

Influential Factors and Solutions of Chinese College Students' Willingness to Start an Entrepreneurship after Graduation under the Background of Epidemic Situation

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Abstract: The "Covid-19" broke out in 2019, and the whole society stopped production, which had a huge impact on the economy of China and the world. This paper analyzes the influencing factors of entrepreneurial willingness of Chinese college graduates under the background of the epidemic from five aspects: entrepreneurial orientation, family environment, entrepreneurial education, market and policy, and proposes solutions. College students' entrepreneurship can not only improve their own abilities, but also inject new vitality into China's economic market. It can be seen that college graduates' entrepreneurship is of great significance.

Keywords: Covid-19, college student, entrepreneurship

1. Introduction

Since the nationwide promotion of innovation and entrepreneurship, as the main force of innovation, college students' entrepreneurship has attracted much attention. In addition, the COVID-19 in 2019 has seriously affected our economy, and college students' entrepreneurship is becoming more and more important. Under the background of the epidemic, college students still face many problems, such as low success rate of entrepreneurship and weak direct financing system in China. Analyze the multiple influencing factors and propose corresponding solutions, which have a positive impact on the entrepreneurial success of college graduates.

2. Entrepreneurship direction

The empirical research based on the national survey data in 2021 and 2020 shows that the impact of the 2019 epidemic has brought a series of social problems, such as the decline in consumer demand, insufficient supply chain funds, and so on, resulting in more risks for the non-essential service industry and manufacturing industry. The data shows that 85.74% of cultural and entertainment enterprises, 78.02% of accommodation and catering industry, 63.47% of residential service industry, and 62.50% of transportation, warehousing and postal industry, 57.38% of the manufacturing industry and 56.82% of the wholesale and retail industry and other small and medium-sized enterprises are facing severe risks and great survival pressure[1]. But at the same time, the development of the Internet industry has gained opportunities in the form of economic digitalization. Online education, telecommuting, medical e-commerce and other forms broke out in the late stage of the epidemic. The popularity of emerging directions such as self-media/network anchors has continued to rise, and the IT/communication/electronics industry has received more popularity.

We conducted a survey on the entrepreneurial orientation of college students based on the current industry form, collected a total of 47 questionnaires and analyzed the data. The results showed that the entrepreneurial orientation of Chinese graduates was affected by the entrepreneurial orientation, preferring to finance, computer and education. The data shows that the Internet direction (computer and We-media) and financial direction account for the highest proportion, 44.68% and 31.91% respectively, followed by education industry, 23.4%, while the tertiary industry such as service industry and manufacturing industry account for a relatively small proportion. It is worth noting that the biochemical direction (biomedicine and chemical industry) also accounts for a large proportion, 19.15%. This series

of data shows that under the influence of the big environment, graduates carefully consider the industry trend, carefully choose the appropriate entrepreneurial direction, and then affect their entrepreneurial willingness - 1. Graduates pay attention to the social and economic situation through the network and other channels, and understand the form of social industry. 2. The implementation of a series of innovation and entrepreneurship policies of the government, such as the "Internet Plus+Innovation and Entrepreneurship Competition", investment and development incubation bases and other entrepreneurial carriers, has promoted college students to evaluate the feasibility of entrepreneurial projects in real time, thus avoiding certain market risks.

It is required to reduce the entrepreneurial risk of the tertiary industry, continue to support the current popular entrepreneurial direction, and encourage college graduates to actively expand innovation, which requires the joint efforts of individuals, universities, governments and other levels:

1) At the personal level, we will organically combine the entrepreneurial direction with information digitization, discover new ideas and new fields, actively meet the challenges of digital transformation, take the initiative to respond and change, and improve digital literacy. For example, digitize biomedicine, carry out remote medical treatment and artificial intelligence consultation; Digitize audit, carry out computer audit, big data audit, etc.

2) At the school level, effectively carry out college students' career planning and employment guidance courses, publicize relevant entrepreneurial policies, actively provide entrepreneurial information, conduct entrepreneurial guidance, and guide students in the right entrepreneurial direction. At the same time, students are encouraged to participate in the "Internet plus" Undergraduate Entrepreneurship and Innovation Competition, the National Undergraduate Innovation and Entrepreneurship Training Plan, the "Challenge Cup" Chinese Undergraduate Entrepreneurship Plan Competition and other innovation and entrepreneurship competitions, so as to cultivate comprehensive quality and strengthen innovation and entrepreneurship ability.

3) At the government level, provide certain preferential policies for college entrepreneurship students, reduce the financial pressure of college students' entrepreneurship, support diversified innovation and entrepreneurship, increase the promotion of the introduction of talents in depressed industries, encourage overseas excellent high-end talents to return, and support the service and manufacturing industries that are greatly affected by the impact of the epidemic.

