

A study on the dilemma of college students' innovation and entrepreneurship after COVID-19

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Abstract: *The COVID-19 outbreak in 2020 has brought tremendous influence to our country economy development, all walks of life are suffered quite a shock, The GDP of China fell by 1.6% during the first half, with the epidemic under control and resumption of business, although the GDP growth of 2.3%, a lot of small companies, cannot return to work or even collapse of bankruptcy, in the face of the market decline in demand for labour, The number of college graduates is increasing, so the innovation and entrepreneurship of college students are facing a great dilemma. This paper will analyze the difficulties of college students' innovation and entrepreneurship in the post-epidemic era, hoping to provide reference for the development of college students' innovation and entrepreneurship, and promote the further development of college students' innovation and entrepreneurship.*

Keywords: *COVID-19; Innovation; Entrepreneurship; employment*

1. Introduction

General Secretary Xi Jinping has proposed that we should always pay attention to major international research achievements, increase investment in innovation projects, enhance China's scientific and technological intellectual property strength, and improve China's voice in the world. Therefore, promoting innovation and progress is of far-reaching significance to China's economic development. In China, college students lack innovation and entrepreneurship motivation, and there is a big gap compared with foreign countries. In China, the number of graduates who start their own businesses accounts for 5% of the total number of graduates each year, and the number of graduates who succeed in starting their own businesses is only three-fifths of the number of graduates in China, but the number of graduates who succeed in starting their own businesses is ten times that of Us. In 2020, due to the impact of COVID-19, 31 provinces in China recorded negative GDP growth, and most industries were in recession. Small and micro enterprises, unable to support themselves, went bankrupt one after another. Most enterprises also reduced recruitment, and college students couldn't get financing for innovation and entrepreneurship, which undoubtedly worsened the situation for college students.

2. Research Status

2.1. Concept of innovation and entrepreneurship

Schumpeter first put forward the concept of innovation, believing that innovation is the behavior of creating new things and obtaining favorable motives by taking advantage of the existing theoretical basis and materials mastered in the existing thinking mode and taking the thinking opinions different from ordinary people as the direction and according to the ideas of meeting different needs. This paper argues that innovation focused on its new, chic and modernism, the "new" is the most important kernel, innovation can be enriched and perfected in the original thing, also can be the generation of new things, it is the core of the "breakthrough", namely breakthrough mind-set, break traditional conventional theory, meet the needs of the people to social progress and development. W.B.Cartner believes that entrepreneurship is an activity that requires thinking, reasoning and judgment, and entrepreneurship emphasizes survival, profit and social responsibility. This paper believes that entrepreneurship needs a process, entrepreneurs and their partners through continuous accumulation of experience and lessons, step by step to create maximum value, to provide more job opportunities for job seekers is the soul of entrepreneurship, to promote economic development, reduce employment pressure.

College students' innovation and entrepreneurship refers to a way for college students to establish new enterprises in the society by using the knowledge they have learned, so as to achieve better development. Innovation and entrepreneurship is to add new factors in line with the development of contemporary society into the previous entrepreneurship. Innovation is limited by the inherent ideas, so it is not easy to be regarded and adopted.

2.2. Domestic research status

At present, there are few studies on the innovation and entrepreneurship of COVID-19 college students. CNKI is used as the database to conduct fuzzy retrieval with "Innovation and entrepreneurship of COVID-19 college students" as the theme, and the time period is from January 2012 to June 2021. A total of 30 literatures are retrieved, as shown in Figure 1, Figure 2. It can be seen that the research topics focus on "innovation and entrepreneurship education", "epidemic prevention and control", "Internet plus", "support", "policy improvement path" and other aspects. The main research institutions focused on vocational colleges, indicating that the epidemic has a deep impact on students' innovation and entrepreneurship in vocational colleges, while 211 and 985 university have less impact.

