An Investigation on Entrepreneurship Communities of Non-governmental University in Xi’an City

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Abstract. Entrepreneurship society is the development and initiative of college students’ community. It plays an important role in the process of cultivating students’ entrepreneurship ability. The investigators adopted the method of literature review, questionnaire, and interview. The investigator knew the management system, working style of community leaders, community financial transparency and main activities of entrepreneurship community, find some existing problems and put forward some suggestions and counter-measures by investigating development of entrepreneurship community of non-government university, so as to find the best development mode of entrepreneurship community of non-government university in Xi’an city.

Introduction

As the important carrier of campus culture, Student community plays more and more important roles in the process of students’ success and leaves much influence on them.[1]The original types of college students community were service communities, literary communities and sports communities, but now, college students community are academic communities and entrepreneurship community. In recent years, after Prime Minister Li Keqiang’s idea of “mass entrepreneurship and innovation” was put forward, many colleges pay much attention to entrepreneurship education and many entrepreneurship communities spring up and developed very rapidly. However, due to the factors such as regional divergence, entrepreneurship communities in Chinese universities develop very imbalanced and some develop very quickly and some develop very slowly. The speed of development scale and mode of entrepreneurship communities are different due to different systems in government universities and non-government universities. This paper mainly discusses the present development of entrepreneurship communities in non-government universities, hoping to provide references for the development of entrepreneurship communities in Shaanxi Universities.

Literature Review

Concept of Entrepreneurship Communities

Entrepreneurship communities are the development and initiatives of university students communities nowadays. They are the necessity of the development of communities under the backgrounds of “entrepreneurship and innovation”. The members of entrepreneurship communities utilize some knowledge and solve some practical problems by autonomy learning, cooperative learning. Entrepreneurship communities should centers on improving students’ entrepreneurship ability and entrepreneurship activities should be regarded as carrier. We should utilize the advantages of community, motivate their entrepreneurship enthusiasm and guide students to establish a scientific view of entrepreneurship, employment and talent-cultivation.[2]Team members can improve their operational ability, practical ability and entrepreneurship ability by taking part in all kinds of entrepreneurship competitions. Compared with other communities, the characteristics of entrepreneurship communities are more sharp, and the activities, activity theme and activity time are more exact. The objectives of entrepreneurship communities are more exact, and the time occupied is longer. Entrepreneurship communities demand more initiative and the door
to join them are higher while the door to join other communities are lower.

Achievements of entrepreneurship communities are available easier compared with other communities whose achievements are less.

**Related Studies in this Field at Home and Abroad**

Overseas many developed countries pay much attention to college students’ entrepreneurship activities and they not only invite society organizations, enterprises and colleges to join the activities of entrepreneurship activities and practice, but also launch a series of favorite policies such as investment and financing and tax cuts of college students’ entrepreneurship activities and vigorously promote college students’ entrepreneurial success so as to expand their employment. American entrepreneurship education and practice has formed a multi-channel and multi-perspective protection system which was supported by the government. Britain established “the British Youth Project of Career Creation” and “The Graduate Enterprise Programme”. France has “the French Challenge Project for Youth” and “Ten Youth Programs”. Germany has two centers about entrepreneurship, “Entrepreneurs center” and “The European Service Management Centre”. Korea has “University Students’ Innovative Undertaking Fund” and “Invest Korea Plaza”, which provide service for college students. As long as the students in Korea deliver an entrepreneurship plan to the government, they will be evaluated by an evaluation group which is comprised of a professional entrepreneurship investment committee and some college professors. Usually this kind of evaluation group is granted by the government. SIFE (Students in Free Enterprise) is a nonprofit education organization which was established In 1975 in America. Now SIFE appears in more than 40 countries, among which more than 1800 universities conduct entrepreneurship activities.

At present there are following scholars who study college students entrepreneurship and entrepreneurship communities in China. Dongmei-Pan, Hongwen-Lang and Huijie-Huang pointed that college entrepreneurship communities were established under the guidance of consciousnesses of entrepreneurship by the members voluntarily. They inspire some motivations and build some creative objectives by sharing some common research, making students constantly initiate in the process of learning to fulfill their own entrepreneurship dream.[4] The scholars such as Ting-Dong and Wei-Wang pointed that universities should establish some professional college entrepreneurship communities on the basis of original students’ communities. These communities should be guided by the Office of Educational Administration, Youth League committee and Employment Guidance Center, holding some activities such as lectures about entrepreneurship forum, entrepreneurship knowledge, and pioneer saloon of entrepreneurship. Jiange-Liu pointed that entrepreneurship communities are students’ organization that can spread and deepen some professional knowledge, solve some practical knowledge by utilizing professional knowledge based on all categories of subject competition to train students’ operational ability, practical ability and entrepreneurship ability. Guo-bin XU pointed that the government, universities, some other social organizations and enterprises should be united to establish the union of college entrepreneurship education and practice and to build some college entrepreneurship practical bases or establish some entrepreneurship college, to build some Pioneer Park incubator and form guidance net of college students’ entrepreneurship education and practice so as to help students do some entrepreneurship practice and autonomous entrepreneurship.