3. Family environment

Under the impact of the epidemic, the employment situation has become more severe, and the family's idea of employment and entrepreneurship of college students has also been affected; According to the survey of "Analysis of Employment Pressure and Influencing Factors of College Students", family pressure has become the first influencing factor of employment pressure[2]. In the Research on the Influence of Family Socio-economic Status on College Students' Employment Expectation, through the analysis of multiple logistic regression model, it is found that the monthly income of parents has little influence on college students' entrepreneurial intention, but the occupational type of parents has a great influence on college students' entrepreneurial intention: college students from non-entrepreneurial families have a low entrepreneurial intention; the entrepreneurial willingness of college students from self-employed families and small business owners is relatively high, while the entrepreneurial willingness of college students from other parents' professional levels is generally low. However, after experiencing the overall impact of the epidemic on China's employment environment, many self-employed families set off a small wave of pursuit of stable work. The educational level of parents is in direct proportion to the educational level of college students; and a higher education level is more conducive to seize the dividend of the times, seize the opportunity, and choose a new entrepreneurial mode or direction. According to the statistics of this survey, more than 95% of people believe that family has an impact on college students' entrepreneurship. From the perspective of family environment, the family's own view of college students' entrepreneurship is controversial. Under the impact of the epidemic, the expectation of college students' entrepreneurship has also been reduced. On the contrary, in order to avoid risks, especially under the social conditions of today's complex economic situation, more families tend to choose relevant jobs and occupations that are not affected by adverse factors, such as information and medical industry. In addition, they also realize the importance of job stability, and the instability and risk of entrepreneurship also make it more difficult for families to identify with college students' entrepreneurship. In the short term, the impact of family environment on college students is difficult to eliminate, the survey shows that about 85% of people

think it is necessary to strengthen the family's awareness of college students' graduation and entrepreneurship.

Therefore, we should strengthen the publicity of college students' independent entrepreneurship and its supporting policies, attach great importance to the positive role of entrepreneurs' family groups in entrepreneurship support, and include entrepreneurs' family groups in the scope of entrepreneurship publicity work, so as to make the coverage of entrepreneurship publicity work more extensive and more three-dimensional. More importantly, take college students as the carrier to bring the idea of independent entrepreneurship into every family. Colleges and universities should give full play to their own advantages, while doing a good job of entrepreneurship education in schools, effectively use the big platform of social practice in winter and summer vacation, scientifically and reasonably set up research topics, carefully compile independent entrepreneurship publicity materials, let students become students' families and even students' hometown independent entrepreneurship propagandists, and let entrepreneurship assistance policies enter thousands of households, let the concept of independent entrepreneurship go deep into every family, so as to maximize the support of each family for independent entrepreneurship. Nowadays, the development of multimedia has provided a good platform for college students' entrepreneurship and entrepreneurship publicity. We have made great efforts to popularize entrepreneurship knowledge. Only by comprehensively popularizing and promoting entrepreneurship knowledge can we make every family become a family that dare to start a business and every college student become a college student that dare to start an entrepreneurship.

4. Entrepreneurship education

Entrepreneurship education affects Chinese graduates' entrepreneurial willingness. In today's society, colleges and universities are generally committed to cultivating the ability of college students to make career planning as soon as possible, and there is a large difference in entrepreneurship education among schools. Entrepreneurship education is different from other education in universities. It pays more attention to the cultivation of students' entrepreneurial thinking and ability, and the improvement of students' practical ability. With the development of the times, the entrepreneurial environment of college students is also changing [3]. According to the survey of Hubei University, in terms of teaching arrangement, nearly 63% of colleges and universities have offered courses related to entrepreneurship, and the class hours are generally distributed in 16-24 class hours; In terms of teachers, 59% are full-time teachers and 38% are entrepreneurs; In the selection of teaching materials, 70% of them choose the teaching materials of entrepreneurial practice or entrepreneurial things, and some colleges and universities are not equipped with teaching materials. However, according to the survey, college students are not satisfied with the entrepreneurship education in the school and have not achieved the expected effect. Based on the current situation of higher education in China, the following issues are generally included:

- 1) There is no distinction between innovation and entrepreneurship courses and single courses;
- 2) Most of the teachers lack practical experience, and the teaching method is mainly traditional theoretical teaching, which is difficult to stimulate students' enthusiasm and thirst for knowledge;
- 3) Entrepreneurship teachers are mostly teachers in management economy and employment, lacking science and engineering background, narrow professional and technical background, and systematic theoretical training;
- 4) The extracurricular extension and expansion are insufficient, the practice links and practical teaching are scarce, the interaction and penetration between disciplines and majors are not enough, and they are not penetrated into the talent training system, and it is difficult to effectively improve the students' innovation awareness and entrepreneurial ability.

