Research on the Influencing Factors of Innovation and Entrepreneurship Practice of Higher Vocational College Students Under the Background of Regional Development

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Abstract. Taking the students in the higher vocational colleges as an example, based on the regional development background, the students' attitudes toward the innovation and entrepreneurship, project selection and obstacles were investigated by questionnaires, and the influencing factors of students' entrepreneurial innovation practice in higher vocational colleges were analyzed. The study finds that under the background of regional development, the factors influencing students' entrepreneurial innovation practice in higher vocational colleges mainly include students' own factors, regional development environmental factors, regional talent cultivation environmental factors and regional policy factors. Based on these factors, this paper puts forward the practical countermeasures of innovation and entrepreneurship of higher vocational college students in the context of regional development.

At present, with the rapid development of China's social economy, the demand for innovative and entrepreneurial talents is increasing day by day. In addition to the expansion of colleges and universities, the employment pressure of vocational college students is increasingly severe, and innovation and entrepreneurship has become the choice of many vocational college students. "Modern Vocational Education System Construction Plan" proposed: "higher vocational colleges must be established according to the needs of regional development, and strengthen its services for regional development." This requirement not only points out that the establishment of vocational colleges should be based on the needs of regional development, but also the innovation and entrepreneurship activities of vocational college students should be based on the needs of regional development to serve regional development.

1. The Current Situation of Innovation and Entrepreneurship Practice of Students in Higher Vocational Colleges

1.1 College Students Have High Enthusiasm for Innovation and Entrepreneurship, but Their Cognition and Orientation to Innovation and Entrepreneurship Are Vague

Higher vocational college students are enthusiastic about innovation and entrepreneurship practice. However, in the survey of "knowledge and orientation of innovation and entrepreneurship", the knowledge and choice of innovation and entrepreneurship form are relatively vague, and the understanding of innovation and entrepreneurship practice is still on the surface, so it is easy to simply think and act in the process of innovation and entrepreneurship practice.

1.2 The Choice of Domain of Innovation and Entrepreneurship is More Rational and Tends to Satisfy Regional Development Needs.

In terms of the direction of innovation and entrepreneurship, we should choose the areas that are combined with our own interests, professional expertise and regional development needs. Higher vocational college students have a more objective cognition of their own innovation and
entrepreneurship practice ability, and they also have a better understanding of the regional development environment factors of innovation and entrepreneurship practice. The practice fields of innovation and entrepreneurship chosen by vocational college students are mainly the tertiary industry, which shows that the choice of innovation and entrepreneurship field is more rational and tends to satisfy regional development needs.

1.3 The Practice Environment of Innovation and Entrepreneurship of Students in College is Limited and Lack of Good Internal and External Environment.

The practice of innovation and entrepreneurship often requires a lot of time and effort to contribute to succeed, and few students in college can bear the psychological pressure of abandoning their studies to practice innovation and entrepreneurship. At present, some preferential policies and regulations issued by the government departments for the practice of innovation and Entrepreneurship of college students are mostly implemented by graduates, and the policies and laws for the practice of innovation and Entrepreneurship of college students are still in a blank state. Therefore, it can be seen that the practice environment of innovation and Entrepreneurship of students in colleges is still limited, and the lack of a good internal and external environment will greatly restrict the practice of innovation and Entrepreneurship of students in higher vocational colleges.

1.4 Lack of Sufficient Financial Support is the Main Difficulty of Students' Innovation and Entrepreneurship Practice

Human resources and social relationship is also an important factor affecting the practice of innovation and entrepreneurship. Because the main living environment of college students is campus environment, they have little contact with the society, are generally lacking of social communication, and lack of social experience, which are all factors that lead to the failure of innovation and entrepreneurship practice of college students.

2. Influencing Factors of Innovation and Entrepreneurship Practice of Higher Vocational College Students in the Context of Regional Development

2.1 Students' Own Factors in Higher Vocational Colleges

At present, the students' own factors that affect the innovation and entrepreneurship practice of vocational college students mainly include two aspects: First, vocational college students generally lack the specialized knowledge of innovation and entrepreneurship, many vocational college students are still in the primary stage of innovation and entrepreneurship awareness, lack of innovative thinking and scientific market research, lack of risk awareness, lack of emergency response ability when they face the changing situation. Second, vocational college students generally lack practical experience in innovation and entrepreneurship. The success of innovation and entrepreneurship is inseparable from rich practical experience in innovation and entrepreneurship. However, as students' social experience and trade experience are just what they lack, it is easy to cause students' failure in innovation and entrepreneurship by rashly carrying out innovation and entrepreneurship practice.

2.2 Environmental Factors of Regional Development

In the context of regional development, due to the different regional industrial structure, direction of higher vocational college students' innovation and entrepreneurship practice will be different. In combination with their own interests, professional innovation and entrepreneurship practice, the college students also need to combine regional development environment.

