

The Influence of Innovation and Entrepreneurship Education on College Students' Entrepreneurial Willingness and Entrepreneurial Behavior

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Abstract: Starting from the entrepreneurial intention and behavior of college students, this paper puts forward relevant suggestions on the development of innovation and entrepreneurship education in colleges and universities through the combination of theoretical analysis and empirical research. (1) From an entrepreneur's point of view. At present, most students in China lack correct, scientific and complete career planning awareness; unclear future career direction and employment rate. Therefore, the government should strengthen the awareness and understanding of the problems in entrepreneurial activities, improve the awareness of entrepreneurship education by improving laws and regulations, and improve the quality and efficiency of entrepreneurship education, and create more employment opportunities with independent innovation spirit and entrepreneurial ability. (2) From the students' point of view. Most college students will have high expectations for the prospect of social development to a certain extent, but there are also unstable factors. Therefore, it is necessary to strengthen the cultivation and guidance of college graduates after graduation, and encourage enterprises to increase investment to attract excellent talents to provide a good entrepreneurial environment and atmosphere for college students. (3) From the perspective of the school. Colleges and universities should strengthen the cultivation of college students' entrepreneurial willingness and entrepreneurial behavior. By improving the employment guidance system, students can define their future development direction and provide a good working environment and atmosphere, and conduct teaching activities to improve the independent innovation and quality, and encourage people to participate in the employment of college graduates.

1. Introduction

The development of entrepreneurship education is crucial to college students, entrepreneurs and the whole society. Under the new situation, innovation and entrepreneurship education, as an

indispensable part of China's higher education, also emerges at the historic moment. However, at present, Chinese studies are few and not systematic enough. Through the survey, it can be found that most universities do not have a comprehensive and in-depth analysis and discussion of the majors chosen by students; What is more, some people simply regard it as an academic and technical discipline to treat and learn to do not pay attention to or only pay attention to the theoretical knowledge points in the book, But ignoring the huge role of entrepreneurship education in college students, Based on the study of innovation and entrepreneurship education and the behavior of college students, And put forward relevant suggestions, The development of entrepreneurship education is of great significance to the sustained and stable growth of China's economy and society, It is an indispensable part of cultivating high-quality talents in colleges and universities. At present, the employment situation of Chinese college students is grim, and the number of graduates is increasing year by year. In such an environment, how to improve students' self-employed entrepreneurship and enterprise initiative? How to start entrepreneurship for college students has become one of the most concerned topics in the research topics of scholars; whether the school provides good hardware support and educational conditions for education, so it is of great significance to conduct in-depth discussion on the improvement of innovation and entrepreneurship ability.

2. Research Background

Through the collation and analysis of the literature, the relationship, mechanism and influencing factors between innovation and entrepreneurship education have not formed a complete theoretical system among college students. According to the research results of previous scholars, this paper discusses the problems of college students in different stages in the process of economic and social development. However, due to various reasons, it is impossible to accurately analyze the concepts of individuality and group, so it is rare to find the literature on the relationship and mechanism between innovation and entrepreneurship education and college student entrepreneurs, and the influencing factors of them. As can be seen from the figure, the development of innovation and entrepreneurship education in China is roughly divided into three stages: the budding exploration stage, the steady rising stage and the stage of rapid development stage. (Figure 1) In addition, there are very few studies on the impact of innovation and entrepreneurship education on the willingness of college students and entrepreneurs, and no corresponding countermeasures have been put forward in the existing literature. From the above analysis, we can see that: (1) it is very necessary and of realistic significance to explore the relationship between the three from different perspectives. The mechanism of innovation and entrepreneurship education and the relationship does not have a complete system has not been formed. Therefore, this study hopes to supplement this content in the future; (3) it is very necessary and very important to explore the three influencing factors and their interrelationships from different perspectives. [1]

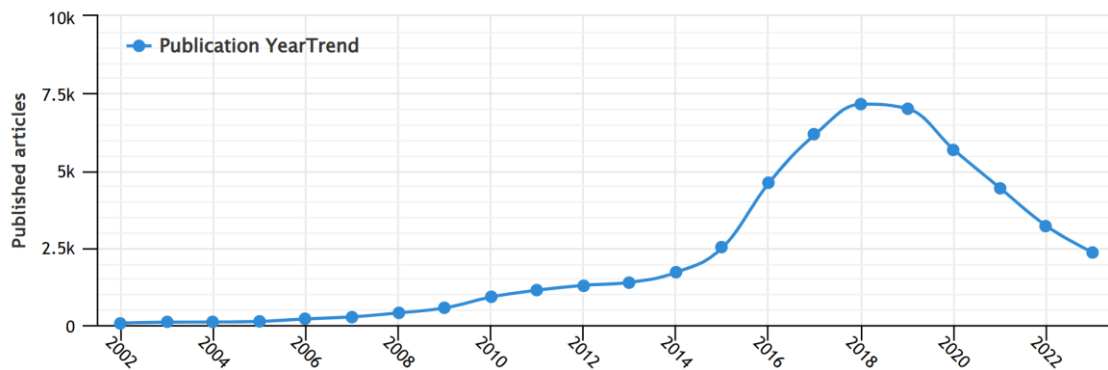


Figure 1: Change trend of research literature related to the development of innovation and entrepreneurship education from 2002 to 2021

