entrepreneurial environment through following four major factors, we can understand that the new wave of encouraging "mass entrepreneurship and innovation" in the country is as the background, the e-commerce entrepreneurial environment in Wuhan is generally good, but there are also some problems and deficiencies.

A. Financing channels are not smooth, it is difficult to obtain subsidies for entrepreneurship.

Although, at present, Wuhan has successively issued policies such as venture capital support, small subsidies, personal entrepreneurship guarantee loans, and entrepreneurship projects to smooth the financing channels for e-commerce entrepreneurship, there are still high financing fees and high financing thresholds. The system of venture capital is not perfect, venture capital funds of e-commerce is not in right place, and the market investment lacks marketization in the field of e-commerce venture capital. These have seriously hindered the development of e-commerce entrepreneurship and badly affected the creation of a good e-commerce environment in Wuhan. These also are drawbacks of the e-commerce entrepreneurial environment in Wuhan.

B. E-commerce entrepreneurship education is imperfect and the foundation is weak

Wuhan's e-commerce entrepreneurship education is still not perfect, and the foundation is relatively weak. Compared with other cities, it is still in its infancy. The scope of e-commerce entrepreneurship education should not be limited only to college students, and the education level needs to be improved. In the early days of e-commerce entrepreneurship education, we should focus on cultivating entrepreneurs' entrepreneurial awareness and psychological quality. The education system in Wuhan has realized the importance of quality education and focused on cultivating students' innovative ability and awareness in the process of imparting knowledge. However, at present, most junior high schools ignore the development of innovation ability and consciousness and still put emphasis on enrollment rate. At the same time, some universities have begun to cultivate student's critical thinking and innovative awareness, but the level of education is low. In addition, most of the current entrepreneurial education in Wuhan is based on the output theory, lacking the corresponding practice and cooperation, so that entrepreneurship education loses its ground. The imperfection of entrepreneurial education also causes a large number of entrepreneurial talents to drain. This is the existing drawback of the ecommerce entrepreneurial environment in Wuhan.

C. The consciousness of E-commerce entrepreneurship is insufficient, and the entrepreneurial atmosphere needs to be upgraded.

Under the influence of the “Double Million” project, Wuhan City actively created a good e-commerce entrepreneurial environment, but there are still many shortcomings: Firstly, Wuhan is located in the central part of China, people tend to accept new entrepreneurial ideas relatively slow. Compared with people who live in coastal cities, quite a few people there lack entrepreneurial awareness and enthusiasm. Deeply ingrained the idea of “iron rice bowl”, which is another replaced saying of a secure job, it is difficult for people to change their minds. Most people are keen to enter the public service system or state-owned enterprises and institutions, and are unwilling to embark on the road of entrepreneurship. Secondly, there is a scarcity of understanding about e-commerce entrepreneurship, and it is impossible to correctly recognize the value brought by e-commerce entrepreneurship. For many entrepreneurs, especially laid-off workers and farmers, they just use entrepreneurship as a way to earn the bread for their families. They do not regard entrepreneurs as a career, so they lack long-term vision and enthusiasm for struggle. Thirdly, the propaganda of e-commerce entrepreneurship is insufficient and needs to be further strengthened. Although Wuhan encourages all people to start up their own businesses, the current entrepreneurial atmosphere needs to be improved. There are not a lot of activities related to e-commerce entrepreneurship, fewer people take participate in entrepreneurial competitions and are lacking in entrepreneurial awareness and motivation. These reasons have resulted in the shortcomings of the e-commerce entrepreneurial environment in Wuhan, and it is also the existing drawback of the e-commerce entrepreneurial environment in Wuhan.