2.3 Environmental Factors of Regional Innovation and Entrepreneurship Talents Training

With the government's efforts to promote and deepen the concept of "Mass innovation, mass
entrepreneurship", higher vocational colleges pay more and more attention to students' innovation and entrepreneurship practice activities, and set up innovation and entrepreneurship practice courses one after another in order to promote students' innovation and entrepreneurship practice ability through systematic education. However, in the practical education of innovation and entrepreneurship, the current higher vocational colleges still pay more attention to the traditional theoretical education mode, how to deal with the problems of innovation and entrepreneurship practice and daily learning for students, and how to scientifically and reasonably carry out the relevant education of innovation and entrepreneurship practice activities is still sometimes ignoring, which restricts the in-depth research and exploration of innovation and entrepreneurship practice for students in higher vocational colleges, and thus affects students' participation in innovation and entrepreneurship effectiveness of industry practice.

2.4 Policy Factors of Regional College Students' Innovation and Entrepreneurship

With the aggravation of the employment problem of college students and the demand of innovation and entrepreneurship talents in China's economic development in recent years, the Chinese government has always attached great importance to the practice of innovation and entrepreneurship of college students. In order to encourage the practice of innovation and Entrepreneurship of college students, a series of encouraging policies have been issued. Our government not only reduces the threshold of enterprise registration to a certain extent, but also increases the grant of relevant subsidies and small loans to college students carrying out innovation and entrepreneurship practice, which effectively promotes the innovation and entrepreneurship practice of higher vocational students.

3. The Countermeasures to the Practice of Innovation and Entrepreneurship of Higher Vocational College Students in the Context of Regional Development

3.1 Higher Vocational College Students Should Improve Their Innovation and Entrepreneurship Practice Ability Reserve

Although vocational college students have the passion of innovation and entrepreneurship practice, they are often lack of social practice experience, especially in the aspects of enterprise operation, management and market development, which affects the success rate of innovation and entrepreneurship of vocational college students. In view of this problem, higher vocational college students should actively improve their innovation and entrepreneurship practice ability reserve. Before and during the practice of innovation and entrepreneurship, the students of higher vocational colleges must study the relevant theoretical knowledge of innovation and entrepreneurship, such as the theoretical knowledge of enterprise marketing, enterprise management and finance; the students of higher vocational colleges also need to actively practice in enterprises to accumulate relevant management and marketing experience for their own innovation and entrepreneurship practice; the students of higher vocational colleges should also deal with innovation. In addition, higher vocational college students need to make a comprehensive plan of innovation and entrepreneurship practice, develop a rational and calm attitude of innovation and entrepreneurship practice, face unpredictable risks of innovation and entrepreneurship practice carefully, and improve the success rate of innovation and entrepreneurship practice.

3.2 To Establish a Perfect Practical Training System of Innovation and Entrepreneurship for Higher Vocational Students

Higher vocational colleges should bring the practical education of innovation and entrepreneurship into the mainstream education system, and make clear the training objectives of practical education of innovation and entrepreneurship; strengthen the training of students' innovation ability in the daily teaching of higher vocational colleges, at the same time, strengthen the training of students' organization and management ability and cooperation and communication ability; and further explore
the practical courses and teaching methods of innovation and entrepreneurship. In the teaching, we should actively adopt the dual strategy of "introducing and leading out" that is, we should invite the successful innovation and entrepreneurship practitioners to come into the campus to share their experience with students, and encourage students to actively participate in social practice and deeply experience enterprise operation. Higher vocational colleges can also set up the innovation and entrepreneurship practice guidance expert group to provide sufficient intellectual support and guidance for students' innovation and entrepreneurship practice; higher vocational colleges can also establish the innovation and entrepreneurship practice fund to provide corresponding financial support to students' establishing company, according to the feasibility, development status and capital demand of students' innovation and entrepreneurship practice projects; higher vocational colleges should also provide daily management according to the actual situation of students' innovation and entrepreneurship practice, provide students with student status and special management of learning. For outstanding entrepreneurs, part of their credits can be offset by their entrepreneurship performance. For those students who ask for leave college due to innovation and entrepreneurship practice, when they have gone through the formalities of asking for leave, they cannot be absent from work, etc., so as to provide students with sufficient environmental support for innovation and entrepreneurship practice in college.

3.3 To Improve the Regional Policy Environment of Innovation and Entrepreneurship Practice of Students in Higher Vocational Colleges

In the context of regional development, in order to improve the innovation and entrepreneurship rate of regional college students and promote the development of regional economy, the regional government must constantly improve the regional policy environment of innovation and entrepreneurship practice of higher vocational college students.

First of all, in terms of financing, regional governments and departments at all levels should give full support to the innovation and entrepreneurship practice of vocational college students, provide relevant loan preferences, simplify loan procedures, provide one-stop services such as support, financing, risk assessment for the innovation and entrepreneurship practice of vocational college students, and improve the success rate of innovation and entrepreneurship practice of vocational college students. Secondly, tax should be reduced. For the practice of innovation and entrepreneurship of students in higher vocational colleges, the local government can give them tax exemption or tax reduction for a certain period of time. Thirdly, in order to ensure the continuity of innovation and entrepreneurship practice of college students, the government should also take college students’ creation in the scope of assistance for the innovation and entrepreneurship practice activities; for the students who have left college to carry out innovation and entrepreneurship practice activities, they can use the graduation certificate as the certificate of enjoying innovation and entrepreneurship policy, which provides guarantee for the innovation and entrepreneurship practice of higher vocational college students.

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