

Research on the entrepreneurial choice of the new generation of migrant workers in the innovation and Entrepreneurship Environment

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Abstract: the new generation of migrant workers and the old generation of migrant workers have different thoughts and lifestyles, and they began to use entrepreneurial means to improve or even change their living conditions. Based on the analysis of the entrepreneurial motivation of the new generation of migrant workers, this paper focuses on the impact of the entrepreneurial motivation of the new generation of migrant workers on the entrepreneurial choice, and puts forward specific strategies to optimize the entrepreneurial choice of the new generation of migrant workers.

Key words: the new generation of migrant workers; Entrepreneurial motivation; Entrepreneurial choices

1. Question raising

The acceleration of China's urbanization process increases the demand for the labor market, and a large number of rural population flock to the city, which promotes the development of urbanization and urban economy. As a special group of migrant workers, the new generation of migrant workers have different thinking and lifestyle from the older generation of migrant workers. Their dependence on land is relatively low, and their education level is relatively high. Different from the older generation of migrant workers' idea of "work as soon as possible", they are more "rational" judgments and choices of employment positions. They are not only working for a living, but also starting to use entrepreneurial means to improve or even change their living conditions.

Empirical Analysis on the entrepreneurial choice of the new generation of migrant workers

1.1 Analysis of the entrepreneurial motivation of the new generation of migrant workers

As for the current situation, generally speaking, the entrepreneurial motivation of the new generation of migrant workers mainly includes the following three aspects.

(1) economic motivation. The main reason for economic entrepreneurship is that the new generation of migrant workers are not satisfied with the current situation of urban work, and want to get more favorable work treatment and policy treatment, and get more economic support to choose entrepreneurship. It mainly includes: family economic factors, expectation of family life, improvement of economic level, etc; Work treatment factors, hoping for higher wages, etc; Preferential policy factors, such as the hope of government policy support and care.

(2) social motivation. The social entrepreneurship motivation is mainly due to the entrepreneurial desire of the new generation of migrant workers who are dissatisfied with their social status, the possession of social resources and even their position in the social network. It mainly includes: social positioning factors, expecting to improve their social status and increase personal social resources; Social ideal factors, expect to obtain a higher social status and realize their ideals.

(3) achievement motivation. The motivation of achievement entrepreneurship is mainly due to the entrepreneurial motivation of the new generation of farmers who want to realize their own value and pursue their own entrepreneurial dreams. It mainly includes: personal achievement factors, hoping to realize their own value; Family achievement factors, such as expecting the rise of family status and gaining the respect of people in the family.

1.2 Establishment of entrepreneurial model for new generation of migrant workers

1.2.1. model element analysis:

This study focuses on the econometric analysis of the entrepreneurial motivation of the new generation of migrant workers. Specifically, the measurement model set in this study includes the following elements:

(1) The income of the new generation of migrant workers in the region: the level of this indicator symbolizes the economic motivation of entrepreneurship of the new generation of migrant workers in the region.

(2) The cultural quality level of the new generation of farmers in the region: the quality of workers has a significant role in promoting innovation and entrepreneurship. The higher the quality of migrant workers, the more personnel security enterprises have to successfully carry out technological innovation activities. The number of migrant workers above junior high school is an important reference index to measure the quality level of migrant workers in a region. This study takes it as an important independent variable affecting the entrepreneurial sociality of migrant workers.

(3) Life satisfaction of the new generation of migrant workers in the region: This study takes it as an important independent variable to reflect the entrepreneurial achievement motivation of the new generation of migrant workers, and uses it to quantify the life satisfaction of migrant workers.

1.2.2. proposal of assumptions

Based on the above analysis, this paper puts forward the following assumptions:

Hypothesis H1: economic motivation is conducive to optimizing the entrepreneurial choice of the new generation of migrant workers

Hypothesis H2: social motivation is conducive to optimizing the entrepreneurial choice of the new generation of migrant workers

Hypothesis H3: achievement motivation is conducive to optimizing the entrepreneurial choice of the new generation of migrant workers

Therefore, the main explanatory variables in this model are economic motivation, social motivation and achievement motivation; The explained variable is the entrepreneurial choice of the new generation of migrant workers; Innovation and entrepreneurship environment is the control variable.

