

Study on College Students Entrepreneurial Intentions Factors

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ABSTRACT: University students entrepreneurship education has become a new trend of the contemporary society, which is an important way of cultivation innovative talents. Students' entrepreneurship intention is affected by a variety of subjective and objective factors.

KEYWORDS: College Students; Entrepreneurship; Influence Factor

I. Introduction

In recent years, Ministry of Education and other national authorities repeatedly introduced policies, to actively encourage and guide university graduates to carry out innovation and entrepreneurship. In 2012, The Ministry of Education issued a document "General undergraduate school entrepreneurship education teaching basic requirements (for trial implementation)", in which stressed that entrepreneurship education should be included in colleges and universities' reform and development plan, personnel training system, and teaching evaluation index system, and colleges and universities should establish and

improve the leadership system and working mechanism and develop specialized teaching plan, to provide a strong guarantee of teaching. Construction of a systematic mechanism for entrepreneurship education has become an important issue to be solved by national authorities and universities.

Newly-built undergraduate universities are an important part of higher education in our country, which is in a critical period of transition and development. To actively explore the construction of effective mechanism of students' entrepreneurship education in newly-built undergraduate universities is of great strategic significance.

II. Influence Factors of Students' Entrepreneurial Intention

After investigation and analysis, we have summed up the influence factors of students' entrepreneurial intention, to construct the factors system, as shown in Fig.1:

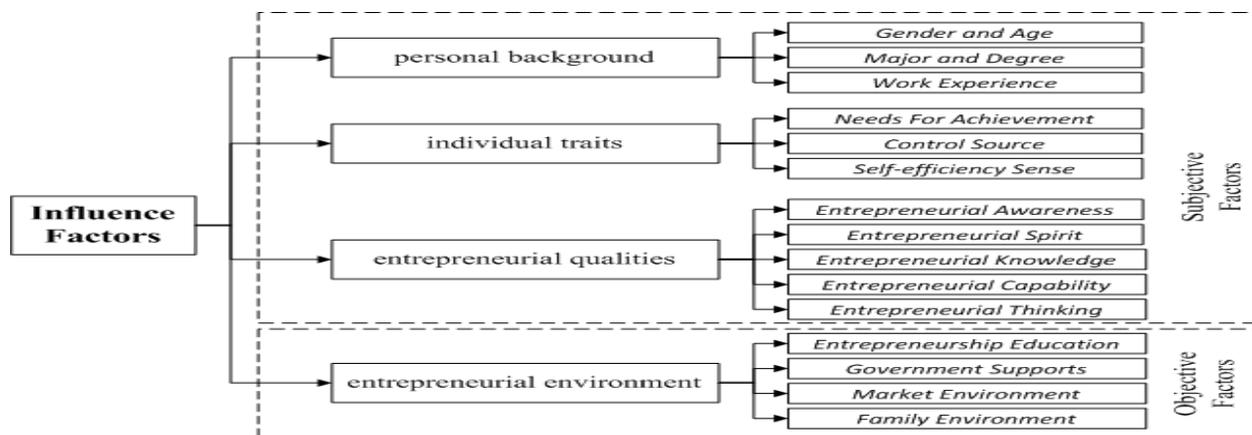


Fig.1. Influence Factors of Students' Entrepreneurial Intention

A. Personal Background

(1) Gender and Age

Studies have shown that, there is big difference between male and female entrepreneurs in terms of investment position, industry select, development model and management experience, etc. Female entrepreneurs tend to select small-risk and small-investment service industry as the entrepreneurship field, while male entrepreneurs are the opposite. That is because of man's social status and the positioning of their own.

In terms of age, statistical data from *China Labor Yearbook* (2012) showed that, the ages of private enterprise entrepreneurs in China are mainly between 25 and 49, accounting for more than 10%. However, college student entrepreneurs just account for 16%. We can see that, age from 35 to 49 is peak period of entrepreneurship. If taking enterprise life cycle into consideration, we can roughly infer that, after the age of 30 is the most active period of workers entrepreneurship.

(2) Major and Degree

Different major and entrepreneurship-related courses will affect the entrepreneurial intention. Studies shown that, in an innovative environment, graduates of economic management major are more inclined to create their own companies, significantly higher than the graduates of medical and humanities major. In terms of degree, Entrepreneurial intention of MBA graduates is higher than undergraduate graduates.

Through investigation and statistics, China's entrepreneurs' degrees mainly concentrate in middle school education. Among them, in private enterprises, the proportion of middle school degree is 78%; while in the self-employed workers, the proportion of middle

school degree is 63%. By contrast, higher degree entrepreneurs are significantly lower proportion.

(3) Work Experience

Generally, students lack of work experience before graduation. Most of them contact with the community through the winter and summer internships and part-time jobs. After graduation, some of them will accumulate experience by working for several years, and then generate entrepreneurial intention.

B. Individual Traits

(1) Needs For Achievement

In 1961, American social psychologist McClelland collected a large number of samples from the United States, Poland and Italy, and his study turned out to prove that Entrepreneurs need to transfer achievement needs into economic growth. Some other scholars compared the achievement needs between entrepreneurs and other groups, from the perspective of early entrepreneurs and non-early entrepreneurs, entrepreneurs and managers, business owners and managers.

