A Review of College Student Entrepreneurial Support System

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Abstract: At present, college students are faced with the "three low" phenomenon, namely low entrepreneurial rate, low success rate and low technical content in starting up a business. The key to improve the entrepreneurship level of college students is to optimize and improve the entrepreneurial support system. This paper, which takes the college students' entrepreneurial support system as the research object, summarizes and analyzes the previous research literature, identifies and studies the multiple elements in the college students' entrepreneurial support system, and explores the impact of each role in college students’ entrepreneurial support system, so as to have an overview on the current college students entrepreneurial support system.

Introduction

College student entrepreneurship is a hot topic nowadays. This paper mainly uses CNKI to retrieve the literature with the key words of “college student entrepreneurial support” from 2000 to 2016 and finds out that there are 152 articles clearly themed on “college student entrepreneurial support” and tens of thousands of articles focuses on factors of entrepreneurial support. From the earliest in 2002, in which year the Ministry of Education set up nine entrepreneurship education experimental colleges and universities, setting off a upsurge on the study of entrepreneurship education and practice, to the present, the study of college student entrepreneurial support has been ever deeper.

I. The Construction of College Student Entrepreneurial Support System

The study of college student entrepreneurial support is a process from scratch. The research on college student entrepreneurship from 2000 to 2003 was still remained in the exploration of entrepreneurial concepts and entrepreneurial education without touching the research of college student entrepreneurial support. From 2003, researchers began to use empirical methods to study the entrepreneurial needs of college students. It was suggested that national and local governments, enterprises and schools should strengthen the entrepreneurial education of college students and provide support and help in policy, capital, technology and management training. As of 2005, there has been no research from the perspective of entrepreneurial support system. Most of the research on college student entrepreneurship mainly focused on college student entrepreneurial education and their entrepreneurial ability.
From the perspective of learning foreign experience, He Yunjing (2006) put forward for the first time the idea that it is necessary to build China's college student entrepreneurial support system, and pointed out that the subject supported by the college student entrepreneurial support system should be college students who are in lack of funds. Their venture projects should grasp the opportunities of new market, and they need schools and government funding [1]. After 2007, the research on the entrepreneurial support system of college student is becoming more and more extensive. On the college student entrepreneurial support system, it was proposed that it should combine the different roles of universities, government and society, and elaborated the ways and roles of different subjects in constructing college students entrepreneurial support system. Yang Bangyong (2010) analyzes and combs the advantages and disadvantages of the internal and external environment of college student entrepreneurship, and constructs the college student entrepreneurial system of "three main body and four dimensions" represented by the government, universities and society as the main body and entrepreneurial education, entrepreneurial policy, entrepreneurial funds and entrepreneurial service as the support. [2].

Since 2010, China's research in the field of entrepreneurship research has been rising. Take the entrepreneurial support system research for example, the number of concerning literature after 2010 is as much as 5 times comparing to that of the previous 10 years. At present, the relevant academic research mainly focuses on the following three aspects. The first is research on the overall system framework. It tries to explore and construct the college student entrepreneurial support system, learning from foreign experience and analyzing the role of each main body in the support system. The second is targeted research, which mainly focuses on certain aspect in the system, such as the government tax policy support, college entrepreneurship courses and other aspects. The third is the relevance research, which mainly explores the acts and mechanisms of each main body in the cooperative poly component system. In which, the research on politics, industry, learning, research and practice is the most prominent. In reality, college student still face the problems such as lacking of appropriate training platform for capacity development, imperfect marketing support system for independent entrepreneurship and other issues. The study of college students' entrepreneurial
support has not yet been paid enough attention to in the academic field, and a perfect theoretical research framework, which lacks quantitative and in-depth study, is yet to be perfect. Besides, in the research on the targeted issues of entrepreneurial support, most studies focus on policies, and less conduct strategic analysis in the implementation of specific issues.

In general, the research on the domestic college student entrepreneurial support is in the transition period from the initial stage of concept, meaning and other theories to the system construction of factors, methods and mechanisms. With the gradual development of entrepreneurship education, initial achievements have been made in the exploration of college student entrepreneurial support system, and a rough conceptual framework has been formed.

