

The Impact and Turnaround of the Epidemic on the Resource Integration Platform for College Students: The Case of Kunming City

Yuxin Zhao, Jin Zhang, Limeng Wang

Yunnan University, Kunming, Yunnan, 650504, China

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Abstract: This paper introduces the impact of the general environment of the epidemic in Kunming City on the resource integration platform for college students in three aspects, forcing the scope of activities of college students to be limited, increasing the cost of the resource integration platform and facing the cessation of cooperation intentions of corporate partners. The original on-campus operation mechanism is no longer applicable to the current situation, and the investment in the off-campus operation section should be increased. In addition, in response to these problems, the resource integration platform for university students can stop losses in time, abandon the loss-making segment, actively seek cooperation with university enterprises and find institutional or government support, adapt to the changes of the epidemic environment, and complete the transformation of the platform.

1. Introduction

With the integration of traffic thinking into public life, many university students have used the idea of “attracting traffic” to create low-cost resource integration platforms for innovative entrepreneurial practices. The good times are not long, since the occurrence and repeated outbreak of the new crown epidemic, many small and medium-sized enterprises and even large enterprises have brought significant impact, and the same is true for the resource integration platform for college students. In this paper, we will analyze in detail the three impacts of the epidemic under Kunming on the university student resource integration platform and what measures the platform should take to get a turnaround under this predicament[1-2].

2. Resource Integration Platform for College Students

In the existing current resource integration platform market, most of them are oriented to provide services to the social groups with high freedom of life. For our college students, who have just started to have a certain degree of social freedom in the transition stage, there is no targeted special life service and resource integration service platform to help college students cross over to the society in a small range of group life. Accordingly, we divide the market according to the education stage they are currently in, and divide them into junior high school and elementary school groups, college student groups and social groups. Combined with the corresponding market pain points, the platform is mainly divided into two parts: on-campus section and off-campus section, and this section mainly introduces the operation mechanism of the two sections and the specific “three last mile” market pain points[3].

2.1 Mechanism of Off-Campus Operation Module

The off-campus operation module is mainly a platform for part-time job recruitment and information inquiry, usually in the form of a subscription number or a public number, which is an important branch of Yunnan University Student Operation Union. Through a public number, it integrates the recruitment information of Yunnan area, solves the part-time job and internship needs of Yunnan college students, and revitalizes the relevant information resources in Yunnan area[4].

The platform connects companies and students, integrates and communicates and cooperates on positions, screens and forms tweets on the qualifications and social practice positions of partner

companies, and college students choose their preferred positions to sign contracts with companies. In addition, the platform insurance will take effect in real time during the students' working period to ensure their personal and financial safety during the working process. After the students successfully complete the work, the company will pay the students and the platform with honorarium and commission respectively, thus completing the benefit of three parties.[5]

2.2 On-Campus Operation Module Mechanism

The on-campus operation module is a campus information management platform built on the basis of computer network technology, which can effectively serve, store and sort out campus part-time job recruitment, information inquiry and student mutual aid, etc. It is easy for the objects with different identities on campus to solve their needs by logging into the platform, adjusting the direction according to the information in time and improving the efficiency of study and life. The application of the on-campus platform makes the campus resources fully optimized and utilized, and the variety of functional modules extended by the platform makes the informatization of the campus higher, and then it can play a positive role in the improvement of the school students' life and learning.

Specifically, college students can choose themselves as the demand side or supply side, and the main role of the platform is to build a place where two-way matching can take place, which makes the allocation of resources on campus more rational and efficient utilization. The platform is mainly used to build a place for two-way matching, which makes the resource allocation on campus more rational and efficient.

2.3 Requirements for the Resource Integration Platform

According to the above two operation modules, this paper summarizes the problems targeted by the resource integration platform for college students and names them as “three last kilometers”.

One kilometer of entering the university: Freshmen entering the campus are unfamiliar and helpless to all kinds of school affairs, so they are in urgent need of a forum for students to exchange, various kinds of consultation, campus news, course selection information and other contents.

One kilometer of university life: the normalization of the epidemic makes the on-campus life relatively independent, coalescing in a state mainly dominated by students, compared with the services provided by numerous Internet software outside the school, students' various needs are difficult to be met within the school, and the demand of university students for campus mutual aid is increasing, and the business of running errands within the school is imminent. Not only the pain points of students, but also the pain points of merchants who cannot provide products and services need to be solved. Therefore, there is a need to combine campus life services full of new ideas to combine life consumption with e-commerce. The market needs to be regulated by a formal and safe platform, as there are no orderly and unorganized transactions, which cannot guarantee integrity and improve efficiency.

Although there are more job fairs in the employment center of the university, the actual situation of employment in the university is not optimistic, for example, only the companies cooperating with the university can provide internship opportunities. Less, there is more space in this segment of internship, and there is the possibility of cooperation with the college as a way to improve the employment rate, while off-campus recruitment agencies are often too large and can not track customers well, I platform by the student-to-student approach, the situation is familiar with a better grasp of the situation from start to finish.

3. Difficulties Arising from the Impact of the Epidemic

The most direct impact brought by the epidemic is inevitably the breadth and depth of people's activities are directly limited, indirectly affecting the reduction of entertainment consumption, cross-provincial activities almost zero and a significant reduction in social demand. Given that Kunming is a typical city where tourism is the mainstay, the reduction of human traffic will greatly affect the cash flow and profit level of enterprises, which will be more obvious for Kunming

compared to other cities. Then the impact on small-scale and highly unstable projects such as university student resource integration platforms is multiplied. This section will detail three aspects of the dilemma arising from the epidemic on the college student resource integration platform.

