Evaluation and Optimization of University Students' Entrepreneurial Ability Training Strategy Based on Multi - source Data Fusion Analysis

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Objectives: In today's society, it is under the background of the popularization of higher education. With the continuous expansion of higher education enrollment and the scale of higher education, the number of graduates has increased year by year, and the employment problem of college students has become more and more serious, which has aroused great concern from all walks of life. Methods: Under the background of employment difficulties, college students' self-employment has opened up a new way for college students' employment problems. More and more college students are plunging into the craze of entrepreneurship. The main reason for the long-term difficulties in the cultivation of higher education talents is that there is no effective means to determine the actual situation of individual entrepreneurs' innovation and entrepreneurship, and their ability cultivation is not targeted. Results: The purpose of this paper is to alleviate the employment pressure of college students and promote the good development of the employment situation in China. Conclusion: This paper attempts to provide the optimal way to improve the cultivation of college students' innovation and entrepreneurship ability from the connotation and composition of innovation and entrepreneurship ability, the use of mapping method, the use of multi-source data means, according to the actual measurement results of individual college students. In order to improve the entrepreneurial ability of college students, strategies are put forward for the cultivation of entrepreneurial ability of college students based on the analysis results.

Key words: multi-source data fusion; college students' entrepreneurship; evaluation and optimization
Tob Regul Sci.™ 2021;7(5): 1945-1957
DOI: doi.org/10.18001/TRS.7.5.115

Multi-source data fusion refers to the multi-level, multi-faceted, multi-level processing and combination of multi-group sensor data, thus generating new meaningful information data [1]. Sensors here are generalized, referring to a variety of data acquisition systems and related databases. Due to the increasing complexity of the research object, people need to master more comprehensive data about the environment, and also need to deal with non-linear, uncertain, non-gaussian, non-stationary, low signal-to-noise ratio signals and information data from unknown sources [2]. Data fusion technology processes and synthesizes multiple information from multiple perspectives to find out the intrinsic relationship of information, so as to achieve the goal of eliminating the bad and preserving the true, realizing the optimal acquisition and utilization of information, and making timely optimal decisions on changes in the external environment [3]. On the basis of the development of data processing technology and computer application technology, the definition of data fusion can be summarized as a data processing technology that comprehensively collects, correlates and fuses multi-source data information in different time and space obtained by computer technology under certain criteria, thus obtaining a more accurate description of the

network environment to complete the required evaluation tasks [4]. The technology is a multi-level and multi-faceted comprehensive processing of data. Multi-source data information is the object of data fusion, and the coordinated optimization and comprehensive processing of data objects is its core [5].

In recent years, with the continuous development of China's economic level, the comprehensive national strength has been gradually strengthened. The teaching system of colleges and universities in China has also been reformed, and attention has been paid to the cultivation of interdisciplinary and entrepreneurial talents. Only by cultivating the innovation and entrepreneurship ability of college students can more innovative talents be transported, so as to meet the needs of the society for college students under the new situation [6]. Entrepreneurship relies not only on theoretical knowledge in books, but also on social practical experience [7]. In the preparation for entrepreneurship, college students should refer to more entrepreneurial examples to understand the specific process of entrepreneurship and the future development prospects of the entrepreneurial projects [8]. Have the ability to predict the prospects of entrepreneurship and the ability to respond to difficulties in decision-making in the entrepreneurial process. From many aspects, the college students' entrepreneurial personality, entrepreneurial thinking and entrepreneurial awareness and skills are trained to lay a good knowledge foundation for entrepreneurship [9]. Consciousness guides practice, and correct consciousness plays a role in promoting the development of things [10]. In order to improve the ability of college students to start a business, the traditional employment consciousness must be changed first. We should realize that entrepreneurship and stable employment have the same status, and there is no difference between high and low [11]. At present, China's current economic development is suitable for entrepreneurship and needs entrepreneurship. Entrepreneurship among college students will be one of the main ways for future employment of college students [12]. To make college students realize that starting a business can not only relieve employment pressure, but also be an effective way to realize their own value. Change the concept and correctly understand the role and significance of entrepreneurship.