In view of this, colleges and universities should first strengthen the construction of teachers, strengthen the entrepreneurship practice training of full-time teachers, increase the proportion of social entrepreneurs among the teaching teachers, let students listen to the voice of the front line of entrepreneurship, and contact the predecessors of the front line of entrepreneurship, so as to provide students with more intuitive and real entrepreneurial perception and industry information; Schools can improve students' satisfaction and participation in entrepreneurship courses by means of mutual evaluation between students and teachers, so that the curriculum object is students and the curriculum center is around students, so as to better grasp students' needs for entrepreneurship education and improve the curriculum.

Secondly, according to the characteristics of different majors, entrepreneurship courses should be included in the public elective courses in combination with the characteristics of disciplines, emphasizing on grasping the core of majors, cross-professional comprehensive learning, cultivating leverage talents, and applying the cross-integration sentiment to daily education. Conditional schools can also cooperate with enterprises, arrange interested students to participate in trial training in enterprises, and pay attention to the organic integration of theoretical courses and practical courses. In addition, entrepreneurship education has always been a subject that emphasizes comprehensive literacy. Colleges and universities must identify the orientation of entrepreneurship curriculum, deeply understand the connotation of entrepreneurship curriculum, take improving students' comprehensive entrepreneurship literacy as the goal, adhere to the cultivation of entrepreneurship ability as the focus, integrate innovation and entrepreneurship ideas into other courses, and cultivate high-quality talents with innovative spirit and entrepreneurship ability in the new era for the society.

5. Market

The outbreak of COVID-19 infection in 2019 has a huge impact on the domestic and even the world economy. The production and economic activities of China, the world's second largest economy, have stagnated for a time. Most enterprises have stopped production, and small businesses have not been spared. This has had a huge impact on China's economic market. Most enterprises cut the number of recruiters or on-the-job personnel to reduce expenses, resulting in a significant reduction in employment. At the same time, the emergence of online office, home office and automation substitution has led to the contraction of the labor market and the slow growth of the domestic economy[4]. The consumer's willingness and level of consumption declined, the market demand decreased, and the market size decreased accordingly. At the same time, due to market reasons, China's entrepreneurial environment is relatively poor, the direct financing system is not sound, college students lack financial support for entrepreneurship, and lack of support and help from leading enterprises. In addition, the impact of the technology market on entrepreneurial enthusiasm cannot be simplified. The knowledge-based talents brought by the technology market, as well as various professional technologies and equipment, are the source of vitality for college students to start their own businesses. Under the current situation, we choose random sampling statistics to issue a questionnaire. According to the analysis of the results of the questionnaire, only 19.15% of college graduates in China choose to start a business after graduation and 87.23% choose employment. Most of the reasons why they choose employment after graduation are that they have low expectations of the current market environment and prefer stable employment. Under the background of the epidemic, the severe market environment is a major factor affecting the entrepreneurial willingness of college graduates after graduation.

On the one hand, college graduates can change their entrepreneurial direction and choose the Internet market. With the impact of the epidemic under control, a large amount of consumer demand was released online. Online shopping, online office and online teaching are becoming more and more popular. The Internet economy is ushering in a new "take-off", and the Internet market is booming, creating a good entrepreneurial environment for entrepreneurs in this field. At the same time, college students have a comparative advantage in starting businesses in the Internet market, because the Internet is an important part of college students' lives. College students are more familiar with the Internet, can use the Internet skillfully to obtain the information they need, and make full use of the Internet as a powerful tool to support personal entrepreneurship, which can improve the entrepreneurial willingness of college graduates to a certain extent. On the other hand, the government needs to take relevant measures to actively expand the market scale and provide a good entrepreneurial environment. The national government adopts favorable policies and supervises the specific implementation, so that market entities can obtain policy support and mobilize entrepreneurial enthusiasm; At the same time, it has promoted consumer consumption, such as the consumption vouchers issued in many places by the state financial subsidies recently, which has greatly promoted the economic recovery of local catering, culture and tourism industries[5]. Local governments need to develop regional economy, make full use of regional resources, call on regional leading enterprises to play a leading role and form a complete industrial chain; At the same time, the local government fully mobilizes the controlled enterprises to achieve the purpose of intervening in the market, coordinate the relationship between the government and enterprises, and play a positive role in improving the market environment and improving the entrepreneurial willingness of college graduates.

