

Study on Evaluation System and Path Optimization of Entrepreneurial Poverty Alleviation Policy

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Abstract. Entrepreneurial activity is an important source of economic growth. Currently, alleviating poverty through starting a business is a widely applied mode and has far-reaching practical significance for solving social problems and benefiting economic development in impoverished areas. In both domestic and foreign documents, there has already been in-depth studies on entrepreneurial poverty alleviation policy from the aspects of empirical mode, implementation plan and policy mechanism. However, the evaluation system and path optimization of this policy still lack systematic theoretical framework and analytical research. Therefore, the evaluation index system of this policy and its effects can be refined from the perspective of entrepreneurial orientation, entrepreneurial awareness and entrepreneurial economy. Based on this logical framework and SPSS data analysis tools, this paper evaluates and analyzes the effect of entrepreneurial poverty alleviation policy in Qichun County, Hubei Province, summarizes the practical difficulties in its implementing process as well as exploring the path optimization of this policy

Introduction

At present, poverty is still common in our country. Poverty alleviation policy is conducive to developing the backward economy and guaranteeing the insecure livelihood of the residents in poor areas [1]. Entrepreneurship for poverty alleviation is an important measure for advancing the targeted poverty alleviation and meeting its strategic requirements. We must affirm the efforts and achievements made by international organizations and all the governments in reducing poverty. However, traditional ways of poverty alleviation, such as national policies, cash subsidies and charities, are becoming more and more incapable to solve the problem of poverty [2]. Instead, spontaneous business activities of entrepreneurial organizations are now an important way to solve this problem, and furthermore, to create a peaceful and harmonious society [3].

Entrepreneurial activity is an important source of economic growth[4]. Currently, alleviating poverty through starting a business has become one common mode that is applied in a wide range[5]. The policy that establishing an entrepreneurial poverty alleviation mechanism through stimulating the creativity and initiative of residents in impoverished areas has far-reaching practical significance for solving social problems and benefiting economic development in impoverished areas.[6]

The Effect Evaluation System of Entrepreneurial Poverty Alleviation Policy

The theoretical Basis for Effect Evaluation of Entrepreneurial Poverty Alleviation Policy.

Entrepreneurial orientation has five main dimensions: innovation, risk-taking, forward-looking, pro-competitive and autonomy. The positive role of innovation, risk-taking and competition is strengthened in entrepreneurial poverty alleviation policy. First of all, knowledge about capital and technology in entrepreneurial poverty alleviation policy has effectively improved the entrepreneur's self-awareness of entrepreneurship as well as the ability of technological innovation. Thereby, the policy increases the innovation intensity in entrepreneurial orientation and encourages enterprises, through systematic and purposeful innovation, to empower resources with new capabilities, change

the output value of resources, create new consumption needs or distinctive products, and ultimately create more profits. Second, entrepreneurial poverty alleviation policy makes up the negative effects on entrepreneurs from the risk-taking dimension in entrepreneurial orientation policy can change entrepreneurs' attitude and awareness toward their business, and also helps to reduce entrepreneurs' fear of failure and risk taking. Finally, entrepreneurial poverty alleviation policy can help entrepreneurs improve their awareness of innovation, guide the enterprises forward, set up appropriate risk defense mechanism and competition mechanism [7].

Key areas of entrepreneurial cognition research include entrepreneurial intentions, cognitive heuristic research, entrepreneurial cognitive bias, self-efficacy and intrinsic motivation, etc. Entrepreneurial poverty alleviation policy defines the entrepreneurial intention in entrepreneurial cognition. Its support in terms of capital and technology can provide entrepreneurs with a clear understanding of their own entrepreneurial purposes and give them financial and technical support, and more importantly, the confidence to put entrepreneurial intentions into practice [8]. At the same time, the stability, consistency, continuity and tightness of this policy corresponds to many positive factors in two classic theories, namely, entrepreneurial event model and planned behavior theory. During the process of entrepreneurial training provided by this policy, entrepreneurs' self-awareness of entrepreneurial level, ability of technological innovation as well as entrepreneurial thinking can all be effectively strengthened and improved. This style of decision-making is conducive to enabling entrepreneurs to make innovative results, create new products, and thereby enhance the economic efficiency of enterprises in order to achieve poverty alleviation.

