

# Analysis of influencing factors of College Students' Entrepreneurship

Xue Yingzhen<sup>1, a</sup>

<sup>1</sup> Xi'an International University, Business school, Xi'an, Shaanxi ,China, 70077

<sup>a</sup>xueyingzhen@xaiu.edu.cn

**Keywords:** college students' entrepreneurship, present situation, influencing factors.

**Abstract.** College students entrepreneurship has become a trend, the government and the community are actively promoting, but also the emergence of a number of successful cases. The factors which influence on College Students' Entrepreneurship in China's present situation analysis, is not difficult to see the external positive factors of entrepreneurial success cannot do without the government, schools, society and other aspects of funding, but students to entrepreneurial success, their own factors in business success plays a decisive role, so the students to entrepreneurial success, we must strengthen the learning, seriously study the industry knowledge, management knowledge, understanding of industry and commerce, taxation, banking and business related business knowledge. Must strengthen the psychological quality, improve their psychological quality, enhance the ability to deal with setbacks. Under the influence of internal factors, college students should learn how to make use of external factors, such as government factors, financial factors, school factors, social factors and so on.

## Introduction

Many research results about the success of university students, mostly concentrated in the macro research business model, legal risk and prevention and other aspects of the localization, the project will use all the chips on the factors affecting the entrepreneurship of college students from the perspective of research methods of correlation analysis, commonly used in statistics clustering analysis and Logit regression analysis of mathematical statistics. To provide a theoretical support for the use of the public to raise the students' entrepreneurship means, but also provide a theoretical reference for the government.

## Research Status

### 1.Current research situation in China

Foreign scholars on entrepreneurship and the public to start from the perspective of entrepreneurship started earlier, the results are more, mainly in the following areas:

#### (1) entrepreneurship and financing

From the perspective of enterprise life cycle, think the entrepreneurial process will experience before the start stage, starting stage, early growth stage and late growth stage, before the start of the stage, entrepreneurs should do the business plan and preparatory work, including raising capital and create enterprise work (Holt, 1992). That has a strong influence of external environment on the survival and growth of start-ups, entrepreneurial environment including venture capital support and financial support, social and economic conditions, policies and regulations (Gnyawali&Fogel, 1994).

#### (2) the factors affecting the public raising projects

On the Kickstarter platform more than 48600 projects to raise the public research, found that personal social network, the project quality and raise the success, location, type of project and also the successful financing related (Mollick, 2014). Selection of sponsors and participants Kickstarter, RocketHub, IndieGoGo platform of semi-structured interviews found that the financing, establish contact and gaining recognition and enlarging the cognition, copying successful mode is the main motive for sponsors of the participation of the congregation raised (Elizabeth, 2012).

## **2. Research status in other countries**

### **(1) entrepreneurship and financing**

About entrepreneurship and finance achievements more, think entrepreneurship is a process that entrepreneurs combined with the external environment, it is a chance to question as the core, with the goal of entrepreneurship oriented, and by inference and jointly promote entrepreneurship entrepreneurial action, its essence lies in the innovation (Cao Zhiran, 2008). It is proposed that the formation of enterprise resources and capabilities is undoubtedly the basic goal of entrepreneurship, from the two aspects of endogenous financing and external financing (Li Litao, Miao Shujuan, 2010, (2004; and so on). Put forward the public can be a good solution to small and micro economies and the initial financing of entrepreneurs (Sun Yongxiang, 2014; Li Jianjun, 2014), etc..

### **(2) the impact factors of public projects**

According to the signal based on the theory of "influencing factors we voted website data analysis project to raise public equity financing performance, research shows that the project dynamic update times, project valuation, the number of employees, the number of shareholders is significant (Zheng Haichao, 2015). The time named "project to raise public research, explore the factors affecting the domestic public to raise the success of the project, the project found that the industry, return, the amount of financing, the number of target announcement and other factors on the successful financing effect (Chen Liang, 2015), innovation and entrepreneurial environment to raise the public factors affect the success or failure of the project (Chen Yujie, 2015).