3. Theoretical Basis

3.1 Definition of Relevant Concepts

(1) Entrepreneurship: Entrepreneurship is a kind of behavior and process, and its essence is to change and create a new life. Broadly speaking, any person or group can realize their ideals and aspirations in various ways. In the narrow sense, it is believed that entrepreneurs need to have certain qualities and creative thinking, while in the broad sense, it believes that entrepreneurs need to have entrepreneurial ability and entrepreneurial consciousness, and carry out creative activities on this basis.[2]

(2) Employment of college students: it refers to individuals or groups using existing resources to engage in certain economic behaviors according to their own situation, social needs and relevant national policies and regulations. This article mainly focuses on college graduates

(3) Entrepreneurship education: refers to the use of various scientific methods in order to achieve certain training goals, to guide and help college students in a planned and systematic way, to improve their comprehensive quality and ability, and to form a unique style in teaching practice.[3]

The connotation analysis of the entrepreneurial intention is the attitude tendency to the behavior of entrepreneurship. The Plan Behavior Theory (TPB) of Ajzen (1991) [4] And Shapero (1975) (SEE) [5] All belong to foreign scholars' research on this variable. Thompson (2009) believes that the willingness to start a business is the individual commitment to start a business in the future[6]. Scholar Wang (2019) believes that the willingness to start a business refers to the subjective attitude of an individual's whether to start a business in a period of time in the future, the higher the willingness to start a business, the greater the probability of starting a business in the future[7]. Ma Jiqian (2012) believes that willingness to start refers to people's attitudes and views on entrepreneurial behavior[8]. At the same time, the willingness to start businesses is also an indicator of the strong attitude towards entrepreneurial behavior. Bird d (1988) through research shows that the generation of any behavior first requires the formation of willingness [9]; Krueger (1994) also confirms the same view. Research shows that individuals or enterprises want to pursue innovation and development, under the comprehensive influence of the environment, they must have the will to carry out better entrepreneurial activities before the entrepreneurial behavior. [10]

3.2 Research on the Model Related to Entrepreneurial Willingness

Entrepreneurship education and entrepreneurship process is a complex system, which contains many factors. From the sense of innovation. In the traditional concept, people often think that "good mathematics and physics" is to learn knowledge, mastering skills and develop themselves; but with the change of social environment and the increasingly fierce competition of market economy, the understanding of market demand is incomplete and inadequate; secondly, there is the positive correlation between innovation ability and business willingness.

Chinese and foreign scholars have studied and verified the structural models influencing entrepreneurial willingness from different research perspectives. Shapero The entrepreneurial event model believes that an individual's entrepreneurial willingness is affected by three factors, including the perception of conformity, feasibility perception and action tendency.[11](Figure 2)

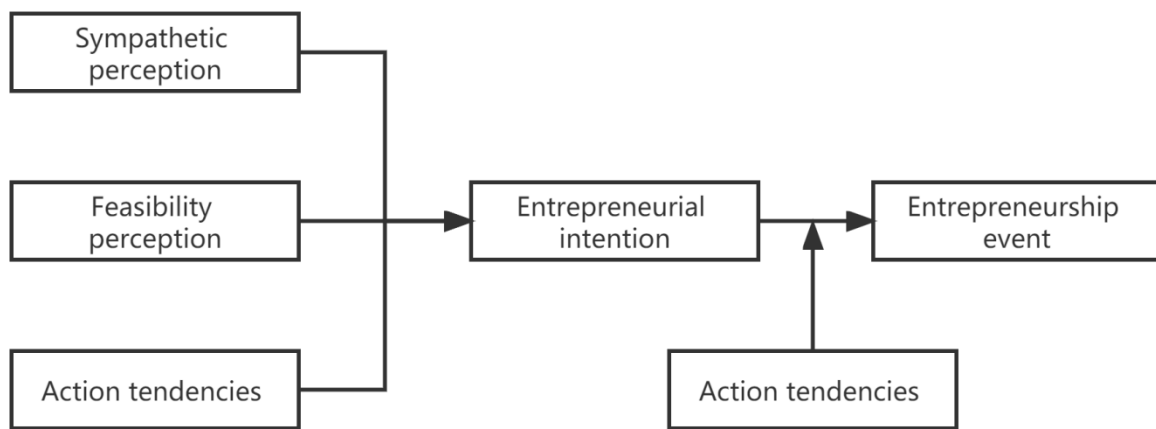


Figure 2: Entrepreneurial event model

Phillip Scholars and others have put forward a structural model about personal background, entrepreneurial belief, entrepreneurial attitude and entrepreneurial tendency (Figure 3).[12]