II. Relevant Research on the Government and College Students' Entrepreneurship Support System

The impact of government behavior on entrepreneurial activities is also multifaceted, and the start-up of entrepreneurial activities cannot do without the support of the government. Related research mainly focuses on government regulation, government behavior affecting entrepreneurship financing, taxation and other government support behavior.

A. Study on the Relationship between Government Function and Entrepreneurial Support

Some scholars have explored the role and way of the government in the entrepreneurial support system of college students on the basis of the government duty theory and the dilemma faced by college student entrepreneurship. To motivate the college student entrepreneurial activities, the government can support the realization of college student entrepreneurship by promoting the threshold of entrepreneurial entry, entrepreneurial financing, and supporting policies, and domestic scholars have done much research on this. Wang Wanshan (2016) explains from the economic point of view that entrepreneurship is a mixed product with both public and private characteristics. Due to the externalization, uncertainty and opportunity benefits of entrepreneurship, the government must support it in order to achieve the maximum efficiency of entrepreneurship boundary [3].

B. Targeted Research on Government Policy and Entrepreneurial Support

Entrepreneurship support system is composed of a variety of social resources and policy environment system, which includes entrepreneurial knowledge, capital, policy, information and other aspects. It is a complex social systems engineering. Among them, the external objective elements, such as financial support, registration, financial loan concessions, tax concessions etc. have become the focus in college student entrepreneurship preferential policies research. This part of research focuses on the assessment of the entrepreneurial policy and its implementation; it summarizes the effectiveness of the college student entrepreneurial policy and analyzes the problems existing in the current policy operation. Yuan Xianhai (2006) points out that China's college student entrepreneurship policy can be summarized as four aspects: financial loans concessions, tax concessions, registration benefits and employee benefits [4]. Xia Renqing, Luo Zhimin and Yanjun (2012) pointed out in their research titled Review and Prospect of Chinese College Students’ Entrepreneurial Policy (1999-2011) that the twelve years of the implementation of the college student entrepreneurial policy can be divided into three stages and it also pointed out the characteristics of each stage [5].

It can be seen that a large proportion of relative research is on the construction and implementation of the entrepreneurial support system from the perspective of government, and a great number of scholars have made a wide range of research on the government support elements in the entrepreneurial support system. However, most of them focus on the construction of entrepreneurial support from the aspects of policy support, financial support and public service support. In-depth research in further analysis on college students' perception of entrepreneurial policy and their changes of behavior based on such perception is still scarce.
III. Relative Research on Colleges and Universities and their Support for College Student Entrepreneurship Education

Entrepreneurship education support mainly aims to cultivate and enhance student entrepreneurial ability. Colleges and universities are the main places for college students to study and live, thus college support is very important to college student entrepreneurship. The college student entrepreneurial support is mainly embodied in the support of entrepreneurship education, including entrepreneurial curriculum education and the establishment of entrepreneurial practice platform. With the deepening of the research, there are more and more research points related to "college student entrepreneurship education support", which have formed a huge research network.

First, discussing college entrepreneurship education from the overall level. Wang Zhanren (2015) proposed that entrepreneurship education should be "for all students", "combined with professional education", and it should "integrate the whole process of personnel training", and the basic goal is to realize "full coverage", "hierarchical education" and "differentiation", striving to achieve the "broad spectrum" system[6].

Second, discussing the construction of entrepreneurial platform and entrepreneurial courses from empirical study. Liu Huabo and Wang Yunlong (2011) put forward the idea of constructing the entrepreneurial platform for college students, which enables the effective implementation of entrepreneurship education, training and practice [7].

Thirdly, research on the problems appeared in entrepreneurship education in colleges and universities. Some scholars pointed out from reality that college entrepreneurship education and personnel training program are not well integrate, and the former is still very different with professional education. Introduction of entrepreneurship education by colleges and universities is still not enough.

China's college entrepreneurship education has gone from scratch, and from fragmentary to systematic. In the face of the current high entrepreneurial aspirations, college entrepreneurship support need transforming and upgrading to forwardly adapt the needs of the times, provide innovative entrepreneurship education to meet the needs of entrepreneurs and satisfy student personalized education needs.

