

# Innovation and Entrepreneurship Education Under the Public Health Emergency Mechanism

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**ABSTRACT:** *"Widespread entrepreneurship and innovation" is an inevitable product of the development of the times, and it is also a wise move by accelerate technological innovation in China. At the moment, China is entering a crucial stage of alleviating poverty and accelerating the building of a well-off society in an all-round way. The sudden emergence of the "COVID-19" has caused a huge impact on the Chinese economy. Stabilizing employment, protecting people's livelihood, and promoting entrepreneurship are the current response mechanisms for public health do meaning. By consulting relevant materials, the article sorts out the various measures taken in response to the public crisis since the 21st century. The study finds that innovation and entrepreneurship education has become an indispensable and important part of our response to public crises, and proposes relevant countermeasures and suggestions.*

**KEYWORDS:** *Innovation and Entrepreneurship, Public Health, COVID-19, Public Crisis, Universities*

## 1. Introduction

The "COVID-19" epidemic in early 2020 has made people feel and sober about the public crisis. Public crises are generally called crises. Rosenthal pointed out that crises are a situation that seriously threatens the basic structure or basic value norms of social systems. In this situation, decision-making groups must be extremely uncertain within a short period of time. Make critical decisions. The European Court of Human Rights 'interpretation of Public Emergency is:" A special, imminent crisis or dangerous situation that affects all citizens and poses a threat to the normal life of the entire society." The general characteristics of crises are uncertainty, threat, suddenness and destructiveness, which will bring certain losses to society and the public[1].

Emergencies and public crises are already a worldwide problem in today's era. Such as the Chernobyl nuclear leak, the East Asian financial crisis, the European Mad Cow Disease, and the "9.11 Incident" in the United States and other crisis events. There are two main causes of various public crises. One is natural disasters such as fires, earthquakes, typhoons, droughts, floods and other sudden events; the other is caused by social conflicts in the confronting unity of society. Social imbalances and chaos. This type of crisis is induced by certain social problems, such as wars, violent confrontations, and terrorist incidents. Emergencies often bring social impact and consequences. Under certain external conditions, emergencies will further evolve into crises, such as Indonesia's financial turmoil has evolved into social unrest, etc. Emergencies can be regarded as crisis early stage.

In China, in addition to emergencies caused by natural factors, all kinds of contradictions that exist during the social transition period, there may be social emergencies, or even evolve into different degrees of group events and crisis events. Therefore, some researchers believe that China has entered a period of high frequency of crisis events, and we will face various inevitable crises that may arise. Emergencies triggering public crises often have a huge impact on the stable development of the country and society. As the state power organ and the manager of social public affairs, the government must bear the consequences of the emergencies and their chain reaction emergencies and public crises are one of the important missions of the government. The task of crisis management is to control the crisis situation as much as possible, reduce losses, and protect the interests of the country and the public; after the situation is out of control, strive to regain control of the situation. The crisis has disrupted the normal order of society, threatening the safety of the public's interests. Whether it can control the situation and handle the crisis in the shortest possible time has a direct bearing on the government's authority and good image in the public's mind. It is related to the stability and development of the country's political economy, which in turn is related to the survival of the country's political power. Only by establishing and perfecting the corresponding mechanism can the government effectively respond to emergencies and public crises. In the "COVID-19" epidemic in 2020, governments at all levels have realized the importance of responding to public crises in China, and have formulated plans to prevent and deal with emergencies and public crises.

In the early 1960s, crisis management theory emerged as an independent discipline in the international academic field. It combined social conflict theory in sociology, cognitive dissonance theory in psychology, development economics in economic science, and institutional economy. In-depth analysis has been carried out by Gullit et al. To provide theoretical guidance for crisis management. In addition to actively learning from these theoretical and practical achievements, public crisis prevention and management work must also have its own advantages and characteristics in China.

