

Analysis of the Survey of Social Capital for College Students' Entrepreneurship: Based on Students in an Independent College in Chongqing

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Abstract. Under the background of social and economic development in China, the phenomenon of university student who is going to start up business has become a hot topic in society. Compared with the common entrepreneur, the restrain in source of the fund, all kinds of information and the experience of business is more rigorous for an undergraduate. First of all, students are lack of personal fund. The fund of the entrepreneurship mainly comes from outside support. Second, the mainly activities area of the college students is in school. Relatively speaking, the information which the college students get has great limitations. The college students' self-employment needs more support and encouragement. This is closely connected with college students' lack of social capital. The social capital can help the college students catch business opportunities, get business resources and decrease the risk of the entrepreneurship much easier. Therefore, enhance of the social capital in college students is an effective way to promote college students' self-employment.

1. College Students' Self-employment

College students' self-employment refers that college students make the efforts of individuals and organizations, with their knowledge, ability and technology to self-funded, technology investment, seeking for cooperation and so on to make efforts on innovation, find more opportunities and growing for make progress in a limit condition [1,2].

2. Analysis of the Causes of College Students' Self-employment

Undergraduates peremptory have become the main force of the entrepreneurship. The reason is the undergraduate students are in a middle part and they are too choosy to succeed. They can't accept the less salary jobs, however it's a great challenge for a better job which need a higher education background. According to the several elements, the college students are easier shifting to start a business and become the primary power of the entrepreneurship.

3. Problems of Students Entrepreneurship in Independent College

The problems of students' entrepreneurship in independent college are as follows. Students' entrepreneurial ability and experience is not rich; be short of entrepreneurship conditions; the education of entrepreneurship is not professionalization; the knowledge is limited and lack of sufficient venture capital. In the concrete implementation process, the policy is unsuitable and the relevant support policy can't keep up with the development, so that the graduates' awareness of entrepreneurial is not strong enough and the rate of the entrepreneurship success is low [3].

There are still some deeper problems needs to be discussed. Although the platforms that provided for self-employment of the college students is not ripe enough, the policies of the state, the measures of the local government and the universities' education have provided unprecedented opportunities for the students. Take the university the author working in as an example. This university has held up a large-scale business contests through which many entrepreneurial talents

who has gotten certain achievements have been known to all. The author's working university is an independent college. The university responds national policy positively and sets up a platform—Maker Space for students' entrepreneurship. The platform has already been set up and the primary participants of entrepreneurship are the students. Among all of the problems, the basic one is connected with the students themselves that the problem of entrepreneurial dynamic mechanism of college students. These factors can be summarized as follows: the blocking of information, the lack of social network resources, the weak of the social trust and there is no effective mechanism for mutual benefit and cooperation set up between partners, and so on. And these factors in turn can be summarized as the lack of social capital.

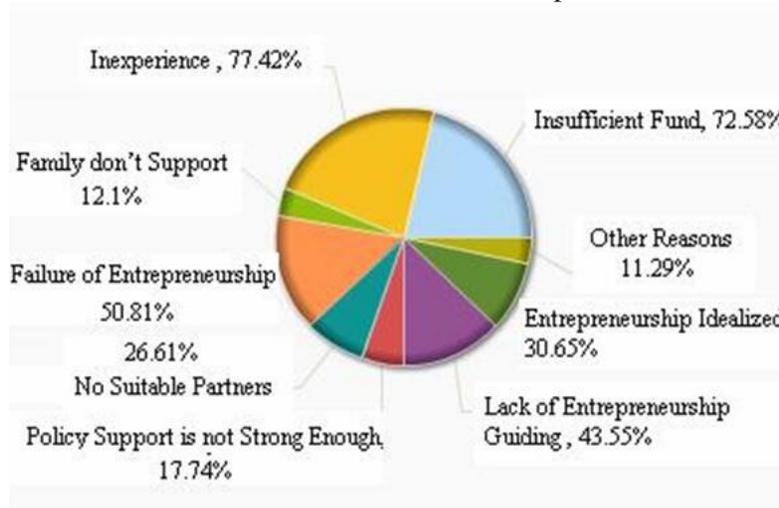


Figure 1. Problems of Self-employment.