Multi-source data fusion combines incomplete information of local environment collected from multiple channels and directions, eliminates redundant and contradictory information among multi-source information, complements each other, reduces its uncertainty, and forms a relatively complete and consistent description process of the system environment. In order to improve the speed and correctness of decision-making, planning and reflection of intelligent system, and reduce the risk of decision-making [13]. With the rapid development of information technology, the implementation of national education quality project. The hardware environment of colleges and universities has been greatly improved, and the construction of campus informatization has been greatly strengthened [14]. The country takes strengthening independent innovation ability as a national strategy, and the core to realize this strategy is to cultivate high-quality talents with independent entrepreneurship ability and creative spirit, who are good at transforming innovation results into actual productive forces, which is the strategic task of colleges and universities in the new era [15]. In order to achieve this goal, we need to expand our horizons, update our ideas and innovate our practices, and promote the cultivation of college students' entrepreneurial ability [16]. Based on the premise of cultivating and cultivating the ability of entrepreneurship, we will integrate the whole process into the main line, and take the open education as the guarantee to effectively improve the entrepreneurial ability of college students [17]. Combining multi-source data with the cultivation of college students' entrepreneurial ability, this paper proposes a new method to cultivate college students' entrepreneurial ability, and proposes limited suggestions for solving the problem of employment in today's society.

In summary, our contributions are as follow:

1. D-S evidence theory algorithm is an important method to deal with uncertain reasoning (it can be used as the basis for processing incomplete, uncertain, fuzzy information or data, and also as the basis for target recognition and attribute information fusion).

2. Based on the cultivation of College Students' entrepreneurship ability with multi-source data fusion, the data analysis method is

used to simplify and the grid computing model is obtained.

3. In this paper, D-S evidence theory algorithm is used to evaluate and optimize the strategy of College Students' entrepreneurship training.

4. The remarkable feature of D-S evidence theory algorithm is that it uses interval estimation method to describe uncertain data information. It is a common method in data fusion technology. It provides a method of synthesizing relevant evidence and can fuse the evidence provided by multiple sources of evidence.

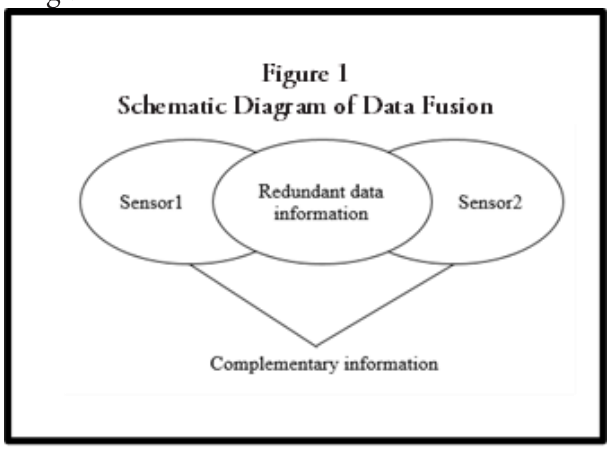
As early as the late 1970s, concepts or nouns related to information fusion began to appear in some published literature [18]. For a long period of time, the term "data fusion" was commonly used. The function of information fusion can be summarized as: expanding the space-time search range, improving target detectability, and improving detection performance [19]. Improve the resolution of time or space, increase the dimension of the target feature vector, reduce the uncertainty of information, and improve the confidence of information [20]. Enhance the fault tolerance and adaptive ability of the system. Subsequently, the fuzzy degree of reasoning is reduced and the decision-making ability is improved, so that the performance of the whole system is greatly improved. In 2003, some scholars applied data fusion technology to the pre-processing stage of network fault management data, and proposed an architecture model of network fault management based on data fusion and data mining technology by defining and deeply analyzing association rules and plot rules in fault warning [21]. In 2004, some scholars proposed an information intelligent processing platform that combines data fusion and data mining technologies. In the article, they expounded the function and composition of the platform, knowledge representation and modeling, knowledge reasoning and decision-making, and introduced its application in the fields of target detection and identification and medical monitoring [22]. In 2015, some scholars discussed the system framework for the application of data mining and data fusion in the new generation of weather forecasting and decision-making meteorological service platform from the perspective of the application of data mining and data fusion technology, combined with the actual working characteristics of weather forecasting and decision-making meteorological service [23].

