Research of the Forming of Application Technology Talents’ Entrepreneurship Ability

Hong-xiang GE

Thailand Panyapiwat Institute of Management, Thailand
City College of Science and Technology, Chongqing University, Chongqing, China
hongxiang231@qq.com

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Abstract: Developing students’ entrepreneurship is one of the important indicators that show the realization of Mass entrepreneurship and innovation in current situation. In order to cultivate college students’ strong entrepreneurial ability, we must follow the law of formation of entrepreneurial ability, paying more attention to enhance their entrepreneurial awareness, cultivating their entrepreneurial ability, building good entrepreneurial knowledge structure, and integrating these abilities into actual industrial capacity by practical activities.

1. Introduction

Entrepreneurship refers to the individuals who are engaged in some pioneer or pioneering career, and get succeed. In current situation, talents and labor market is a buyer’s market and the application of technical personnel employment is becoming more and more difficult. Entrepreneurship is a very important way for applying technique talents’ employment by going out the model of jobs provided by the authorities, enterprises and institutions. Entrepreneurship is a higher level and better employment, not only can it makes the application of technical personnel to achieve better success, to create more material and spiritual wealth, to realize the value of their life, but also it will provide more employment opportunities for the community. The 18th National Congress of the Communist Party of China has proposed the grand goal of building a well-off society in an all-round way, which needs to be the main force of the enterprises with high quality application technology. Entrepreneurship is a good way for the application of technical talents to realize their self-value and social-value in high unemployment rate and fierce competition in the job market encirclement. It is also the goal of strategic requirements of the current economic and social development and the realization in the 18th CPC National Congress. In order to improve the effect of entrepreneurship education, and to reduce the blindness, it is necessary for us to make a further study on the law of the application of technological talents and the cultivation of consciousness.

2. A Comprehensive Understanding of the Connotation of Entrepreneurship

Entrepreneurial ability is the core structure of the individual entrepreneurial quality, which directly affects the effectiveness of individual entrepreneurial activity. Its core is intelligence, which directly impact the efficiency of individual psychological characteristics.

First, entrepreneurial ability is a kind of operating system, which is formed under the individual psychology of the entrepreneur.

Entrepreneurial ability as a part of the ability structure belongs to a large system of individual psychology. According to the system theory it is bound to be influenced by the personality psychology. For example, it as the personality of the dynamic system of personality tendencies (ideals, beliefs, world views, values, interests, etc.) will be necessary to motivate and to guide the role of entrepreneurial ability; Personality of psychological characteristics of temperament, personality, etc. is bound to play a role in adjustment and to plan for entrepreneurship. In social life, for a same career or activity, people will get different successful performance, such as TV presenter,
Zhu Jun, sedate and elegant. He Jiong, youth and lively, Dong Qin, simple sincerity, their distinctive characteristics and unique are the embodies of the above characteristics.

Second, entrepreneurial ability is a kind of intelligence as the core of the high level of comprehensive ability.

Entrepreneurial ability includes rational understanding of the various factors in the internal and external world. This kind of understanding involves the individual’s perception, attention, memory, imagination, thinking ability, etc., which belong to the intellectual range, the general ability to constitute the core of the entrepreneurial ability. Entrepreneurial ability can be divided into three levels, professional ability, business management ability and comprehensive ability.

Third, entrepreneurial ability is a kind of exploration ability of using creative thinking for innovation, change and difference.

Entrepreneurial activity is a highly creative social practical activity. One of the fundamental rules of entrepreneurship is to carry out creative thinking, which requires the individuals to develop their potential in social practice, and constantly to emancipate the mind and to keep pace with the times, and to constantly transcend reality and self. The state supreme science and technology award winner, Wang Yongzhi, chief designer of the Chinese manned space project, who wants to improve the rocket launch speed, to enhance the rocket thrust, to increase the effective load of its space, he walked a success way of the opposite conventional. Theoretically, scientists always add fuel to make the rocket flies much father, but Wang Yongzhi reduced the rocket fuel instead. These success stories are results of seeking for novelty, change, different.

Fourth, creative ability has a strong social practical.

