Analysis and Research on Entrepreneurship opportunities under the Development of Economics and Social system

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Abstract.the vigorous development of entrepreneurial activities has become an important driving force of active regional economy, entrepreneurial phenomenon has aroused widespread concern in the society in recent years, but also attracted many scholars to explore this field. For the study of entrepreneurship, scholars have emphasized different contents from different angles. At present, the two research topics that have attracted more attention are: social system and entrepreneurial opportunities. This paper combines these two themes and carries out analysis and research based on entrepreneurial opportunities under the development of economics and social system. The special period of China's current transitional economy determines that the whole economic and social system is unstable and changeable, which not only provides a lot of opportunities for entrepreneurial activities, but also causes many obstacles to entrepreneurial activities. it is very necessary to study economics and social system and entrepreneurial opportunities under such economic conditions. In order to make use of the positive factors of economics and social system, avoid and improve the negative factors in economics and social system, and improve the quantity and quality of entrepreneurial opportunities, the research on economics and social system and entrepreneurial opportunities plays a positive role in promoting the grasp of entrepreneurial opportunities in various regions.

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1 Introduction

In today's world, innovation and entrepreneurial activities have become the driving force and source of economic development in a country or region. Entrepreneurs and innovators have completely changed the economy of their own country and even the whole world. Great changes have taken place in the paradigm of world economic growth, and entrepreneurial activities are gradually becoming a new bright spot of economic growth. Successful entrepreneurship promotes the wealth growth of countries (regions) and provides a material and spiritual basis for social progress, so it is an important indicator of national (regional) economic activities. In high-income countries (such as the United States and other developed countries), there is a high positive correlation between entrepreneurial activities and GDP [1]. The rise of entrepreneurial activities has aroused the widespread interest of experts, entrepreneurs and government officials in the field of entrepreneurship, and the research work in this field is also rich.

However, entrepreneurship is an interdisciplinary and multifaceted complex phenomenon. As an academic field, entrepreneurship research is still in the explanatory stage. Entrepreneurship, on the one hand, refers to new enterprises, including science and technology start-ups and other innovative enterprises that meet the needs of the market; on the other hand, it also includes the re-establishment of existing enterprises, such as technological transformation, launching new projects and so on. The entrepreneurial process is dynamic and discontinuous, which includes the identification of opportunities, the definition of business concepts, the evaluation and acquisition of resources, the establishment of new organizations and the management of new businesses. The whole entrepreneurial activity begins with the ideas of entrepreneurs, but the final result will be restricted by many internal and external conditions [2]. Entrepreneur, entrepreneurial opportunity and social system are three very important dimensions, and entrepreneurial opportunity, as a key link in the initial stage of entrepreneurship, affects the whole entrepreneurial activity, but throughout the current research on entrepreneurial activities, there is still a lack of research on economic and social systems and entrepreneurial opportunities in a specific environment in China. This makes our understanding of the social system and entrepreneurial opportunities often limited to a number of details, the coverage is not too wide, thus unable to grasp the internal relationship of some seemingly unrelated aspects.

2 Theoretical Analysis of Economics, Social System and Entrepreneurial Opportunity.

2.1 Analysis of the Related Characteristics of Economics and Social System

The environment is an organic whole composed of the interaction and interrelation of various elements, and the economics and social system is also a system composed of the interrelation and influence of various elements. the elements in this system influence each other to form a common whole and have an impact on entrepreneurial activities. In the study of the characteristics of the environment, the more recognized Dess&Beard 's theory of environmental characteristics, that is, the characteristics of the environment is composed of looseness, dynamics and complexity [3]. Among them, looseness is interpreted as the scarcity or abundance of resources available in the environment and needed by the enterprise, and competition is introduced into the availability of resources. Dynamic is the change of environmental factors, including the unexpected rate of environmental change and the stability of the environment. Complexity refers to the quantity and heterogeneity of environmental factors.

