

# Study on the Influencing Factors of Government Fiscal and Tax Support Policies on the Entrepreneurial Satisfaction of Returning College Students

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**Abstract:** Entrepreneurship and innovation has gradually become the national development strategy. Under the background of the new era, returning to home has become an important way for college students to start their own businesses. At the same time, the state has also issued a series of policy documents to support college students returning to their hometowns to start businesses, and local governments have also issued supporting policies for returning college students in entrepreneurship education, fiscal and tax incentives, and the establishment of entrepreneurship platforms. It is not difficult to find that the primary obstacle in the process of returning college students is also the most realistic and urgent problem, which is the lack of venture capital. Therefore, the fiscal and tax policies for entrepreneurship have become the most concerned and hotly discussed policy for returning college student entrepreneurs.

**Keywords:** Fiscal and Tax Support Policies; Returning College Students; Entrepreneurship; Satisfaction

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## 1. Background

In recent years, China's economy has entered a new normal. In order to encourage and support college students to start their own businesses, government departments at all levels have issued a series of supporting policies, aiming to provide a good market environment and entrepreneurial atmosphere for returning college students to start their own businesses. To this end, at the national level to the fiscal, tax system guarantee, the local government also adjust measures to local conditions to implement the plan and supporting system, and the national colleges and universities also gradually combined with professional background and actual situation, began to develop innovative entrepreneurship education, to encourage returning college students entrepreneurship policy can really implement, fully play a role. The implementation of these policies has enabled a large number of hardware facilities such as incubation parks, pioneer parks and maker centers in many places across the country, innovation and entrepreneurship centers have been established in universities, and innovation and entrepreneurship service platforms have been set up on the Internet. At the same time, a number of professional entrepreneurship mentors have been set up. These have played a more obvious role in promoting the innovation and entrepreneurship of Chinese college students, fully mobilizing the enthusiasm of college students for innovation and entrepreneurship, and reflecting a strong response to the call of "mass entrepreneurship and innovation". Statistics show that the success rate of Chinese college students returning to their hometown is only about 5 percent.

## 2. Research objectives

Analysis of the influencing factors of government fiscal and tax support policies on the satisfaction of returning college students.  
Explore the influence mechanism between several groups of factors.

According to the statistical analysis results, compare the importance of each factor, and formulate the optimization suggestions for targeted government fiscal and tax support policies, so as to provide great reference suggestions for promoting the development and promotion of innovation and entrepreneurship of returning college students.

### 3. Range of study

#### 3.1 Significance and value

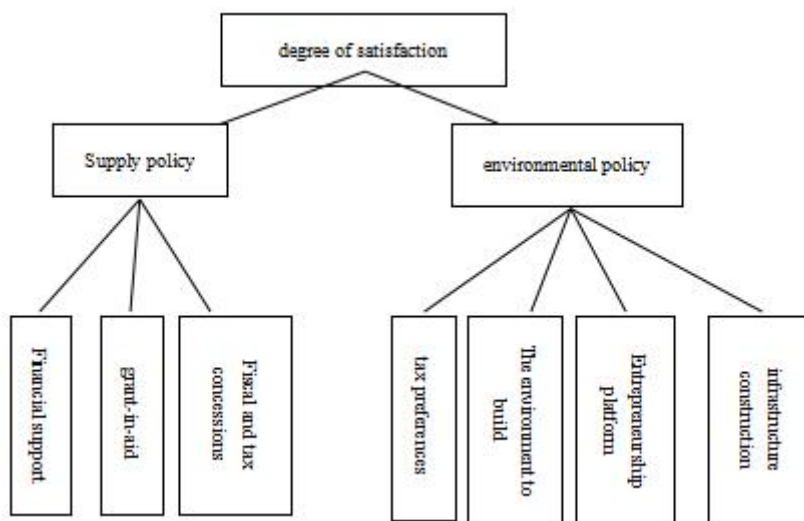
In terms of theory. This study on the basis of classic literature at home and abroad, combined with the theory of public policy tools and the perspective of the government fiscal support policy on returning college students business satisfaction mechanism, build a can fully reveal the government tax support policy on returning college students business satisfaction mechanism model, help to enrich customer satisfaction theory, public policy tool theory and policy implementation process theory of related literature, enrich and enrich the existing customer satisfaction theory, public policy tool theory and policy implementation process theory.

In practical terms. This study clarified the influence mechanism of the government's fiscal and tax support policies on the business satisfaction of returning college students, which enables the government's fiscal and tax support policies to adopt the corresponding marketing strategies and service strategies to improve the business satisfaction of returning college students. It will also help to improve the practicability of the government's fiscal and tax support policies, and help the government to obtain a good innovation and entrepreneurship environment in formulating appropriate fiscal and tax support policies.

#### 3.2 Regional demographic characteristics of the study

The population sample studied in this paper is from Nanchong city, Sichuan Province, mainly for college students returning home to start their own businesses. Based on the area limited by the research topic, the researchers strictly limited the scope of the study, and limited the scope of sample collection to Nanchong City, Sichuan Province.

### 4. The conceptual framework of the study



### 5. Theoretical principle

Yang Luyao et al. (2019) found that college students in Wuhan have high satisfaction with financial support policies, financial subsidy policies, fiscal and tax policies, and preferential land policies in entrepreneurship policies, which can effectively enhance the entrepreneurial passion of college students. CAI Zhenchun (2022) found that environmental policies such as entrepreneurial environment, infrastructure construction, tax incentives and enterprise assistance services have a significant impact on college students

returning to their hometowns to start their own businesses. Niningpeng et al. (2017) explored the satisfaction of contemporary college students with China's entrepreneurship policies from four dimensions: tax incentives, environment construction, entrepreneurship platform and transportation facilities.

## 6. Correlation studies

Lundstrom And Stevenson (2001) proposed that entrepreneurial activities are the result of a combination of motivation, skills and opportunity, and that entrepreneurial policies should be formulated around these three elements to stimulate more people to carry out entrepreneurial activities. Second, to support the growth of start-ups and create a favorable environment for entrepreneurial activities. David M. Hart (2003) believes that the connotation of entrepreneurship policy can be understood from the two aspects of entrepreneurship and policy. He emphasized the importance of entrepreneurial environment to entrepreneurial activities, and proposed that entrepreneurship policy should reduce external obstacles and create a relaxed and friendly entrepreneurial environment for entrepreneurial activities.

## Conclusion

In the survey, college students returning to their hometowns have a high degree of satisfaction with preferential preferential tax policies. Therefore, it can be predicted that, on the premise of enjoying preferential tax incentives for returning college students, which are different from other entrepreneurs, to increase the sense of gain and satisfaction of entrepreneurs. At the same time, strengthening the publicity of preferential tax reduction and exemption policies can effectively improve the policy satisfaction. Improve the current tax preferential policies for returning college students, especially the preferential policies for returning college students to start businesses, which leads to the policy can not cover the majority of entrepreneurs. Under the premise that the number of preferential tax policies for returning college students is scarce, the policies should be wider and benefit the vast majority of returning college students to start-up enterprises. Establish a preferential tax mechanism for the growth and development of entrepreneurial enterprises of college students returning to their hometown to improve the diversity of policies. The start-up loan guarantee policy has problems such as the actual demand for entrepreneurship, complicated procedures and long review time. It is necessary to lower the threshold of policy enjoyment, make the policy benefit more college students returning to their hometown, meet the capital needs in the initial stage of entrepreneurship, and the satisfaction will be further improved.

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