Enhancing college students' innovative and entrepreneurial ability is the essential requirement of higher education. Every University tries its best to promote the learning and accumulation of college students' knowledge. Create the environment atmosphere for the formation of College Students' innovative personality traits. Reform the training mode and promote the accumulation of knowledge and the formation of personality traits of College students. This paper makes a detailed study and Practice on reducing the cost of innovation and improving the risk sharing mechanism, but there is no scientific and systematic way to express the connotation of College Students' innovation and entrepreneurship ability [24]. There is no effective method to measure college students' individual innovation and entrepreneurial ability. Innovative entrepreneurship lack of accurate evaluation method, the majority of colleges and universities in the ascension of the ability of college students' innovative undertaking some practical difficulties. In 2012, some scholars put forward the concept of entrepreneurship should be defined as "the first is in advance, to identify, and make use of the opportunity ability", which is the core competence of entrepreneurship need [25]. In 2014, some scholars proposed the basic structure theory of the subject, emphasizing the importance of students' basic principles and basic concepts of knowledge; emphasizing the development of students' intelligence, the importance of logical thinking and the ability to acquire knowledge independently [26].

METHODS

Multi-source data fusion is an information processing method that combines the data of various data acquisition systems and related databases at multi-level, multi-faceted and multi-level to produce new meaningful information. How to get the data from multiple data sources is an important part of the application of this method. Multi-source data fusion plays a processing and coordination role in multi-information sources, multi-platform and multi-user network environment. Its basic principle is like the human brain processing information regarding human eyes, ears, nose, limbs, etc. as

sensors, combining the information around them, i.e. sound, smell, and touch, and using prior knowledge to judge and understand the surrounding environment and ongoing events, fully utilizing multiple sensor information resources, extracting features from the collected data information, then correlating the information on the same target, and then fusing the data of the same target on each sensor with fusion algorithm to obtain the relevant description of the evaluated object. In fact, it is to combine redundant or complementary information of multiple sensor resources in time and space according to certain criteria in order to obtain an accurate description of the evaluation object. The principle diagram of data fusion is shown in Figure 1.



To scientifically understand and accurately determine the cultivation of College Students' entrepreneurial ability, we should first clarify the basic connotation of entrepreneurship. Traditionally, entrepreneurship refers to the creation of enterprises. Today, entrepreneurship has gone beyond the traditional concept of creating enterprises, including companies and organizations in all forms and stages. He believes that entrepreneurship is a dynamic process of creating and increasing wealth. It is a process of discovering and capturing opportunities, creating new products or services and realizing their potential value. The author believes that such a definition can be understood as a description of the ideal state of entrepreneurship, but the reality may not be so, especially for college students to start a business. Because the ideal state of entrepreneurship is characterized by innovation and creation, and the current Chinese college students' "survival" entrepreneurship occupies a large proportion, there is a considerable proportion of college students through entrepreneurship to achieve employment. Therefore, the concept of entrepreneurship in China is broader, and the cultivation of entrepreneurial ability of college students corresponding to it also has a special meaning. Scientific understanding of the cultivation of college students' employability is based on the current basic national conditions and stage characteristics of China. The requirements for the cultivation of college students' entrepreneurial ability must be hierarchical and staged. Accurately locating the cultivation of college students' entrepreneurial ability, the core is to guide students to learn to better adapt to society. The focus is on imparting a certain amount of innovative entrepreneurial knowledge, focusing on cultivating students' innovative spirit and entrepreneurial awareness, and creating opportunities for students to provide entrepreneurial internships or practical opportunities to enable students to learn entrepreneurship in entrepreneurial practice.

For a problem to be identified, we represent all possible results of the problem as a non-empty set, and then all possible results of the problem correspond to a subset of the non-empty set, which is called the identification framework here, and a subset of the set is called a proposition. Take the cultivation of entrepreneurial ability of college students as an example. The whole cultivation system of entrepreneurial ability is a collection, in which the specific measures of ability cultivation are subsets.

