



# Study on the Development of College Students Returning to Home Businesses Under the “MASS Entrepreneurship and Innovation”

Liping Zhu<sup>(✉)</sup> and Hongzhen Li

School of Air Transportation, Shanghai University of Engineering Science, Shanghai 201620, China

zlp\_sues@126.com

**Abstract.** College students returning home to start their own businesses can promote the construction of new countryside and achieve the strategic goal of rural revitalization. Under the guidance of the national policy of entrepreneurship and innovation, college students' entrepreneurship has developed significantly, but there are also many problems. This paper expounds the importance of college students returning home to start their own business, analyzes the difficulties faced by college students returning home to start their own business, and puts forward relevant suggestions.

**Keywords:** Mass entrepreneurship and innovation · Returning home business · College student

## 1 Introduction

Nowadays, innovation capacity is increasingly becoming an important force for China's sustainable development. In the 2015 Government Work Report, it was proposed to vigorously promote the development strategy of “mass entrepreneurship and innovation” – “mass entrepreneurship and innovation”, and further implement the action of rural youth to start businesses and enrich the people. The fifth Plenary Session of the 18th CPC Central Committee put innovation at the core of China's overall development, which is an upgraded version of the “mass entrepreneurship and innovation” development strategy, and supports the return of three types of people, including college students, to their hometowns to start businesses. Returning home to start a business is the beginning of returning home with new ideas, new technologies and new ideas. College students who return home to start their own businesses have a strong competitive advantage in the second labor market and can also have a brilliant career and life. College students' entrepreneurship itself is an activity full of uncertain factors. It can improve the quality of entrepreneurship, promote the construction of new countryside, and achieve the strategic goal of rural revitalization.

## 2 Review

Chinese scholars have conducted many studies on the issue of college students returning home to start their own businesses, and the main research results are as follows.

Sun Rongli and Meng Lingjun (2022) believe that under the influence of the background of new urbanization, rural population has been in a state of outflow. The serious loss of young and middle-aged labor force in rural areas has led to increasingly serious social phenomena such as rural aging and hollowing out, which has become a constraint factor in rural economic development. College students returning home to start their own businesses will bring new vitality to rural areas, which is of great practical significance in providing abundant rural employment positions, optimizing rural industrial structure, boosting the high-quality development of rural economy, carrying forward the “hometown” feelings, and promoting scientific and technological innovation and progress [1].

Jiang Jiamei et al. (2021) believe that in order to ensure the implementation of the rural revitalization strategy, it is necessary to invest more talents in rural construction and encourage college students to enter rural areas for innovation and entrepreneurship, so as to drive the development of rural economy, restore rural economy, and accelerate the realization of the vision of rural revitalization and common prosperity for all people. [2]. Deng Yuxi et al. (2021) believe that returning entrepreneurial college students who devote themselves to rural construction provide strong talent support for comprehensively promoting rural revitalization and accelerating agricultural and rural modernization. However, the difficulties of policy support and financing have become the biggest obstacles for college students to return home and start their own businesses. In this regard, it is necessary for the government, society, universities and enterprises to work together to build a support system from the four dimensions of main body coordination, strategic coordination, capital coordination and target coordination, so as to help form a virtuous circle in which college students return to their hometown for entrepreneurship and rural revitalization mutually promote a win-win situation [3]. Zhang Dongyang (2020) believes that due to the influence of family, school, society, government and personal factors, the number of college students returning home to start businesses is small and the success rate is low. In order to change this situation, give full play to the advantages of college students' human resources and promote them to contribute to rural revitalization, it is necessary for the government to issue relevant policies, colleges and universities to carry out entrepreneurship education reform, the society to create a good entrepreneurship environment, and college students to improve their entrepreneurial quality [4]. Wang Manman (2019) believes that the function of the service platform for college students returning home to start their own businesses lies in providing whole-process and all-round services for college students returning home to start their own businesses. Platform construction needs the participation of multiple subjects. In order to effectively play the supporting role of the platform for rural entrepreneurship of college students, it is necessary to further enrich the content of the entrepreneurship service platform, constantly standardize the management of the platform, and build a long-term mechanism for college students to return to their hometown for entrepreneurship support services [5]. Liang Shuhan and Fu Lin (2019) believe that the rural revitalization strategy provides policy support for the development of rural

