



Analysis on the Influencing Factors and Ability Improvement of College Students' Innovation and Entrepreneurship Intention in the New Era

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Abstract

In recent years, with the continuous enrollment expansion of colleges and universities, the education of graduates has been increasing year by year. The number of fresh graduates in 2020 is six times as large as that at the beginning of this century. The number of college graduates in 2021 is 6.6 million, and the number of college graduates in 2022 is 6.8 million. The average annual size of fresh graduates in the 13th Five-Year Plan period will reach 7 million. In the face of increasingly fierce social competition and heavy employment pressure, self-employment has become another way to encourage college students to choose careers. Drucker, an American economist, believes that national or regional economic growth is closely related to entrepreneurship. The level of entrepreneurial will determines the number of people who choose to start a business in the future and ultimately affects the success rate of entrepreneurship. Entrepreneurial will is a precondition factor that directly affects entrepreneurial behavior and a good indicator of entrepreneurial behavior prediction. Therefore, it is necessary to analyze the influencing factors of college students' entrepreneurial will and find out the key factors so as to promote college students' entrepreneurship.

Keywords

College students, entrepreneurship, innovation

1. Introduction

In the report of the Twentieth National Congress of the Communist Party of China (CPC), the CPC Central Committee put forward new and higher requirements for the goal of building a moderately prosperous society in all respects by 2020. This is the core of the national development strategy and the key to improving the overall national strength. Domestic and foreign experience has proved that entrepreneurship is the main form of technological innovation in the era of knowledge economy. Entrepreneurial activities promote innovation and technological progress and accelerate the transformation of scientific and technological achievements into productive forces. In recent years, entrepreneurial activities have gradually become a potential driving force for the economic development of our country. The development of innovation that can fundamentally promote the endogenous sustainable growth of the economy will become the fundamental driving force for future economic development. Entrepreneurship and innovation will play a vital role in maintaining the long-term and stable economic development of our country.

Under the new situation of "mass entrepreneurship and innovation", as the main body of entrepreneurship to promote employment, college students become the new force to promote national innovation-driven development. According to

the data, compared with 2020, the proportion of fresh graduates who choose to start business in 2021 has increased continuously, from 2.9% in 2020 to 3.0% in 2021, maintaining the trend of growth for five consecutive years (Li Zhigang, 2020). At the same time, the proportion of college students who choose to start business in the three years after graduation has also shown a trend of continuous growth for three years, reaching 47.8% in 2021, which shows that the three-year survival rate for starting business is also increasing. The relevant government departments of China have promulgated a series of policies in promoting the independent innovation and entrepreneurship of college students, optimizing the employment and entrepreneurship environment, leading the entrepreneurship by innovation, driving employment by entrepreneurship and other aspects, which involve the financing, establishment of new enterprises, taxation, entrepreneurship guidance and other aspects. Since 2013, according to incomplete statistics, more than ten policies have been promulgated at the national level to promote the entrepreneurship of college students, and local governments of Beijing, Tianjin, Zhejiang, Shandong, Jiangsu and other regions have also promulgated the relevant policies to support the entrepreneurship of college students, creating a good external environment for the entrepreneurship of college students. Therefore, it is another way to improve college students' entrepreneurial ability and strengthen the cultivation of entrepreneurial talents.

2. Analysis of the factors affecting college students' innovation and entrepreneurship

2.1 Individual factors

Entrepreneurship is a very challenging social activity. Given its strong individual color, so very much emphasis on the individual quality and ability of entrepreneurs. It can be said that the ability and quality of college students themselves play a decisive role in entrepreneurial choice, other factors are external factors.

(1) Knowledge restriction. In the annual College Student Entrepreneurship Competition, although a number of worthy plans emerge, but also exposed a lot of problems: many entrepreneurs can not express their ideas accurately and clearly, lack of personalized information transmission, some plans are even unknown, a considerable number of entrepreneurship plans on the target market and competitors lack of understanding, the data used in the analysis can not stand scrutiny, convincing, lack of operability (Dong Xia, 2019). These indicate that entrepreneurs lack an accurate understanding of the resources needed to start a business, and that college students lack the knowledge to start a business.