4. The Meaning of Social Capital

Social capital is an effective carrier of capital, information and experience, which can make up for the lack of the entrepreneurship resources and experience for college students. In other words, the resources getting and the experiences supporting for the students entrepreneurship is depended on the social capital [4]. Therefore, adding the social capital in the exploring of the students entrepreneurship is beneficial to find the problems. It is not only can help college students start up a business better, but also it is an effective way to promote college students' entrepreneurship [5].

First, we designed a questionnaire according to the research contents—a questionnaire of the social capital formation research on effectiveness of independent college students' entrepreneurial. We have selected 200 qualified college students randomly and invite them to fill this questionnaire with their consent. The questionnaire includes three parts. The first part is mainly to know about the basic information of respondents, such as age, gender, education background and the majors [6]. The second part is to investigate the respondents' entrepreneurial activity. It mainly includes the specific time to start a business, the types of the business, the identity of the cooperation partners and family background and the enterprise scale and so on. The third part is mainly involved in college students' capital. Do the family numbers give you the spiritual and material support? How do you collect the start-up grants? What social capitals do you have? What are the benefits that social capital brings to the entrepreneurship? How do you maintain and use the social capital that you have already got? [7]

According to the questionnaire, for most of college students, their social capital is generally lower in quantity and quality. There isn't a stable development mechanism formed. Analyzed these factors, the background of the family, parents' education levels, the education methods and economic condition are the main reasons that effects the college students' social capital formation. And these factors play decisive roles. In college, the students' scores, participation in social practice activities and the personal characters are the secondary factors affecting the formation of college

students' social capital. Collecting capital through conversations with friends, classmates and roommate's is another important factor.

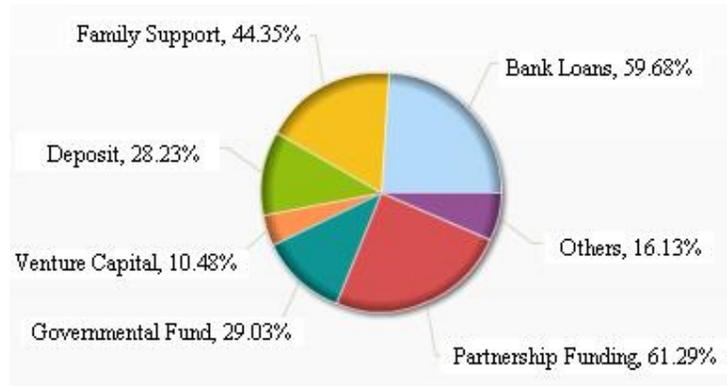


Figure 2. Ways of College Students' Venture Capital Raising.

5. Types of College Students' Social Capital

Sum up the urgent need of social capital in the process of college students' entrepreneurship by analyzing the questionnaire.

5.1 College students' capital of practice

College students participate in the student union or community to have a chance to contact with students of different ages, majors, background and genders. To establish rich connections by breaking through the limit of dormitories, classes, professionals and have accumulated a part of human capital. The community events can help students accumulate more social capital. The more communities they join in, the more opportunities they will catch. The stronger of individual social capital, the more extensive of network scale is and they will get more social capital [8].

5.2 College students' school social capital

Currently the university education has become a mass education. This university has put forward measures from two aspects to help students get high quality of social capital. Firstly, they enhance the students' ability of studies, mentalities, quality and ability and cultivating their good characters; secondly, they help college students rebuild good images and establish reasonable interpersonal relationship to find the problems and to improve themselves.

5.3 The public relation capital of college students

The online recruitment and employment office and the announcement platform of the campus network are useful channels. The main duty of the recruitment and employment office is to provide services to guarantee students employment. The student union connected with plenty of companies can build stable employment output chain of cooperation in a long time development. It is a strong employment network. Most of the graduates' employment information is getting by this platform. It may help students collect more social capital from the school resources [9].

5.4 Family social capital

The early time when college students enter into society, they depend on the support of their parents or friends for social capital. And the individual does not have social capital directly. The family social capital plays very important role for a college student to get the limited social opportunities and social resources.

6. Conclusion

With a wave of college students' entrepreneurship in independent institutes, the college students have to understand clearly what social capital they do have and consider rationally how they can use the resource. And guide the students' employment more effectively. We study the effect of social capital on college students' entrepreneurial performance which conforms to the requirements of independent college students, so as to guide students' employment more effectively.

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