In the D-S evidence theory algorithm, the basic reliability allocation function is:

$$Q(u_{ij}) = \sum_{i=1}^{n} \underset{1 \le j \le m}{Max}\{g_{ij}(T)\} \quad (1)$$

The reliability function is defined as a mapping set on the whole non-empty set and satisfies the following requirements:

$$y_{f-n_m} = \sum_{i=1, i \ne n}^{N} \sum_{l=1}^{M} \sqrt{p_{i_l}} \boldsymbol{h}_{l,n_m}^{T} \boldsymbol{W}_{i,i_l} s_{i_l} \quad (2)$$

The D-S evidence theory algorithm provides a synthetic formula that synthesizes evidence from multiple sources of evidence, as follows:

$$H(x, \pi_{b0}) = \sup_{\pi \in \Pi_0} H(x, \pi) \quad (3)$$

Among them,

$$V(x)=\sup_{b}\{V(x,b)\} \quad (4)$$

It reflects the degree of data conflict. The normalization factor in the formula avoids giving the non-zero probability to the null set at the time of synthesis. If there is contradiction between the data itself, the following formula can be used to improve it:

$$Y_j(t)=\phi\left(\sum_{i=1}^{n}w_{ji}x_i-\theta_j\right) \quad (5)$$

Among them,

$$o_j(t)=f\left(\left[\sum_{i=1}^{n}w_{ij}x_i(t-\tau_{ij})\right]-T_{ij}\right) \quad (6)$$

The general data fusion process based on D-S evidence theory algorithm first determines the recognition framework of the theory, considers all possible results, lists all propositions, and then assigns the basic credibility of propositions to the evidence, and calculates the credibility value of the target using the synthesis rule. This requires the full use of data generated in the process of entrepreneurship training.

In Equation 4, there may be contradictions between the data to some extent, so the re-derivation and calculation of Equations 3 and 4 can be obtained:

$$D_{i+1}(x)=\frac{D_i(x)}{Z_i}\begin{cases}e^{-a_t} & h_i(x)=y_i\\ e^{-a_t} & h_i(x)\neq y_i, D_i(x)\le HW_t\\ e^{a_t} & h_i(x)\neq y_i, D_i(x)>HW_t\end{cases} \quad (7)$$

$$HWt=\frac{\sum_{i=1}^{N}D_i(x)}{N} \quad (8)$$

It is assumed that the normalized sampling period in the time domain has been diagnosed and the contradictory errors have been eliminated, and only random data are included in the data. The linear model is adopted for the data:

$$h_f(x)=\begin{cases}1 & \sum_{t=1}^{T}(\log 1/\beta_t)h_t(x)\ge\frac{1}{2}\sum_{t=1}^{T}\log 1/\beta_t\\ 0 & \sum_{t=1}^{T}(\log 1/\beta_t)h_t(x)<\frac{1}{2}\sum_{t=1}^{T}\log 1/\beta_t\end{cases} \quad (9)$$

For the data linear model, the fusion algorithm based on weighted least square method is as follows:

$$D_i=a+\sum_{j=1}^{n}b_j\ln(p_j)+r_i\ln(Y)+u \quad (10)$$

At this time, order

$$D_i=a+\sum_{j=1}^{n}b_j p_j+r_iY+u \quad (11)$$

The general form of the weighted least squares estimation that can be used to solve the data on the entrepreneurial ability of college students is:

$$\ln(D_i)=a+\sum_{j=1}^{n}b_j\ln(p_j)+r_i\ln(Y)+u \quad (12)$$

When the multi-source data limited window samples are fused, the spatio-temporal distribution characteristics of the data samples should be considered. In order to ensure that the statistical features of the data are correctly estimated, the historical data needs to be estimated, and the controller has limited storage capacity and processing capacity, and uses the variance recursion. The method can effectively reduce the storage of historical data. The database performance required by the data fusion system is higher than that of the expert system database. Firstly, the data fusion process needs to deal with multi-source data. Its database should not only adapt to the dynamic structure of data changing with time, for example, some abilities will change with time, but also reflect the spatial relationship of multi-source data. At the same time, the contradictions and conflicts between data caused by uncertainty of data information should be automatically interpreted and eliminated to maintain the consistency and unity of data. Secondly, the evaluation function of information fusion requires that the new data information can be associated with the knowledge in the task domain, and the uncertain knowledge can be inferred and modified. This new type of database should be called as the spatial and temporal database.

