

Research on the Current Situation and Countermeasures of College Students' Entrepreneurship in China

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Abstract—Based on the investigation of the current situation in Chinese college students' entrepreneurship, this work analyzed and summarized some problems existing in the process of entrepreneurship in Chinese college students, and then put forward some possible countermeasures. Following the literature review, this work analyzed and studied entrepreneurship of Chinese college students, and summed up the problems existing in the process of entrepreneurship, such as ability, psychology, resources, etc. Based on students, colleges and the government, the corresponding countermeasures were proposed. This work identified problems from the perspective of college students and put forward possible countermeasures from the perspective of multi-agents. The problems found are realistic and the countermeasures are feasible.

Keywords—China; College students; Entrepreneurship; Current situation; Countermeasure

I. INTRODUCTION

The "Employment Report of Chinese College Students" from 2015 to 2018 [1-4] showed that the proportion of graduate entrepreneurs kept stable, changing from 3.8% to 3.9%, which was far higher than that of college students in developed countries. From 2015 to 2017, the proportion of entrepreneurship among college students in developed countries remained at 1.6%. However, according to the "Employment Report of Chinese College Students in 2017", The failure rate of college students is 95%. The overall failure rate is 90%. The secondary entrepreneurial failure rate is 80%, and the failure rate of those who accept venture capital is 99%. This shows that under the circumstances of high employment pressure and government encouragement for "mass entrepreneurship and innovation", many college students in China are bold in exploring, developing their talents and devoting themselves to innovative entrepreneurship. In terms of the proportion of entrepreneurs, the number of entrepreneurs is much higher than that in developed countries. However, from the success rate of entrepreneurship, Chinese college students are facing great difficulties in starting a business. The failure rate of college students is 95%, and the overall failure rate of entrepreneurship is 90%. However, the enterprises founded by college students have entered the venture capital stage, and after fully entering the market, the failure rate is 99%.

From the perspective of economic law and business law, entrepreneurship itself is an economic activity with high risk and low success rate. For college students with insufficient social experience and resources, the high failure rate of entrepreneurship is understandable and acceptable. However, considering the huge base of college students in China and the proportion of entrepreneurship students in developed countries, it shows that there are some problems in innovation and entrepreneurship activities of college students in China that need to be improved urgently. If these problems cannot be fully recognized and solved, it will result in a large waste of resources, which is not conducive to the employment of college students, it is difficult to improve the quality and efficiency of economic development, which is contrary to the original intention of promoting "mass entrepreneurship and innovation".

II. LITERATURE REVIEW

Experts and scholars have analyzed and summarized the problems existing in the entrepreneurship of Chinese college students. Xu Xiaozhou, Mei Weihui and Ni Hao believe that [5] there are some problems in the entrepreneurship of Chinese college students, such as insufficient reserve of entrepreneurial talents, the need to improve the success rate of entrepreneurship, the difficulty of college students' entrepreneurship financing, the need to broaden the channels of investment and financing, the imperfect mechanism of school-enterprise cooperation, the unbalanced willingness of both parties, the lack of systematic entrepreneurship support, and the urgent need to optimize. From the perspective of innovation and entrepreneurship education in colleges, Wang Yanxin believes that [6] China's innovation and entrepreneurship education started late, and there are the following problems: First, the understanding is not in place, and the emancipation of the mind is not enough. Second, the understanding is not in place, and the work is not carried out adequately. Third, the implementation is not in place, and the mode construction is not systematic. Fourth, the hardware is not in place, and the support for entrepreneurship is not enough. The shortcomings of these innovative entrepreneurship problems affect the quality of college students' entrepreneurship. Under the background of Internet economy, Yan Jiahui, Zhao Haitao [7] believe that there are the following problems in college students' entrepreneurship:

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(1) the source of venture capital is limited. (2) The entrepreneurial technology is scarce. (3) A good environment for innovation and entrepreneurship is lacked. (4) Passion for entrepreneurship is more than perseverance. (5) The necessary management knowledge and level is lacked. From the macroeconomic point of view and innovation and entrepreneurship education point of view, these experts and scholars analyzed the current situation of Chinese college students' entrepreneurship and summarized the problems. But there are few kinds of literature, starting from college students themselves, to explore the problem of college students' entrepreneurship. This work, taking college students as the main body, studied their entrepreneurship activities from the perspective of college students, found out the problems, and put forward measures and suggestions from the perspective of college students, colleges and the government.