Financial support is an important factor affecting entrepreneurial activities. Venture capital limits the financial support in entrepreneurship because of its long time of venture capital, high risk of venture capital and periodic liquidity of venture capital. The basic meaning of financial support for entrepreneurship mentioned in this paper refers to the availability of financial resources for new and growing enterprises, including grants and subsidies. As we all know, the difficulty of financing has always been a bottleneck hindering the development and growth of small and medium-sized enterprises in China, especially in the initial stage and growth period, many uncertain factors make it with high risks. limited assets make it difficult to carry out financing activities based on mortgage[4].

2.2 Research on the Basic Theory of Entrepreneurship Opportunity

The Source of Entrepreneurial Opportunities. There are seven sources of innovation opportunities, and the first four opportunities come from within the enterprise. the four sources of opportunities are: (1) unexpected circumstances-unexpected successes, unexpected failures, unexpected external events; (2) inconsistencies-inconsistencies between actual and expected conditions or with what should be; and (3) innovation based on procedural needs. (4) the change of industrial structure and market structure comes to everyone unexpectedly. The other three innovation opportunities come from changes outside the enterprise or industry: (1) demographic changes; (2) changes in cognition, mood and meaning; and (3) new scientific and non-scientific knowledge. These sources are arranged in decreasing order of measurability and predictability [5]. Similarly, entrepreneurial opportunities are also affected by the source of innovation opportunities. Entrepreneurial opportunities mainly come from changing, chaotic or discontinuous situations, and there are seven main sources: regulatory change; rapid technological change; value chain restructuring; technological innovation; mismanagement of existing managers or investors; strategic entrepreneurs; market leaders are short-sighted and ignore the next wave of customer needs.

Table 1. Overview of the sources of entrepreneurial opportunities

The root cause of change, chaos, and discontinuity	Creating Business Opportunities
Changes in regulations	Aviation, insurance, telecommunications, pension funds, banking services
The rapid transformation of technology	Services, private entities, consulting, Internet, biotechnology
Reconstruction of value chain and distribution channels	Online sales and distribution of superstores, publishing and automated sales industries, and services
Technological innovation	Technological innovation, patents, licenses, franchising, copyrights
Poor management by existing managers/investors	Telecommunications, waste recycling services, retail industry
Entrepreneurial leadership	A new vision and strategy, a new team is like a secret weapon
Short sightedness of market leaders	Computers, company risk management, office hypermarkets, automobiles

Analysis on the Process of Entrepreneurial Opportunity Selection. The entrepreneurial process begins with the entrepreneur's grasp of entrepreneurial opportunities. The entrepreneur chooses the entrepreneurial opportunity in his mind from thousands of complex ideas, and then continues to develop this opportunity to become a real enterprise until the final success. In this process, the potential expected value of the opportunity and the entrepreneur's own ability are weighed repeatedly, and the entrepreneur's strategic positioning of the entrepreneurial opportunity becomes more and more clear. this process is called the opportunity identification process, and some studies also call it the opportunity development process, or the opportunity planning process [6]. It should be noted that this opportunity identification process should actually be a broad identification process because it actually includes the entrepreneurial activities mentioned in most studies, such as opportunity discovery, opportunity identification, opportunity evaluation and so on.

2.3 Theoretical Analysis and Summary of Economics, Social System and Entrepreneurial Opportunities

Economics and social system are the objective conditions for the emergence of entrepreneurial activity. entrepreneurial factors are combined in a certain environment to produce entrepreneurial activity. as the starting point of entrepreneurial activities, entrepreneurial opportunities play an important role in the whole entrepreneurial process. In the GEM model, entrepreneurial motivation and entrepreneurial skills are combined into one dimension: entrepreneurial ability, which mainly refers to the ability to discover and realize opportunities. There are a large number of entrepreneurial opportunities in the economic and social system of a city, but in the face of entrepreneurial opportunities, entrepreneurs must be able to grasp these opportunities effectively, which will involve entrepreneurial opportunities [7]. In this section, combined with the analysis of the relevant theories of economics and social system and entrepreneurial opportunities, synthesize the GEM model and the entrepreneurial core element model proposed by Dr. Guevari, see figure 1, summarize and analyze the impact of economics and social system on entrepreneurial opportunities and related elements.