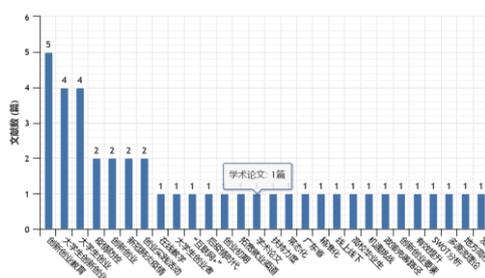


Figure 1 Distribution of major topics

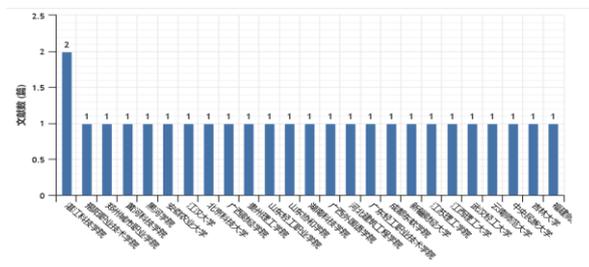


Figure 2 Major publishing institutions

3. An analysis of the development status of college students' innovation and entrepreneurship after COVID-19

3.1. Analysis on the current situation of Innovation and entrepreneurship development of College students in China

Affected by COVID-19, many enterprises and individual businesses are facing many difficulties, especially small and medium-sized enterprises. Although the epidemic has been effectively controlled, the demand for workers has decreased and they are facing suspension of production. Most enterprises are facing the adjustment of recruitment strategy, some enterprises reduce recruitment or even layoffs. On-site job fairs, cross-regional labor cooperation, human resources training, supply and demand meetings and other gathering activities have been suspended, resulting in a decline in employment, a rise in unemployment, and a significantly smaller range of choices for graduates.

As can be seen from Figure 3, the number of market recruitment declined significantly in 2020, and the ratio of job seekers also declined. CIER index decreased by 0.25 compared with 2019. It is not hard to see that under the impact of COVID-19, the relationship between supply and demand is more tense, companies can hardly survive, the number of jobs has been severely compressed, and the employment situation is very difficult and not optimistic.



Figure 3 Job-hunting, recruitment demand and CIER index changes in graduation season

3.2. The state has introduced a series of policies to ensure employment

In the face of COVID-19 and the extremely severe employment situation, all localities and departments in China have made all-out efforts to stabilize employment and ensure employment, achieving 11.86 million new urban jobs in 2020, exceeding the target. In the graduation season of 2020, there will be 8.74 million college graduates in China. Affected by the epidemic and other factors, faced with a complex and severe employment situation, the state has issued a series of policies to expand jobs, build platforms and expand channels, guide graduates to find jobs at the grassroots level, encourage innovation and entrepreneurship to promote employment, and increase information for college graduates to find jobs. In order to promote employment, relevant departments have issued nearly 40 policies in succession: for college entrance, issued the master's degree, upgrade, second bachelor's degree for the national strategy and people's livelihood development urgently need to expand the professional enrollment policy; For community-level employment, policies have been introduced to expand the recruitment scale of "Special post Program" and "Three posts and one support", to expand employment opportunities in urban and rural communities and community-level medical care, and to develop scientific research assistant positions to attract employment. In order to join the army, the government has introduced policies such as increasing preferential policies for entering schools, optimizing physical examination standards, and recruiting non-commissioned officers directly. In view of the vocational qualification conditions, the policy of "taking the post first, then obtaining the certificate" and other vocational qualifications for teachers has been introduced to effectively solve the employment problem of college graduates.

With the continuous development of the "Internet Plus" model, new industries and forms of business such as online retail, online medical care and online classroom have grown rapidly, creating more opportunities for flexible employment. These new industries and forms of business have become important Windows for job creation. In particular, new forms of business related to the Internet have become an important channel for migrant workers to find jobs locally and at home. According to the Ministry of Agriculture and Rural Affairs, by the end of July last year, more than 13 million migrant workers had found jobs in nearby areas. In addition to working in local enterprises and farming, another 5 percent of migrant workers who have returned to their hometowns have started businesses and found jobs through new forms of business such as cloud video and live direct selling.