D. E-commerce entrepreneurial support service system needs to be strengthened

According to the successful experience of foreign e-commerce entrepreneurs, e-commerce start-up platforms and third-party intermediaries play important roles in promoting e-commerce entrepreneurship. However, from the perspective of Wuhan, the following problems have still emerged: Firstly, In Wuhan, there is a lack of professional authority platforms or third-party intermediaries that provide various services and information for e-commerce entrepreneurs. Although Wuhan has set up similar platforms and intermediaries, it has promoted the development of e-commerce entrepreneurship to some extent. However, due to outdated thinking, some entrepreneurs blame the failures on platforms and institutions, resulting in the slow movement of such service systems. Secondly, the scale of e-commerce entrepreneurship training institutions is small, entrepreneurial training teachers are largely demanded, and the available teachers are not professional. In a word, the role of training institutions is not fully played well. The knowledge and skills training of entrepreneurs needs to be further strengthened. Thirdly, many entrepreneurial parks and industrial parks in Wuhan currently serve as incubators to help e-commerce entrepreneurs in the park incubate. However, not every e-commerce entrepreneurial entity can enjoy this kind of treatment. Entrepreneurs have to pay a certain price in order to obtain services in the park, and these parks are generally small in scale and low in quality. The use and distribution of resources is unreasonable. These have caused the drawbacks of the e-commerce entrepreneurial environment in Wuhan.

IV. SUGGESTIONS ON OPTIMIZING WUHAN'S E-COMMERCE ENTREPRENEURIAL ENVIRONMENT

Wuhan, as the “top ten innovative cities in China”, is rich in e-commerce innovative resources, forming a good e-commerce entrepreneurial environment and creating good conditions for the development of e-commerce entrepreneurial activities. However, generally speaking, there are still some problems. The atmosphere of e-commerce entrepreneurship has to be promoted, people's awareness of entrepreneurship, entrepreneurial enthusiasm and motivation are insufficient. In order to develop Wuhan's e-commerce and bring more economic benefits to it, it is urgent to further create and promote its e-commerce entrepreneurial environment.

A. Broaden Financing Channels and Improve Financing Environment

At present, in Wuhan the start-up capital for e-commerce mainly comes from entrepreneurs' own funds, while less funds are obtained from other channels. Wuhan has a relatively single financing channel. In addition, Wuhan has also gradually developed venture capital. However, it is still in its infancy and the system is not perfect. Therefore, in order to solve the problem of insufficient funds for e-commerce businesses in Wuhan:

Firstly, the government should insist on implementing the e-commerce venture fund. As for the e-commerce industry, it should give it support; instead of neglect it because it is a new enterprise. We should treat the new things dialectically, see its advantages, and improve the financing efficiency of e-commerce enterprises.

Secondly, consummating the venture capital system and increasing the intensity of venture capital. The government should encourage and guide venture capital to make it realize the prospect of e-commerce, realize the prospect of small and medium-sized enterprises and make them willing to invest. In addition, the government should improve the corresponding investment system, protect the rights and interests of investment, make venture investors feel safe and prevent the occurrence of debt disputes.

Thirdly, the government should guide banks and other financial institutions to lower the threshold of venture loans so that entrepreneurs do not miss opportunities and lose enthusiasm due to lack of funds, and government should formulate policies to encourage banks to strengthen credit. In addition, under the condition that the financial budget is sufficient, the government should also set up more financial institutions to support entrepreneurship, to push e-commerce entrepreneurship into the right track.

Fourthly, financial institutions of financing loans should introduce corresponding simplified procedures for venture capital

loans so that entrepreneurs can complete the loan formalities as soon as possible. This can not only increase the entrepreneur's enthusiasm, but also improve their enthusiasm.

B. Improve E-Commerce Entrepreneurship Education and Cultivate Innovative and Entrepreneurial Talents

The education of e-commerce entrepreneurship is the fundamental to realize the goal of e-commerce entrepreneurship, and its importance cannot be ignored. In order to cultivate more e-commerce entrepreneurs, we should do the following:

First, starting from an early age, cultivate students' entrepreneurial awareness and thoughts. This has long been carried out by Western education. They have introduced corporate entrepreneurship-related content into primary and secondary education to teach business and management knowledge. However, our country is relatively weak in this respect. Most of them do not started to cultivate student's entrepreneurial concepts and thoughts until universities.