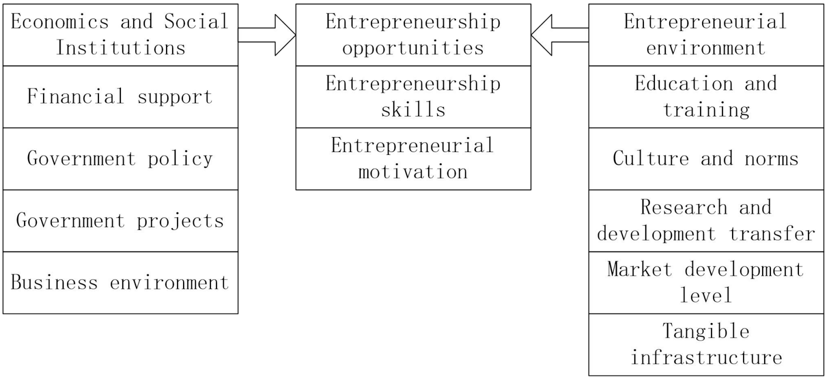

Fig. 1. Entrepreneurial opportunity model based on the core elements of entrepreneurship

Economics and social system not only have an impact on entrepreneurial opportunities, but also have an impact on the elements related to the grasp and realization of entrepreneurial opportunities: for example, the entrepreneurial ability of entrepreneurs can be improved by improving entrepreneurship education in the economic and social system, so as to better capture entrepreneurial opportunities and improve the skills needed to grasp entrepreneurial opportunities. By changing the economic and social system to create a good and positive entrepreneurial culture, improve people's entrepreneurial motivation in the city, and then affect people's observation and discovery of entrepreneurial opportunities, change people's attitude towards entrepreneurial opportunities, from passive waiting to active search. The most important factors in the process of entrepreneurial behavior are entrepreneurial opportunities, entrepreneurial willingness, entrepreneurial skills and the interaction and cooperation between economics and social system [8]. The change of economics and social system will bring about changes in entrepreneurial opportunities, the increase of entrepreneurial opportunities will strengthen entrepreneurial willingness, entrepreneurial willingness to promote the perception of entrepreneurial opportunities in the environment; the effectiveness of entrepreneurial skills depends on the nature of entrepreneurial opportunities, for example, the development of information technology at the end of the 20th century led to an upsurge of high-tech talents; the difference between entrepreneurial skills and entrepreneurial will leads to the heterogeneity of entrepreneurial opportunities. In a word, the adequacy of entrepreneurial opportunities, strong entrepreneurial ability and entrepreneurial willingness enhance the possibility of entrepreneurial activities.

3 An Analysis of Entrepreneurship Opportunities under the Development of Economics and Social System

The degree of entrepreneurial activity in Chinese cities varies greatly, and the influencing factors that determine the difference may come from economic, cultural, policy, social and other aspects, or it may be the result of the comprehensive influence of many factors. does the entrepreneurial activity of a city necessarily have a positive correlation with the economics and social system of a region? And will the entrepreneurial opportunities of a city affect the entrepreneurial activity of the city? Below, we make a comprehensive analysis of the overall evaluation scores and rankings of 17 cities in China based on the entrepreneurial activity, economic and social systems and entrepreneurial opportunities in the areas to which the city belongs.

