Analysis on the Factors that Affect the Cultivation of College Students’ Innovative and Entrepreneurial Ability

Jie YAO¹,a,* , Yi SUI²,b and Huan MA²,c

¹School of Economy and Management, Northeast Electric Power University, Jilin 132012, China
²Graduate School, Northeast Electric Power University, Jilin 132012, China
¹leeyooab@163.com, ²277075467@qq.com, ³362080833@qq.com
*Corresponding author

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Abstract. On the basis of summarizing the research and development of innovation and entrepreneurship education, this paper first defined the basic meaning of innovation and entrepreneurial ability. Then through thorough analysis of the internal and external factors that affect college students’ innovative and entrepreneurial ability, this paper constructed the theoretical model of cultivating college students' innovative and entrepreneurial ability and put forward some countermeasures to enhance their innovative and entrepreneurial ability so as to improve the level of innovation and Entrepreneurship Education in Chinese universities.

Introduction

Entrepreneurship education was originated in the United States in 1940s. The beginning of entrepreneurship education for college students was the opening of a new MBA course in Harvard Business School in February 1947, which was called "Management of New Ventures"[1]. Since entrepreneurs had had an important impact on United States’ economy in late 1960s, several outstanding economists, represented by Professor Timmons at Babson College, first proposed the new mode of entrepreneurship education. Since the beginning of twenty-first century, the European Union and its member states have successively launched a series of entrepreneurial education policies aimed at college students, which have a great impact on entrepreneurship education in universities.

The development of China's innovation and entrepreneurship education can be divided into 3 stages. The initial stage is considered to be from 1989 to 1998, the rising stage is from 1999 to 2001, and the stage of widespread communication is from 2002 to now [2]. Chinese scholars have also put forward a lot of valuable new ideas in their continuous exploration. At present, the academic research on innovation and entrepreneurship education at home and abroad mainly includes the following aspects, such as the study on entrepreneurship education, national policy and economic development, the development and construction of entrepreneurship education curriculum system, the instruction methods and training mode of entrepreneurship education, faculty training, entrepreneurship competition, influencing factors on entrepreneurial process, the evaluation mechanism and system of entrepreneurship education etc.[3].

The research of innovation and entrepreneurship education in China is mainly focused on the theory of innovation and entrepreneurship. It is mainly macro research, and lacks the analysis of the specific model, implementation approach, and the evaluation mechanism and system of innovation and entrepreneurship education [4]. Therefore, future research about innovation and entrepreneurship education should pay attention to the practice of innovation and entrepreneurship, and explore the specific content of innovation and entrepreneurship curriculum system, and the evaluation of innovation and entrepreneurship education. This article will make deep research work on the factors that affect the cultivation of college students’ innovative and entrepreneurial ability.
Definition of Innovative and Entrepreneurial Ability

Innovative Ability

The innovative ability can be summed up as the following four aspects, including Intellectual innovation, technological innovation, industrial innovation and resource innovation. The emergence of innovative thinking can promote technological innovation, thus promoting the development and innovation of industries. People can make good use of many kinds of resources from various angles according to different demands, which can provide reference for solving the problem of resource scarcity.

Entrepreneurial Ability

Entrepreneurial ability refers to the ability to identify business opportunities and risks based on individual cognitive activities, innovative thinking, and the ability of controlling the whole market. At the same time, it makes good use of the invisible hand — market, transforms creative thinking into productivity, then displays itself in a physical manner in front of people. It can increase the efficiency of practice and ultimately create market value through resource integration, leadership, and effective management.

Interrelationship between Innovative Ability and Entrepreneurial Ability

In the market, the combination of innovative and entrepreneurial ability is the basic element to promote the success of entrepreneurship. Innovative ability is the foundation of entrepreneurial ability. And the embodiment of entrepreneurial ability depends upon the realization of innovative ability [5]. Entrepreneurial environment is the integration of necessary economic, political, cultural and other social factors during the process of entrepreneurship, and its formation provides a broad platform for college students to bring into full play their innovative and entrepreneurial ability.

Main Factors Affecting the Cultivation of College Students’ Innovative and Entrepreneurial Ability

Policies and Regulations

The relevant policies and regulations formulated by the government play a direct role in increasing the enthusiasm of college students to innovate and start their own business, and promoting the cultivation of innovative and entrepreneurial abilities.