The entrepreneurial economy is an important factor in boosting the local economy. The resource and endowment-led cultivation model of the entrepreneurial economy can make full use of regional resource and endowments to create higher level of productivity and at the same time, to provide the opportunities, resources and environment for the development of regional entrepreneurial economy [9]. Abundant resources are a kind of potential wealth that can effectively improve the entrepreneurial activity index and can be converted into capital in the process of starting a business. Thus, it requires certain pertinence for the corresponding entrepreneurial poverty alleviation policies, which should be formulated based on the specific advantages of specific poverty alleviation areas with targeted measures being taken.

Entrepreneurial Alleviation Policy and Its Effect Evaluation Index System. The goal of poverty alleviation policy and its effect evaluation system is conducting scientific, objective and fair measurement, comparison and comprehensive evaluation on the economic performance, efficiency, effectiveness and fairness of this policy in its implementation process and its final effects, based on the anticipation and adopting scientific and normative evaluating methods and criteria. This paper puts forward the effect evaluation and optimization theory of this policy through the theoretical analysis from the aspects of entrepreneurial orientation, entrepreneurial awareness, entrepreneurial economy and entrepreneurial network. On this basis, we have drawn out the evaluation index system of the poverty alleviation policy and its effect, as showing in Table 1.

Table 1 Poverty alleviation policy and its effect evaluation index system

Poverty Alleviation Policy	Characteristics	Stability
		Consistency
		Continuity
		Tightness
	Effects	Range effect
		Trigger effect
		Multiplier effect
		Strengthening effect
	Theme	Financing and other related polices
		Legal protection
		Market opening up
		Achievements conversion
		Education and Culture
Effects of Poverty Alleviation Policy	Entrepreneurial Attitudes and Perceptions	Individual Perceptions
		Entrepreneurial Will
		National Attitudes
	Entrepreneurial Activity Index	Personal driving force
		The proportion of existing businesses in the economy
		Entrepreneurial Activities
		Business terminal
	Business Ambitions	entrepreneurs expect employment growth
		Innovative level of self-awareness
		Self-awareness of sustainability
	Happiness in Entrepreneurship	Subjective Well-being
		Job Satisfaction
		Work-life balanced satisfactio

Difficulties in Implementation of Entrepreneurial Poverty Alleviation Policy

Based on the above evaluation system, the author conducted a field survey of Qichun County in Hubei Province. By means of questionnaires and interviews, the author made research and analysis on the implementation effect of the local entrepreneurial poverty alleviation policies, and summarized the following issues:

Entrepreneurial Poverty Alleviation Policy Which Lacks National Top Design Needs Improvement. On the one hand, the existing entrepreneurial poverty alleviation policies in our country still need to be improved. There is no tracking and feedback mechanism during the implementation process of the entrepreneurial poverty alleviation policies. At present, some local governments do not have enough publicity and enforcement, making it difficult for entrepreneurs to truly feel the preferential support given by the poverty alleviation policy. On the other hand, although our country has promulgated many poverty alleviation programs, the trinity model of the poverty alleviation and development, respectively, special poverty alleviation, industrial poverty alleviation and social poverty alleviation, is still the dominant one in poverty alleviation planning [10], and the entrepreneurial mode has not yet been written into the national poverty alleviation strategy. The great difficulty for them to start a business has a serious impact on their entrepreneurial enthusiasm. A standardized and rapid development in poor areas will be achievable if the local establishment of businesses could be strongly supported by national policy of poverty alleviation. Entrepreneurship-oriented poverty alleviation will transform “blood transfusion”, the short-term poverty alleviation, into “hematopoietic”, the continuous and innovative one [11].