Table 2. comparison of entrepreneurial activity, economic and social systems and entrepreneurial opportunities in 17 cities

Type of activity level in the region to which it belongs	City	Entrepreneurial Environment (Total Score)	Ranking	Entrepreneurship opportunities	Ranking
Highly active areas	Tianjin	31.19	1	3.74	1
	Hangzhou	30.81	3	3.51	5
	Shanghai	30.43	4	3.60	2
	Nanjing	29.75	5	3.37	8
	Guangzhou	29.09	7	3.50	6
	Beijing	28.57	10	3.52	4
Generally active areas	Jinan	31.10	2	3.59	3
	Chengdu	29.55	6	3.36	9
	Yinchuan	28.85	9	3.13	12

	Wuhan	28.37	11	3.23	11
	Shenyang	27.22	13	2.82	15
	Chongqing	25.38	15	3.04	14
Inactive areas	Nanchang	28.97	8	3.41	7
	Kunming	24.19	16	2.68	17
	Changchun	24.13	17	2.75	16
Silent areas	Xian	28.01	12	3.11	13
Hong Kong and Macao regions	Aomen	25.80	14	3.25	10

Through the analysis of the above table, we can find several characteristics in the 17 cities that participated in the survey:

The main results are as follows:

(1) The overall economic and social systems of the 6 cities in the highly active areas are better, and the scores and rankings of entrepreneurial opportunities are relatively high, which indicates that the economic and social systems and entrepreneurial opportunities of the cities in the highly active areas are well developed. entrepreneurial activities are booming, and the corresponding entrepreneurial support measures are relatively perfect.

(2) In general active areas, there are great differences in the ranking of economic and social systems and entrepreneurial opportunities among cities. In this region, Jinan's economic and social system and entrepreneurial opportunities ranked second and third among the 17 cities, while Chongqing's economic and social systems and entrepreneurial opportunities ranked 15th and 14th respectively. This shows that entrepreneurial activities are very active in the region, but the economic and social systems of individual cities in the region need to be further improved to enhance their entrepreneurial opportunities.

(3) In inactive areas, the rankings of economic and social systems and entrepreneurial opportunities in different cities are also quite different. Among them, Nanchang's economics and social system and entrepreneurial opportunities are ranked eighth and seventh respectively, while Changchun's economic and social systems and entrepreneurial opportunities are relatively low, which shows that there are great differences between economics and social systems in this region. there is still a lot of room for improvement.

(4) In Xi'an in the silent area, the economic and social systems and entrepreneurial opportunities are not too backward, and the entrepreneurial activities in this area are not active, which has something to do with the entrepreneurial atmosphere and other factors in the region.

Generally speaking, the economic and social system and the development of entrepreneurial opportunities are good in the highly active entrepreneurial areas, while the economic and social systems in the inactive and silent areas are relatively low. The ranking of entrepreneurial opportunities is also lower than that in highly active entrepreneurial areas, and the economic and social systems of these areas need to be further improved. There are great differences between economics and social system in the general active areas in the middle, but the rankings between economics and social system and entrepreneurial opportunities are still consistent, that is, the ranking of entrepreneurial opportunities in areas with better economic and social systems is also relatively high [9]. So generally speaking, the development of entrepreneurial opportunities in areas with good economic and social systems is relatively good, at the same time, entrepreneurial opportunities also affect the degree of entrepreneurial activity in a region, and entrepreneurial activities in cities with good entrepreneurial opportunities are active.

4 An Empirical Analysis of Entrepreneurship Opportunities under the Development of Economics and Social System-- a Case Study of Chengdu

