

An Analysis on the Status Quo, Problems and Influential Factors of College Students' Innovation and Entrepreneurship in the Era of "Mass Entrepreneurship and Innovation"*

Yangqiao Xu

Institute of Education
Tsinghua University
Beijing, China 10086

Abstract—In order to grasp the status quo of college students' innovation and entrepreneurship development, this paper grasps the status quo of college students' innovation and entrepreneurship cognition, motivation, quality and practice result, and analyzes main problems of the current college students' innovation and entrepreneurship awareness, spirit, ability, education, quality and other aspects through literature combo, questionnaire survey and interviews, etc., Then it analyzes the factors influencing college students' innovation and entrepreneurship from the aspects of history, education, economy, culture, family and college students themselves, and draws relevant targeted suggestions for improving college students' innovation and entrepreneurship education.

Keywords—mass entrepreneurship and innovation; college students' innovation and entrepreneurship education; main problems; influencing factors

I. INTRODUCTION

"Youth is the hope of the country and the nation. Innovation is the soul of social progress. Entrepreneurship is an important way to promote economic and social development and improve people's livelihood." [1] Since 2015, the deepening reform of innovation and entrepreneurship education in various regions and universities has continued to advance. Mass entrepreneurship and innovation have become the trend of the times. In view of the fact that college students are the new force to promote innovation and entrepreneurship, the overall research and individual research of innovation and entrepreneurship education in domestic universities are numerous, and the coverage of college students' innovation and entrepreneurship is limited.

*Funds: This article is the Ministry of Science and Technology's 2015 Innovation Method Project Innovation and Entrepreneurship Training System and Demonstration in "Integration of Value-shaping, Ability Cultivating, Knowledge Transfer", "Integration of Creation, Innovation and Entrepreneurship Education" (2015IM040100); Hubei Province Federation of Social Science "China Survey" Project Phased Research Achievements of "Hubei University Students' Innovation and Entrepreneurship" (ZGDC201505).

The research group conducted a "study on the academic situation of innovation and entrepreneurship education in Chinese universities in 2017-2018" for college students nationwide. A total of 3,560 samples were obtained, and 3027 valid questionnaires were valid after error checking, with an effective rate of 85.03%. The research members went to Beijing, Liaoning, Shanghai, Wuhan, Zhengzhou, Nanjing, Hainan and other regions to conduct field interviews with leaders or teachers in charge of innovation and entrepreneurship, front-line innovation and entrepreneurship and event guidance teachers, investigated and analyzed the current situation of college students' innovation and entrepreneurship education, found the main problems existing in college students, and further analyzed the influencing factors of college students' innovation and entrepreneurship education, which helps to improve the pertinence of college students' innovation and entrepreneurship education.

II. CURRENT SITUATION AND PROBLEMS OF COLLEGE STUDENTS' INNOVATION AND ENTREPRENEURSHIP

A. College Students Are Less Interested in Innovation and Entrepreneurship, and the Awareness of Innovation and Entrepreneurship Needs to Be Stimulated

Consciousness is the forerunner of behavior. The consciousness of innovation and entrepreneurship not only reflects the attitude of college students towards the phenomenon of innovation and entrepreneurship, but also influences the choice of college students for innovation and entrepreneurship. In the survey of the main difficulties and obstacles of college students with innovative entrepreneurship experience, students generally believe that "the lack of independent innovation and entrepreneurship awareness" is the biggest difficulty for innovation and entrepreneurship. In terms of innovation and entrepreneurial attitude, 49.9% of students agree with the phenomenon of innovation and entrepreneurship, and believe that college students' innovation and entrepreneurship is "a way to realize dreams". However, 20.7% of college students still have a

vague attitude toward this phenomenon. In terms of the willingness of college students to innovate and engage in entrepreneurship, 39.0% of students are "not so interested" in innovation and entrepreneurship, while 26.9% are "interested but have no idea". In summary, some college students' awareness of innovation and entrepreneurship, especially the sense of innovation, has awakened, but limited by the influence of subjective and objective factors, most college students are not so interested in innovation and entrepreneurship, and the number of students willing to devote themselves to innovation and entrepreneurship needs to be improved.

