

# Influence of Entrepreneurship Policy on College Students' Social Innovation Entrepreneurial Intention in Shanxi Province, China

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## Abstract

Based on the theory of planned behavior, this research devotes itself to studying the influence path of college students' entrepreneurship policy on their social innovation. Entrepreneurship intention constructs the influence path model of college students' entrepreneurship policy on their social innovation entrepreneurship intention from the psychological structure level of entrepreneur awareness. The study adopts the method of combining qualitative research with quantitative research to explore whether the influence path of college students' entrepreneurship policy on their Intention to start a business is directly affected or through the variables of entrepreneurial awareness intermediary. At the same time, it deeply discusses the influence of all dimensions of college students' entrepreneurial policy and entrepreneurial awareness on their social innovation entrepreneurial intention. The further explores the factors that affect college students' social innovation and entrepreneurial intention for great significance to improve the entrepreneurship policy of college students and their willingness to start a business.

**Keywords:** College Students' Entrepreneurship Policy, Social Innovation Entrepreneurial Intention, Entrepreneurial Awareness.

## Introduction

To promote mass social innovation entrepreneurial intention and promote employment through innovation and entrepreneurship is China's fundamental measure to create more jobs and enrich the people. As the new force of innovation and entrepreneurship, college students in the new era are the most forward-looking and pioneering group of social innovation entrepreneurial intention in today's society [1].

Employment of college graduates has always been a key concern of the government and society. In 2020, the number of college graduates in China is expected to be 8.74 million, and the number of college graduates in Shanxi Province is expected to be 230,000, it is a record high [2]. Entrepreneurship to promote employment has become an important measure to promote the employment of college students in China. How to promote students' social innovation entrepreneurial intention through the promotion of various undergraduate entrepreneurship policies and achieve the goal of "promoting employment through entrepreneurship" has become a problem that relevant government departments must solve [3].

## Research Objectives

The research goals of this article are:

1. Determine the effectiveness of entrepreneurial policies and entrepreneurial awareness in the face of the impact of college students' social innovation entrepreneurial intention.
2. Determine the factors that increase college students' willingness to start a business.

## Conceptual Framework

This article constructs the conceptual framework of entrepreneurial policy, entrepreneurial awareness, and social innovation entrepreneurial intention. Figure 1.

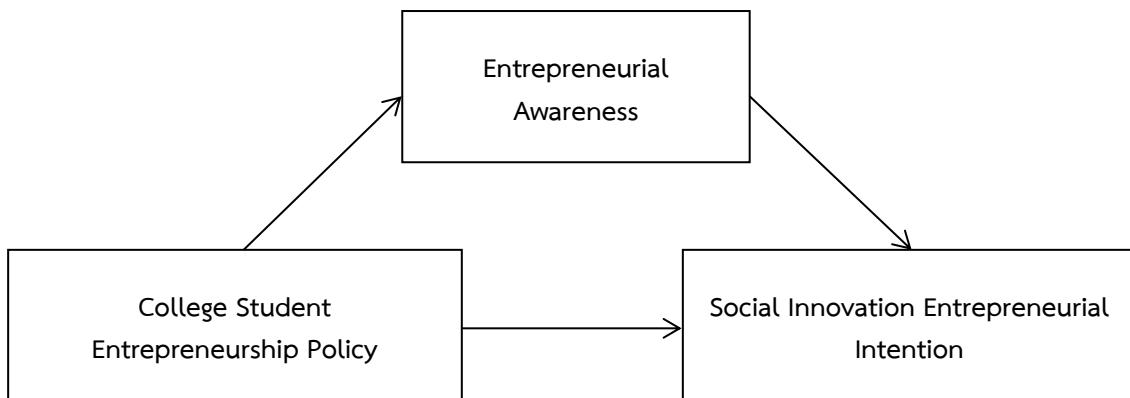


Figure 1. Recommended Conceptual Framework

## Research Hypothesis

This article proposes the following assumptions:

H1: College students' entrepreneurship policy has a significant positive impact on their intention to start a business.

H2: College students' entrepreneurship policy has a significant positive impact on entrepreneurial awareness.

H3: College students' entrepreneurial awareness has a significant positive impact on social innovation entrepreneurial intention.

H4: College students' entrepreneurial awareness plays an intermediary role in the influence of entrepreneurial policies on social innovation entrepreneurial intention.

## Research Design

### Population and sample

The population size of this study is the total number of college graduates in Shanxi Province. According to the 2020 education statistics of the Ministry of Education of China, the total number of college graduates in Shanxi Province is 226,896. The sample size of this study is derived from the Yamane formula, assuming a 95% confidence interval, the error level is 0.05. The minimum sample size is 399.

