

Analysis on the Difficulties and Causes of Contemporary College Students' Entrepreneurship——Taking a University in Shandong Province as an Example

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Abstract: In the post epidemic era, college students' entrepreneurship has become an important means to alleviate the employment pressure. At present, Chinese college students still face the problems of relatively low entrepreneurship rate, low success rate and low innovation level. On the basis of understanding the plight of College Students' entrepreneurship, this study further analyzes the reasons, and tries to put forward countermeasures from five aspects: policy, society, school, family and college students themselves.

Keywords: New Era; College Student; Entrepreneurship

1. Raising questions

In the post epidemic era, affected by the growth in the number of college students and the changes in the market environment, the employment market tends to be saturated and there is an urgent need to develop new employment fields. Therefore, the importance of College Students' entrepreneurship has increased. With the continuous development of entrepreneurship level, the entrepreneurship development situation of college students in China is improving, but there are still some deficiencies compared with other countries.

At present, the focus of academic research on College Students' entrepreneurship is different, Some studies focus on the current situation of College Students' entrepreneurship. Wang (2020) pointed out that compared with developed countries, China's entrepreneurship system is not sound enough, and college students' Entrepreneurship needs the support of capital, technology, market contacts and other aspects.^[1] However, college students' entrepreneurship has also developed in recent years. Lei (2020) said that under the new situation, the enthusiasm for innovation and Entrepreneurship of college students in China has increased. In addition, the continuous deepening of education reform and the continuous exploration of innovation and entrepreneurship training mode have led to the comprehensive improvement of innovation and entrepreneurship curriculum system, assessment mechanism, rewards and punishment measures in Colleges and universities at this stage.^[2] Based on the research on the current situation, Li (2020) pointed out that entrepreneurship education in schools not only lags behind, but also becomes formalized.^[3] In the aspect of entrepreneurship education, by comparing the development of entrepreneurship education in universities at home and abroad, we can find the current situation and problems of entrepreneurship education in China. Guo(2008) pointed out that some developed countries have formed a relatively complete support system for entrepreneurship and entrepreneurship education.^[4] The UK provides bond start-up funds, while Singapore focuses on entrepreneurship education. Compared with China, entrepreneurship education for college students is still in its infancy, and entrepreneurship education is not systematic.

2. The dilemma of College Students' Entrepreneurship in the new era

2.1 The entrepreneurship rate of college students is relatively low

Affected by the increase of employment and market fluctuations, the employment pressure of college students is increasing, and some popular employment directions are almost saturated. However, with the increasing pressure of

entrepreneurship, entrepreneurship is still not the first choice for all college students compared with other industries. Relevant studies show that the number of college students starting businesses in China accounts for about 1.4% of the total number of college students, which is far lower than the level of 20% - 30% in developed countries, and the number of successful entrepreneurs is even less ^[5]. Chinese college students have a good curiosity about entrepreneurship, and there is no lack of entrepreneurial willingness, but the actual entrepreneurship rate is low. Affected by various subjective and objective factors, the entrepreneurship rate of Chinese college students has not increased significantly in recent years. The president's development trend is relatively stable, and the entrepreneurship rate is still relatively low.

2.2 The success rate of College Students' entrepreneurship is low

The research shows that the success rate of College Students' Entrepreneurship in China is low, and some college students will give up due to various obstacles and difficulties in the process of entrepreneurship. According to the survey, the failure rate of College Students' entrepreneurship is as high as 83.97%, only 5.13% are truly successful, and 10.90% are in the initial operation period.^[6] Through the interview, it can be seen that the problems encountered by college students in the early stage of entrepreneurship are few and full of enthusiasm. The enthusiasm and excitement for entrepreneurship disappeared with the passage of time. At the same time, the arrival of the bottleneck period of entrepreneurship doubled the difficulties, and the entrepreneurship of college students was terminated. In addition, most of the partners of College Students' entrepreneurs are classmates or friends. When the pressure of schoolwork increases or graduates, the student partners are often disconnected, and the success rate of entrepreneurship also decreases.

2.3 Lack of innovation in college students' Entrepreneurship

At present, the technological level and innovation of College Students' Entrepreneurship in China are relatively low, and there are few entrepreneurial projects with strong innovation or high scientific and technological content. Chinese college students' understanding of entrepreneurship is still insufficient. Many people still simply believe that entrepreneurship is to open a shop. Therefore, the innovation level of College Students' entrepreneurship projects is insufficient, the technical content is low, and the entrepreneurship quality is not high. Compared with entrepreneurs in the society, Chinese college students have more advantages in learning ability, creativity, acceptance of new things and professional skills. However, the significant advantages of college students in entrepreneurship have not been brought into play. Entrepreneurship projects are common and innovation is not high.

