

Research on the mechanism of the influence of entrepreneurial environment on college students' entrepreneurial willingness in colleges and universities

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Abstract: The objective of this research is to investigate how the entrepreneurial environment in universities affects the willingness of college students to pursue entrepreneurship. Through in-depth analysis of the components of the university entrepreneurial environment, including policy support, resource integration, entrepreneurship education, practice platform and campus culture, it explores the combined impact of various factors on the entrepreneurial aspirations of college students. At the same time, the comprehensive influence of individual, family, social and school factors on college students' entrepreneurial willingness is examined. The study reveals the important role of university entrepreneurial environment in guiding and shaping college students' entrepreneurial willingness and ability, as well as influencing their entrepreneurial decision-making process. This study presents strategic recommendations aimed at improving the entrepreneurial environment within universities, ultimately fostering greater entrepreneurial drive among college students, including strengthening policy guidance, optimising entrepreneurial education and practice platforms, creating a good campus culture and entrepreneurial atmosphere, and constructing an all-round entrepreneurial service system.

1. Introduction

In the modern era, entrepreneurship stands as a pivotal driving force for economic progress and innovation. As the main force of the future society, the willingness and capability of college students to engage in entrepreneurship hold immense importance for building a national innovation system. As the cradle of talent cultivation, the entrepreneurial environment of colleges and universities has a profound impact on the entrepreneurial willingness of college students. Backed by the state's staunch support for innovation and entrepreneurship, a growing number of colleges and universities are emphasizing entrepreneurship education and proactively fostering a conducive entrepreneurial atmosphere to kindle students' innovative ideas and entrepreneurial fervor. However, how exactly the entrepreneurial environment in colleges and universities affects the entrepreneurial

willingness of college students and how to enhance the entrepreneurial enthusiasm of college students by optimising the entrepreneurial environment is still a question that deserves in-depth discussion. This study aims to analyse the specific influence mechanism of university entrepreneurial environment on college students' entrepreneurial willingness, in order to provide theoretical support and practical guidance for the reform of university entrepreneurship education and optimization of entrepreneurial environment. By conducting this study, our aim is to attain a profound comprehension of how college students' entrepreneurial willingness develops, and offer precise recommendations to colleges, universities, and policymakers, thereby fostering robust growth in college students' entrepreneurial endeavors.

2. Influencing factors of university students' entrepreneurial willingness

The influencing factors of college students' entrepreneurial willingness is a multidimensional and complex topic, which involves multiple dimensions such as individual, family, society as well as school. These factors are intertwined and together affect the entrepreneurial choice and determination of college students. Personal interests and strengths are the cornerstone of entrepreneurial willingness. Everyone has his or her own uniqueness, and these personal traits largely determine his or her future career direction. For college students with strong entrepreneurial willingness, they often have a strong interest in a certain field of their own, and may even have accumulated considerable professional knowledge and practical experience driven by this interest. In addition, personal strengths are also an important factor influencing the willingness to start a business. For example, some people may be born with good communication skills, organisational and coordination skills, or innovation skills. These strengths enable them to better cope with the challenges in the process of entrepreneurship, and thus enhance their entrepreneurial confidence. Career planning and entrepreneurial motivation are closely linked. When planning their careers, college students set clear goals and paths based on factors such as their interests, abilities and market demand. For those students who are interested in entrepreneurship, their career planning often revolves around how to realise their entrepreneurial dreams. The entrepreneurial motivation, on the other hand, is the inner force that drives them towards the entrepreneurial path. This motivation may stem from dissatisfaction with the status quo, the pursuit of challenges and opportunities, or to realise personal and social values. Risk tolerance and stress tolerance are crucial in the process of entrepreneurship. Entrepreneurship itself is a high-risk activity, which requires entrepreneurs to have not only keen market insight and innovation ability, but also enough courage and determination to face unknown challenges. Therefore, those college students with higher risk tolerance are more likely to go farther on the road of entrepreneurship. At the same time, stress tolerance is also a factor that cannot be ignored. In the process of entrepreneurship, there will be all kinds of unforeseen difficulties and setbacks, how to adjust the mindset, stay calm and find ways to solve problems is the challenge entrepreneurs must face. Family background and the degree of support have a profound impact on the entrepreneurial willingness of college students. Students from different family environments may have significant differences in entrepreneurial concepts and resource support. Some families may encourage their children to pursue a stable career path, while others may be more open and supportive of their children's entrepreneurial dreams. In addition, a family's economic conditions may also influence a child's entrepreneurial choices to some extent. Families with more financial resources may be able to provide more financial and networking support for their children's entrepreneurial projects. Social opinion and entrepreneurial atmosphere are also external factors that should not be ignored. In a social environment that actively encourages innovation and entrepreneurship, college students' entrepreneurial willingness can often be more stimulated and supported. This atmosphere includes not only the government's support and