6. Policy

In the post-epidemic era, national policies are also one of the important influencing factors of college students' entrepreneurial willingness. Before the national policy platform, the employment situation in China was impacted by the epidemic, and college students generally found it difficult to find jobs and satisfactory jobs. When there are fewer and fewer jobs, the choices of college students become more limited, and they can only choose one of the following options: advanced study and independent entrepreneurship[6]. However, due to the shortage of funds and resources, some students who have the idea of starting their own businesses have been suppressed in the cradle, and a large number of students have turned to continue to study for graduate students. According to the questionnaire, 87.23% of the students choose employment and promotion after graduation, and only 19.15% want to start their own businesses. Most students believe that entrepreneurship bears too much risk, including both capital cost and time cost. Especially in the post-epidemic era, students prefer to pursue a stable lifestyle. As a new big system, entrepreneurship requires students to spend extra time looking for resources and platforms because of unfamiliar, which undoubtedly increases the difficulty of college students' entrepreneurship. In general, college students have a lot of fear for entrepreneurship.

In order to alleviate this situation, China has issued a series of policies. The introduction of the policy has further promoted college students' entrepreneurship, created more optimized space for college students' entrepreneurship, and produced many positive effects on college students' entrepreneurial willingness. According to the results of the survey report, 80.85% of the students think that the policy has improved the innovation and entrepreneurship of college students. Compared with before the introduction of the policy, more students have a strong interest in entrepreneurship. According to their understanding of the policy, some college students believe that "providing simple and convenient business startup services" greatly reduces the threshold for college students to start businesses, so that students can view relevant information about starting businesses on their mobile phones. At the same time, many students mentioned the inclusive financial policy and the "five insurance and one gold" policy. They believed that these two policies greatly reduced their advantages in starting businesses. A large number of students' entrepreneurial willingness has been significantly improved, and the policy has solved a large part of their financial and resource problems.

It can be seen that college students' understanding of the relevant help policies has a positive impact on their entrepreneurial willingness, and appropriate positive policies can alleviate the pressure of college students' entrepreneurship to a certain extent. Therefore, deepening students' understanding of the policy has become a crucial part. For schools, entrepreneurship education for college students should be carried out to make them more exposed to relevant help policies. At the same time, efforts should also be made to extend the entrepreneurial concept to the students' families, make brochures for the students' families, and strengthen the joint implementation of home-school activities. Finally, in an era when new media is very popular, we can make good use of the new media platform, increase the publicity of policies, and strive to form a social ethos of entrepreneurship in the society.

7. Conclusion

With the strategy of innovation-driven development and mass entrepreneurship and innovation taking root, society has spawned many new industries, new formats and new models; the outbreak has become a catalyst for emerging industries driven by the Internet. China's economic development has changed from a focus on weight growth to a focus on quality improvement, and the driving force of development has changed from the demographic dividend and other factors to today's talent dividend and other innovative drivers. "The change in the nature of the stage of China's economic development will inevitably have a profound impact on the employment and entrepreneurship of college students, which has a dynamic reaction. The change in the employment and entrepreneurship outlook of college students will in turn affect the future economic development model, thus bringing interaction to the sound development of China's economy." The epidemic outbreak at the end of 2019 has brought a huge impact on the whole society in just two or three years. A batch of labor the raw material-intensive industry is facing a great crisis, and the traditional business operation mode and production and sales mode are greatly affected by the environment. Large and small enterprises have adjusted the company's development expectations and recruitment plans to varying degrees, but most of them still need to cope with the losses caused by the epidemic. But because of this, college students who have received higher education will become a new generation to stimulate market vitality.

From a personal perspective, college students' entrepreneurship is the cultivation and exercise of their innovative spirit and ability to grasp the pulse of the times. Entrepreneurship requires college students to follow the trend of national policies, combine their professional qualities and grasp new things. Entrepreneurship can exercise college students' ability to resist setbacks and stress, and improve their ability of discovery and perception; this is of great benefit to college students' future career. From the social perspective, the starting point of China's future economy is to give full play to the talent advantage. As long as we tap the talent potential, give full play to the role of talents, provide space and policy support for talents to display their talents, and provide new driving force for the transformation and development of China's economy, China's economic development will have sustained momentum. As the country's talent reserve force, at present, college graduates are the new force in this team, and these new forces will continue to join, forming the main force of China's talent pool. If college students can turn pressure into entrepreneurial motivation and passive employment into active entrepreneurship, then the employment pressure of "ten thousand people crossing the bridge" can be converted into entrepreneurial motivation, which can turn disadvantages into advantages and explore the potential of talent reserves. Only when college students become the main force of "mass entrepreneurship and innovation" can China's innovative economic development continue to be strong.

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