The government has laid down many laws and regulations to provide good conditions for college students to start their own business. At the same time, many entrepreneurial areas and bases have been established to provide platforms for college students to transform entrepreneurial theories into practical operations, so that the entrepreneurial ability of college students can be well trained and developed. In particular, the government has given some preferential treatment in taxation and loan to encourage college students to start their own business, and taken various incentives and financial aid measures to encourage them to innovate. All of these have great effect on cultivating college students’ innovative and entrepreneurial ability.

Economic Factor

The degree of regional economic development, especially the active degree of small and micro enterprises in regional economic development, has a direct impact on the willingness and enthusiasm of college students to devote themselves to entrepreneurship.

Moreover, in recent years the overall employment level of their graduates also has a direct impact on whether their college students choose to start a business or not after graduation.
Social Factor
Social media is one of the most influential media today. The media's propaganda of college students' entrepreneurship, especially the report about the successful experiences of innovative and entrepreneurial persons, has a direct impact on college students' desire for innovation and entrepreneurship.

At the same time, the propaganda of advanced deeds of innovation and entrepreneurship also set up high image of idols in the minds of college students, which will affect the improvement of college students' quality and accomplishment to some extent. In addition, participating in social practice activities also plays a certain role in the accumulation of college students’ practical experience in entrepreneurship.

Family Factor
Family is the most basic place for college students to cultivate their innovative and entrepreneurial ability. Whether parents attach great importance to the cultivation of children's personal quality in their daily life, including persistence, perseverance, having clear goal and time sense of urgency etc., parents' attitudes and support for innovation and entrepreneurship, as well as parents’ enthusiasm and initiative to cultivate children's innovative and entrepreneurial ability, all have direct impacts on college students' understanding and willingness of innovation and entrepreneurship.

School Factor
School plays a vital role in the cultivation of College Students' innovative and entrepreneurial ability. College students’ basic knowledge, professional knowledge and some professional skills about innovation and entrepreneurship mainly come from this platform.

Therefore, whether the existing faculty, innovation and entrepreneurship curriculum system and teaching mode can meet the needs of college students' innovation and entrepreneurship education, whether college students' knowledge and experience of innovation and entrepreneurship can be accumulated by club activities and lectures organized by the school, and the effectiveness of participation in innovation and entrepreneurship competition in improving college students' ability of innovation and Entrepreneurship etc., all play an active role in the cultivation of college students' innovative and entrepreneurial ability.

Network Platform
In today's era of information technology, internet has become an important way for us to learn and collect information.

The construction of American innovation and entrepreneurship network platform is comparatively perfect. People can find nearly all the information they need, learn relevant knowledge, and also seek professional help from the platform, so that the threshold of innovation and entrepreneurship is greatly lowered. Whether our existing innovation and entrepreneurship network platform can meet the needs of innovators and entrepreneurs will also affect the cultivation of college students' innovative and entrepreneurial ability.

Personal Factor
The main body of innovation and entrepreneurship is human. All those who have been successful in innovation and entrepreneurship have some very good personal qualities, such as having a strong desire for knowledge, keeping on learning, having clear objectives, being coherent, having the spirit of pioneering and perseverance, and having the ability to bear hardships etc. These are the prerequisites for them to be successful in innovation and entrepreneurship.
Construction of Theoretical Model for Cultivating College Students' Innovative and Entrepreneurial Ability

According to the analysis of the above factors, it can be seen that college students’ innovative and Entrepreneurial ability mainly depends on personal quality, professional knowledge and experience of innovation and entrepreneurship, and the driving force of innovation and entrepreneurship. The cultivation of personal qualities is mainly determined by the individual's growth environment, especially the family environment plays a vital role. The acquisition of professional knowledge and experience of innovation and entrepreneurship mainly comes from the study at school, the collection of relevant information on the network platform, the experience of social practice and the spread of social media etc. The driving force of innovation and entrepreneurship mainly comes from preferential policies and measures on taxation and loans issued by the state and local governments to encourage college students to engage in innovative activities, the vitality of local small and micro enterprises in the region's economic growth, and the celebrity effect brought about by the propaganda of successful people’s deeds in society. Therefore, this paper constructs the basic theoretical model of college students' innovative and entrepreneurial ability, as shown in Fig. 1.