4.1 Financial Support

At present, financial support is reflected in three levels in Chengdu: one is to apply for government assistance, such as the national, provincial and municipal Torch Plan, technological innovation funds for science and technology-based small and medium-sized enterprises, and other industrial development plans and funds; the second is the start-up fund, mainly the seed fund provided by the Chengdu High-tech Development Zone; the third is to integrate social investment and financing resources, including venture capital, personal loans and so on. Venture capital in Chengdu has just developed, and venture capital is often concerned with high-growth science and technology companies, and almost special government funds in Chengdu directly support start-ups in the form of funds. the government roughly relies on various scientific and technological innovation plans, 863 plans and so on to complete the indirect support to start-ups, which has the characteristics of high threshold and small scope of benefit [10]. At the beginning of 2023, the Chengdu High-tech Zone set up a leading group on financing and guarantee for small and medium-sized enterprises to support the development of small and medium-sized enterprises. The establishment of this organization is a major measure for the high-tech zone to promote the internal training strategy, which will fundamentally alleviate the shortage of funds in the development of small and medium-sized enterprises in the high-tech zone. At the same time, according to the Chengdu Finance Bureau, the Chengdu Labor and Security Bureau and the Municipal Economic and Trade Commission jointly formulated the "Chengdu laid-off unemployed small loan guarantee Fund Management measures". The Chengdu small Enterprise Credit guarantee Co., Ltd. is the micro-loan guarantee agency for the laid-off and unemployed, and the Chengdu Finance Bureau is responsible for raising 5 million yuan to establish a micro-loan guarantee fund for the laid-off and unemployed in Chengdu. The special account of the entrusted guarantee company is stored in the Chengdu commercial bank that issues small loans, which is closed and specially used to guarantee small loans for laid-off and unemployed people. However, as a general start-up enterprise, it is difficult to get special support from the government. Generally speaking, the financial support of Chengdu is the biggest bottleneck that limits the vigorous development of start-up enterprises in Chengdu.

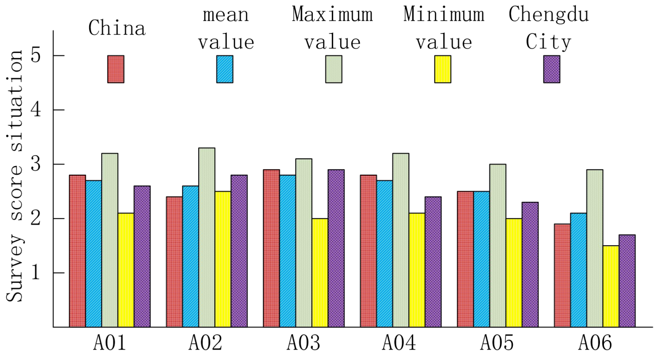

Fig. 2. comparison of the results of urban expert questionnaire (financial support)

Table 3. question Settings (Financial support)

Question	Content
A01	In this city, there is sufficient equity funds available for newly established and growth oriented companies.
A02	In this city, there is sufficient debt funds available to newly established and growing companies.
A03	In this city, there is sufficient government support provided to newly established and growing companies.
A04	In this city, there is sufficient personal financial support provided to newly established and growth oriented companies.
A05	In this city, there is sufficient entrepreneurial capital provided to newly established and growth oriented companies.
A06	In this city, there are sufficient channels for initial public offering financing to newly established and growing companies.

The "China" value marked in the figure is the score of the Chinese experts in the GEM Global Entrepreneurship Survey; the "average" is the average score of the 17 cities in the Chinese Urban Entrepreneurship Survey; the "maximum value" is the highest value in the Chinese Urban Entrepreneurship Survey; and the "minimum value" is the opposite. From the comparison of the data of Chinese urban economics and social system and policy survey, financial support has the lowest overall score in the survey of economics and social system. Chengdu's financial support ranks eighth among the 17 cities in the entrepreneurial survey, close to the average of 17 cities. Our city has also done a lot of work in improving financial support, but because financial support is limited by national financial policies, the relevant departments of entrepreneurial financial support in Chengdu, it is difficult to fundamentally change the current situation of entrepreneurial financial support in Chengdu. From the analysis of the survey data, it shows that there is great potential to further improve the financing channels and establish private venture capital institutions.

4.2 Government Policies

In order to encourage independent entrepreneurship, Chengdu has successively issued a number of regulations and measures on promoting and guiding private investment, strengthening the governance of the soft environment for investment, reforming the administrative examination and approval system, reducing the burden on enterprises, discounting interest on high-tech enterprises, and so on. Further liberalization in the field of investment, various forms of investment forms, creation of various forms of tax concessions, open and transparent examination and approval procedures. And formulated a variety of preferential policies on high-tech entrepreneurship, college students' entrepreneurship and laid-off workers' entrepreneurship, which effectively stimulated the entrepreneurial enthusiasm of Chengdu.