1.2.3. Sample data collection

The survey data are mainly from the new generation of migrant workers entrepreneurs, farmers entrepreneurs and related entrepreneurs. A total of 278 questionnaires were distributed, of which 230 were valid, and the effective recovery rate was 82.7%. The questionnaire is composed of multiple-choice questions, focusing on three entrepreneurial motivations. The counting method is Likert 5 scale.

1.2.4. model analysis

This paper mainly selects three relevant variables that cover all aspects of the hypothesis, and analyzes and calculates the influence factors of the variable content. At the same time, the uncorrelated eigenvalues of the three selected factors are guaranteed to be greater than 1, and the cumulative contribution rate of the total variance is 85.1%. The relevant variables were calculated based on Cronbach's alpha coefficient, and the explanatory variables (economic motivation, social motivation and achievement motivation) were 0.78, 0.67 and 0.73, respectively; The explained variable (entrepreneurial choice of the new generation of migrant workers) was 0.68; The control variable (innovation and Entrepreneurship Environment) was 0.79, and the data showed that the reliability of the scale was good.

According to this, the established regression model is:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e_{uit} \quad (1)$$

X_1 、 X_2 、 X_3 Y represents the entrepreneurial choice of the new generation of migrant workers, e_{uit} Represents mutually independent and subject to the same normal distribution $n(0, \sigma^2)$ Random variable.

$$\ln Y = \ln a + b_1 \ln X_1 + b_2 \ln X_2 + b_3 \ln X_3 + e_{uit} \quad (2)$$

By taking logarithms of the original data and dimensionless processing, it is found that multivariate statistical regression is most suitable for the econometric test of the entrepreneurial motivation of the new generation of migrant workers. Firstly, the multicollinearity test of variables was carried out, and it was found that the model met the basic requirements of linear regression, that is, the least square method OLS was used for regression. In this paper, SPSS was used for regression, and the regression results were as follows: the standardized regression coefficients of economic motivation, social motivation and achievement motivation were 0.327***, 0.268***, 0.215**, t values were 8.468, 4.245 and 6.371, respectively, The F value is 24.365***, which shows that these three independent variables have a significant positive correlation with the entrepreneurial choice of the new generation of migrant workers.

1.2.5. Conclusion analysis

The regression results show that the contribution rate of economic motivation to entrepreneurial motivation is 32.7%, the contribution rate of social motivation to entrepreneurial motivation is 26.8%, and the contribution rate of achievement motivation to entrepreneurship is 21.5%. The three hypotheses of this paper are verified, that is, economic motivation, social motivation and achievement motivation are conducive to the entrepreneurial choice of the new generation of migrant workers. Among them, the coefficient of economic motivation is the highest, which has the greatest impact on the entrepreneurial choice of the new generation of migrant workers, followed by the impact of achievement motivation. In order to make the entrepreneurial choice of the new generation of migrant workers more reasonable, the government and relevant entrepreneurial service departments need to make enough efforts to promote the entrepreneurial motivation of migrant workers.

2. Countermeasures and suggestions on optimizing the entrepreneurial choice of the new generation of migrant workers

2.1 Stimulate the entrepreneurial motivation of the new generation of migrant workers

Motivation is the motivation to stimulate and maintain entrepreneurs' entrepreneurial activities, and the switch for the new generation of migrant workers to start entrepreneurial projects. For the new generation of migrant workers, different entrepreneurial motivations can drive entrepreneurs to collect different entrepreneurial resources, make a combination of different entrepreneurial networks, and find various ways to successfully start a business. Among them, economic motivation is the primary motivation for the new generation of migrant workers to meet their survival needs and improve their living standards, and is the most important motivation for their entrepreneurship; The social motivation and achievement motivation will control the new generation of migrant workers to choose the opportunistic entrepreneurial model, so that they can size up the situation rather than follow the trend, and are more likely to succeed.

Therefore, to stimulate the entrepreneurial motivation of the new generation of migrant workers to drive the entrepreneurial behavior of the new generation of migrant workers, we must vigorously publicize the entrepreneurial concept, reform the psychology of migrant workers' conservatism, stability, fear of change and complacency with the status quo, stimulate their entrepreneurial enthusiasm, make them self germinate entrepreneurial thoughts and implement entrepreneurial behavior driven by their inner motivation, and promote their entrepreneurial behavior through reasonable motivation, Actively expand the sources and channels of entrepreneurial information, establish a social network through the collection and summary of project industry dynamics, and then rationally view entrepreneurial practice, look for entrepreneurial opportunities, search entrepreneurial resources, and then promote entrepreneurial activities. However, in the process of entrepreneurship, due to the lack of social experience and relevant knowledge, the new generation of migrant workers need the correct guidance of the government and various measures to improve their personal ability, enhance their vocational skills and abilities through the

popularization and teaching of entrepreneurial knowledge, and realize their mastery of entrepreneurial skills and abilities through technical training, Help them to broaden and expand the social network, and ultimately achieve the overall improvement of the entrepreneurial quality and ability of the new generation of migrant workers, have the basic ability to start a business, and achieve successful entrepreneurship.