3.1 Restricted Activities of College Students

Affected by the impact of the epidemic, the activities of college students are limited, and the breadth and depth of activities also drop significantly. College students are mostly home-based because of the epidemic, and the platform reduces a lot of traffic data and traffic profitability, and the on-campus section almost stops, and the number of clicks and transaction orders of the off-campus section drop significantly. In order to maintain the activity of the two sections, the platform still needs to maintain a certain amount of investment to ensure the stability of the platform. Therefore, during the epidemic, the investment in the university student resource integration platform is almost all sunk cost, then we should consider whether to choose to temporarily close the project or carry out strategic transformation to find new profit points, and the more important issue is to keep the project not in a long-term loss and maintain the break-even.

3.2 Rising Costs for Partner Companies

Small and medium-sized enterprises as well as large enterprises are facing more serious cost problems, so many enterprises that cooperated with the platform before choose to temporarily stop cooperating with us or have to reduce the duration and the number of cooperation in order to reduce the sunk cost during the epidemic, and this aspect is the most important profit point of the university student resource integration platform. Therefore, in order to maintain the number of cooperative enterprises, we need to invest more money to ensure long-term cooperation. Of course, this will also greatly increase the cost of off-campus operation module. From the above two points, it is a better strategic choice to temporarily stop investing in on-campus modules and shift to off-campus modules.

3.3 Decline of Platform Profit

Although the resource integration platform for college students is in line with the development of society and the needs of the market, it has certain profitability and good prospects for future development. However, under the impact of the current epidemic, the rise of input costs and the sharp drop of income make the profit of the previous profit is not enough to make up for the loss of the platform after the epidemic. If we don't change our mindset in time, it is very likely that the university student resource integration platform will face the serious problem of capital chain breakage in a short time.

Therefore, in view of the above three dilemmas brought by the epidemic, this paper proposes the following aspects of the turnaround and path for the current college student resource integration platform to refer to.

4. Turnaround after the Impact

4.1 Stop Loss in Time and Give Up the Loss-Making Segment

Considering the cost efficiency of the enterprise, the loss-making segment of the university should be stopped in time and the help or cooperation from other projects or investors should be sought to find a breakthrough point for the development of the project and explore the flexibility and adaptability of the project in the face of external shocks, and only by continuously improving the core competitiveness of this project can the sustainable development of the platform be maintained. After a cost analysis, it is concluded that the on-campus operation section needs to invest more costs to maintain the active communication and interaction of students, but under the current unstable situation, it is impossible to judge the amount of sunk costs invested, so it is decided to temporarily stop the operation of this section and increase the investment in the off-campus operation section to add more online activities that can be completed, so as to reduce the loss point and expand the profit point.

4.2 Active Cooperation, Maintain and Develop Cooperation

Actively seek the cooperation of major enterprises. The original cooperative enterprises try to maintain long-term cooperation, and constantly search for new corporate partners to ensure the frequency of content update and public number traffic activity of the resource integration platform, and after multiple visits and exchanges, find off-campus partners who have the ability and resources to develop the project together. By using the resources and advantages of partners, we can make the product enter the market more quickly even outside the school, and at the same time attract more institutions to cooperate; at the same time, we also advance the speed of the platform's progress.

This path not only finds a breakthrough point for project development, but also explores the flexibility and adaptability of the project in the face of external shocks. Because only by continuously improving the core competitiveness of this project can we maintain the sustainable development and stability of the platform.

4.3 Seeking Institutional or Government Support

During this period, the government also issued many enterprise support plans and policies for the impact of the epidemic, and the university student resource integration platform can also search for relevant policy plans to help the enterprises get through the difficult period. In addition, funding for innovation and entrepreneurship training programs and prizes for innovation and entrepreneurship competitions are also major sources of funding for projects.

In addition, you can access the incubation program of Qidian K-Stack and sign a year-long incubation agreement. The operating unit of Qidian K-stack Crowdspace is a platform that aims to promote the transformation of scientific and technological achievements, cultivate high-tech enterprises and entrepreneurs, accelerate the pace of high-tech industry development, increase the attractiveness and cohesiveness of professional and technical talents, and provide comprehensive, efficient and high-quality entrepreneurial services to entrepreneurial teams. With the help of this platform, it can expand the depth and breadth of cooperation of college students' entrepreneurial projects and provide strong support for the development of the projects. It helps college students to alleviate the difficulties brought by the impact of the epidemic and assists in finding out the ideas of new development.

5. Conclusion

Based on the above analysis, the predicament of the resource integration platform for college students under the impact of the epidemic cannot be avoided, which will definitely bring about such predicaments as turning from profit to loss, increasing cooperation costs and limiting the scope of business activities. However, as long as we actively look for a way out, change our strategic thinking and precise strategic layout, we can still usher in some opportunities, such as timely abandoning the loss-making operation segment on campus and shift the focus to the off-campus operation segment; at the same time, actively seek cooperation with school enterprises, develop new partners and new investors on the basis of maintaining the original enterprise cooperation, so as to attract new blood and inject new vitality to the platform; finally To seek the support of government policy plan, actively participate in various college student competitions to obtain the source of funds available for development; in addition to make full use of the incubation plan of Qidian k-station to help the development, and finally find the transformation path of resource integration platform suitable for itself, so as to seek a way out.

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