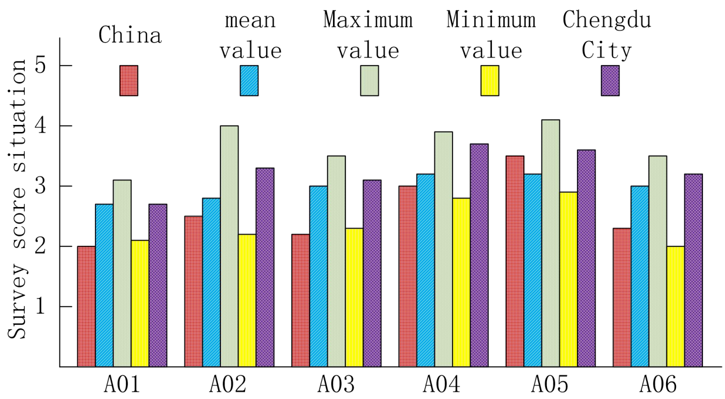

Fig. 3. comparison of the results of urban expert questionnaire (government policy)

Table 4. question setting (Government Policy)

Question	Content
A01	In this city, government policies such as public procurement have always been favorable for newly established companies.

A02	In this city, local governments prioritize supporting newly established and growing companies when formulating policies.
A03	In this city, newly established companies can obtain the necessary permits and licenses within one week.
A04	In this city, taxation does not constitute a burden on newly established and growing companies.
A05	In this city, the government's tax and other regulations on newly established and growing companies are foreseeable and stable.
A06	In this city, newly established and growing companies are not particularly difficult to cope with government bureaucracy, regulations, and licensing requirements.

According to the results of the questionnaire, except for the first question, the score of Chengdu government policy survey is more than 3 points, close to the level of 4 points. It shows that the problems stated in the survey are relatively correct, that is, the Chengdu municipal government has made efforts to reform the policies that will hinder the development of start-ups, and strive to provide a tolerant and fair environment for the development of new enterprises. and in this process continue to reduce the burden of government taxes and other aspects. However, in the first question, that is, government policies (such as public procurement) have been giving preferential treatment to start-ups, a survey of experts shows that this is not very correct in Chengdu, so government policies should provide more preferential policies for start-ups. Through the observation of the above picture, we can find that the government policy of Chengdu ranks fourth among the 17 cities surveyed in the country, which has obvious advantages. Both the Chengdu local government and the central government give priority to new and growing companies when formulating policies. Moreover, the relevant details in local policy-making are higher than the average of 17 cities, which also has great advantages compared with our country as a whole, indicating that the entrepreneurial policy that the government strives to reform has made some progress. It has played a positive role in promoting entrepreneurial activities, and the efforts made in improving the investment environment have achieved due results.

5 Conclusions

After an in-depth discussion of the analysis of entrepreneurial opportunities under the development of economics and social system, we can get a glimpse of the infinite possibilities in this complex and multifaceted interactive field. With the continuous evolution of the global economic pattern and the continuous progress of the social system, entrepreneurial opportunities continue to emerge like stars, providing a broad stage for those who dare to take risks and innovate.

However, as we can see, starting a business is not an easy journey. It requires entrepreneurs to have keen insight and be able to capture subtle changes in the market; it requires entrepreneurs to have firm determination and be able to persevere in the face of difficulties and setbacks; it also requires entrepreneurs to have profound professional knowledge. be able to scientifically analyze and grasp entrepreneurial opportunities.

Under the dual influence of the development of economics and social system, the analysis and research of entrepreneurial opportunities is particularly important. It can not only help us better understand the nature and laws of entrepreneurship, but also provide us with guiding opinions and suggestions to help us move forward more steadily on the road of entrepreneurship.

In the future, with the continuous progress of technology and the continuous development of society, entrepreneurial opportunities will show a more diversified trend. We believe that under the joint promotion of the development of economics and social system, more and more entrepreneurs and innovators will emerge to contribute to the prosperity and development of the world.

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