2.2 The entrepreneurial model to guide the new generation of migrant workers

The choice of entrepreneurial mode is the primary issue for migrant workers to consider when starting a business, which is often determined by motivation, migrant workers' own conditions and resources. Generally speaking, entrepreneurship driven by economic motivation is easy to fail or even give up entrepreneurial opportunities due to entrepreneurs' improper grasp of the entrepreneurial opportunity. That is, identifying entrepreneurial opportunities also gives up automatically because of low pursuit. However, the new generation of migrant workers driven by achievement and social motivation are more eager to succeed, so they capture the market information through various ways and strive to achieve the success of entrepreneurship. However, entrepreneurship is inseparable from entrepreneurial resources and environmental atmosphere, and is limited by entrepreneurial resources. As a result, most of the new generation of migrant workers choose the survival entrepreneurial model, and their entrepreneurial behavior is characterized by low-level and marginalization. They do not take "big" and "strong" as their entrepreneurial goals. When the self realization can not be well satisfied, the new generation of migrant workers are more likely to seize the opportunities generated in the actual situation of the market to start their own businesses, and develop opportunistic entrepreneurship by looking for blank spots in the market to realize their life value. Therefore, according to the entrepreneurial motivation of the new generation of migrant workers and their own resources, we should guide the new generation of migrant workers to choose the appropriate entrepreneurial mode.

2.3 Creating an entrepreneurial environment for the new generation of migrant workers

As an indispensable condition for the entrepreneurship of the new generation of migrant workers, the entrepreneurial environment directly affects the success or failure of migrant workers' Entrepreneurship and whether they will start a business. Creating an entrepreneurial atmosphere directly affects the entrepreneurial mentality and mood of the new generation of migrant workers, can promote the desire and love of the new generation of migrant workers for entrepreneurship, provide good entrepreneurial conditions and resources for migrant workers' entrepreneurship, realize the optimal allocation of entrepreneurial resources, increase the number and types of new generation of migrant workers' entrepreneurship, and greatly improve the success rate of migrant workers' entrepreneurship. The government should issue relevant policies to encourage and give preferential treatment to migrant workers' entrepreneurship, and actively provide policy support for the entrepreneurial behavior of the new generation of migrant workers. Through the improvement of relevant systems and systems, the government should actively transform its functions, realize the convenience and simplification of migrant workers' entrepreneurial services, and broaden policy help and support for migrant workers' Entrepreneurship from all aspects, We should vigorously publicize the ideas and successful cases of the entrepreneurial activities of the new generation of migrant workers, broaden the channels and supporting facilities for the entrepreneurial activities of the new generation of migrant workers, expand the financing channels for the entrepreneurial activities of the new generation of migrant workers, and improve the shortage of funds in the entrepreneurial process of migrant workers. Improve the tax and loan policies in the process of entrepreneurship, create a good environment for the entrepreneurship of the new generation of migrant workers, encourage the entrepreneurship of the new generation of migrant workers, and realize the "double improvement" of the success rate of migrant workers' Entrepreneurship and the entrepreneurial ability of migrant workers by creating a good entrepreneurial environment.

3. summary

At present, China's economic and industrial structure transformation needs the participation of innovative enterprises, and the environment and atmosphere of entrepreneurship in China need to be improved by means of innovation and entrepreneurship. The work of the new generation of farmers is a special group in the new era. The entrepreneurial motivation motivates this group to join the wave of innovation and entrepreneurship. Through the regression model, it is found that economic, social and achievement motivation have a positive effect on the entrepreneurial choice of the new generation of migrant workers. At the same time, this paper puts forward policy suggestions on promoting the entrepreneurial choice of the new generation of migrant workers, that is, the government needs to stimulate the entrepreneurial motivation of migrant workers, guide the entrepreneurial model of the new generation of migrant workers, and create a good entrepreneurial environment.

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