The entrepreneurial ability is orientated to act ability, that showing entrepreneurship is a kind of practice ability. It has a direct impact on the development of entrepreneurial practice and it is one of the practical activities of starting a slip between the cup and the lip of the main factors; Entrepreneurial ability is inseparable from the entrepreneurial practice, and it is the only way to improve the entrepreneurial ability. The new China’s founding father, Mao Žedong’s entrepreneurial ability is rooted during the practice of the Chinese Revolution; the entrepreneurial ability of Deng Xiaoping and the party’s third generation leaders reflect the great practice of the reform of the socialist construction of China. The entrepreneurial ability of Zhang Ruimin and Liu Chuanzhi is also reflected in the process of the creation and development of Haier, Lenovo, and to get the promotion and development in their processes.

3. The Characteristics of Activity and Development of Entrepreneurship

Entrepreneurial ability is a longitudinal, dynamic, and with a strong social practice of the internal psychological characteristics. Therefore, we should study the characteristics of the special activities and the tracks of its development.

3.1 The start of entrepreneurial ability is driven by entrepreneurial consciousness.

Entrepreneurial consciousness refers to the personality consciousness tendency of the individual that plays a dynamic role in the entrepreneurial practice, and the entrepreneurial consciousness is the dynamic mechanism of individual entrepreneurship. It determines the attitude and behavior of the entrepreneurial activity, which is directly related to the formation of entrepreneurial ability. Li Jiacheng ran far away from war and went into exile with his family in his childhood. In Hong Kong he suffered from poverty, having lived in straitened circumstances, suffered from early loss of father, but he initiated a strong sense that “I won’t be poverty, I want to make money”. Stepped into society in the age of 14, he began his career in a strong sense of entrepreneurship, he once had worked as an apprentice, a salesman, learning and thinking during the process of his marketing efforts, and his business ability was constantly developed. Finally, he succeeded, and he has been one of the world’s super entrepreneurs. Mao Zedong and Zhou Enlai, revolutionists of New China, whose childhood ambitions of study were for the rise of Chinese nation, and got the achievements of the generation of these feats.
3.2 The role of entrepreneurial ability is affected by the adjustment of the entrepreneurial psychology.

Entrepreneurial mentality is a variety of entrepreneurial psychological quality. It is the behavior of people in the process of entrepreneurial practice to regulate the role of the personality characteristics, namely, emotion, will, and other factors. One person’s success depends on the behavior of two psychological functions. One is cognitive functional system, which is in the wisdom of activities, direct participation in the objective things to understand the specific operation, such as perception, memory, imagination and thinking; the other is non-cognitive mental function system, which is not directly involved in the wisdom of the activities, starting, maintenance, strengthening, orientation, guidance and regulation.

3.3 The operation of entrepreneurial ability depends on integration of entrepreneurial knowledge.

Entrepreneurial ability is a kind of high level comprehensive ability, and entrepreneurial practice itself is also a kind of complicated practical activity. The smooth operation of entrepreneurial ability is to integrate all kinds of entrepreneurial knowledge as a precondition. It mainly includes three aspects: professional knowledge, management and management knowledge, comprehensive knowledge. Comprehensive knowledge on the role of entrepreneurial ability is essential. Such as Liu Chuanzhi and Zhang Ruimin, if they do not have the support of all aspects of knowledge, they could not create a Lenovo and Haier. Wang Yongzhi’s success is based on the comprehensive use of knowledge.

3.4 The performance of entrepreneurial ability is reflected in the operability of business plans.

Entrepreneurship program is main factor of individual entrepreneurship of the external and entrepreneurial ability of the existence. And business plan can be divided according to the degree of operations on both entrepreneurial ability and arbitrariness, but also can measure the entrepreneurial ability levels. “Liu Chuanzhi, founder of Lenovo Myth” which stands for his ambitious and pragmatic, is a distinctive entrepreneur. When the international computer industry giants are seizing the occasions of the Chinese market, Lenovo determined that the breakthrough lies on down-to-earth, commensurating with the strength of “local war”. Lenovo developed the cadastral information system management software for the State Land Bureau, having provided the household registration information system management software for the Public Security Bureau. And such application software projects are dozens. He established “backs the blind and the lame” as developing strategy, “Tianji horse race” development strategy, “Maotai sold at the price of Erguotou” as products business strategy. These behaviours have perfectly shown his entrepreneurial ability of lofty aspirations and well planned complement. These four characteristics are interrelated, play important roles in the process of the formation and development of the entrepreneurial ability.