RESULTS

The proposal of "double entrepreneurship and innovation" provides favorable external conditions for college students to start their own businesses. In addition to the government, many universities in China have also set up their own pioneering parks to provide support and encourage college students to start their own businesses. In addition, many colleges and universities also set up entrepreneurial ability training courses, and the entrepreneurial ability of college students is constantly improving. Under the condition that all kinds of preconditions are constantly improved, the

entrepreneurship of college students seems to have a good development prospect. However, most of the college students are not deeply involved in the world, and their social experience and work experience are obviously insufficient. Although there is perfect theoretical support, but the lack of practical experience also makes college students' entrepreneurship often die. It can also be seen that college students now have higher entrepreneurial theoretical abilities, but their practical experience is not sufficient. Therefore, it is necessary to cultivate the entrepreneurial ability of college students.

It is very important to determine the size of grid elements reasonably. The grid element area selection is too large to reflect the role of gridding, and there are still problems in its application; too small grid element area selection will increase the difficulty of calculation, and the processing of multi-source data matching with it will also be difficult. The whole system of entrepreneurship training is divided into several grid sizes, and the purpose of cultivating college students' entrepreneurial ability is achieved through the grid model. Classification and grading, different categories or levels, giving different weights, which can be equal, isometric or exponential, logarithmic, according to the meaning of statistical indicators. The surface type data and the generated grid data are superimposed, and the grids falling within a certain category or level area obtain corresponding weights. If a grid falls on multiple types of regions, the weight value of the grid is determined by multiple types.

As mentioned above, the D-S evidence theory algorithm is used to analyze the specific measures to cultivate college students' entrepreneurship ability. D-S evidence theory algorithm is a data fusion method for dealing with uncertain information. Therefore, whether the certainty of the synthesized results is enhanced or not is directly related to the evaluation of the merits and demerits of the synthesized rules. The greater the certainty of the synthesized results, the better the synthesized rules are. So how to evaluate certainty is very important for the cultivation of entrepreneurship.

According to the data contradiction and consistency generated by the D-S evidence theory algorithm, the order is sorted from small to large, and then synthesized. Finally, the advantages and disadvantages of the entrepreneurial ability training measures are analyzed according to the simulation graph. See Figure 2, Figure 3 and Figure 4.