## **2. The role of innovation and entrepreneurship education in preventing and**

### **managing public crises**

The essence of contemporary public crisis management not only means that the relevant government departments can respond in time after the crisis, but also lies in the prevention before the crisis. Crisis management in line with national conditions must first resolve social conflicts, reduce the possibility of crisis events at the source, and try to prevent and avoid the occurrence of emergencies and public crises in China; second, establish systems and mechanisms to respond to emergencies and public crises. To establish a scientific and rational public governance structure. Crisis management is usually divided into three stages: crisis prevention, crisis response and post-crisis recovery. All crises, whether caused by natural causes and emergencies and public crises, or social imbalances and chaos caused by social conflicts, involve people and have human factors. Affected by the epidemic, China's economy has been impacted to a greater extent. The biggest secondary disaster brought about by economic problems is the problem of employment, and employment is the basis for people's livelihood. It plays a decisive role as an accelerator for accelerating technological innovation. Therefore, doing a good job of innovation and entrepreneurship education in universities has an irreplaceable role in responding to public crises[2].

Well done innovation and entrepreneurship education can largely alleviate the employment crisis and prevent and avoid public crises. To prevent and avoid public crises, we must correctly understand the social basis and causes of public crises. The basis of public crisis caused by emergencies is the existence of various contradictions in society. Public crisis is a manifestation of conflict in society. The social conflict theory of contemporary sociology believes that the causes of social conflict are divided into material and non-material relations. The causes of material conflicts refer to injustices in power, status, and resource allocation; the causes of non-material conflicts refer to inconsistencies in values and beliefs, and the perception of social injustice. Targeted strengthening and improvement of innovation and entrepreneurship education can prevent and avoid public crises.

Chinese society is in a critical period of comprehensively entering a well-off society and tackling poverty. While the market economy reform has made great achievements, it has also brought about changes in the interests of social groups. While some people get rich first, there are also a large number of urban unemployed and poor, and social security is not fully in place; the "three rural" issues are more prominent. The existence and expansion of the urban-rural dual structure and the resulting urban-rural differences; regional development imbalances; unfair distribution of social resources and widening gap between rich and poor; de facto inequality in the social and social status of social groups; imperfect systems in institutional changes. The imperfect legal system, abuse of power, malfeasance and corruption constitute the main aspects of material conflict. The traditional moral culture concept system has been hit, the new values and moral systems consistent with the market economy have not been established and perfect, there is a confusion

of values and a crisis of belief; people's mentality brought about by the openness of modern society, democracy, equality and competition Changes and incompatibility; understanding of the unfair distribution of social resources and psychological imbalances, together with the diversity and uncontrollability of information dissemination and acquisition in the information society, make some people's perceptions and emotions easily spread and produce "aggregation reactions" These constitute the main aspects of non-material conflicts. If not handled properly, it may lead to group events and even evolve into crisis events of different degrees.

To avoid and reduce social conflicts and public crises, it is essential to improve the system construction, solve the existing social problems, and promote employment to reduce the material conflict factors; but at the same time, we must guide education to make the public understand the existing problems correctly Intangible factors such as inconsistent values and cultural concepts that lead to conflicts. Innovation and entrepreneurship education is to educate college students to make full use of the professional knowledge learned during school, enrich their life experience, bravely shoulder heavy tasks under the market economy, and add innovative vitality to the national economic development. It is necessary to educate the majority of students on the correct understanding of the laws of social development, the process of urbanization, social transformation, and common prosperity; recognizing that social conflicts will bring about social losses, form a consensus to avoid emergencies and public crises, and thus reduce material factors.

Innovation and entrepreneurship education has an irreplaceable role in dealing with public crises. Timely policy guidance can communicate the situation and ideas, persuade education, ease and resolve conflicts, and turn negative factors into positive factors; able to stabilize emotions, strengthen confidence, and guide the community to overcome the crisis with one heart and one mind. The expansion or elimination of crises depends largely on people's performance. It is very important to form a society's crisis response capacity through innovation and entrepreneurship education.

The guidance of innovation and entrepreneurship education in the recovery phase after the crisis cannot be ignored. For the general public, the harm caused by the crisis is also the destruction of normal social order and the resulting social psychological vulnerability and even fear. Psychological treatment and psychological counseling of the injured and their families can make people's negative emotions. Release and reverse, thus creating conditions for maintaining social stability. After the public crisis, the experience and lessons of the public crisis should be summed up in time, and the good ethics, good style, and good ideas that emerged in the crisis should be explored and promoted in the whole society; the unreasonable. Unethical and illegal issues should be criticized and condemned. The living examples that emerged during the crisis provide good teaching materials for ideological and moral education. After the crisis, it is also an excellent opportunity to improve the national spirit and ideological and moral quality of the people

through innovation and entrepreneurship education. Timely innovation and entrepreneurship education is also an important aspect of improving the ability to deal with public crises in the future.