4. Study of Typical Cases for Students in Application Technical College

4.1 Research purposes

By the typical cases study of students’ entrepreneurship in application technical college, there are three following aspects:

First, in order to verify the factors of college students’ entrepreneurial ability, this research aims to explore and get new venture formation factors, which will lay foundation for further study, so as to complete and perfect elements system for college students’ entrepreneurial ability.

Second, the author wants to understand the specific contents of the elements of the entrepreneurial ability of college students and the specific impacts on their entrepreneurial intention, to make up the formation factors of the ability for previous researches those are just limited on the formation of abstract concepts, and lack of specific image description.
Third, this research takes individual cases as typical samples, the analysis of the entrepreneurial ability of college students from the aspects of subjective and objective, internal and external factors, environmental policy, etc., to make up the shortfall of the previous studies those mainly focus on entrepreneurial intention, but ignore entrepreneurs’ lack of entrepreneurial ability.

4.2 Research method

This paper takes entrepreneurial successful students as research cases, and has formed an interview outline of college students’ entrepreneurial ability. Its contents include: respondents’ career planning, more questions for those who will start up business, such as, what programs? When do you start the business? Why do you start this business? And questions like that.

4.3 Specific case and research results

Case: Student D, a senior student in City College of Science and Technology, Chongqing University, founded Kuangshi Advertising Company with other three students when he was a freshman. In the initial, his company got the support from the university leaders as it was students’ entrepreneurial project, so he undertook many advertisements for student activities. He also expanded projects in several other surrounding colleges and universities and achieved remarkable results. At present, it has become a long-term partner of the universities cooperation mechanism, Meituan Take-away, PP Money, Qiqile. With three years development, his company’s profit has increased year by year, and has achieved good results.

The seven personal factors are personality traits, professional types, ideals and objectives, growth process, employment situation, entrepreneurial awareness and entrepreneurial opportunities. The analysis on the cases shows that the first character is a very important factor affecting entrepreneurial intention of university students. College students who have personality traits of spirit of adventure, steadfast in purpose, aggressive and courage, perseverance, outgoing and hardworking have strong entrepreneurial intention; the second important factor is their majors. They will have more advantages in terms of learning economy or technology. The third factor lies in their ideals and goals, if college students establish clear life ideals and career development goals, such as a ideal and goal of starting a business, their entrepreneurial intention is strong, on the contrary, if their ideals and goals have nothing to do with entrepreneurship, their intention will be lower level; The fourth factor is that students’ entrepreneurial intention is influenced by their growth experience. Student grown up in the family of nothing to worry about has weak awareness of entrepreneurial intentions. Educators have strong affections for students’ entrepreneurial intention. The fifth factor is rich growth experience. Students with loads of life experience, more trial learning also have strong entrepreneurial intention. The sixth important factor is employment situation affecting college students’ entrepreneurial intention. Employment situation is an important external driving force for college students turn to entrepreneurship. The surveyed students say that their entrepreneurial intentions are influenced by the entrepreneurial cognition. The main contents of college students’ entrepreneurial cognition include the characteristics and self-cognition. Seventh, current college students believe that the entrepreneurial opportunity is an important factor affecting their entrepreneurial intention. They generally recognize the critical role of the entrepreneurial opportunity, and they also have the opportunity identify ability and cautious attitude of when to start. Some college students said that they had the idea of starting a business but they were waiting for the right time.

| Table 1. Interview about Personal Factors. |

*Interview question 1: Why do you start a business?*

*Student D’s answer: My family economic condition is good and I have already been arranged good job after my graduation, but I don’t want to go that planned way, from the first glance I may know what kind of life I will have twenty or thirty years later. I want to create a life of my own. In order to give myself some senses of accomplishment, to prove the value of myself.*
Interview question 2: If you encounter difficulties in the process of entrepreneurship, how do you solve them?

Student D’s answer: There is just one age 20 to 30 years period. Even badly beaten, I will insist to the end, so that when I am getting on in years and look back, I can be very proud to say that I have no regrets in my life!

Interview question 3: Why do you choose to start a business in university?

Student D’s answer: Because in university, I have much spare time to do what I want to do. As a freshman, I joined the propaganda department of the students’ union. Once when I was responsible for doing advertising with an advertising company, while I waited there for a long time the production still had not been finished. Then I made an investigation, and I knew that the efficiency of advertising in Yongchuan is very low. When I back to school, I began to planning to open an advertising company.

Interview question 4: How do you make your company be profitable in your university?