### **(3) from the perspective of public college students entrepreneurship**

For more research on college students entrepreneurship, but for all the chips from the perspective of college students entrepreneurship, analysis of financing of college students entrepreneurial effectiveness and necessity (Ma Jian, 2015), to the success of university students "soft power" to do the analysis (Huang Zengrui, 2015), from the aspects of their own the government and the financing factors such as the analysis of College Students Entrepreneurship (Li Wentao, 2014), cooperation on College Students' entrepreneurial success factors were studied by using the Sahlman model (superasia, 2013), for business students to study other aspects (Liu Xingbin, 2010); Wang Yumei et al., 2011); Huang Yanqin, 2011).

In summary, the present domestic and foreign research results mainly from the entrepreneurial motivation and raise public financing, and affect the project success factors and other aspects of entrepreneurship, and raise the herd from the perspective of influence on College Students' entrepreneurial factors research is very few, this project will use the method of mathematical statistics, conducts the research to raise public influence on College Students Entrepreneurship from the perspective of theory, the results provide a theoretical reference for college students' entrepreneurship.

## **Influencing factors of College Students' Entrepreneurship**

With the popularization of higher education in China gradually, college admission rate also increased year by year, in recent years, the State Council and the Ministry of education to encourage college students independent venture, in the "mass innovation, innovation" tide, more and more college students into the entrepreneurial ranks. Of course, not all entrepreneurs can be successful, but also a part of the entrepreneurial failure, the following analysis of the factors affecting college students entrepreneurship.

### **1. self factors**

Any person doing many things will be affected by their own factors, especially in the current context of China's education popularization, especially the quality of private college students more and more low, so they start to become increasingly difficult, this is because its power factor is a key factor in Entrepreneurship into college students. On the one hand, it is determined by the level of College Students' knowledge learning. College students have received college education, which is the leading group of the new technology and new ideas of the society, and the advanced talents of the country. Entrepreneurship is a complex and arduous process, it requires a high level of the overall quality of entrepreneurs, especially for entrepreneurs with a reasonable knowledge structure. Have

certain management knowledge, business, tax, investment, legal knowledge, entrepreneurial knowledge and professional knowledge. College students during the school to learn about these knowledge. At the same time, college students generally have more understanding of things, to accept new things quickly, some of the things one, learning knowledge ability, easy to accept new things, to ensure the entrepreneurial success of providing intellectual. Two is their own entrepreneurial quality. Entrepreneurship is a difficult and difficult process, the need for self-reliance, self-improvement, enterprising, will, innovation and the spirit of quality. According to the survey, more than 70% of college students in today's college students have entrepreneurial preparation, we can see that college students at the beginning of the business to do a good job of psychological preparation. Three is the entrepreneurial spirit. Entrepreneurial knowledge, ability, literacy is very important, but entrepreneurial awareness and entrepreneurial spirit is essential. College students are a group of vigor and vitality, they have entrepreneurial passion, innovative courage and wisdom. They have the spirit of a newborn calf. They are not afraid of failure. College students have their own basic elements. College students have their own knowledge, quality and spirit of entrepreneurship is the internal cause of success, is one of the key factors of entrepreneurial success [1].

## **2 school factors**

Colleges and universities should constantly reform the teaching concept, change the teaching ideas, pay attention to practice, and realize the combination of school and enterprise. In addition to the creation of (1 ~ 3) online entrepreneurship elective courses, the basic theory of knowledge and skills to teach college students, colleagues should further strengthen the entrepreneurial training, enhance the entrepreneurial ability of College students. For example: Hangzhou Normal University and Alibaba group co founded the Hangzhou Normal University Alibaba business school, the school hired well-known domestic and foreign experts, scholars and entrepreneurs as teachers, and provide online business practice platform for students, improve students entrepreneurial ability further. At the same time, colleges and universities can also cooperate with the local small and medium-sized enterprises, to promote the development of e-commerce projects, and provide an appropriate platform for the development of online business practice, and enterprise convergence [2].