In view of previous studies abroad and at home, scholars overseas study more University entrepreneurship activities than that in China. Related studies in this field at home still belong to early stage and the subjects are entrepreneurship communities in government universities. Researches on non-government university entrepreneurship community still has a long way to go. That’s why the researcher choose this topic.

**Status Quo of University Entrepreneurship Communities of Non-government in Xi’an City**

In order to investigate the status quo of university entrepreneurship communities of non-government in Xi’an city, the research members conducted an investigation about university entrepreneurship communities in several non-government universities. Researchers delivered about
500 questionnaires in several non-government universities above mentioned in Xi’an city, and took back 489 copies. The valid questionnaires are 464 copies. The researchers mainly conduct an investigation from the following aspects: management system of entrepreneurship communities, working style of entrepreneurship community leaders, community financial transparency and main activities of entrepreneurship community, aiming to find out the problems that may prevent entrepreneurship community from developing fundamentally.

**Management System of Entrepreneurship Communities**

According to the statistics, as to management system, 8.34% of the respondents think that is not very sound, and there is no evidence to complete it. 2.32% of the respondents think there is no management system in entrepreneurship communities at all. The management system of entrepreneurship communities is in chaos. The biggest problem in management system is lacking normative approach. As to the method of choosing community leaders, the respondents are inclined to community member’s election, open recruitment and communities’ recruitment. With regards to the manners of supervising community leader, and most respondents figure that community management center may establish a professional supervising department which can conduct routine inspection on community leaders and it is feasible to open special hotline and mailbox.

**The Motivation of Joining Entrepreneurship Communities**

According to data analysis, among all the respondents, 49.67% of them are common community members, and the rest 50.33% are main leaders or secretary of the community. When respondents are asked why they want to join entrepreneurship communities, 63.9% of them figure that the reasons they want to join the communities are to enrich their college life. 29.47% of them figure that the reasons they want to join them are due to the wonderful performance of the communities. However, still 6.62% of the respondents figure that the reasons that they join the communities are mainly because they are introduced by their close friends or their intimate friends joined the communities. After joining the communities, most respondents show that they all know the nature of the communities, sources and usage of funds, main activities, rules and regulations, organization and function of the communities and cooperation and communication with other organizations.

**Working Style of Entrepreneurship Community Leaders**

As to working style of entrepreneurship communities leaders, 83% of the respondents figure that the leaders are competent for the work, and they have strong abilities in organization management and they have profound professional knowledge and their working level are very high. However, there still exist some leaders who lack responsibility and sense of ownership in their work.

**Community Financial Transparency of Entrepreneurship Communities**

As to community financial transparency, the overall situation sounds good. Among all the respondents, 91.06% of them are satisfied with the present situation, and only about 8.94% of them has the opposite viewpoint. In a word, most respondents are quite satisfied with community financial transparency.

**Main Activities of Entrepreneurship Communities**

According to data investigated, entrepreneurship communities hold or take part in all kinds of activities such as: subject competition, entrepreneurship consulting, profession training, position for internship, innovation and entrepreneurship competition, “Internet Plus” competition, “Challenging Cup” Competition. The main activities are as following.

1. Cultivating some training of entrepreneurship quality. Entrepreneurship communities will invite professional entrepreneurship lecturers conduct a series of training of entrepreneurship quality such as cultivating students’ practical spirits, exploration spirits, risk spirits, and guide students to start their own business and it is good method to improve student’s employment and entrepreneurship ability.

2. Inviting entrepreneurs delivering lectures. Entrepreneurship communities invite some famous
entrepreneurs to deliver some lectures about their own successful experiences and guide undergraduates to start their own business.

(3) Establishing school enterprise train. Entrepreneurship communities organize their members to enter some companies and pay a visit to them and let their members feel enterprise culture and know operation and development of enterprises.

(4) Conducting commercial sand table deduction. Entrepreneurship communities make their members get familiar with some entrepreneurship surroundings by simulating some commercial operating mode.

(5) Entrepreneurship items competition. Entrepreneurship communities let their members join some competitions such as: “Challenging Cup”, “Internet4” so on and so forth.

(6) Taking part in inner activities between members. Entrepreneurship communities hold regular meetings and give some suggestions to the routine work.

(7) Conducting Extra-communication and cooperation. Entrepreneurship communities will conduct some communication with other entrepreneurship communities from other colleges or universities.

(8) Writing innovation and entrepreneurship project plan. Once the members have some creative and novel idea, leaders of entrepreneurship communities make them write some innovation and entrepreneurship project plan.

(9) Taking part in Career Planning competition. Entrepreneurship communities encourage their members to take part in Career Planning competitions and make their members know what they want to be in the future career.