![Diagram of Theoretical Model for Cultivating College Students' Innovative and Entrepreneurial Ability](image)

**Figure 1.** Theoretical Model for Cultivating College Students’ Innovative and Entrepreneurial Ability.

Countermeasures for Promoting College Students' Innovative and Entrepreneurial Ability

Further Enhancing the Driving Force of College Students' Innovation and Entrepreneurship

Emphasizing the impact of family and social factors on the driving force of innovation and entrepreneurship. Through the actual investigation and research on the college students’ innovative and Entrepreneurial ability in one of the universities in Northeast China, it can be seen that driving force has played a limited role in improving college students’ innovative and entrepreneurial ability. Therefore, effective measures should be taken to strengthen the motivation for college students to innovate and start new business.

The empirical study also shows that family and social factors are the main factors that affect the driving force of College Students' innovation and entrepreneurship, so the influence of these two factors should be further expanded. In particular, we should strengthen the propaganda of successful persons’ deeds by social media, exert the influence and driving effect of idols, then enhance college students’ willingness to innovate and start new business.

Strengthening the support of relevant policies and regulations. It can also be seen from the empirical study that the policies and regulations have played a minor role among the main factors that affect the motivation of College Students' innovation and entrepreneurship. On one hand, it shows that the students are not so satisfied with the support of current policies and regulations related with
college students' innovation and entrepreneurship. It has not yet reached the level they expected. And on the other hand, it also reflects that many students are lack of thorough understanding of relevant policies and regulations. Therefore, local governments should carry out in-depth investigation to understand the practical difficulties faced by college students in innovation and entrepreneurship and introduce appropriate measures to meet their needs. At the same time, we should intensify propaganda on relevant policies and regulations, and make full use of all kinds of channels to popularize relevant knowledge so as to enhance the impetus for college students to innovate and start new business.

**Keeping on Accumulating the Knowledge and Experience of Innovation and Entrepreneurship**

The empirical research also shows that college students’ innovative and entrepreneurial ability is mainly influenced by the knowledge and experience of innovation and entrepreneurship, the extent of the impact is as high as 82.6%. Therefore, the college students' knowledge and experience of innovation and entrepreneurship should be further strengthened, so as to enhance their innovative and entrepreneurial ability.

There are two main factors that affect the college students' knowledge and experience acquisition in innovation and entrepreneurship, including the school factor and the network platform. However, the research shows that although these two factors have played positive roles for college students to acquire the knowledge and experience of innovation and entrepreneurship, but the extent of the impact is limited. This shows that these two platforms cannot fully meet the needs of the students to acquire knowledge and experience in innovation and entrepreneurship.

Therefore, on the one hand, the university should strengthen the construction of faculty, curriculum system, and community activities etc. On the other hand, the construction of the network platform should be strengthened, so that students can find all aspects of information needed for innovation and entrepreneurship, and increase the relevant knowledge and experience of innovation and entrepreneurship.

**Effectively Improving College Students’ Innovation and Entrepreneurship Education Level**

Innovation and entrepreneurship education is to cultivate the talents with basic quality and pioneering personality. It is not only to cultivate the awareness of entrepreneurship, spirit of innovation, innovative and entrepreneurial ability for college students, but also facing the whole society, to carry out the training of innovative thinking and entrepreneurial ability for those who intend to start a business, who have already started a business, or those who have been successfully operating their own businesses. Therefore, innovation and entrepreneurship education is essentially a kind of practical education.

The system of innovation and entrepreneurship education mainly consists of the following four aspects, including awareness training, ability promotion, environment cognition, and practice simulation. Therefore, universities should further improve the curriculum system and teaching mode of innovation and entrepreneurship, especially increase the credit of social practice, and at the same time strengthen the construction of innovation and entrepreneurship faculty, so as to meet college students’ needs to acquire more knowledge of innovation and entrepreneurship. And college students should mobilize their own subjective initiative, actively take part in all kinds of innovation and entrepreneurship activities and participate in various types of innovation and entrepreneurship competition organized by schools and all circles of society so as to enrich their experience of innovation and entrepreneurship constantly.

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