3. An analysis of the causes of College Students' entrepreneurial dilemma in the new era

3.1 Inadequate implementation of entrepreneurship policies for College Students

Relevant policies are imperfect, and the entrepreneurial service chain needs to be formed. In recent years, China has paid more and more attention to the development of College Students' Entrepreneurship and formulated various preferential policies to help college students' entrepreneurship. However, due to the influence of policy publicity and implementation, it is difficult to implement the preferential policies. At the same time, although entrepreneurial college students enjoy preferential policies, they are still lack of policy research, and it is difficult to effectively grasp the preferential policies.

3.2 Low social acceptance

The acceptance of entrepreneurship in our society is low. Thousands of years of traditional culture have created a calm and non radical character of the Chinese people. Compared with the western culture, which is keen on adventure and

stimulation, Chinese culture tends to be steady and steady. This cultural transmission makes some people suspicious of entrepreneurship. At the same time, the publicity of entrepreneurship is low, lacking a social atmosphere conducive to entrepreneurship, and failing to fully stimulate the enthusiasm of college students for entrepreneurship.

3.3 Entrepreneurship education is relatively backward

The perfect entrepreneurship education system in Colleges and universities has not yet been established, and the entrepreneurial needs of college students are constantly changing and improving with the development of the times. College students have the problem of breaking the professional theory and entrepreneurial knowledge, which leads to many difficulties in actual entrepreneurship; The entrepreneurship education of college students in some colleges and universities in China is still one-sided, and there is less entrepreneurship practice.

3.4. Low family support

Relevant research shows that the entrepreneurial intention is deeply influenced by the family. Parents who treat entrepreneurship with a positive attitude tend to have stronger entrepreneurial intention of their children. However, some Chinese families are willing to make progress in stability and lack the spirit of adventure. Affected by this, Chinese college students tend to choose a stable and down-to-earth job. At the same time, most of the start-up funds for college students' Entrepreneurship come from families, and the financial pressure of continuous entrepreneurship is large, so ordinary families can not bear the heavy economic pressure.

3.5 College students lack motivation

First, at present, some college students have insufficient understanding of entrepreneurship, and one-sided understanding has led to entrepreneurial risks. Second, some college students have low risk tolerance, weak communication and expression skills, and their personality weaknesses are further amplified in the process of entrepreneurship. Third, the lack of experience in entrepreneurial practice has also affected the success rate of entrepreneurship of college students in China. Fourth, some college students are lack of market awareness, unable to meet the needs of the market or encounter risks can not be successfully solved. Sixthly, some college students have a low grasp of professional knowledge, and their majors can not be flexibly applied in the process of entrepreneurship.

4. Research on the countermeasures to guarantee college students'

Entrepreneurship

First of all, we should strengthen policy guidance, issue corresponding preferential policies, and clarify the implementation criteria of corresponding policies; Simplify the procedures required for starting a business, and provide convenience for new college students to the greatest extent; Improve relevant entrepreneurship guarantee services to increase the confidence of College Students' entrepreneurs; Invest in the construction of College Students' Entrepreneurship Incubation Park, and focus on solving the problem of limited entrepreneurial space for college students. Secondly, the society should focus on creating a good entrepreneurial environment, make full use of the advantages of the Internet to do a good job in entrepreneurial publicity, so that the public can have a comprehensive understanding of entrepreneurship, improve the support and tolerance for entrepreneurship, and then change the family's understanding of entrepreneurship and improve the support of entrepreneurial families. At the school level, we should improve the education system, optimize the curriculum, build an entrepreneurial practice platform, increase entrepreneurial academic discussions, and improve the level of teachers. Finally, we should pay attention to the cultivation of College Students' own ability, dare to break the shackles of thinking, and make innovation and entrepreneurship a reality. College students should pay attention to the cultivation of their ability to resist pressure and improve their confidence and ability to deal with challenges; Improve interpersonal skills and express their demands accurately and appropriately; Firmly grasp professional knowledge and internalize it, so as to realize the

effective use of professional knowledge in the process of entrepreneurship.

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