B. College Students' Innovation and Entrepreneurship Drive Is Diversified, and Innovation and Entrepreneurship Spirit Needs to Be Cultivated

Innovation and entrepreneurial motivation include the original motivation of college students' innovation and entrepreneurship and the supportive force of innovation and entrepreneurship. As far as the motivation of college students' innovation and entrepreneurship is concerned, although most students choose to understand entrepreneurship from the aspects of "realizing the value of life" (44.2%) and "adding more life experience" (36.9%), 5.5% of the students believe that "innovation and entrepreneurship meet social needs and is a good opportunity to repay the society", and 11.2% of students believe that "entrepreneurship is the forced choice of the current social pressures". As far as the spiritual motivation of college students' self-innovation and entrepreneurship is concerned, "if you fail to innovate and start a business", most students choose to "accumulate experience, wait for the opportunity to start a business again" (70.4%) and "raise funds and strive for a second venture" (18.7%), only 8.2% of students choose to "give up". This shows that college students' motivation for innovation and entrepreneurship is diversified; most students can reasonably cope with failures, but there are still a small number of students who lack the perseverance of innovation and entrepreneurship.

C. The Quality Required for Innovation and Entrepreneurship Is Clear, and College Students' Ability to Innovate Needs to Be Strengthened

The ability of innovation and entrepreneurship is the result of the combination of innate factors and acquired talents. It is a practice improvement based on the cognition of innovation and entrepreneurial quality. College students believe that innovation and entrepreneurship requires personal ability (13.8%), innovative spirit (12.8%), professional knowledge (12.5%), psychological quality (11.5%), practical ability (11.4%), and communication ability (11.5%). This shows that college students have a clear understanding of the quality of innovation and entrepreneurship, and they lack attention to critical innovation and entrepreneurship thinking. In the self-assessment survey of college students' innovation and entrepreneurship competency, up to 47.4% of students think they are not so familiar with or completely unfamiliar with industry, market and policy, and 38.2% of students think

they don't have the innovative spirit needed for entrepreneurship. This shows that college students have a strong sense of worrying about the lack of innovation and entrepreneurship, and the comprehensive quality of college students' innovation and entrepreneurship (especially practical ability) needs to be improved.

D. Although College Students Understood the Innovation and Entrepreneurship Policy, the Scope and Depth of Understanding Need to Be Improved

At present, an innovative and entrepreneurial policy system is taking shape, and the state, provinces and municipalities have issued a series of related guiding policy documents. The survey found that only 35.3% of the students know the relevant policies of the country, which indicates that most of the students do not know enough about the innovation and entrepreneurship policy, and the guiding function and incentive function of the innovation and entrepreneurship policy have not been maximized. At the same time, most of the students know about the innovation and entrepreneurship from "Internet" (21.7%), "traditional media" (13.8%), "courses offered by schools or related institutions" (11.8%), and related innovation and entrepreneurship competition (12.6%). Further research found that most of the students are at the stage of "knowing a little" (54.3%) and "not knowing" (27.8%) about venture capital and angel funds. This shows that the Internet is an important channel for college students to understand innovation and entrepreneurial activities. College students need to know the policies of innovation and entrepreneurship, especially the policies of financial support.

E. College Students Understood the Innovation and Entrepreneurship Policy, But the Scope and Depth of Understanding Need to Be Improved

Innovative entrepreneurship education includes off-campus training and on-campus education. The survey shows that the vast majority of college students did not participate in any form of innovation and entrepreneurship training in the primary and secondary schools. Although innovation and entrepreneurship education has been launched in various regions and universities, the innovation and entrepreneurship education system needs to be improved. As far as the education team is concerned, the university students still have a strong demand for teachers of technical experts (38.9%), venture capital experts (34.0%), economic theorists (33.7%), business incubation managers (32.4%), and legal experts (23.3%). In terms of innovation and entrepreneurship courses, in addition to knowledge lectures (31.1%), elective courses (23.4%) and compulsory courses (18.4%), college students strongly demand that the innovation and entrepreneurship education curriculum be included in professional education, cultural quality courses and practical courses. As far as innovation and entrepreneurship practice is concerned, 58.2% of the students "do not participate" or "have never participated" in the innovation and entrepreneurship activities, 54.3% of the college students "do not participate" or "have never participated" in social activities, such as off-campus

corporate visits, business simulation activities and entrepreneurship forums and salons.