(2) Control Source

Control source is the expectation that one's individual behaviors are able to effectively control and manage the external environment. Entrepreneurs believe that their behavior can directly affect the results of things, and personality and individual ability is the decisive factor of the development of things. Individuals of control source are likely to be the roles to pursuit entrepreneurial, and tend to use the power of the office to directly influence the outcome.

(3) Self-efficiency Sense

Self-efficiency sense refers to believe that a person can gather and use the necessary human

resources and skills, and obtain a certain level achievement in a given task. In different areas, the self-efficiency sense is different. In the field of entrepreneurship, entrepreneurial self-efficiency sense is an important explanatory variable to determine entrepreneurial attitude and the possibility of entrepreneurial behavior. Krueger thought that entrepreneurial self-efficiency sense is one of the prerequisites of potential entrepreneurs; Enrich, De Noble and Jung thought that in the same environment, person of higher entrepreneurial self-efficiency sense feel more hope and opportunity, and person of lower entrepreneurial self-efficiency tend to believe entrepreneurial means costs and risks. Even though in the same situation, the former has more advantages in solving difficult problems than the latter.

C. Entrepreneurial Qualities

(1) Entrepreneurial Awareness

Entrepreneurial awareness refers to the entrepreneurial motivation or desire of entrepreneurs according to the need of society development and their own. Entrepreneurial awareness is the value pursuing of legal norms of the market economy forming in thinking consciousness. It is the core of the entrepreneurial qualities. Entrepreneurial awareness is the ideological premise to further enhance the entrepreneurial qualities and Inner spiritual power in the process of entrepreneurial activity. College student's entrepreneurship should be with a strong sense of professionalism, and the abilities to pursuit excellence and timely grasp the information.

(2) Entrepreneurial Spirit

Entrepreneurial spirit is the quality and willpower of creating a career in the subjective world of the entrepreneur. Entrepreneurship is a complex and special process, in which it

requires entrepreneurs to keep the entrepreneurial enthusiasm, to set the vertical fixed belief, and to maintain a high sense of responsibility, that is, college student entrepreneurs needs to have high sense of social responsibility and quality of integrity. In addition, good psychological quality, cooperation spirit, adventure spirit and competition consciousness is also essential entrepreneurial spirit.

(3) Entrepreneurial Knowledge

Entrepreneurial knowledge mainly contains two aspects: one is basic knowledge of entrepreneurship, including business management, market operation, laws and regulations and other knowledge; the other is professional knowledge, mainly referring to the course knowledge learned by students during school, such as economics, marketing, management, human resources, accounting, financial management, business law, tax law, company law, etc.

(4) Entrepreneurial Capability

Entrepreneurial capability is a key factor to determine whether entrepreneurial is successful or not. It mainly refers to the ability to perfectly use the possessed knowledge to solve specific problems. Entrepreneurial capability is a reflection of one's overall capacity, playing an irreplaceable role in entrepreneurial process. Entrepreneurship is a comprehensive of all aspects capability of the entrepreneur, including Learning ability, communication skills, leadership skills and decision-making ability, etc.

(5) Entrepreneurial Thinking

Creative thinking is an important quality that the entrepreneurs should possess. It refers to solve the facing problems or plan for the future development in creative ways. Creative thinking

mainly includes system thinking, divergent thinking and reverse thinking, etc.

D. Entrepreneurial Environment

(1) Government Supports

Government supports mainly refers to two aspects of hard environment and soft environment. The hard environment is the preferential policies and measures provided by government for college student's entrepreneurship; the soft environment is the business supports that college students obtain from venture capital institutions.

The national policy and legal support for the entrepreneurship of college students is the political foundation constituting the entrepreneurial intention.

(2) Entrepreneurship Education

Entrepreneurship education includes entrepreneurial skills education and entrepreneurial spirit education. Entrepreneurial skills education is to set up specific skills courses in colleges, aiming at improving the success rate of entrepreneurship among college students. So far, the *Business Plan Competition* in China's colleges has been successfully held for seven sessions. Entrepreneurship education in colleges and universities has spread across the country now, and each college according to its own characteristics and local economic development condition develop entrepreneurship guidance curriculum.

The focus of entrepreneurial spirit education lies in training students' related psychological qualities, and improving the entrepreneurship intention of college students. Because of the long-term implementation of the exam oriented education in our country, the personality of students was limited to a certain extent, leading

to the lack of awareness of innovation, then the implementation of entrepreneurship spirit education and entrepreneurship skill education will make college students entrepreneurship go farther.

(3) Market Environment

Market economy environment mainly refers to the domestic and international economic development level and the degree of its stability. Market environment will affect the entrepreneurial intention of students.

For the industry that entrepreneurs select, the industry development space has a more direct effect on college student's entrepreneurship, compared with society and government's support for individuals.

(4) Family Environment

For college students, there is an inseparable relationship between the personality characteristics and background with family environment. Students from different family environment may have different ideas and personalities. Studies showed that, whether the entrepreneurial family possesses their own company may have certain degrees of impact on college student's entrepreneurship. In addition, good social circle and successful entrepreneurial experience of friends and relatives will play an active role in guiding in students independent judgment and career development plan.

III. Conclusions

In this study, we explain the status and background of today's Chinese college students' entrepreneurship, and conclude that entrepreneurship education should be included in colleges and universities' reform and development plan, personnel training system, and teaching evaluation index system.

Based on this, from the internal power and external environment, we construct the influence factors system of college students entrepreneurship, including personal background, individual traits, entrepreneurial qualities and entrepreneurial environment.

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