areas. Rural college students returning home to start their own businesses is an effective way to promote the construction of new countryside, which can inject new vitality into the construction of new countryside, and also help to improve the living environment in rural areas and promote the construction of beautiful countryside. Rural college students returning home to start their own businesses have high opportunity costs and certain risk factors, so the government should provide necessary policy support for them, and colleges and universities should improve the willingness, knowledge and skills of rural college students to return home to start their own businesses by carrying out personalized training methods [6]. By adopting the combination of questionnaire and interview survey method, Wu Jingyu (2019) found that college students have home business will take the initiative to intense, more diverse entrepreneurial motivation, entrepreneurial small scale, serious homogeneity phenomenon, entrepreneurial resource utilization is insufficient, seek support to improve, entrepreneurship education scattered the lack of systematic, difficult to deal with all kinds of business environment such as the status quo [7]. Cao Zhen, lan-juan wang (2019) sampling survey of the current situation of college students returning business in zhejiang province and the existing problems, according to the survey, college students returning less than optimal entrepreneurial business environment, and the existence of financial support is insufficient, entrepreneurial base high homogeneity, enough talent training system, the government's policy support efficiency is not high, a startup business atmosphere is not strong [8]. Song Huan (2019) explained that talent support is the key link of the rural revitalization strategy, pointed out that the implementation of the rural revitalization strategy provides new opportunities for college students to return to their hometown and start their own businesses, and then analyzed many obstacles faced by rural college students to return to their hometown and start their own businesses, and proposed the path selection for guiding college students to return to their hometown and start their own businesses [9]. Su Haiquan et al. (2017) conducted a survey on the entrepreneurship of 862 returning college students from 101 counties and districts in Liaoning Province, and found that most returning college students were in the initial stage of entrepreneurship, with relatively concentrated entrepreneurial industries, full of confidence and positive attitude towards entrepreneurial prospects, but the pressure they were under was worth paying attention to [10].

### **3 The Importance of College Students Returning Home for Business**

Rural economic development needs to rely on a large number of funds and talent basis to achieve. The essential reason for the loss of young and middle-aged rural labor force, the aging and hollowing of rural areas is the lack of abundant employment positions. The return of college students to their hometown will create more jobs for rural areas, relieve the employment pressure of rural surplus labor force, and even attract more migrant workers to return to their hometown, providing professional skills and advanced management mode for the development of enterprises. As high quality talent resources, college students often have strong learning ability and practical ability, and are good at organic integration of theory and practice. They are also good at exploring experience in practice, summing up experience, achieving innovative breakthroughs, or will contribute

to the innovation and progress of science and technology. College students have a good ability to accept new knowledge and technology, are open-minded and good at trying and innovating. They can help upgrade rural industries, accelerate the construction of new rural business forms and boost the high-quality development of agricultural economy.

## **4 The Difficulties of College Students Returning Home for Business**

### **4.1 The Rural Entrepreneurial Environment is Not Perfect**

Compared with the city, rural objective economic conditions are limited. Under the guidance of national policies, most college students will invest in rural areas for innovation and entrepreneurship. But college students often lack understanding of the local environment in rural areas. The progress of rural infrastructure construction is slow. The public service system is flawed. No matter hard or soft environment, it is difficult to support college students to complete innovation and entrepreneurship. Many college students who have the intention of returning home to start a business have to be discouraged. They will choose to continue to work in big cities after graduation.

### **4.2 Government Support is Insufficient**

In the process of entrepreneurship, college graduates need strong support from all levels, especially the government. To some extent, governments at all levels should be the main promoters and executors of entrepreneurship for returning college students. In response to the national policy, the rural government has formulated supportive policies. But the effectiveness is not high in the implementation period, there are some difficulties. Every time the Central Government, The State Council or relevant ministries and commissions issue a policy to help college students find jobs and start businesses, local governments at all levels and relevant departments will issue corresponding policies or systems. However, these policies or regulations are usually issued in the system under the jurisdiction of the policy-making department and published on its official website at the same time. The local government lacks a unified information release platform, which results in the fragmentation of policy information mastered by returning college students. Generally, the local government pays more attention to the start-up of college students, but the service for the later stage of entrepreneurship is not enough. To solve the employment problem and encourage more college students to start their own businesses, the government has given all-round support in terms of start-up capital, taxation and training. However, college students who return to the countryside to start their own businesses need full support from the government. But from the reality, the government's support in late-stage operation and risk prevention and control is obviously insufficient.