### **3. Establish a plan for innovation and entrepreneurship education in response to public crises**

College students are a valuable resource of society and a positive asset of society. To help college students to carry out innovation and entrepreneurship education, it is urgent to build a modern crisis management system. The ideal crisis management system should be a government-based, collective organization of enterprises, social organizations, and citizens in an orderly manner. Crisis management should not only pay attention to the rule of law, but also we must pay attention to the rule of virtue and improve the quality of citizens. Innovative and entrepreneurial education has a very important role in responding to public crises[3].

First, organizations at all levels in colleges and universities are the fundamental force that effectively implements and guarantees innovation and entrepreneurship education in times of crisis. Our party is the ruling party in our country, has a sound organizational structure, is the leading core of society, and is also the leading core of innovation and entrepreneurship education in times of crisis. Party organizations at all levels must fully estimate the chaos of the social order in times of crisis and other. In such possible situations, the requirements for innovation and entrepreneurship education work are proposed, the division of labor is clearly defined, and the working principles are determined. It is necessary to fully pay attention to and play the role of battle bastions for grassroots cadres and party branches. Leading cadres should fully understand the importance of public participation in public crises, and do a good job in the interpretation of innovation and entrepreneurship education policies as an important aspect of coping with public crises. They cannot be busy with specific things and ignore the overall work. It is very important to play a leading role in the functional departments of innovation and entrepreneurship education in response to public crises. It is an effective form of innovation and entrepreneurship education work. Party members must play a leading role and do a good job of the surrounding people.

Secondly, the propaganda orientation is very important. It is necessary to form a mechanism for the media to respond to emergencies and social public crises. Mass media's timely and correct information disclosure and public opinion guidance in crisis management are extremely important, and they are an important carrier of innovation and entrepreneurship education. Especially in extreme situations of crisis, the media has a wide audience, great influence, fast and direct, and other ways. Incomparable advantages. In this nationwide public crisis, the media promptly conveyed the voice of the Party Central Committee, which aroused the confidence and fighting spirit of the general public, so that the whole country has formed a

situation of fighting against the "COVID-19" epidemic and played an irreplaceable role. On the contrary, at an important juncture of public crisis, the absence of the media will create a broad space for the spread of gossip and rumors. Authoritative media conveys authoritative mainstream news in a timely manner, which will stabilize social public psychology, resist rumors, and play an extremely important role in suppressing the expansion of the crisis. The media is an indispensable means of crisis management. It must be incorporated into the government's crisis management system. The media, especially the mainstream media, must have a plan to deal with public crises. The role of publicity and guidance, mobilize the masses, and do a good job in the public opinion work of innovation and entrepreneurship education.

#### **4.Responsibility and responsibility of innovation and entrepreneurship education under the"COVID-19" epidemic**

The "COVID-19" epidemic is a major test of China's governance system and governance capabilities, which poses a serious threat to the safety of public life, a major loss to the country's economic development, and a huge challenge to the operation of the entire society. The "COVID-19" epidemic has caused huge hidden dangers to crowded places due to its high infection rate and large radiation surface. The school education front is deeply affected as a crowded place. Innovation and entrepreneurship education, which is an important part of current college education, must also be a big examination. Innovation and entrepreneurship education needs to be based on subject values and special missions, fully mobilize all resources available for school education, and take active actions in home entrepreneurship guidance, entrepreneurship curriculum construction, entrepreneurship mentor participation, and entrepreneurship scientific research. Carefully answer questions and answer questions carefully. In the current even In the future, we will play an active role in major outbreaks.

##### ***4.1 Improve the online teaching model to improve the quality of students' home entrepreneurship learning***

The development of contemporary educational technology and the Internet has promoted the in-depth application of online teaching[4]. Under the "COVID-19" epidemic, innovation and entrepreneurship education is mainly conducted through online teaching mode. Entrepreneurship instructors prepare teaching plans, design teaching cases, and post information on entrepreneurship courses to student learning groups through information technology platforms for students to learn and practice at home. The teaching software carries out online live broadcast, and carries out the teaching of innovation and entrepreneurship courses[5]. The online teaching model guarantees the development of innovation and entrepreneurship education, but from the feedback of students' home learning during the epidemic, there are still many defects.