III. CURRENT SITUATION AND EXISTING PROBLEMS OF COLLEGE STUDENTS' ENTREPRENEURSHIP

By visiting some college students' entrepreneurs and college entrepreneurship incubators, consulting literature and collecting data, we briefly extract and analyze the current situation and several common problems of college students' entrepreneurship in China.

A. *There are some disadvantages in college students' entrepreneurship to some extent*

As college entrepreneurs, college entrepreneurs are full of entrepreneurial enthusiasm and motivation. They have professional knowledge background, enjoy preferential policies for entrepreneurship in schools, and entrepreneurship projects often have the characteristics of low cost and easy start-up, which are beneficial to college students' entrepreneurship advantages. However, compared with the social people, the disadvantage of college students in entrepreneurship is more obvious. (1) College students lack enough social experience and career experience, and lack the accumulation of interpersonal relationships. Most college students' life experiences are in school. They are rarely experienced in society, and there are few experiences of doing business and competition in the market and workplace. Therefore, on the psychological level, college students tend to be blindly optimistic about entrepreneurship, and are unprepared for setbacks, difficulties and risks in the process of entrepreneurship. In practice, because of the lack of social experience, college students often take detours and wrong paths, waste unnecessary time, energy and money, and even have legal risks in the process of entrepreneurship. (2) They lack management knowledge and experience. Most college entrepreneurs lack systematic learning and practical application of corporate management knowledge. There are many differences between the management of entrepreneurial teams and start-ups and that of mature enterprises. The key issues of team structure, functional division, management system and ownership structure design are to ensure the efficient operation of entrepreneurial teams. The key to survival and development even has an impact on the long-term development of the company. These problems need abundant management knowledge and experience. College entrepreneurs often have problems in the management of the

team, resulting in problems in the operation of the team, and even affect the success or failure of entrepreneurship. (3) They have limited vision and weak market awareness. College entrepreneurs, whose identity is still college students, have a single vision and thinking mode, lack sufficient understanding and recognition of macro-economy and industry, and can't grasp the needs of consumers and investors well. Some college students' entrepreneurship projects have high technology content and many innovative highlights, but their products lack competitiveness in the market. Either the product functions can't meet consumer needs well, or the product costs are too high, resulting in high product prices or low-profit margins.

B. *It is difficult for college students to form an ideal entrepreneurial team*

Although college students have certain advantages in professional knowledge and innovative thinking, as mentioned above, college students' entrepreneurship also has obvious and fatal disadvantages. If we can't form a united and cooperative entrepreneurship team, college students' entrepreneurship will be extremely difficult. In the whole process of entrepreneurship, different types of expertise are needed at different stages. The shortage of human resources at any stage is not conducive to the success of entrepreneurship. At present, Chinese college entrepreneurs are facing a huge problem: it is difficult to set up a suitable entrepreneurship team. The reasons for this problem lie in the following points. Firstly, college students have limited communication and information in their school life. Most of them can only contact the students of their major, and it is difficult to contact the students of other majors. Secondly, college students do not locate their own ideas and their abilities accurately. If you don't have a clear idea and plan for your own business, it's very difficult to find the right business partner naturally; and the reasonable positioning of their own ability is very important. Different roles and tasks in the entrepreneurial team need appropriate people to undertake, play their own strengths and avoid their shortcomings, in order to achieve the overall goal of the team, and thus realize the individual entrepreneurial ideal. Finally, the school's innovation and entrepreneurship guidance institutions do not pay enough attention to the connection of entrepreneurship teams and lack of advanced management methods, resulting in the loss of some entrepreneurial opportunities and waste of entrepreneurial resources.

C. *College students are not familiar with entrepreneurship policies of colleges and the government*

Under the background of "mass entrepreneurship and innovation", the government and society attach great importance to and encourage national innovation and entrepreneurship. Especially for college students, the government has introduced supporting policies for college students' entrepreneurship, such as low-cost job offer, rent reduction and tax exemption. The Ministry of Education has repeatedly emphasized the construction of innovation and entrepreneurship education in colleges. In recent years, many innovation and entrepreneurship education courses have been launched in colleges throughout the country, such as the establishment of innovation and entrepreneurship specialty and the construction of entrepreneurship incubator. But there

are still some college entrepreneurs who do not know enough about the incentives and opportunities offered by the school and the government for their entrepreneurship. As a result, when they encounter entrepreneurship problems, they can't timely and accurately seek help and guidance. The main reason lies in the asymmetry of information between college students, schools and governments, the insufficient dissemination of entrepreneurship-related information and policies, and the insufficient ability of students to retrieve information.

