

在“创新”中寻找创业良机

上海外国语大学近日授予华尔街英语创始人李文昊博士客座教授荣誉称号，李文昊博士结合自己创办华尔街英语的成功经历，为沪上大学生创业指点迷津。

在采访过程中，李文昊博士坦言，目前很多年轻人都缺乏自我认识，而来源于外部的诸多压力也容易导致大学生在创业之路上迷茫。“创业前需要明确目标，先去学会引领生活才能了解我在做什么这个极其简单却又深刻的问题。”

在采访过程中，商报记者也发现，大多创业失败的大学生往往会将失败的缘由归结为资金困难、行业竞争等诸多与己无关的问题。

针对于此，上海毕得医药科技有限公司的总经理戴龙作为一名成功的企业家一针见血地表示，企业发展缓慢或者停滞不前，资金等困难只是一小部分问题，更多的在于它的商业模式与产品定位。

而对于大学生选择“加盟店”创业这一现象，华尔街英语创始人以自身经历直言，创业是一种创新而非复制。他告诫大学生们，“只有创新的人才能引领潮流，而复制永远只能落后于别人。”

Find a good point in developing career by creation

Shanghai International Studies University recently awarded Dr. Luigi T. Peccenini, the founder of Wall Street English, the honorary title as guest professor. Pecce shared his failures and success with students in SHISU and gave them a lot of suggestions.

Pecce said it is important to know oneself and your goal to develop your own career. Most graduates who are planning to found their own career usually due their failure to lack of fund and industry competition and other reasons that does not relate to themselves.

He said founding your own career should not copy others idea. Only those with new ideas will succeed in the end.