promotion of entrepreneurial policies, but also the recognition and respect of entrepreneurial behaviour by all sectors of society. In such an environment, college students are more likely to come into contact with successful cases and role models of entrepreneurship, thus enhancing their confidence and motivation in entrepreneurship. School factors play a crucial role in the formation of college students' entrepreneurial willingness. Entrepreneurship education and curriculum are important ways to cultivate students' entrepreneurial awareness and ability. By offering relevant entrepreneurship courses and lectures, schools can help students understand the basic knowledge, skills and processes of entrepreneurship, and at the same time cultivate their innovative thinking and problem-solving abilities. In addition, campus entrepreneurship activities and competitions are also effective ways to stimulate students' enthusiasm for entrepreneurship. These activities not only provide students with platforms and opportunities for practice, but also allow them to feel the charm and challenges of entrepreneurship in the process of participation. In addition to the entrepreneurship education and practice opportunities mentioned above, the support and encouragement of entrepreneurship by the school is also crucial. Such support may take various forms, including the provision of entrepreneurial funds, the establishment of business incubation bases, and the invitation of entrepreneurs to share their experiences. Through these measures, schools can create a more relaxed and favourable entrepreneurial environment for students, thus reducing their entrepreneurial risks and costs.

3. Influence mechanism of university entrepreneurial environment on university students' entrepreneurial willingness

The mechanism by which the entrepreneurial environment of universities impacts the willingness of college students to engage in entrepreneurship is a multifaceted and complex process, which covers policy orientation, resource integration, entrepreneurship education, practice platform, campus culture and entrepreneurial atmosphere. These factors work together in different ways to influence college students' entrepreneurial willingness and thus shape their entrepreneurial decisions and behaviours. Policy orientation plays a crucial role in the entrepreneurial environment of universities. By formulating a series of preferential policies and support measures, the government has provided strong support and guarantee for college students' entrepreneurship. These policies not only lower the threshold and risk of entrepreneurship, but also stimulate the entrepreneurial enthusiasm and confidence of college students. For example, the entrepreneurial loans, tax incentives and the construction of entrepreneurial parks provided by the government have created favourable external conditions for university students to start their own businesses. At the same time, the policy orientation also guides the flow of social resources and funds to the field of entrepreneurship, providing more opportunities and resources for college students' entrepreneurship. Resource integration is one of the key factors to promote college students' entrepreneurship. As an important base for talent cultivation and knowledge innovation, colleges and universities have abundant scientific research resources, technical resources and human resources. Through effective resource integration, colleges and universities can transform these advantageous resources into entrepreneurial capital and provide strong support for college students' entrepreneurship. For example, colleges and universities can cooperate with enterprises to establish laboratories or R&D centres to promote the transformation and application of scientific research results. In addition, colleges and universities can make use of alumni resources and industry resources to build a broader platform and network for college students' entrepreneurship. The motivating effect of entrepreneurship education and practice platform on college students' entrepreneurial willingness should not be ignored. Entrepreneurship education helps college students fully understand the connotation and requirements of entrepreneurship by teaching entrepreneurial knowledge,

cultivating entrepreneurial skills and shaping entrepreneurial spirit. At the same time, entrepreneurship education also focuses on cultivating students' innovative thinking and problem-solving ability, so that they can adapt quickly and make correct decisions when facing entrepreneurial challenges. The practice platform, on the other hand, provides college students with the opportunity to transform theoretical knowledge into practical experience. By participating in entrepreneurial projects, internship training and other activities, students can experience the hardship and fun of entrepreneurship, and thus be more determined to embark on the entrepreneurial path. The influence of campus culture and entrepreneurial atmosphere on college students' entrepreneurial willingness is also far-reaching. A positive and innovative campus culture can stimulate the entrepreneurial enthusiasm and creativity of college students. Colleges and universities have created a strong entrepreneurial atmosphere by organising entrepreneurship lectures, entrepreneurship competitions and other activities. In this atmosphere, college students can come into contact with more entrepreneurial information and resources, and communicate and cooperate with like-minded partners, thus enhancing their entrepreneurial confidence and motivation. Entrepreneurship education and practice activities not only teach entrepreneurial knowledge and skills, but also exercise the practical ability and teamwork ability of college students. Through participating in entrepreneurship education programmes and practical projects, university students can learn how to identify business opportunities, formulate business plans and manage entrepreneurial teams. The enhancement of these abilities enables them to better cope with various challenges and problems in the process of entrepreneurship and increases the probability of entrepreneurial success. School support plays an important role in reducing entrepreneurial risk. Colleges and universities provide certain material and spiritual support for college students' entrepreneurship by providing entrepreneurship funds, entrepreneurship mentors and other resources. These supports can not only ease the economic and psychological pressure of college students, but also help them establish a stable business foundation and market position in the early stage of entrepreneurship. In addition, schools can provide more external resources and support for college students' entrepreneurship through co-operation with government departments and enterprises. The convenience of campus entrepreneurship network and resource integration provides a strong guarantee for college students' entrepreneurship. Colleges and universities provide all-round support and help for college students' entrepreneurship by establishing a perfect entrepreneurial service system and resource integration mechanism. For example, colleges and universities can establish entrepreneurial project libraries and resource sharing platforms to provide more project choices and cooperation opportunities for college students' entrepreneurship. At the same time, colleges and universities can also make use of the social network and human resources on campus to build a broader cooperation and development space for college students' entrepreneurship. The influence mechanism of college entrepreneurship environment on college students' entrepreneurial willingness is multifaceted and complex. The promotion of policy orientation and resource integration, the motivation of entrepreneurship education and practice platform, the cultivation of campus culture and entrepreneurial atmosphere, and the enhancement of competence by entrepreneurship education and practice activities all play a role in the entrepreneurial willingness and decision-making process of college students. In order to further enhance the entrepreneurial willingness and success rate of college students, colleges and universities should continue to optimise the entrepreneurial environment, strengthen the policy guidance and support, improve the entrepreneurship education and practice platform, and create a good campus culture and entrepreneurial atmosphere, so as to provide more comprehensive and powerful support for college students' entrepreneurship^[1].