4. The dilemma faced by college students in innovation and entrepreneurship

4.1. Easy to be eliminated by the market

At present, the talent training mode of colleges and universities does not match the employment demand of the current society. Colleges and universities mainly teach in the form of theoretical teaching, lacking of practical operation opportunities. Teachers of innovation and entrepreneurship courses lack entrepreneurial experience, and the knowledge output of innovation and entrepreneurship is only at the theoretical level. Theory curriculum has been unable to meet the needs of contemporary college students, in the long term, the college students after graduation will be difficult to adapt to, after

the transformation of achievements also can not stand the market test, college students just entering society, eliminate cruel without good understanding of entrepreneurship, also does not have sufficient market survey, this also let college students' innovative undertaking is very easy to die. In the post-epidemic period, if college students choose to practice innovation and entrepreneurship, they need to have a clear mind and detailed plans, and act only on their emotions, which is highly likely to be eliminated by the entrepreneurial market. Especially when it is difficult for college students to grasp the market changes accurately and quickly, they cannot deal with emergencies, lack practical skills and methods, and their ability to resist setbacks needs to be strengthened.

4.2. Weaker entrepreneurial consciousness

At present, many college students do not have the awareness of this aspect, most of them have a dispensable attitude towards entrepreneurship, and do not know which direction to develop, believing that innovation and entrepreneurship education is not helpful to them. College students are faced with the pressure of competition not only from the graduates, and at the same level and at all levels of society, they lack of social practice, the lack of connections, is more a lack of entrepreneurial failure experience [9], the vast majority of students to entrepreneurship is still in wait-and-see status, they don't care about don't understand and innovation and entrepreneurship related policies, they just in order to complete their studies, Complete innovation entrepreneurship tasks assigned by the teacher, but I did not take the time to really learn innovative business knowledge, many colleges and universities have begun to pay attention to the cultivation of students' innovative entrepreneurial, want to further enhance the students' innovative entrepreneurial guidance, but think that college students innovative undertaking is irrelevant courses, so that students of the inherent problems, Therefore, entrepreneurship courses in colleges and universities cannot be carried out in depth. The biggest challenge facing college students is the lack of experience in innovation and entrepreneurship. College students should first take the initiative to change their mentality, make bold attempts and accept the challenge of entrepreneurship.

4.3. The financing difficulties

The state has formulated a series of financial policies aimed at helping college students to innovate and start their own businesses, providing guidance for college students to innovate and start their own businesses. However, a large number of college students do not understand and use relevant policy support. At present, most of the funds for innovation and entrepreneurship of College students in China come from internal financing channels, mainly personal savings or loans from relatives and friends. Due to insufficient accumulation, strong limitations and financing difficulties, successful entrepreneurship can bring considerable wealth and sense of achievement to college students, while failure will bring great influence to their families. From the bank loan conditions, college students entrepreneurship risk, poor prospects, poor profitability, poor repayment ability, resulting in difficult loans; Although national and local governments have issued corresponding loan guarantee policies and set up special venture capital funds, due to insufficient funds, it is difficult to meet the needs of most entrepreneurs. College students have little social experience and lack of understanding of the society. They are unable to develop detailed business plans and perfect business schemes, which makes it difficult to attract the desire and confidence of investors.

5. Suggestions on promoting students' innovation and entrepreneurship

5.1. Strengthen training on innovation and entrepreneurship

Schools should increase the curriculum of innovation and entrepreneurship in all grades to improve students' understanding of innovation and entrepreneurship. In the complex post-epidemic era, colleges and universities should pay more attention to cultivating college students' awareness of innovation and entrepreneurship, speed up the process of production, education and research, help students understand and adapt to the trend of market operation, and connect knowledge with practice for entrepreneurship guidance. Expand the proportion of entrepreneurship training teachers, recruit teachers with entrepreneurship experience, and guide students in class and follow up after class. In order to attract more students to take an interest in college students' innovative entrepreneurial activity, can be set up in the student union and community organisations such as the innovation business association, for those who are willing to offer for innovation entrepreneurship students help, the school also can not hold

regular innovation entrepreneurship related lectures, invited with entrepreneurial success of students and social success experience sharing, Stimulate students' interest in innovation and entrepreneurship.