(2) Lack of experience. Lack of understanding of society, unaccustomed to the ways of dealing with people in business, lack of necessary experience and skills, and difficulties in socializing with business partners. In addition, although college students have ideals and aspirations, but "high hand low", the lack of specific market development experience and related knowledge, also lack of vocational integration and resources, the ability to implement management (Zhao Yousheng, 2021).

(3) Confusion. Entrepreneurship needs reason rather than impulse. In the upsurge of entrepreneurship, many college students lack a deep understanding of entrepreneurship and the needs of society.

2.2 Family factors

Family opinion is also an important factor influencing college students' entrepreneurial choice. Parents' values can have an impact on college students' entrepreneurial choices. Parents encourage their children not to worry about failure, to make bold attempts, and to innovate (Li Hongyan, 2018). Then college students will have a more positive and optimistic attitude when choosing to start a business. The current situation of the family can also affect the college students' choice of starting a business: the family's economic conditions are better, the parents have better and more stable income, and there is no need for college students to take care of them in front of their eyes or even provide some support for college students to look forward to starting a business (Tan Yiping, 2019). Then, when college students choose to start a business, they will be more independent and dare to take greater risks. On the contrary, if the family conditions are not so good, parents need to take care of them in time, so college students will care more about the success or failure of starting a business. Listening to parents' opinions and considering family situation is a necessary step for college students to choose to start a business. In fact, the opinions of family and parents have a great influence on college students' choice. Although they are adults, most college students in our country are still dependent on their parents economically and even psychologically.

2.3 School factors

The influence of school on college students' self-employment can be divided into direct influence and indirect influence. The indirect influence comes from the university policy and various teaching and training activities. Indirect influence refers to all educational activities in schools, especially the influence of innovative teaching reform on students'

entrepreneurship (Hu Yanfang, 2020). In recent years, colleges and universities have paid attention to the impact of school education on students' self-employment, and have taken countermeasures.

It is undeniable that in recent years, college students have obvious entrepreneurial intention, but the entrepreneurial intention of college students in major disciplines has some differences. Because of the characteristics of different subjects, the entrepreneurial intention of liberal arts students is lower than that of other subjects. Take Changsha University as an example: 45.6% of the liberal arts students have entrepreneurial intention, less than half. The science and engineering subjects were 50% and 57.5% respectively, and 70.6% of the medical students had entrepreneurial intention. This shows that technology is the capital of college students to start an undertaking, and the subject characteristic of science, engineering and medicine is that college graduates have possessed a basic operable technology, which is very practical and practical, while liberal arts focuses on theoretical education and lacks practical ability. Therefore, major in school is one of the factors affecting college students' entrepreneurship.

3. Important aspects of capacity improvement

3.1 Individual aspects

(1) Molding the personality of independent entrepreneurs. Entrepreneurship can not only rely on passion, interest, adventure spirit, but also the need for mature psychological and excellent ability and quality. Under the principles of honesty and trustworthiness, improving interpersonal communication, marketing, flexibility, opportunity grasping and team organization, we should strengthen the sense of responsibility and professionalism. Good and comprehensive personal quality is not only necessary for study and life, but also for entrepreneurs. Therefore, college students should have an objective understanding of their own lack of quality, and actively work towards modern people with independent self-confidence, continuous innovation and extensive care so that they have the ability to adapt to the environment, the integration of culture, the practical ability to struggle for the ideal, on the basis of continuous improvement.

(2) Entrepreneurship rationality needs to be improved. According to the survey, 25.4% of the college students in Changsha choose to start their own business while they are undergraduate, and only 18.8% of them choose to start their own business in industries with less start-up capital, easier to open their own business and lower risks. College students lack the rationality of entrepreneurship and need to be promoted. University student individual awaits the objective understanding to start an undertaking time and the start an undertaking domain. Nowadays, college students lack practical experience, and their theoretical level is strong, but their practical ability is weak. In the case of insufficient funds, if the venture failed, not only to raise funds again difficult, but often their lives are a problem. Therefore, the university student must act according to own actual situation, "reviews the situation, objective rational decision-making". Entrepreneurship should not be rushed.