Second, colleges and universities should play a leading role in the entrepreneurship education of e-commerce. First of all, a professional teaching team is indispensable. It is necessary to cultivate a professional teaching team. At the same time, it is necessary to pay attention to the combination of theory and practice, to give full play to efficient resources, to organize lectures on e-commerce entrepreneurship and invite successful people of e-commerce entrepreneurship to share their entrepreneurial experience from which to learn the facts of their success. Then, the government should encourage and support colleges and universities to establish e-commerce entrepreneurship education institutions to provide students with entrepreneurial intentions with interpretation of entrepreneurship policies and consultation on issues related to entrepreneurship. At the same time, the government should teach students according to their aptitude and adopt different entrepreneurship training for different students so as to enhance their chances of choosing entrepreneurship.

C. Promote the Construction of E-Commerce Entrepreneurial Atmosphere to Form Cultural Support

Culture is a street lamp that can correctly guide people's ideas and values. Moreover, a good e-commerce entrepreneurial atmosphere cannot be separated from cultural support, so a good entrepreneurial cultural atmosphere should be created.

First, people should get rid of the idea of "iron bowl" and enhance the understanding of e-commerce entrepreneurship. Changing people's ideas and setting up correct values of e-commerce entrepreneurship are of great help to eliminating the current thought of deep-rooted "iron bowl" in Wuhan and improving the understanding of innovation and entrepreneurship. In order to promote people's enthusiasm for starting a business.

Second, we should promote the spread of entrepreneurship culture, because entrepreneurship culture is the core of entrepreneurship. It can encourage and guide people to pursue innovation diligently without giving up or being depressed.

Third, we should strengthen the publicity and guidance of e-commerce entrepreneurship. The main body of entrepreneurship is the people of the whole society. Therefore, we need to mobilize the personnel of the whole society to participate in entrepreneurship. Therefore, we need to strengthen publicity so that people can understand what e-commerce is, what the development prospect of e-commerce is and how to start a business. These can only be understood through publicity. Therefore, we should regularly carry out publicity in schools and community entrepreneurship parks, and guide the mainstream values of innovation and entrepreneurship through regular media publicity.

Improve the Service System of E-Commerce Entrepreneurship

First, consummate the third-party intermediary service organization, which can provide e-commerce entrepreneurs with services such as business consultation, policy interpretation, and introduction of business projects. At the same time, perfecting the intermediary service organization can also help entrepreneurs to solve various complicated problems in their early start-up and bring convenience to entrepreneurs.

Second, improve e-commerce entrepreneurship training institutions in Wuhan. Expand their scale and conduct professional training and examination for teachers of training institutions so that teachers can teach more professionally. Also, give them corresponding policy support to attract teachers that are more capable.

First, optimize the atmosphere of Wuhan's e-commerce start-up park and industrial park so that every e-commerce start-up entity can enjoy the help of the park and enterprises to hatch better. In addition, we need to integrate resources and establish large-scale industrial parks that can accommodate more and incubate more e-commerce enterprises.

V. CONCLUSIONS

Through the investigation of Wuhan's e-commerce entrepreneurial environment, I realize that Wuhan has great potential to develop e-commerce entrepreneurship. its excellent policy environment, economic environment, social and cultural environment and unique geographical environment provide convenience for Wuhan's e-commerce entrepreneurship, improve the success rate of entrepreneurship, attract a large number of talents and enterprises, and bring vitality and vitality to Wuhan's e-commerce industry. If we can do our best and consummate the drawbacks existing in the e-commerce business environment, I believe Wuhan's e-commerce will usher in a splendid future and Wuhan is expected to become an international metropolis.

ACKNOWLEDGMENT

This work was supported by the grants from Hubei Provincial Collaborative Innovation Centre of Agricultural E-Commerce (under Construction)(Wuhan Donghu university research [2016] No. 15 Document)

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