IV. Four Societies and College Students' Entrepreneurship Support

On the broad definition of social support, it includes social structure resources such as family, public opinion, organization, business, social relations, etc. Most of scholars in China conduct the research from the perspective of social relations network.

Huang Zhaoxin, Zhao Guojing and Zeng Jirui (2014) took colleges and universities in Wenzhou as example, and explored the college student's entrepreneurship system from the social support level starting from changes in dispatching of rights and obligations, interest relationship and function set of each main body of corresponding social supporting system in Wenzhou area. It further analyzed the experience of building benign interaction among each main body with its regional characteristics, which is of great significance to promote the college student entrepreneurship regionally and even nationwide [8].

The social environment is an important part of college student entrepreneurial activities. The success of college student entrepreneurship cannot be achieved without the support of the society. Both public support and family support are important factors in college student entrepreneurship. From the current research results, there is little research specifically focused on the impact of social support on college student entrepreneurship, and the degree of research debris is too high. From the perspective of research, most research takes successful "business" or "entrepreneur" as the object of study. In the future, targeted research from social perspective should be paid enough attention. More cases should be accumulated to be transformed into the strategies and programs with strong probability for college students to start up a business.
V. Research on the Relationship between Individual and Entrepreneurship Support

The study of individual and entrepreneurial support mainly focus on college students’ subjective cognition and experience in various entrepreneurial environment and initiatives created by government, schools, and the society. The research results are mainly divided into three aspects: first, the establishment of the supporting environment of entrepreneurship. The framework is firstly established so as to promote innovation and entrepreneurship; second, research in entrepreneurial behavior and the characteristics of willingness, which mainly adopted the method of empirical research to explore the internal growth pattern of college students; third, countermeasure research on the entrepreneurial opportunities and risks faced by college students from the perspective of problems.

Qian Yonghong (2007) divides the influencing factors of entrepreneurial intention into two levels and six dimensions, and puts forward that individual factors such as personal factors and personal resources are complementary in predicting individual entrepreneurial intention. Taking both aspects of factors into consideration is helpful in understanding entrepreneurial intention more accurately [9]. Li Wenyi, Xu Lei (2014) discovered factors which affect the entrepreneurial behavior of college students by applying the method of empirical analysis. It points out that customers, suppliers, agents, entrepreneurship salon organization and social economic structure has significant effect on the process of college student entrepreneurship development [10].

The characteristics of college student entrepreneurial groups determine that it needs to establish a sound support system. College students play the dual roles of the subject and the object in establishing entrepreneurial environment. College student need to give full play to their potential and combine the current entrepreneurial environment to enhance their entrepreneurial ability, so as to promote success in entrepreneurship.

VI. Summary and Suggestions

The concept of "college student entrepreneurial support system" and relative research come into being for just a short time, and its academic development is mainly placed in the research of "college student entrepreneurship". In the study of college student entrepreneurial support system, the content is extensive, and the research path and perspective are diverse. Current research covers many factors and stake holders in the college student entrepreneurial support system, including aspects of the subject, object, method and evaluation etc. of the system. Of which, it is most extensive and in-depth to take the government, universities, society, and college students themselves as the object of study. On the research method, comprehensive methods such as logic analysis, comparative research, case studies and other methods are adopted.

However, in terms of research results, there are too much research on the generality and too little on the particularity of college student entrepreneurial support system. Most of the academic achievements build framework of structure based on relative research of predecessors, and less are focused on the particularity of college student group. Compared to other entrepreneurial behavior, college student entrepreneurship has its own generality and particularity in characteristics, methods, and process. However, a lot of existing research learns and even transplants the common entrepreneurial support system without innovation.

Therefore, it is necessary to understand the particularity of college student entrepreneurial support system, constantly explore localized entrepreneurial support system and implementation plan conforming to China’s condition, analyze the core elements and the realization condition by comparing different entrepreneurial support systems, so as to further improve the realization mechanism of college student entrepreneurial support system and make the research more logic and scientific.
References