### Data Collection Methods

This paper takes college graduates in Shanxi province as samples, obtains relevant data through questionnaire survey and interview, and explores factors affecting college students' social innovation entrepreneurial intention according to the survey data.

Through reading a large number of documents, comparison and screening, the questionnaire content of this paper is mainly divided into four parts: personal basic information, entrepreneurship policy system, entrepreneurial awareness system and entrepreneurship index system. The variables measured include independent variable "entrepreneurship policy", dependent variable "social innovation entrepreneurial intention" and intermediary variable "entrepreneurial awareness".

### Research Discussions

In order to test the validity and reliability of the questionnaire designed in this study, this study conducted a pre-survey before the formal questionnaire survey. A total of 70 questionnaires were distributed in the pre-survey, and 70 questionnaires were recovered, of which 67 were valid, with an effective recovery rate of 95.7%.

**Table 1** Reliability and validity analysis of each variables

Research Variables	KMO	Coefficient a	Bartlett Probability	Spherical Interpretation	Significance
Entrepreneurship Policy	0.76	0.92	0.000		
Entrepreneurial Awareness	0.74	0.90	0.000		
Social Innovation	0.82	0.91	0.000		
Entrepreneurial Intention					

Source: This research design

**Table 2** Regression analysis of each dimension

Independent Variable	Beta	Sig.	R Square	F	Sig.
Entrepreneurship Service Policy	0.341	0.000			
Entrepreneurship Education and Training Policy	0.294	0.000	0.671	134.962	0.000
Entrepreneurship Tax Policy	0.206	0.043			
Entrepreneurial Financial Policy	0.007	0.935			

Source: This research design

### Research Conclusions

This paper takes entrepreneurial awareness as an intermediary variable and social innovation entrepreneurial intention as a dependent variable to study the influence path of entrepreneurial policy on social innovation entrepreneurial intention. As can be seen from the above, this paper verifies the influence of college students' entrepreneurship policy on entrepreneurial awareness and entrepreneurial intention, and proves that entrepreneurial awareness plays an intermediary role in the influence of entrepreneurship policy on Entrepreneurship intention, some conclusions are concluded from this.

The pertinence of college students' entrepreneurship policy is not strong, entrepreneurship financial policy and tax policy support is small, The implementation environment of college students' entrepreneurship policy needs to be improved, insufficient publicity of college students' entrepreneurship policy college students' intention to start a business is not high.

### Suggestions and Reference

#### Promote the Pertinence of College Students' Entrepreneurship Policy

College students' entrepreneurial policy knowledge, entrepreneurial awareness and social innovation entrepreneurial intention are all affected by their individual factors, so the policy should fully consider the characteristics of college students, so that they and migrant workers, the unemployed workers and other groups are distinguished; The contents of supporting policies needed in different periods should be emphasized accordingly.

#### Improve the Implementation Environment of College Students' Entrepreneurship Policy

Improving the entrepreneurial environment is conducive to improving college students' behavioral awareness. The sense of control is also a necessary condition to promote the smooth implementation of college students' entrepreneurship policies.

### **Strengthen the Publicity of College Students' Entrepreneurship Policy**

According to the research results, the publicity of the entrepreneurship policy of college students is not in place, and there are still many college students who lack the cognition of the entrepreneurship policy, especially the entrepreneurship tax policy. Therefore, strengthening the publicity of college students' entrepreneurship policy is also an urgent problem to be solved by relevant departments at present.

### **Increase the Support of Entrepreneurship Tax and Financial Policy**

According to the research results above, necessary to establish a special loan management system for college students to start their own businesses; Broaden the financing channels for college students to start their own businesses; strengthen the support of college students' entrepreneurship tax policy; Do a good job in the supervision of the whole process of policy implementation.

### **Perfect College Students' Entrepreneurship Education System**

The entrepreneurship education in most colleges and universities is still at the stage of theory class. Therefore, building a perfect entrepreneurship education system is not only conducive to strengthening the dissemination of entrepreneurship policies, but also of great significance to cultivate students' entrepreneurial awareness and intention.

### **Improve College Students' Entrepreneurial Practice Activities**

This study finds that college students who have participated in entrepreneurship have stronger social innovation entrepreneurial intention than those who have not participated in entrepreneurship. Therefore, through more experiences, it is helpful to make up for the shortcomings of students' lack of social experience and the limitations of entrepreneurship classes.

### **Strengthen the Cultivation of Students' Innovative Spirit**

With the rapid increase in the number of college graduates, the starting point of policies formulated and implemented by more and more regional governments gradually tends to solve the employment of college students and ignores the importance of cultivating the innovative ability of college students, therefore, the formulation of policies should guide the innovation and creation ability of college students. However, innovation ability is the foundation of entrepreneurship. Without innovation ability, there is no high-quality entrepreneurship.

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