For example, due to the defect of the live broadcast platform, the teaching picture or the learning picture is stuck, the teacher has taught for half a day or the student has learned for half a day and the picture has no response. As another example, on the one hand, teachers are sweating and sweating in the webcast, and on the other hand, students are lying down and watching the webcast without thinking. These teaching equipment and teaching management problems reflect that the online innovation and entrepreneurship teaching model needs to be improved. First, optimize the teaching live broadcast platform to provide hardware guarantee for teaching. The online teaching service platform for the birth of the "COVID-19" epidemic varies greatly. Education departments and school departments need to choose a fully-featured, smooth network live broadcast platform for teachers to ensure a comfortable live broadcast interface, clear picture and fidelity. At the same time, instruct qualified students to make full use of the "Internet + TV" method to put live lessons on TV or home theater, which not only protects students' eyesight, but also facilitates students to follow the teacher's practice and facilitate teacher-student interaction. The second is to enrich innovation and entrepreneurship teaching methods to ensure students' learning effect. Lack of teacher-student "face-to-face" innovation and entrepreneurship teaching, students with poor self-discipline lack of enthusiasm for learning and poor exercise results, teachers should prepare interesting curriculum content, create personalized exercise programs, choose appropriate teaching methods, and use rewarding evaluation Methods and other ways to enhance students' interest in learning. At the same time, it is also necessary to adopt mandatory means, such as establishing pre-class registration, in-class inspection, and post-class supplementary video homework, to urge students to participate in online course learning on time and in quantity, and to timely feedback on learning and exercise to ensure home. The standard and quality of teaching.

#### ***4.2 Develop epidemic entrepreneurship courses and implement a long-term mechanism for epidemic innovation and entrepreneurship education***

During the "COVID-19" epidemic period, a series of home innovation and entrepreneurship courses and entrepreneurial practice programs developed by the relevant schools' innovation and entrepreneurship schools effectively ensured students' home innovation and entrepreneurship learning, reflecting the rapid response and responsibility of the school's innovation and entrepreneurship department in response to the "COVID-19" epidemic situation. However, it is also necessary for the school's innovation and entrepreneurship department to reflect on. Innovation and entrepreneurship education during the epidemic period is certainly important, and the innovation and entrepreneurship education during the non-epidemic period is also indispensable.

In the special historical period in which the number of college graduates has increased sharply and the number of jobs has been greatly reduced, it is necessary to develop special entrepreneurial courses and establish a long-term education

mechanism[6]. One is to improve the national innovation and entrepreneurship curriculum standards, and create and improve the content of special epidemic entrepreneurship education. The national innovation and entrepreneurship education curriculum standards need to add or improve relevant entrepreneurial courses requirements for respiratory disease prevention and control. Specifically, it may be considered to add or improve special epidemic prevention knowledge, public safety and health content, and big data testing. Entrepreneurship curriculum development and implementation. The second is that the school department should actively develop special epidemic and entrepreneurship courses, and take the epidemic innovation and entrepreneurship education as an important educational work in the regular period[7]. Disasters are often unprepared. In the context of ensuring the basic employment of students, school departments encourage students to start their own businesses according to changes in the epidemic situation. Schools at all levels and all types should carry out epidemic-specific innovation and entrepreneurship courses, relying on experience courses, school-based featured courses and other courses, to carry out long-term education on epidemic innovation and entrepreneurship, help students to reserve entrepreneurial knowledge, master the necessary entrepreneurial methods, and improve entrepreneurial skills. Change from passive to active from the dominant level of employment.

#### ***4.3 Give full play to the strength of innovation and entrepreneurship teachers to help promote widespread entrepreneurship and innovation***

Under the "COVID-19" epidemic, some entrepreneurship course videos produced by some innovation and entrepreneurship teachers are regularly pushed through campus, entrepreneurship or comprehensive WeChat public platforms to guide students and the public to scientifically grasp entrepreneurship knowledge and are very popular. Innovative entrepreneurship teachers are valuable resources for school education, entrepreneurs. The "COVID-19" epidemic has led to education and national employment, and normal living conditions are affected. Teachers should give themselves the role of promoting widespread entrepreneurship, creating innovations as "communication ambassadors", and actively integrate into the "non-staff work" that promotes the national mid- and long-term development plan.