5.2. Attach importance to practice in curriculum setting

The setting of practical courses is helpful for college students to apply what they have learned into reality, laying a foundation for entrepreneurship. Colleges and universities should follow the principle of aiming at students to master knowledge in the curriculum setting of various majors, simplify the curriculum and fit for entrepreneurship. First of all, colleges and universities should establish practice bases to provide a platform for students to take practical courses. Secondly, they should cooperate with enterprises to provide students with practical simulation opportunities. Finally, colleges and universities should cooperate with enterprises to organize students to carry out practical simulation in enterprises so that students can master practical knowledge and ensure the teaching quality of practical courses. The school should give all-round support to some high-quality ideas and projects from the two aspects of innovation and entrepreneurship education and practical operation competition, so as to build an outstanding entrepreneurial team. The setting of practical courses is helpful for college students to apply what they have learned into reality, laying a foundation for entrepreneurship. Colleges and universities should follow the principle of aiming at students to master knowledge in the curriculum setting of various majors, simplify the curriculum and fit for entrepreneurship. First of all, colleges and universities should establish practice bases to provide a platform for students to take practical courses. Secondly, they should cooperate with enterprises to provide students with practical simulation opportunities. Finally, colleges and universities should cooperate with enterprises to organize students to carry out practical simulation in enterprises so that students can master practical knowledge and ensure the teaching quality of practical courses. The school should give all-round support to some high-quality ideas and projects from the two aspects of innovation and entrepreneurship education and practical operation competition, so as to build an outstanding entrepreneurial team.

5.3. Make full use of Internet technology and actively integrate online and offline

College student start-up teams cannot compete with large capital teams, and they must combine offline services to stand out. With the popularization of the Internet, offline economy has been hit hard during the epidemic, but the online economy is still growing steadily. College students can make full use of Internet technology to give full play to the characteristics of online economic entrepreneurship, and have advantages in low-cost and fast-response industries. For example, college students broadcast online and promote local specialties based on local characteristics to promote the development of local economy. Live broadcast can also be used to export meaningful culture.

5.4. Constantly improve their own level

College students should actively participate in various activities such as innovation and entrepreneurship knowledge courses and entrepreneurship competitions carried out by the school to make up for their shortcomings in experience, explore the changing trend of the market environment, recognize their stage, fully understand their own abilities and economic conditions, and create their own network of contacts, so as to formulate operational plans. College student entrepreneurs should understand the basic operation process of different industries and lay a foundation for future entrepreneurship by participating in social practice. College students should make full use of all kinds of information, platform channels, take the initiative to strive for employment opportunities, establish the concept of employment first -- after choosing a job -- and then starting a business. Entrepreneurship is not an overnight process, you need to bear hardships and stand hard work, positive spiritual character, do not be afraid of setbacks, dare to face every problem and solve.

College students should be good at cooperation and dare to practice. A good team with a clear division of labor will give you a much higher probability of success. Therefore, we should improve our ability to communicate with others, expand our communication scope, and enhance the cohesion between teams. College students should abandon the inherent discrimination in employment, shift their attention from the first and second tier cities to rural areas, discover the commercial value that has not been exploited, drive the development of rural economy, and realize the social value of their own disciplines.

6. Conclusions

In the context of China, facing the requirements of the post-epidemic era, the key to arouse the awareness of innovation and entrepreneurship among university students is to reform the education system and set up supporting facilities, and university students should conform to the trend of social development to achieve success. University students' innovative undertaking not existing enterprise competitors, but through the construction of the new modern enterprise, to more people provide employment opportunities, create value for society, university students' innovative undertaking is seen as solving the problem of graduate employment and realize the dream of one of the ideal of life, also can reflect ego value, create a new type of business model. Promoting university students to carry out independent innovation and entrepreneurship activities is conducive to the in-depth implementation of the scientific concept of development, and has profound strategic significance for the further construction of China's innovation system. It can not only stimulate employment, but also enhance the ability of independent innovation, and accelerate the transformation of industrial structure and the reform of efficient personnel training mode. The university students' innovation and entrepreneurship are of great significance in promoting China's higher education reform, promoting rapid economic development and solving employment problems, so it is imperative to vigorously support university students' innovation and entrepreneurship.

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