Figure 2
Contradiction and Consistency of Raw Data

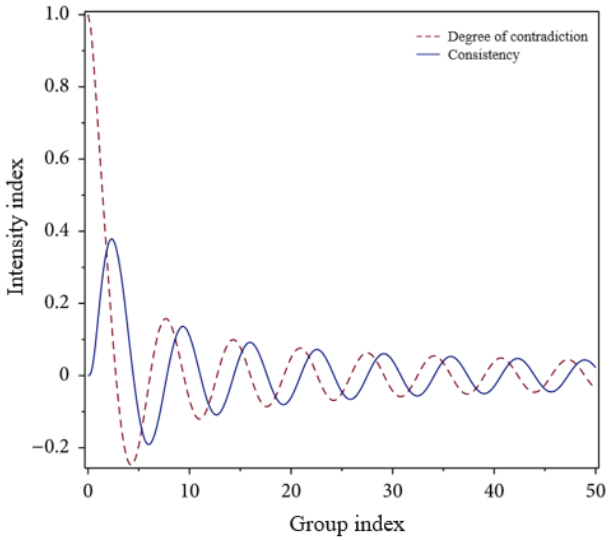


Figure 3
The Strength of the Contradiction Between the Original Data

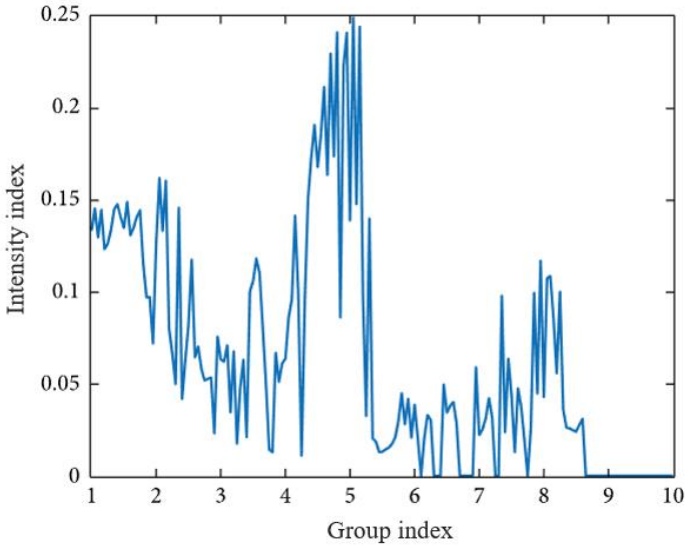
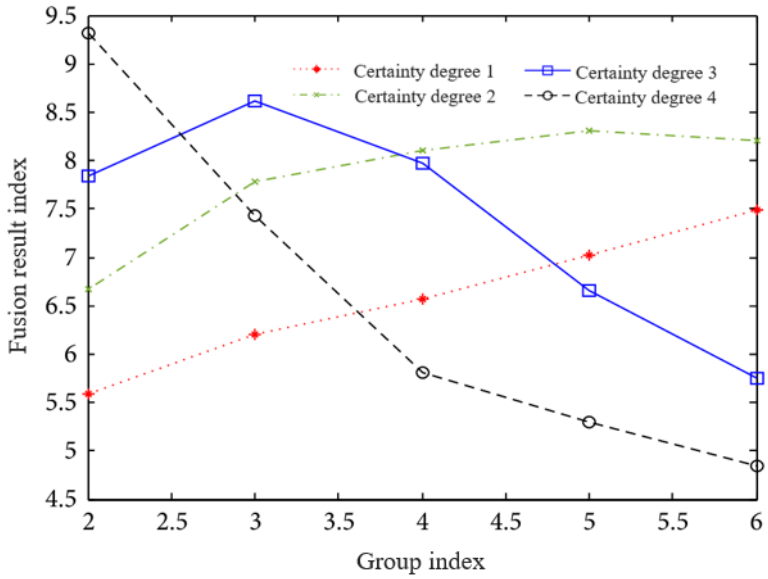


Figure 4
Comparison of Certainty After Synthesis of Different Synthesis Rules



From Figure 4, it can be seen that when consistency is good or contradiction is low, the degree of certainty of contradictory data synthesis rules based on similarity coefficients between data is similar to that of the other three synthesis rules. In the case of high contradiction, the degree of certainty of contradictory data synthesis rules based on similarity coefficients between data is greater than that of the other three synthesis rules, which basically conforms to common sense.

From the fitting effect of the confirmatory factor analysis, the results are ideal, see Table 1 and Table 2.

Table 1
Fitting Effect of Confirmatory Factor Analysis

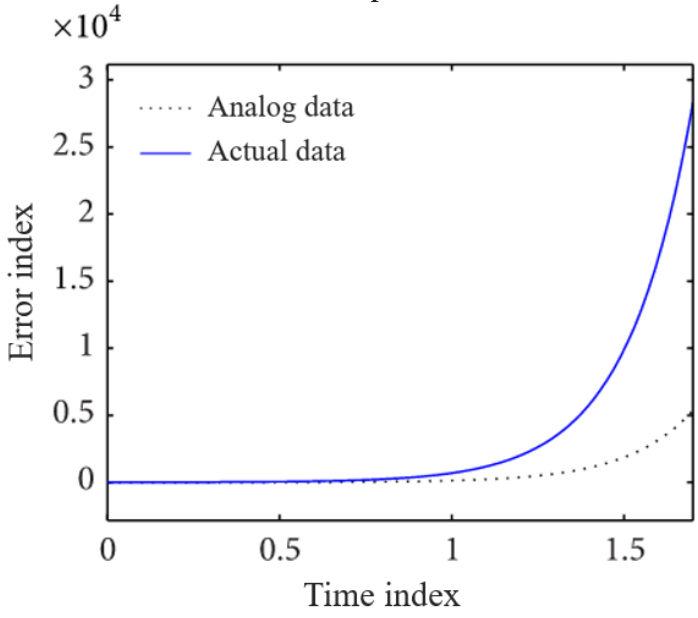
Index	χ2/df	NFI	NNFI	CFI
Index value	2.016	0.904	0.938	0.872

Table 2
Fitting Effect of Confirmatory Factor Analysis

Index	IFI	RMSEA	GFI	RMR
Index value	0.964	0.047	0.817	0.030

Comparing the simulated validation factor data with the actual data, it can be found that the proposed algorithm can effectively improve the efficiency and reliability of data processing, as shown in Figure 5.