4. Strategic Suggestions for Optimising the Entrepreneurial Environment in Colleges and Universities to Enhance the Entrepreneurial Intention of College Students

The strategic suggestions for optimising the entrepreneurial environment in universities to enhance the entrepreneurial willingness of college students involve multiple levels, including policy guidance, entrepreneurial education, campus culture and entrepreneurial service system. The following is a detailed description of these strategic suggestions. In terms of strengthening policy guidance and support, colleges and universities should actively cooperate with government departments to increase the publicity of entrepreneurship support policies. Through campus broadcasting, posters, lectures and other forms, ensure that college students have a comprehensive understanding of the entrepreneurial incentives, loan support, tax breaks and other measures provided by the government. This will not only increase college students' awareness of entrepreneurship policies, but also stimulate their entrepreneurial enthusiasm and confidence. At the same time, improving the entrepreneurial financial support system is also key. To provide initial financial backing for college students' entrepreneurial ventures, colleges and universities ought to establish dedicated entrepreneurship funds, and guide them to understand and make use of external financing channels such as government loans and venture capital. These measures will effectively reduce the economic pressure of college students' entrepreneurship and provide a solid guarantee for them to start their entrepreneurial projects smoothly. Optimising entrepreneurship education and practice platform is another important way to enhance college students' entrepreneurial willingness. Colleges and universities should strengthen the construction and reform of entrepreneurship education programmes, incorporate entrepreneurship education into the compulsory curriculum system, and update the teaching content with practical cases and industry dynamics. By inviting successful entrepreneurs and entrepreneurs to campus to share their experiences and organising activities such as entrepreneurship salons, the practicality and interactivity of entrepreneurship education can be enhanced. In addition, it is also crucial to expand the practice platform and school-enterprise cooperation. Colleges and universities should establish close cooperation with enterprises and industry associations to build internship bases, innovation labs and other platforms, providing more opportunities for college students to get in touch with the actual working environment and solve problems. These practical experiences will help college students better understand market demand, business models and other key factors of entrepreneurship, thus enhancing their entrepreneurial ability. Creating a good campus culture and entrepreneurial atmosphere is also important to stimulate the entrepreneurial willingness of college students. Colleges and universities should organise diversified entrepreneurial activities and competitions, such as business plan competitions, innovation and creativity competitions, etc., to encourage students to actively participate in and present their entrepreneurial ideas. These activities not only exercise the practical entrepreneurial ability of college students, but also provide them with opportunities to communicate with and learn from their peers. Meanwhile, strengthening the construction of campus entrepreneurship clubs and organisations is also an effective way to create an entrepreneurial atmosphere. Colleges and universities should support students to organise entrepreneurship clubs on their own initiative, provide necessary venues and resource support, and let these clubs become incubators and communication platforms for college students' entrepreneurial ideas. Building an all-round entrepreneurial service system is also indispensable to enhance the entrepreneurial willingness of college students. Colleges and universities should set up special entrepreneurship service centres or institutions to provide entrepreneurship advice and counseling services for college students. These services can include market research, business model design, legal risk assessment, etc., to help students better plan and prepare for their entrepreneurial projects. At the same time, it is also crucial to establish an entrepreneurial project

database and a resource sharing platform. Colleges and universities can integrate internal and external resources to provide college students with services such as recommending entrepreneurial projects and searching for partners, so as to reduce their entrepreneurial thresholds and risks^[2].

5. Conclusion

Optimising the entrepreneurial environment in colleges and universities is crucial to enhancing the entrepreneurial willingness of college students. By strengthening policy guidance and support, improving entrepreneurship education and practice platforms, creating a positive campus culture and entrepreneurial atmosphere, and building a comprehensive entrepreneurial service system, we can effectively stimulate college students' entrepreneurial enthusiasm and confidence, and improve their entrepreneurial ability and success rate. The implementation of these strategic recommendations requires the joint efforts of colleges and universities, the government, enterprises and the society to create a more favourable environment for college students' entrepreneurship, so as to cultivate more entrepreneurs with innovative spirit and practical ability, and to promote the sustainable development and progress of the society.

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