F. The Success Rate of Innovation and Entrepreneurship Is Generally Low, and the Proportion of High-tech Innovative Entrepreneurship Needs to Be Improved

The success of entrepreneurship is the result of many factors. The survey found that the success rate of college students' entrepreneurship is low. Only 8.0% of innovative entrepreneurial students think that they are "successful in innovation and entrepreneurship". The vast majority of students are still in the stage of "having ideas without action" (50.7%) and "having not much achievement but still insisting" (41.3%) stage. At the same time, college students' innovation and entrepreneurship are mainly "opportunistic" entrepreneurs, mainly concentrating in low-tech industries, which is mainly composed of labor cost advantage of the Internet e-commerce (28.4%), "financial insurance class" (12.3%), "chain-like alliance" (10.6%) and "education consulting" (10.4%) and other fields and only 10.2% of college students choose "innovation of scientific and technological achievements". The interview further found that most of the students focused on the problem of college students' learning and life pain points, and some entrepreneurship was not innovative. This shows that the success rate of college students' innovation and entrepreneurship is low, and innovative entrepreneurship, especially high-tech entrepreneurship is less. It is extremely urgent to strengthen college students' innovation and entrepreneurship education and guidance.

III. THE ANALYSIS ON INFLUENCING FACTORS OF COLLEGE STUDENTS' INNOVATION AND ENTREPRENEURSHIP

The above problems of innovation and entrepreneurship education are complex, including history reasons and reality reasons as well as subjective reasons and objective reasons.

A. Some College Students Tend to Be Utilitarian in Their Innovation and Entrepreneurship Under the Influence of the Trend of Market Profitability

Since the reform and opening up, especially since the establishment of the socialist market economic system, China's economy has developed rapidly, the social structure has changed rapidly, the interests have become increasingly differentiated, and getting rich has become the life goal of the majority. The nature of market profitability also affects the values of college students. According to the survey, the job-seeking tendencies of college students are mainly based on the realistic of weighing the pros and cons (37.4%). At the same time, based on the reality of college students' employment difficulties, some colleges lack strategic attention to innovation and entrepreneurship. Some colleges and universities will only focus on solving the problem of student employment, and then weaken the guidance of college students' innovation and entrepreneurship education, which makes some college students pay more attention to the individual survival value of innovation and entrepreneurship, and to some extent ignore the social value of innovation and entrepreneurship. This has caused the problem of the

individualized motivation of college students' innovation and entrepreneurship, the lack of a wide range of innovation and entrepreneurship, the low level of innovation and entrepreneurship, and the low level of innovation and entrepreneurship mental realm.

B. Traditional Culture Thinking Inertia Shackle and the Lack of Innovative Personality

"People create the environment, and the environment also creates people." [2] The activities of people (including education) and the change of the environment are unified in practice. Chinese excellent traditional culture is a powerful spiritual driving force for social development. Needless to say, with the development of the times, the dregs or defects in traditional culture have become obstacles to the cultivation of innovative and entrepreneurial talents to some extent. For example, due to the extension of traditional ritual and order culture, people are obsessed with authority and lack of critical and innovative thinking. For example, the traditional Chinese education culture emphasizes the absolute authority of the teachers and focuses on closed knowledge transfer rather than heuristic education. When students encounter problems, they are habitually looking for the "standard" answers of their predecessors, lacking innovative consciousness and creative spirit. For example, the traditional Chinese society emphasizes the culture of the mean, emphasizes impartiality, and warns people that "the bird which takes the lead will be shot" and it suggests people follow the general trend rather than stand out and be worldly wise and make you safe. These ideas are inconsistent with the new era of emphasizing competition, breaking the rules, opening new paths, and pioneering and innovative spirit. In summary, influenced by some traditional Chinese cultural thinking, traditional education is weak in cultivating college students' innovative entrepreneurship spirit. Most of the college students' self-questioning and innovative personality has not yet been developed.

C. The Start-up Time of Innovation and Entrepreneurship Education Is Late, and the Innovation and Entrepreneurship Education System for College Students Has Not Yet Been Established

In the 1980s and 1990s, foreign universities launched the cultivation of innovative and entrepreneurial talents for college students. At the beginning of this century, colleges and universities in China started the innovation education and entrepreneurship education for college students. Therefore, the start of innovation and entrepreneurship education of Chinese college students was late and the foundation was thin. The survey found that the goals of innovation and entrepreneurship education in some universities are still not clearly defined. For example, some colleges and universities have targeted innovation and entrepreneurship education as entrepreneurial accelerated education, focusing on entrepreneurial knowledge and entrepreneurial skills education, ignoring the development of students' basic practical ability. Some colleges and universities do not pay enough attention to innovation and entrepreneurship education, copying western innovation

education or entrepreneurship education practices, and equating innovation and entrepreneurship education with innovation and entrepreneurship competition. In addition, some colleges and universities have no substantive innovation and entrepreneurship leadership team, no special person to guide innovation and entrepreneurship work, no special innovation and entrepreneurship docking window, and colleges and universities innovation and entrepreneurship faculty is weak; some college students' innovation and entrepreneurship bases have the problems of "positioning commonization", "content homogenization" and "implementation generalization". The individualized innovation and entrepreneurship education system has not yet been established.