Figure 5
Data Comparison



Simulation experiments were carried out on typical redundant data and data sequences were generated by d-s evidence theory algorithm. Redundant data are fused by different data fusion methods, and the deviation sum between fusion value and reality is taken as the criterion for judging the merits of data fusion method.

The distribution of absolute deviation of time-varying equal-precision data fusion is shown in Figure 6, and the distribution of absolute deviation of time-varying unequal-precision data fusion is shown in Figure 7. The absolute deviation of fusion data is shown in Table 3 and Table 4.

Figure 6
Time-Varying Equal-Precision Data Fusion Absolute Deviation Distribution Map

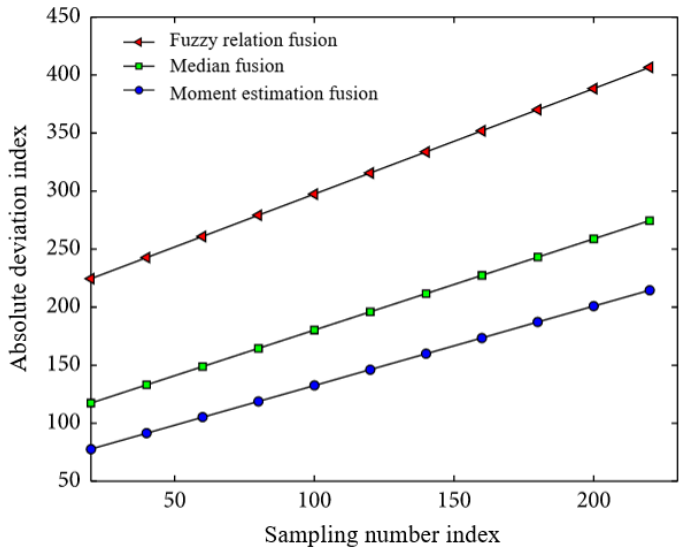


Figure 7
Time-Varying Unequal-Precision Data Fusion Absolute Deviation Distribution

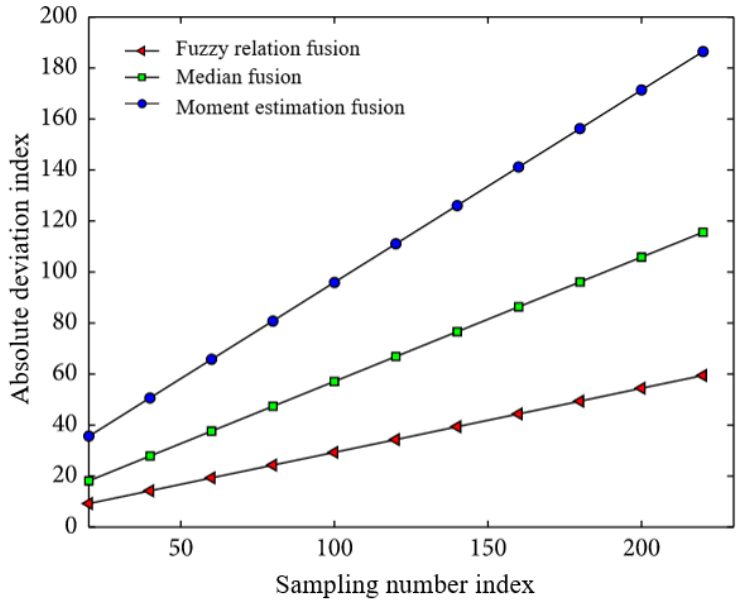


Table 3
Fuses Absolute Deviation Sum of Data

Fusion method	Time-varying equal precision fusion	Time-varying unequal precision fusion
Moment estimation fusion	658.37	1239.46
Median fusion	766.21	574.82
Fuzzy Relation Fusion	863.44	1078.43

Table 4
Fuses Absolute Deviation Sum of Data

Fusion method	Time-varying equal precision fusion	Time-varying unequal precision fusion
Moment estimation fusion	644.57	1287.09
Median fusion	743.28	573.60
Fuzzy Relation Fusion	643.29	659.32

At the same time, in the process of training college students' entrepreneurship ability by using multi-source data fusion technology, a quantitative table of security attributes will be generated, as shown in Table 5.