### **4.3 College Students Lack Entrepreneurial Experience**

The innovation and entrepreneurship education at the university level has certain limitations and lacks practical guidance in a real sense. Although college students have a solid grasp of basic theoretical knowledge, they cannot flexibly apply theoretical knowledge to

practice, resulting in the mismatch between theory and practice. College students seldom participate in the production activities of enterprises during their schooling. Although some colleges and universities provide metalworking practice or business simulation training, there is still a gap between them and real production activities. College students have no experience in running a business or company. In the face of many emergencies, it is difficult to make timely and effective solutions, which may cause serious losses to the entrepreneurial process. College students may start their own business primarily at the beginning. However, with the continuous expansion of production scale, talents will be recruited, equipment and raw materials will be purchased, and the lack of management experience may cause inefficient or invalid use of resources, bringing additional costs to the production activities of enterprises.

## 5 Conclusions

College students' entrepreneurship is an activity full of uncertain factors. It can promote the construction of new countryside and achieve the strategic goal of rural revitalization. Under the guidance of the national policy of entrepreneurship and innovation, college students' entrepreneurship has developed significantly. But there are also many problems that need to be solved in time.

- (1) We should create a good rural environment to promote the enthusiasm of college students to return home and start businesses. We will strengthen rural infrastructure, improve water, electricity and road transportation in rural areas, increase infrastructure development in areas including education, medical care and elderly care, and promote equal access to basic public services between urban and rural areas. The local government should actively publicize the significance of the rural revitalization strategy. Through media publicity or lectures, the public should be guided to eliminate prejudice against college students returning home to start their own businesses and realize that returning home to start their own businesses is a new choice to realize their personal value.
- (2) We will improve government services for college students returning home to start their own businesses. The government should introduce some preferential policies, such as tax cuts and capital subsidies, for college students returning home to start their own businesses. Financial institutions can also relax the capital requirements and loan conditions of rural entrepreneurship loans for college students. The government can provide guidance for college students to start their own businesses, and at the same time provide advice, services, incentives and other measures to create a good entrepreneurial atmosphere.
- (3) We should strengthen entrepreneurship education for college students. Colleges and universities should conduct research on college students' real ideas of rural innovation and entrepreneurship so as to make targeted entrepreneurship plans for college students. Some entrepreneurship courses can be added to the university curriculum system to explain some successful cases for college students and provide them with systematic guidance. Qualified colleges and universities can also set up "industry-university-research" platform projects with enterprises and hold entrepreneurship

competitions so that college students can accumulate experience in management and operation.

## References

1. Sun Rongli, Meng Lingjun. The opportunities, challenges and realistic paths of college students returning home to start their own businesses under the Background of New Urbanization [J]. *Journal of Agricultural Economics*, 2022 (5): 122-124.
2. Jiang Jiamei, Zhang Ying, Fan Jia. Research on college students' rural innovation and entrepreneurship from the perspective of rural revitalization [J]. *Shanxi Agricultural Economics*, 2021 (24) :166-168.
3. Deng Yuxi, Huang Siyuan, Xiao Qingshan. Research on the construction path of collaborative Support system for college students returning home to start a business [J]. *Vocational and Technical Education*, 2021 (17): 56-60.
4. Zhang Dongyang. Current situation, Influencing factors and policy suggestions of college students returning home to start their own businesses under the background of rural revitalization [J]. *Journal of Agricultural Economics*, 2020 (12):108-110.
5. Wang Manman. Research on the Construction of support service Platform for College students' Returning home entrepreneurship from the perspective of Rural Revitalization Strategy [J]. *Journal of Agricultural Economics*, 2019 (10):117-118.
6. Liang Shuhan, Fu Lin. Rural college students returning home to start their own business and new rural construction under the vision of rural revitalization strategy [J]. *Journal of Agricultural Economics*, 2019 (1):122-124.
7. Wu Jingyu. Construction of social Support System for College students returning home to start their own business under the background of Rural Revitalization Strategy [J]. *Education and Career*, 2019 (8): 79-84.
8. Cao Zhen, Wang Lanjuan. College students returning home to start business and its Business Environment... A survey of the current situation based on the perspective of rural revitalization [J]. *Commercial Economics Research*, 2019 (12): 190-192.
9. Song Huan. Research on college students' returning home entrepreneurship under the background of rural revitalization Strategy [J]. *Education and Career*, 2019 (11): 58-61.
10. Su Haiquan, Wu Shuning, Qiao Song. Current situation analysis and construction of social Support for college students returning home to start their own businesses -- A Case study of 862 entrepreneurs from 101 counties in Liaoning Province [J]. *China Youth Studies*, 2017 (6): 12-16+23.

**Open Access** This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