D. Employment Expectations of Family's "Officer-Student-Business Men" Affect College Students' Choice of Innovation and Entrepreneurship

The influence of family on one person is lifelong, and family support is an important factor affecting college students' innovation and entrepreneurship. "As far as I am concerned, the first thing you want to start a business is to have a strong backup force. And the backup force is the support of the family". Many college students in the survey reflected that parents have not accepted the concept of innovation and entrepreneurship. Except for some business or enlightened parents, most parents recommend that college students be conservative to find stable jobs in enterprises and public institutions when they graduate. In view of the risk of entrepreneurial failure, college students are generally questioned, worried and opposed by their parents. Business entrepreneurship is something that college students have to do, choose and insist on. To this end, many college students expect their parents to free their minds, "accept the emerging concept of entrepreneurship", break the traditional thinking restrictions such as a secure job, and they hope that their parents can have "more understanding and less ridicule", and respect the choice of children with an "enlightened attitude".

E. Some Students Lack Planning for University Life and Wisdom in Innovation and Entrepreneurship Practice

Innovation and entrepreneurship is a project that requires college students to inject energy. The survey shows that some college students who want to innovate and start a business lack a clear plan for their study life, and they are accustomed to regular activities such as attending classes, clubs and making friends, and have no time to practice their innovative and entrepreneurial ideas. When they are freshmen, they are busy adapting to college life. Sophomore enters the stage of acquiring certificates. And in their college junior year, they are busy with romantic relationships or postgraduate study. College students have real need for finding a job in their college senior year. At the same time, some college students participate in practice activities that are formalistic and self-centered to feel the market demand, and they lack accurate investigation of the market to understand the real needs of target customers, which make the failure of their entrepreneurial projects because they can't solve the demand pain point. This has caused the "negative

anxiety" of most innovative and entrepreneurial students, the lack of innovation and entrepreneurship ability and practical wisdom.

IV. CONCLUSION

In view of the status quo, problems and causes of college students' innovation and entrepreneurship education, suggestions are as follows:

Firstly, it is necessary to respect the diverse needs of college students for innovation and entrepreneurship. While affirming the personal value of their innovation and entrepreneurship, it is a necessity to strengthen the guidance and cultivation of the values of college students' innovation and entrepreneurship. Efforts should be made to encourage college students to combine their professions, carry out high-tech innovation and entrepreneurship, and improve the competitiveness and success rate of college students' innovation and entrepreneurship.

In addition, colleges and universities should attach importance to the strategic orientation of innovation and entrepreneurship education, improve the innovation and entrepreneurship education system, carry out personalized innovation and entrepreneurship education, and comprehensively improve the wisdom and ability of college students' innovation and entrepreneurship practice based on career planning.

What's more, various channels should be used to publicize the innovation and entrepreneurship policies and management methods of governments, universities, and enterprises at all levels, so as continuously to improve college students' understanding depth of policy innovation and innovation.

Moreover, it is necessary to strengthen research on traditional Chinese culture, innovate the culture of the times, and inject innovative cultural genes and vitality into innovation and entrepreneurship.

Last but not least, the family should create an atmosphere of innovation and entrepreneurship, and implement innovation and entrepreneurship. Children should be inspired with innovative and entrepreneurial thinking and cultivated with innovative spirit such as adventure inquiry.

REFERENCES

- [1] "Xi Jinping's Congratulatory Letter to the Organizing Committee of the China Global Entrepreneurship Week 2013", People's Daily, the 1st edition, November 9, 2013. (in Chinese)
- [2] Selected Works of Marx and Engels, Beijing: People's Publishing House, 2012, p. 172. (in Chinese)
- [3] Xu Yangqiao. Research on Innovation and Entrepreneurship Education for College Students in the Context of Innovation-driven Development Strategy [D]. Central China Normal University, 2017. (in Chinese)
- [4] Xie Shoucheng. Report on Innovation and Entrepreneurship of College Students in Hubei Province [M]. Hubei People's Publishing House, June 2017. (in Chinese)