Table 5
Quantitative Table of Security Attributes

Security attribute	Achievable extent
Confidence	0.75
Integrity	0.68
Available	0.47

Entrepreneurial ability literally means the ability to create a foundation. In essence, it has rich connotation: entrepreneurial ability is a kind of strong ability to participate in social practice and entrepreneurial practice activities closely combined activities; It is a kind of personality psychological tendency and psychological characteristic based on intelligence, characterized by innovation and created by means of actively facing fierce social competition. It can be seen from this that entrepreneurial ability is not a general ability, but an enterprising scientific ability to take advantage of various conditions and be good at seizing opportunities to grasp the comprehensive coordination and analysis of national policies and major contradictions in the development of things. Only those who have won the final competition in the fierce market are entrepreneurial. Judging from the current situation, the entrepreneurial awareness and entrepreneurial ability of college graduates are still not strong. It is urgent for colleges and universities to strengthen the cultivation of students' innovative spirit and entrepreneurial ability while promoting quality education, and give full play to their entrepreneurial ability. Cultivating college students' entrepreneurial ability is a major strategic issue facing higher education in the new situation.

Thinking and judgment is a kind of creativity based on intelligence, which integrates perception, memory, thinking and imagination. In addition to having a correct world outlook, this ability must also have extensive knowledge, the ability to activate knowledge, the ability to learn new knowledge by oneself, especially the ability to innovate. This is the core and foundation of the formation of entrepreneurship. If we want to gain a place in future entrepreneurship, we must have strong thinking and judgment ability. Competition is the inevitable outcome of the contradictory movement of commodity economy, and there must be competition in the socialist market economy. In the process of the development of human society, all individuals and nations with strong sense of competition have achieved impressive results. Therefore, it is very important to cultivate the competition consciousness of college students. Competitive awareness is an essential element in the process of entrepreneurship development. The team is synonymous with the ideal working state in which the individual interests are integrated with the overall interests to achieve efficient operation of the organization. With the in-depth development of the social economy, there are fewer and fewer opportunities to do business alone, and college students' entrepreneurship is even more so. People with teamwork awareness can fully understand themselves, stimulate their potential, improve their relationships, and inspire themselves to complete tasks in a creative and innovative way. It also leads to a positive and positive attitude of personality and professionalism in individuals and teams, alleviating the stress generated in work and life. Therefore, the sense of teamwork is not only a quality that entrepreneurs must have, but also a link that college students must attach great importance to in the process of cultivating their entrepreneurial ability. Entrepreneurial consciousness is a kind of spiritual energy contained in people's mind. Everyone wants to have their own independent piece of heaven and earth, all hope that they can create a great cause, but this desire can not be called entrepreneurial consciousness, is only a vague and spontaneous dream of people. Entrepreneurship awareness is not only reflected in the "think" level, more important is to have a business plan and firm entrepreneurial concept. Entrepreneurial consciousness is the spiritual pillar that dominates entrepreneurship, and also a very important factor in the process of cultivating entrepreneurial ability.

DISCUSSION

Using multi-source data fusion technology to study the theory and method of comprehensive processing and utilization of multi-source uncertain data, that is, multi - level, multi-aspect and multi-level processing of data from multiple data sources on the cultivation of college students' entrepreneurial ability, in order to obtain valuable comprehensive information that cannot be obtained by a single information source, and thus comprehensively master the data information about college students' entrepreneurial ability. Let college students start their education "going out", let students improve their ability in the real experience of entrepreneurial practice, and promote economic

transformation in social services. Practical education is an indispensable part of the process of talent cultivation. It is not only an entry point for cultivating students' innovative consciousness and practical ability, but also an effective way for students to understand the society and understand the stage of career development. Colleges and universities should take innovation and entrepreneurship practice as an important extension of innovation and entrepreneurship education. By holding innovation and entrepreneurship competitions, lectures, BBS, simulation practice and other ways, students' knowledge and experience of innovation and entrepreneurship can be enriched and their innovation spirit and entrepreneurial ability can be improved.

Human Subjects Approval Statement

This paper did not include human subjects.

Conflict of Interest Disclosure Statement

None declared.

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