Some Comments on Entrepreneurship Communities

In terms of comments on entrepreneurship communities, most respondents figure that entrepreneurship communities are very good and there are so many activities in them. The members can learn a lot of meaningful things from them. However, there still some respondents, about 6.29%, figure that the activities are very poor, and they have no interest in taking part in such kinds of activities. 68% of the respondents figure that the key factor that may restrain the development of entrepreneurship communities is to strengthen guidance degree, enlarge scientific knowledge deposit, emphasize profession characteristics, and perfect protection logistics service system including computers room and experimental laboratories, and guarantee foundation resources.

Major Problems Existing in Entrepreneurship Communities

Researchers found that there exist some major problems in the process of entrepreneurship communities’ activities through the investigation. The main problems are as following.

Lacking of Ideology

Many undergraduates can’t make clear about entrepreneurship communities and they don’t know what kind of communities they are, and regard them as common students union, or they believe they are only extra-class activity. Therefore, they have no strong motivation to join entrepreneurship communities. Some university’s didn’t do some publicity work very well. This is another reason why the amount of stents of joining entrepreneurship communities is not so huge.

Lacking Funds of Entrepreneurship Communities

The members of entrepreneurship communities need a lot of funds to purchase instruments, do some experiments and make some investigations. But the situation is communities lack some funds. So do the entrepreneurship communities. The funds of communities usually derive from some departments of universities or colleges, unstable and less, which hinge the development of entrepreneurship communities. Although some students may have some good idea about entrepreneurship, they can’t do some practice because of lacking necessary funds support.
The Entrepreneurship Communities Becoming a Mere Formality

Although entrepreneurship communities hold all kinds of activities, the standard and the quality are not very high. These activities are all organized or arranged by colleges or universities instead of introducing some good enterprise projects into the campus, and most of them are mere a formality, doesn’t make any sense, and they don’t create a real entrepreneurship atmosphere.

Lacking Training of Entrepreneurship

In the development of entrepreneurship communities, the members lack some training opportunity. They can’t get the latest information in this field in time. They seldom get some guidance from some experienced experts and instructor who come from some real and famous enterprise. Therefore, they lack some real experiences and they don’t have strong confidence in themselves.

There Being Not Enough Guidance from Teachers

At present, some universities or colleges pay less attention to the teachers who are in charge of entrepreneurship communities, and there are few policies to encourage teachers who have good performance for guiding some entrepreneurship activities.[8] Therefore, for some teachers, they lack some motivation to guide students, and their enthusiasms is not very high. Besides, teachers who are in charge of entrepreneurship communities themselves lack some professional training, and they lack some professional entrepreneurship knowledge. They can’t conduct deep guidance for students, and the efficiency is not good.

Lacking Enough Places for Activities

Some students may have some good or creative ideas about entrepreneurship activity. But in order to make these ideas become true. They demand some places for doing such kind of practice, but in fact, they lack enough places and they have to give up their novel idea.

Countermeasures and Solutions to the Problems

In order to solve those problems appear in the entrepreneurship communities of non-government universities or colleges in Xi’an city, the researchers figure that they should do as following aspects.

(1) Strengthen main leaders’ and secretaries’ management ability, improve management of community and perfect management mechanism of communities. Try to enrich entrepreneurship activities, and don’t make the activities become a formality.

(2) Improve the existing problems of communities, establish good atmosphere and strengthen cohesion of community members. When community members ask for joining the community, the leaders or the person who are in charge of the community should know their real motivation for joining it, and the leaders should guarantee the quality of the candidate.

(3) As to the problem of community financial transparency, the leaders or the person who are in charge of the community should regularly make accounts open to public inspection, and make the accounts transparently.

(4) As to community activities, the teachers who are in charge of them should enrich students’ entrepreneurship activities should introduce some real enterprises or company into campus, and provide some guidance for them.

(5) Strengthen teachers’ training for professional entrepreneurship knowledge, establish some encouragement regulations, and inspire teachers’ motivation and enthusiasm.

(6) Expand funds support and provide more space for entrepreneurship activities. Universities or colleges should provide enough funds and guarantee enough space for entrepreneurship communities so as to make them develop prosperously.

(7) Strengthen publicity to entrepreneurship activities. Universities or colleges should strengthen publicity to entrepreneurship education and make more and more students actively join the activities of entrepreneurship communities.
Limitation of the Research

For entrepreneurship communities are still in early stage of college communities’ development, entrepreneurship communities are very rare in non-government university in Xi’an city. Researcher doesn’t collect enough subjects for research. Therefore, the problems found in the research not stand for all problems, which is the limitation of this research.

Future Research Prospect

The future researchers may find more study subjects in the process of entrepreneurship communities and they will have more bright future in new research fields.

Summary

Communities play more and more important role in higher education. With the rapid development of social economy, people pay much attention to entrepreneurship activities. As initiative and development of communities, entrepreneurship communities are beneficial to university students’ employment and students’ all-around development. General Secretary Xi-Jinping once pointed that “The whole society should pay much attention to entrepreneurship and support entrepreneurship, provide more favorable conditions for the youth, build wider platform for the youth, and make their dreams come true in the process of entrepreneurship”. As the most dynamic generation, college students should dare to start their own business, no doubt, entrepreneurship communities will be beneficial in the process of their entrepreneurship.

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