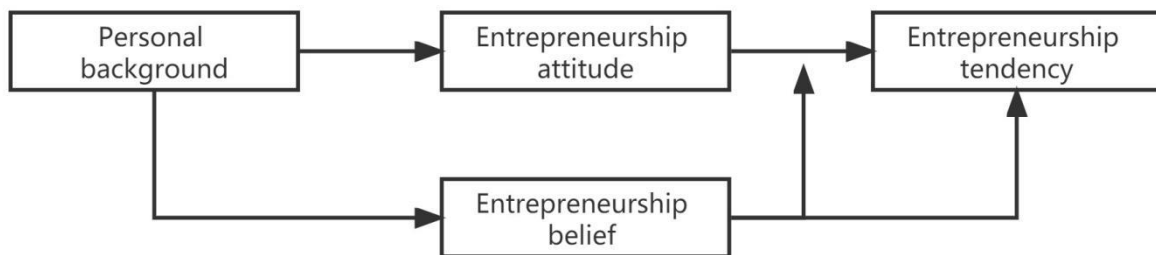


Figure 3: A theoretical model of entrepreneurial tendency

In China, there are many models to study the influencing factors of entrepreneurial willingness. Scholars Gan Xiaojuan took college students as the research sample and discussed the relationship between innovation and entrepreneurship education and entrepreneurial willingness on the basis of the theoretical research of Chinese and foreign scholars , and introduced regulatory variables and intermediary variables.[13](Figure 4)

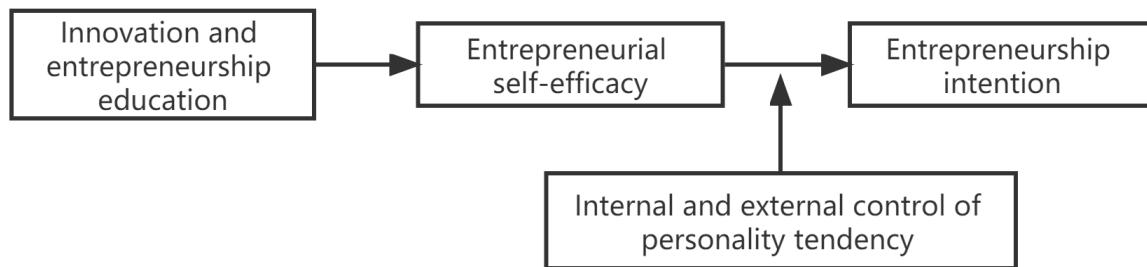


Figure 4: Theoretical model of innovation and entrepreneurship education influence on entrepreneurship intention

Scholar Xu Lei added the adjustment variable of entrepreneurship environment and constructed the theoretical model of entrepreneurship education in local universities.[14](Figure 5)

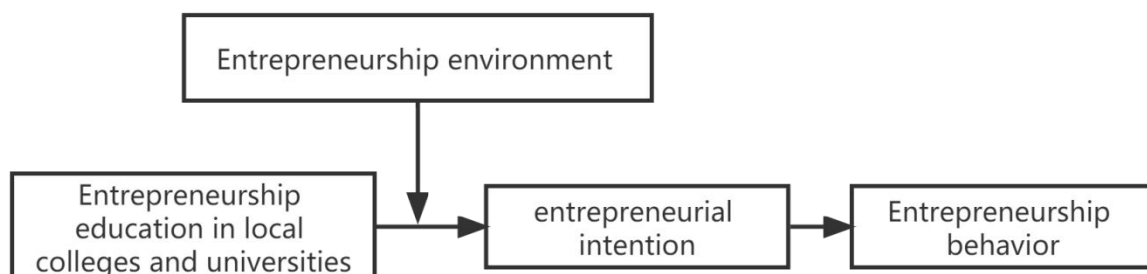


Figure 5: Research model of entrepreneurship education in local universities

4. Study Subjects

The research object of this paper is to take the innovation and entrepreneurship ability of college students in the development process of entrepreneurship education, and mainly select A and B universities for research. (1) University A is an undergraduate student in an area. The university has more than 2 full-time graduates from the largest higher education institutions, about 80,000 students, thousands of teachers and students, perfect entrepreneurship education, and relatively complete entrepreneurship management system and policies. (2) University B is a student of each university in a certain region. The number of students in the university is the largest proportion of the total number of students, among which the highly educated students account for a large proportion, which shows that they have a strong cognition level of innovation ability; it is also one of the undergraduate colleges with the highest richness of innovation resources and availability. According to the above situation, the number of graduates in this region is large and the employment intention is strong.

