

# Review and Prospect of Female Entrepreneurship Incubation in the New Ecological Environment of Innovation and Entrepreneurship

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**Abstract:** Today, supply side reform continues to deepen and promote high-quality economic development. The information industry, with its advantages in high-tech and environmental protection, adapts to the wave of industrial upgrading triggered by supply side reform and has a strong development momentum. At the same time, with the development of the knowledge economy, innovative teaching has been introduced into Chinese university education to cultivate comprehensively developed scientific and technological talents. This article starts with an analysis of female college students' innovation and entrepreneurship practices, based on surveys and interviews, and seeks improvement paths from the perspective of building an innovation and entrepreneurship ecological environment.

**Keywords:** female college students; The entire ecosystem of innovation and entrepreneurship; Innovation and entrepreneurship education system

## 1.Introduction

### 1.1 Research status at home and abroad

With the development of society, the utilization of resources and environment is severely unreasonable, which affects the quality and efficiency of economic development. In innovation and entrepreneurship, female talents attract attention due to their unique gender advantages. According to a survey, in relevant fields, the proportion of female entrepreneurial talents has been increasing year by year, and the advantages of female entrepreneurship continue to improve. Studying their innovation and entrepreneurship paths to provide effective and targeted solutions has guiding significance and practical value.

With the rise of the global wave of innovation and entrepreneurship (hereinafter referred to as "innovation and entrepreneurship"), countries are paying particular attention to the education of values in innovation and entrepreneurship. Developed countries such as the United States, the United Kingdom, and Japan have long recognized the importance of innovation in teaching and have taken a series of measures. The United States attaches great importance to the education of "American values". In recent years, more attention has been paid to the implicit and explicit education of innovation and entrepreneurship values. Through celebrating various traditional festivals, organizing patriotic education activities, and other channels, values are integrated into innovation and entrepreneurship general and professional education. Since 2010, Germany, the United Kingdom, and France have respectively strengthened their own education on entrepreneurship and innovation values through curriculum teaching, community organizations, and student affairs service institutions. In 2006, Japan provided protection for cultural values through legislation and implemented various measures to educate people on the values of entrepreneurship and innovation.

At present, research on the values of innovation and entrepreneurship in foreign countries mostly focuses on the macro level, while in China, with the deepening of practice, the academic community has re-examined the era connotation of innovation and entrepreneurship, and realized that the lack of education on the values of innovation and entrepreneurship is the true crux of many problems in innovation and entrepreneurship today. The purpose of entrepreneurship and innovation education in China is to cultivate students' entrepreneurial abilities through social observation, design entrepreneurial plans, and serve social development. For this reason, domestic scholars propose to define the connotation of the values of entrepreneurship and entrepreneurship based on three dimensions: entrepreneurial value goals, entrepreneurial value means, and entrepreneurial value evaluation. At the same time, it is pointed out that the root cause of cultivating innovation and entrepreneurship among college students in universities is to pay more attention to the social value of student projects, and to examine students' ability and level to understand the current social situation, pay attention to social livelihood, and solve social problems.

### 1.2 Research Targets

This study selected some female college students from Shandong Province as the research subjects, obtained the necessary data through a survey questionnaire for statistical analysis, analyzed the specific factors that affect female college students' entrepreneurship, and considered corresponding effective measures to promote female college students' entrepreneurship and the transformation of innovation and entrepreneurship achievements, and proposed corresponding solutions to help entrepreneurs create a reasonable entrepreneurial ecosystem.

### 1.3 Research Content and Methods

The research content of this paper includes: paying attention to the gender perspective in female subject education and unleashing the human capital dividend of IT female college students; Deepen financing channels such as women's funds and improve risk assessment mechanisms; Explore high-quality female entrepreneurial culture and promote cultural value resources such as the spirit of female entrepreneurs; Provide relevant supporting services and platforms for innovation and entrepreneurship both online and offline; Take the entrepreneurship base of Shandong Women's College as a starting point to conduct market preliminary research.

The research process can be roughly divided into three stages:

Phase 1: Data search. The author actively learns theoretical knowledge about innovation and entrepreneurship and understands the latest policies of the country, and obtains sample data from relevant universities through distributing questionnaires, visiting and exchanging information.

Phase 2: Analyze relevant data and form a phased report. We will start to conduct statistical analysis on the obtained data from three aspects: women's attitudes towards entrepreneurship, government policies related to women's entrepreneurship, and society's tolerance towards women's entrepreneurship.

Stage 3: Prepare a report and summarize it. Summarize and quantify the previous research results to form the final research report.

## 2. Result Analysis

In recent years, mass entrepreneurship and innovation have continued to deepen, and the vast majority of people have actively invested in innovation and entrepreneurship. Contemporary college students are a shining team among them, and female college students have also become a beautiful scenery in the team. The following is the relevant statistics obtained from a survey conducted by Shandong Women's College on innovation and entrepreneurship among female college students:

### 2.1 Research on Current Situation of Entrepreneurial Ecology of Female College Students

Regarding the innovation and entrepreneurship of female college students, I understand that contemporary female college students still face difficulties in entrepreneurship. For the topic of innovation and entrepreneurship, it is a hot topic among people today. The survey results show that 72.25% of people support entrepreneurship and feel that it has a positive impact on society. 15.61% believe that there is high risk and lack of social practice experience, and it is not easy. Only 0.58% believe that they should choose a stable and reliable job. Overall analysis shows that the vast majority of female college students hold a supportive attitude towards innovation and entrepreneurship, but there are also some who feel that entrepreneurship is not easy and risky, and college students lacking social experience will face some difficulties. Faced with this entrepreneurial situation, schools should strengthen guidance and education in innovation and entrepreneurship, and actively promote the development of new driving forces.