## **3 government factors**

It is necessary for college students to start their own business, which is also advocated by our government. In order to ease the employment pressure of college students, governments at all levels and departments from the last century in 90s began to introduce preferential policies to support and help college students entrepreneurship. In 2000 the State Education Commission issued a policy, college students, graduate students can suspend school. 2003 the State Council issued a notice to actively encourage college graduates to start their own business. College graduates engaged in self-employed, various administrative fees within one year from the Department of industry and commerce registration class. The State Administration of personnel and the introduction of policies for the entrepreneurial students free custody of personnel files for 2 years and provide free recruitment advertising and other services. Since 2011, the tax department provides 3 yuan per year for the college students to limit the business tax, personal income tax relief of \$8000 per household. In the process of College Students' entrepreneurship, the government's support for entrepreneurship, entrepreneurship training, business tax, loans and other policies in the process of entrepreneurship has played a role in reducing the resistance and escorting the University students. Government factors become one of the key factors for the success of college students [1].

## **4 government factors**

The government as an important force to promote college students' online entrepreneurship, it is very important for college students to give preferential support online. Can improve the entrepreneurial passion of college students, promote the employment of college students, to achieve the goal of promoting employment. The government policy support not just limited to the "file" level, needs to be implemented, the major commercial banks need to strengthen the college students' Entrepreneurship loan support, you can set up a special credit institutions if necessary, provide special business loans for the online business, to solve the capital shortage problem [3].

## **5 funding factors**

Capital is the blood of the enterprise, college students can not do without funds, in terms of funding, the government, the community of college students in the capital policy and financing channels to give a lot of support. First, the financial policy. One can't make bricks without straw, no money, it is a good idea to translate into practical productive forces. Data show that in a survey of college students with entrepreneurial intentions, more than 40% of college students believe that the capital is the key factor affecting college students entrepreneurship". College students have not just entered the society, its own funds are extremely limited. At present, all levels of governments at all levels in order to support and encourage college students to start a business in the implementation of a variety of preferential policies. For example, Beijing college students to provide the highest loan amount of 500 thousand yuan, and give discount. Qingdao college students to provide the highest loan 50 thousand yuan. Two and above the team can provide loans to start the business of \$200 thousand, while providing full discount for the provisions of the project. Two is the capital channel. At present, more and more channels for venture capital in addition to college students, through self financing, bank loans, but also through government support funds, venture capital funds, venture capital funds and other ways to achieve the purpose of financing. With the increase of financing channels, the difficulties in the initial stage of College Students' financing are solved.

### **Conclusion:**

At present, China's college students entrepreneurship has become a trend, the government and the community are actively promoting, but also the emergence of a number of successful cases. Through careful analysis of our summary, we can see the external positive factors of entrepreneurial success cannot do without the government, schools, society and other aspects of funding, but students to entrepreneurial success, their own factors, namely the internal cause is the key factors in the. Internal factors play a decisive role in business success, so students to entrepreneurial success, must strengthen learning, to seriously study the industry knowledge, management knowledge, understanding of industry and commerce, taxation, banking and business related business knowledge. [1]Must strengthen the psychological quality, improve their psychological quality, enhance the ability to deal with setbacks. In the role of internal factors, college students also learn to use external factors such as government factors, financial factors, school factors, the integration of various resources, to achieve the best, to provide help for their own business. In a word, it is necessary to establish the success factors of college students, such as their own factors, social factors, government factors, school factors and financial factors.

### **Acknowledgment**

1.Natural science foundation research project Funded by Shaanxi province (Program NO: 2016JM1036).

2. 2016 Educational Planning Program of Shaanxi province(From the perspective of the public to raise the influence factors and Countermeasures of college students, Program NO: SGH16H292)

### **References**

[1] Li Wentao. Study on the key factors of College Students' entrepreneurial success. Cooperative economy and science and technology, 9 (2014): 55-56.

[2] Zhang Li, Ren gang. A preliminary study of online entrepreneurship for college students [J]. Fujian computer, 9 (2012): 134-137..

[3] Wang Yumei, Xiang Wang, Wang Kun. An analysis of key success factors of College Students' entrepreneurship. Theory of science, 8 (2011): 130-131.

[4] Xiao Lihui. Key factors analysis and Countermeasures of college students online business success. Business, 8 (2014): 244