D. It is difficult for college students to deal with the relationship between academic achievement and entrepreneurship

Contemporary college students, for the future, have a lot of choices: employment, entrepreneurship, reading and research. In the face of many choices, college students will be confused and uncertain. The start-up requires a lot of time and energy, and often takes up the college students' learning time. Many college students even chose to quit school and drop out of school. However, many college entrepreneurs are passionate for a while and do not have enough preparations and long-term plans for entrepreneurship. They sacrifice their studies for entrepreneurship. As a result, both their studies and entrepreneurship fail to achieve good results. The reason is that some college students do not know enough about entrepreneurship, and do not take entrepreneurship seriously. They think that entrepreneurship can easily make a lot of money. They think that they can have reasons and excuses to avoid their studies if they are engaged in entrepreneurship. In the absence of discovering entrepreneurial opportunities and preparing for entrepreneurship, rushing to start a business, the entrepreneurship will certainly fail. Some college students completely oppose their studies and entrepreneurship, give up their professional knowledge background, choose industries they don't understand to start a business, and fail to give full play to their professional advantages, so it is difficult to combine their studies with entrepreneurship.

IV. MEASURES AND RECOMMENDATIONS

(1) For college students, they should take entrepreneurship seriously and not blindly. Entrepreneurial activities should be carried out when appropriate entrepreneurial opportunities are found and ready. In the process of entrepreneurship, they should actively communicate and cooperate with classmates, teachers and schools to seek help and guidance. College students' partnership entrepreneurship can maximize the group advantages of college students: passionate, professional knowledge, innovative ability. Teachers' guidance on students' entrepreneurship can effectively make up for the problems of insufficient social experience, weak market awareness and shortage of entrepreneurial resources for college students' entrepreneurs. Colleges can provide various platforms and resources for students' entrepreneurship, and help students' entrepreneurship development. At the same time, college entrepreneurs must give full play to their young, strong learning ability in the process of entrepreneurship, constantly learning in the process of discovering and solving problems, and improve their comprehensive quality, which not only

contributes to the development of entrepreneurship, but also builds advantages for the future life path.

(2) For colleges, in addition to offering innovative entrepreneurship education courses, they can also set up an entrepreneurship service platform for students and teachers, which can provide entrepreneurship information summary, entrepreneurship resources docking, entrepreneurship guidance, etc., actively penetrate into college entrepreneurs, promote entrepreneurship policies, and provide them with entrepreneurship services and guidance for solving entrepreneurship problems. It is necessary to form a good atmosphere of innovation and entrepreneurship in which students and teachers and students can help each other, so as to improve the efficiency of school innovation and entrepreneurship resources. In addition, colleges should pay attention to career planning education and entrepreneurship psychological counseling for college students, so that college students can correctly understand entrepreneurship, and reasonably handle the relationship between learning and entrepreneurship. Colleges should guide students to devote more to entrepreneurship projects with scientific and technological innovation content according to their professional background, give full play to the advantages of scientific research and professional knowledge level of college students, and promote the transformation of scientific research achievements through college students' entrepreneurship. At the same time, it can also improve students' ability to transform theoretical knowledge into practice and improve their scientific research academic ability in the process of entrepreneurship.

(3) For the government, college students who have become more mature and can compete in the market need their attention and service. Under the existing preferential policies for college students, the government can provide legal advice, policy reading and other services for college start-ups, and can also help college start-ups to provide docking of all kinds of resources. In addition, the government should improve the information management of college start-ups, carry out long-term follow-up research, and timely identify the current situation and problems of college entrepreneurs, in order to adjust the relevant policies or services in a timely manner.

V. CONCLUSION

From the perspective of college students, this work analyzed and summarized the present situation and existing problems of college students' entrepreneurship in China. There are some disadvantages in college students' entrepreneurship, and it is difficult to set up a good entrepreneurial team. It is difficult to deal with the relationship between learning and entrepreneurship because they do not know enough about the preferential policies of entrepreneurship support for schools and governments. In view of the aforementioned problems, they can work together from three aspects: students, schools and the government. Taking college students as the main body, it should stimulate their self-determination and subjective initiative, provide various kinds of software and hardware entrepreneurship services and guidance for college students, actively utilize all kinds of resources, and form a good atmosphere of innovation and entrepreneurship, such as

exchange, cooperation, resource sharing and mutual assistance.

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