### 2.2 Investigation and Research on the Status of Double Entrepreneurship among Female College Students

In order to enhance the enthusiasm of contemporary college students for learning professional knowledge, enhance their experimental skills and innovative abilities, further improve the quality of talent cultivation, and enhance their innovation and entrepreneurship abilities, the innovation and entrepreneurship subject competition activities are in full swing. Overall analysis shows that the vast majority of college students have participated in innovation and entrepreneurship competitions and achieved good results, but have not yet implemented the results of the competitions. Some college students are still in the research process, and only a small number of college students have already implemented the results of the competitions.

Entrepreneurship incubation bases are platforms established by various universities to enhance innovation and entrepreneurship among college students, encouraging contemporary college students to actively participate in innovation and entrepreneurship. Various universities have successively established entrepreneurship incubation bases in their schools. However, according to the survey, there are still some problems with entrepreneurship incubation bases: contemporary college student entrepreneurship incubation bases require government assistance, and some college students are not familiar with the series of policies issued by the country and the government; The lack of entrepreneurial funds has led many college students to give up the idea of entrepreneurship. Some schools lack the cultivation of innovative thinking; Imperfect entrepreneurial bases in some universities, etc.

### 2.3 Effectiveness analysis of entrepreneurial factors of female college students

Regarding the entrepreneurship of female college students, the relevant survey is as follows. Most people believe that the resistance to entrepreneurship for female college students lies in their majors, such as funding, experience, thinking, etc. There are also many people who believe that the market is changing rapidly and it is difficult to find a clear direction. The actual situation faced by entrepreneurship, as well as the significant gap between school learning, have become the current resistance for female college students to entrepreneurship.

## 3. Conclusion and Prospect

This article conducts research on the construction of an innovation and entrepreneurship ecosystem for female college students under the background of the transformation of new and old driving forces in Shandong Province. The main conclusions are as follows: Strengthen the endogenous driving force of innovation and entrepreneurship, and build a healthy ecological environment. To build an innovation and entrepreneurship ecosystem for female college students in the context of the transformation of old and new driving forces, the primary goal is to stimulate women's confidence in innovation and entrepreneurship, especially among female college students. We need to build a positive entrepreneurial environment suitable for entrepreneurship in all aspects, in order to promote the emergence of new technologies, industries, formats, and models, in order to build a good innovation and entrepreneurship ecosystem for female college students. We need to provide a systematic open platform for innovative engineering practice, especially to create an innovative education platform and process chain for teaching, learning, training, competition, and examination, promoting teaching through scientific research. A systematic open platform greatly promotes the innovation enthusiasm of college students, and an integrated process chain greatly protects the transformation and promotion of innovative achievements; Building a complete ecosystem for innovation and entrepreneurship among female college students. To build a good innovation and entrepreneurship ecosystem for female college students, on the one hand, it is necessary to continue to increase relevant investment. Policies and funds play a decisive role for innovation and entrepreneurship, and only

a sound funding system can generate greater attraction for female college students who are still in the ideological stage. On the other hand, it is necessary to continue to balance the existing resources of universities. Only by fully utilizing the funds, facilities, manpower, policies and other resources of universities can we efficiently build a complete innovation and entrepreneurship ecosystem for female college students; Following the psychological characteristics of women's entrepreneurship, cultivate high-quality innovation and entrepreneurship leading women. The prerequisite for building a good innovation and entrepreneurship ecosystem for female college students is to have high-quality innovation and entrepreneurship talents to lead the construction and improvement of the entrepreneurship ecosystem. Innovation and entrepreneurship talents are the leaders in innovation and entrepreneurship education, accelerating the further transformation of innovation and entrepreneurship achievements, and assisting in the implementation of innovation and entrepreneurship projects. On the one hand, innovative talents rely on the independent cultivation of various universities, and on the other hand, they require external introduction. The prerequisite for cultivation and introduction depends on the level of development of the local innovation and entrepreneurship environment; Strengthen the education and ability cultivation of female college students' innovation and entrepreneurship psychology, and actively promote the spirit of female entrepreneurs. In the statistical analysis of innovation and entrepreneurship among female college students, only a minority of contemporary female college students choose to start their own businesses. Therefore, schools should strengthen the cultivation of professional knowledge in innovation and entrepreneurship, carry out practical courses in innovation and entrepreneurship, and promote typical female entrepreneur deeds to female college students to enhance their enthusiasm for innovation and entrepreneurship. We can rely on various channels such as local women's federations to hire professionals with successful experience in innovation and entrepreneurship as off campus entrepreneurship mentors, to jointly assist female college students in innovation and entrepreneurship education.

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