Student D’s answer: Because I am a member in propaganda department of students’ union, I have known a lot of other teachers and students in other secondary schools. There are a lot of advertising needs. Designing advertisements in my company is more efficiency, lower fees and better quality than in other companies. My business has gotten everyone’s approvals, after cooperation with them my company is well-known, and has established a long-term cooperative relation with my university, which has laid a good foundation for the product sales and profitability.

Family factors are including family economic status, family support, parenting style, parental occupation type, etc. College students’ entrepreneurial intentions are connected with their family economic conditions. Too bad or too good family economic situation, the students are more willing to start a business. But the family economic situation of medium level, students’ entrepreneurial intentions are relatively lower. Family support is the important factor to influence college students’ entrepreneurial intentions. Family economic situation and student’s entrepreneurial intention are positive correlation; in the education mode of college students’ career ideal and goal, parents’ career is an important factor in the two aspects. One reason is that the parents’ professional view may have a leavening influence on their child. The other reason is that if parents are engaged in work nature of business, the child’s entrepreneurial intention is much higher.

Table 2. Interview about Family Factors.

Interview question 1: On your entrepreneurial behavior, what’s the attitude of your families?

Student D’s answer: Because my family economic conditions are good, there is no burden and my families are very supportive for my business. They provide me of financial support and told me whether failure or success they will support me, so that I have no need to worry and can work with my total dedication.

Interview question 2: Why do you choose to open an advertising company?

Student D’s answer: My father works in the advertising industry and he is operating an advertising company. He can provide me technical support, a mature business model and methods, so I can quickly get my company running on track, compared to other industries doing advertisements is more easily to get success.

Factors of the university are including the university’s entrepreneurship education, entrepreneurship environment, and entrepreneurship assistance. Entrepreneurship education is an important factor influencing college students’ entrepreneurial intention. It is thought that entrepreneurship education plays an important role in the process of entrepreneurship education. Respondents generally believe that the entrepreneurial culture atmosphere, related organizational services, educational ideas and measures are the important factors that affect the students’ entrepreneurial intentions. Supports from the university can solve many problems of those occurred during the process of entrepreneurship.
Table 3. Interview about School Factors

*Interview question 1:* What is your view on your university’s entrepreneurship education and support policies?

*Student D’s answer:* First, I think we need a sense of guidance, that is, we should not be affected by the social, but it is better if teachers can provide us the guidance of the concept of entrepreneurship. In colleges and universities, accepting some entrepreneurship guidance education is very important, because it can help us to change our concept, providing some support for our business. That is to say, we can start up and do good jobs, building up business confidence. Another is the support of environment conditions to provide platforms for business practice. In practice, we can learn some good things and lessons, to understand our inadequacy. When we really step into society we can be a duck to water, encounter problems with ease.

*Interview question 2:* What’s your opinion on your university’s measures in business competition?

*Student D’s answer:* I have participated in the competition (Note: The college students venture cup competition held in Chongqing 2014.). There is a platform for you to start the program, and it will motivate you to go ahead. In the past, it was just an idea, and now we can put it into practice. Through the competition, the theoretical knowledge and practical operation are combined, and I also gained a lot of government preferential policies of support on loans. At the same time, I have accumulated a certain popularity and visibility, which provide me a lot of help for the development of my entrepreneurship.

Table 4. Interview about Social Factors.

*Interview question 1:* Are there other entrepreneurial success students around you?

*Student D’s answer:* A while ago, a student of Economic Management Institute, graduated in 2013, he cooperated with his roommates in university to start a business after their graduation and founded a company. I can’t remember their first business project but I heard that their entrepreneurship road is very difficult. They even changed their project, but they never quit. Now they are operating a biological co. Ltd! If there are more such examples around us, I will believe that others can make entrepreneurship come true, if I have a good idea, I will still have a try.

*Interview question 2:* What are your expectations of the society and the government for college students’ entrepreneurship?

*Student D’s answer:* I wish government and enterprises can provide us more support, certain guidance of the environment to open up more channels, to provide more economic add, more material support. I think that is more important.

5. Conclusion

In conclusion, cultivating students’ entrepreneurship is one of the important tasks of colleges and universities. To help students form a strong entrepreneurial ability, we must follow the formation of the law, paying attention to enhance the students’ entrepreneurial awareness, cultivating good entrepreneurial psychological quality, and building a good entrepreneurial knowledge structure, through practical activities to integrate them into the actual entrepreneurial ability.
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