Poor Communication and Ineffective Resource Allocation in Entrepreneurial Poverty

Alleviation Policy. Due to the scattered distribution of poor people, the complexity of entrepreneurial entities and the diversification of entrepreneurial types, it is easy for poor communication existing between departments, policy makers and beneficiaries, which resulting a dilemma for the government's management in poverty alleviation. It will not only increase the administrative costs of the government, reduce the efficiency of poverty alleviation, but also will easily lead to "leaky barrel effect", that is, in the use and allocation of poverty alleviation resources, the more transit levels are, the more resource will be wasted or abused and also, the more benefits will be exposed, leading to the breeding of corruption.

No Support and Environment Guarantee of Entrepreneurial Poverty Alleviation Policy.

Entrepreneurs' motivation comes from, on the one hand, their own accumulated resources; on the other hand, a good external support for their entrepreneurial activities. Currently, entrepreneurs in the entrepreneurial process are influenced mainly by their own ability and the market, while with less support from the preferential poverty alleviation policies. In the survey, the author investigated how the entrepreneurs in Hunchun, Hubei Province have enjoyed the government's entrepreneurial poverty alleviation policies, which can be shown in Table 2. Only 31 out of 168 entrepreneurs have enjoyed the support of the policies, accounting for 18.5% of the valid samples. The result shows that most entrepreneurs rely mainly on their own capital to start their businesses, and they bear huge risks. In the questionnaires and field test of entrepreneurs in Hunchun, the statistical results of "the main reasons for the entrepreneurial failure of yourself or people around you (multiple choice)" are shown in Table 3. The sequence of the percentages of valid cases shows that the main reasons for business failure is the lack of venture capital, market competitiveness, technology and smooth communication channels. Therefore, the government should formulate targeted assisting strategies to create a good external environment and reduce the risk faced by entrepreneurs.

Table 2 Whether you have enjoyed the government's entrepreneurial poverty alleviation policies (n=168)

		frequency	Percentage[%]	Valid percentage[%]	Cumulative percentage[%]
Valid	No	137	81.5	81.5	81.5
	yes	31	18.5	18.5	100.0
	total	168	100.0	100.0	

Table 3 The main reasons for the entrepreneurial failure of yourself or people around you(n=168)

	Response		The percentage of cases [%]
	N	percentage [%]	
The project is not good	24	4.3	14.3
The lack of talents	18	3.2	10.7
Fierce market competition	114	20.4	67.9
The lack of funds	138	24.8	82.1
The lack of technologies	96	17.2	57.1
The lack of management experience	66	11.8	39.3
Information blockade	90	16.1	53.6
Natural disasters	12	2.2	7.1
Total	558	100.0	332.1

Discussion on the Path Optimization of Entrepreneurial Poverty alleviation policy

Establish and Improve the Tracking and Feedback Mechanism for the Implementation of the Policy on Entrepreneurship for Poverty Alleviation, and Ensure the Regulated Development of Entrepreneurship for Poverty Alleviation. In the process of implementing the entrepreneurial

poverty alleviation policies in poor areas, we should establish a good tracking and feedback mechanism, pay attention to the changes in entrepreneurial needs and entrepreneurial developments, and promulgate relevant policies conducive to achieve entrepreneurial intentions. In the survey of entrepreneurs in Hunchun County in Hubei Province, the statistical results of "What kind of poverty alleviation policy do you want the government departments to promulgate (Multiple Choice)" are shown in Table 4. The percentages of effective cases are sorted from high to low, showing that the supporting facilities for entrepreneurship, venture financing, venture risk aversion and training services are the major needs of entrepreneurs. The government should improve related policies and the tracking and feedback mechanism, so as to realize the dynamic management of entrepreneurship for poverty alleviation and ensure the regulated development of entrepreneurship for poverty alleviation.