3.2 Schools

(1) Although colleges and universities have realized this in recent years, the measures taken are often superficial and ineffective. Schools should start from the curriculum, relevant auxiliary conditions, especially the funds, to promote the entrepreneurship of college students.

(2) Improve the penetration of college students' entrepreneurship competition. In recent years, with the promotion and holding of the Challenge Cup Business Plan Competition, college students begin to pay attention to the Business Plan Competition. Only 6.6% and 12.5% of those surveyed choose to participate in the Business Knowledge Competition and Business Plan Competition, with the total of less than 20%. The Entrepreneurship Contest is the most influential one in China. It can not only provide students with virtual entrepreneurship opportunities, improve their abilities and adapt to the virtual competitive market, but also turn the award-winning projects into real projects for real entrepreneurship. However, the survey results show that college students do not focus on entrepreneurship competition as their own way of business preparation. Therefore, it is necessary to improve the penetration of the entrepreneurial competition and effectively improve the attention of college students.

(3) Funding of start-up fee and opening of school market. The lack of start-up money is one of the greatest difficulties faced by college entrepreneurs. Through the questionnaire survey, the proportion of those who need to set up start-up fund to sponsor college students to start their own business is 50.8%, which shows that the fund is difficult. As a school in order to establish the concept of college students entrepreneurship support, we should take practical steps. Students will be supported to start their own business with a limited amount of time. Secondly, the opening of the campus market is conducive to create a good entrepreneurial environment, so that college students can initially try in the business, accumulate experience and take the campus as the experimental base, the forecast future enterprise vision.

3.3 Social aspects

Provide introduction of youth entrepreneurship programs. The Youth Entrepreneurship Programme was launched in 1983 by the Prince's Fund to address the growing problem of youth unemployment and promote self-employment among young people. The main content of the plan is to mobilize enterprises with social forces to provide voluntary entrepreneurship counseling and financial, technical and network support for unemployed and semi-unemployed youth aged 18 to 30. The Entrepreneur Plan Competition has distinct feature: Offering a bond-like start-up fee.

3.4 Family aspects

Because most college students do not have savings and income, and all their expenses are paid by their parents, and most college students are funded by their parents when they start their own businesses, they should communicate more with their families to let them know your ideas and aspirations, so as to support your career, not hinder it. Carefully consider the family's financial situation, rational choice of their families can afford the entrepreneurial requirements. Listen to the experiences and teachings of the older generation, such as parents. If you have difficulties and don't understand something in the process of starting a business, ask them for more advice. This will save you a lot of detour.

4. Summary

Therefore, in order to succeed in starting a business, college students must acquire the ability to learn through the study of professional knowledge, and take entrepreneurship education as the main way to cultivate their comprehensive quality, set up the consciousness of starting a business, learn the methods of starting a business, know the difficulties of starting a business, have the ability to start a business, and become talents with strong adaptability and compatibility. College student entrepreneurship has created today's high-tech companies such as Hewlett-Packard and Intel, created the Silicon Valley myth, and created enormous social wealth for the United States. In China, although college students start business late, they can still create wealth for society because of their broad vision and high knowledge content. Advocating and encouraging college students to start an undertaking is an effective way to improve their ability and psychological quality. It can provide a direct contact with the society for college students who only read the books of sages, which is very beneficial to broaden their vision and improve their innovation ability. In addition, through the entrepreneurial process of common cooperation, can enhance mutual understanding and enhance the team spirit. College students often have the most vigorous energy for new inventions and innovations, the keen sense of touch for new high-tech and the strong sense of pioneering spirit. At the same time, university entrepreneurship has promoted the reform and development of entrepreneurship education. Whether the college students succeed or not, a large number of innovative talents will be cultivated through the practice, and a group of entrepreneurs with high quality will be created.

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