First of all, as a group of innovation and entrepreneurship teachers themselves, especially teachers with a background in entrepreneurship in colleges and universities, and key teachers in schools, should take advantage of their professional skills, rely on innovation and entrepreneurship practice incubation platforms, studios, teaching symbiosis teams and other platforms to create different aspects for students Innovative and entrepreneurial courses for people in different categories, introducing innovative and entrepreneurial knowledge, teaching innovative and entrepreneurial methods, and leading the people to overcome difficulties in special periods. Secondly, as the school education department, we must mobilize innovative and entrepreneurial teachers to participate in the communication work of the whole society during the epidemic period, and provide material conditions for innovative



and entrepreneurial teachers, build a communication platform, and use innovative and entrepreneurial teachers' wisdom through online channels, television media, and news Newspapers and other channels are pushed to the society in time to do a good job of helping entrepreneurial teachers integrate into the promotion of education for all[8]. During the "COVID-19" epidemic, the China University Innovation and Entrepreneurship Education Alliance and the China University Innovation and Entrepreneurship Practice Alliance pooled outstanding entrepreneurship teacher resources, carefully crafted the "Innovation and Entrepreneurship Education Curriculum", and concentrated online promotion to all universities in the country. Entrepreneurship teaching WeChat platform and WeChat friend circle promote high-quality teaching lessons to attract students and parents to participate in innovation and entrepreneurship practice, which reflects the integration of innovation and entrepreneurship teachers into the response to the "COVID-19" epidemic.

#### ***4.4 Give full play to the advantages of innovation, entrepreneurship and scientific research to serve the needs of national scientific prevention and control of epidemic situations***

Scientific research is an important task in the prevention and control of the "COVID-19" epidemic. It is vital to carry out viral epidemiological studies, clarify the pathogenesis of the virus, conduct clinical diagnosis and treatment of patients, and improve the recovery and survival rate of patients. It can be said that scientific research is the key to overcoming major epidemics. During the "COVID-19" epidemic, disease control centers at all levels, virus research institutes, medical departments, and related departments of colleges and universities have played a major role in scientific research on prevention and control of epidemics[9]. When Xi Jinping inspected the research work on the prevention and control of New Coronary Pneumonia in Beijing, he emphasized, "We must take the research and development of New Coronary Pneumonia as a major and urgent task. Wars and blockades provide strong scientific and technological support. "

Scientific research on innovation and entrepreneurship is an important part of school education. It cannot be left out of the "COVID-19" epidemic, and it also needs to reflect its active responsibility. Entrepreneurship and entrepreneurship education has unique academic teaching advantages and scientific research advantages in scientific research concepts, scientific research and development, etc. The transformation of entrepreneurial practice into productivity is an important medical aid. When consensus has been reached, innovative and entrepreneurial scientific research should actively integrate into the social service system Work with epidemic prevention and control services, strengthen basic discipline construction and research, organize special teachers to carry out "entrepreneurship + epidemic situation" scientific research, and promote research results to the masses or even the frontline of epidemic prevention, and contribute wisdom to epidemic prevention and control. During the "COVID-19" epidemic, some colleges and universities based on

superior disciplines and other academic theories, developed entrepreneurial practice, and spread it to the public[10]. It was very popular. Therefore, in the process of the "COVID-19" epidemic, college innovation and entrepreneurship education should give full play to its own advantages in transforming scientific research achievements into productive forces and serve the needs of the country in preventing and controlling major epidemics.

## 5. Conclusion

All in all, innovation and entrepreneurship education is a stabilizing valve and accelerator for responding to public crises. It can avoid and reduce emergencies and public crises. After a crisis, it can also effectively control the development of the crisis, reduce losses, and establish the credibility of the government. The broad masses of the people feel the concern and warmth of the party and the government, and enhance social cohesion; on the contrary, if the innovation and entrepreneurship education work is carried out slowly, the employment problem becomes the mainstream of the society, and if it is not handled properly, it will intensify the contradictions and cause the crisis to expand. Innovation and entrepreneurship education should become an indispensable and important part of our response to public crises.

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