Table 4 What kind of poverty alleviation policy do you want the government departments to promulgate(n=168)

	response		The percentage of cases[%]
	N	Percentage[%]	
Establish entrepreneurship poverty alleviation base which provides supporting infrastructure and management guidance institutions	138	17.8	82.1
Provide free training services	90	11.6	53.6
Provide financial subsidies	132	17.1	78.6
Set up a fund for poverty alleviation	120	15.5	71.4
Provide convenient channels and specific provisions for business registration and tax collection of entrepreneurship for poverty alleviation	42	5.4	25.0
Set up a venture subsidy fund for poverty alleviation	108	14.0	64.3
The government sets up a service agency dedicated to entrepreneurship for poverty alleviation	66	8.5	39.3
Provide special microcredit	78	10.1	46.2
Total	774	100.0	460.5

Strengthen the Cross-sectoral Coordinative Mechanism for the Implementation of Poverty Alleviation Policies and Ensure the Efficient Development of Entrepreneurship for Poverty Alleviation. The Government should strengthen the cross-sectoral coordination mechanism for entrepreneurship poverty alleviation policies and improve the efficiency of resource allocation. At the same time, the responsibility list and the task completion plan for entrepreneurship for poverty alleviation should be formulated to prevent duplication or leakage of poverty alleviation tasks, clarify the order of tasks and responsibilities, and control the process of the plan scientifically so as to avoid the buck-passing phenomenon [12]. In addition, "the leaky barrel effect" should also be prevented in the process of the implementation of poverty alleviation policies, the key points and guiding principles in entrepreneurship for poverty alleviation should be clarified, the flow and actual utility of poverty alleviation resources should be under strict control. Consequently, the inefficient use of poverty alleviation resources and corruption will be avoided and the effect of the allocation of poverty alleviation resources and utilization of funds will be improved.

Optimize the External Supporting Conditions and Soft Environment for the Implementation of Poverty Alleviation Policies and Ensure the Sustainable Development of Entrepreneurship for Poverty Alleviation. The willingness to start a business cannot be separated from not only the resources accumulated by the entrepreneurs themselves, but also the supporting system such as the technical support and external funds, and the soft environment of innovation and entrepreneurship culture [12]. At present, entrepreneurs in poor areas generally face financial, experiential and technical problems, making it difficult for them to have strong market

competitiveness and survive in the society in the long term. Therefore, the government should establish a supporting system for venture capital, including setting up a fund for starting a business to reduce poverty, providing financial subsidies and preferential tax treatments, and establishing a poverty alleviation mechanism through a series of poverty alleviation policies so as to develop a differentiated and targeted strategy and conduct targeted management of the program and implementation of entrepreneurial poverty alleviation policies [13]. In terms of cultivating a soft culture environment for innovation and entrepreneurship, the government should strengthen the belief of entrepreneurship, help entrepreneurs in impoverished areas get out of psychological poverty, improve the degree of corporate autonomy and gradually get rid of dependence on the policy, forming a multi-complex, cooperative and interactive, cooperative and co-governing poverty alleviation governance system.

Summary

Based on the theoretical perspectives of entrepreneurial orientation, entrepreneurial awareness and entrepreneurial economy, this study designs the entrepreneurial poverty alleviation policy and the evaluation system for the effect of its implementation comprehensively and systematically, from the perspectives of characteristics, effects, themes, entrepreneurial attitude and perception, entrepreneurial activity index, entrepreneurial ambition and entrepreneurial well-being. On account of this logical framework and using SPSS to evaluate the effect of poverty alleviation policies in some poor counties in Hubei Province, the current difficulties poverty alleviation faced with in entrepreneurship are summarized. Therefore, it is necessary to improve the efficiency of entrepreneurial poverty alleviation, match up poverty alleviation projects accurately according to the characteristics of different regions, and use the funds properly and scientifically to support poverty alleviation for entrepreneurship in order to guarantee its sustainable development.

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