5. Path of Innovation and Entrepreneurship Education to Promote College Students' Entrepreneurial Willingness

Through questionnaire survey and analysis, the empirical test of college students' willingness to start businesses from three dimensions, and the results show that: (1) the influence degree of innovation and entrepreneurship education did not show statistical differences in terms of gender. However, there are some factors such as different gender and different family background in grade

and major.(2) Innovative college students think more about the development prospects of the industry when choosing the employment direction. Instead of pursuing personal career planning; some studies have pointed out that whether college graduates are satisfied with their work will also affect the analysis of their entrepreneurial intention and entrepreneurial behavior. Therefore, innovation and entrepreneurship should mainly start from the following three aspects: First, the choice of majors. Many graduates think more about the development prospects of the industry and the competence of the career orientation and career planning guidance or the unclear direction of Liu Yumei. Analysis of the influencing factors of college students' entrepreneurial intention and entrepreneurial behavior. The third is the attitude towards innovation. There are also many people who tend to be "good" or "bad" when choosing an employment direction. Therefore, colleges and universities should guide students to establish correct values and outlook on life and improve their comprehensive quality and ability to cultivate their good attitude, positive and healthy mental state and enhance their independent thinking consciousness, self-confidence and creative spirit and other qualities; And on the other hand, college students entrepreneurs should strengthen their knowledge reserves, improve their professional level and innovative entrepreneurial skills, therefore, schools should actively organize innovation entrepreneurship education activities, help college students set up the correct values and outlook on life through innovative entrepreneurship education, college students entrepreneurs should have certain professional knowledge, can find problems and solve problems in practice. At the same time, we should also strengthen our own quality and ability training. Therefore, universities should actively organize students to participate in social practice activities to improve their comprehensive quality and creative spirit; on the other hand, schools can provide graduates with good learning opportunities and platforms for them to communicate to improve their awareness of innovation and entrepreneurship education content and effectively applied to college entrepreneurs, and encourage aspiring or dare to participate in the school should also actively carry out innovative entrepreneurial practice, encourage entrepreneurs to study independently after graduation, so as to improve students' own ability and comprehensive quality.[15,16]

6. Conclusion

Through research, this paper finds that innovation and entrepreneurship education has a certain impact on the entrepreneurial performance of college students, but it does not fully play its role. And from the analysis of gender, students of different grades in various indicators. This paper mainly explores the relationship between entrepreneurship education and social practice in colleges and universities. For different professional types, different grades and categories, employment policies and employment guidance. However, the study found that innovation and entrepreneurship courses have certain significance to the entrepreneurial performance of college students, but it is not obvious to the relationship between entrepreneurship education and social practice. In the study of the influence between innovation and entrepreneurship courses and entrepreneurship performance of college students, the results show that different majors, different grades, grades and employment policies will have certain differences. Gender has a positive effect on motivation, while there is no significant correlation and negative correlation with creative ability, indicating that the interaction between the two is not obvious or there is linear effect but also statistical significance, which also indicates that gender differences are not significantly related to innovation and entrepreneurship education and social practice. In addition to family factors, some influencing factors such as school level and teachers' personal quality will exert a certain degree of force. Based on the above research, the researchers put forward some management suggestions: (1) to improve the curriculum setting of entrepreneurship education and establish a systematic management system. On the existing basis,

the school should further increase more research on college students' innovation and entrepreneurship consciousness and ability cultivation. (2) Strengthen the construction of the teaching staff. At present, the shortage of college teachers, the unreasonable professional structure and the poor teaching experience affect the success rate of college entrepreneurs. Therefore, it is necessary to introduce high-quality and high-level talents to enrich the course content and optimize the upgrade, and we should actively organize teachers with some practical experience or rich experience to train students to improve their innovative and entrepreneurial ability. (3) Establish and improve the management mechanism of college student entrepreneurs. In the professional training of college teachers, we should adhere to the people-oriented, and fully consider the different grades, gender and other factors affect the success rate of college students' entrepreneurs. At the same time, the school should strengthen the cooperation and communication with enterprises and establish regular evaluation feedback system to promote enterprise development and improve the quality of talent training; finally, the school should also pay attention to the cultivation of students' entrepreneurial ability and innovation consciousness.

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