

A Study on the Innovation and Entrepreneurship Pathways of College Students under the Strategy of Rural Revitalization in China

Zhao Liang^{1,a,*}, Xiaolin Zhang^{2,3,b}

¹*School of information science and technology, Taishan University, Dongyue Street, Tai'an City, Shandong Province, China*

²*Literature And Media Department, Taishan University, Dongyue Street, Tai'an City, Shandong Province, China*

³*Institute of Problem Solving, Chonbuk National University, 567 Baekje-daero, Deokjin-gu, Jeonju-si, Jeollabuk-do 54896 Republic of Korea*

a. lzliang@sdau.edu.cn, b. zhangxiaolin9581@gmail.com

Abstract: From the perspective of rural revitalization, this paper discusses the significance of college students' participation in rural innovation and entrepreneurship, the problems encountered and the solution path. College students' participation in rural innovation and entrepreneurship can provide professional knowledge and technical support for rural modernization, while bringing growth points to the rural economy and promoting the narrowing of the urban-rural gap. Problems encountered in the process of college students' innovation and entrepreneurship are analyzed, including insufficient education and backward concepts. Paths to solve the problems are put forward, including suggestions for building more college rural entrepreneurship courses, promoting urban-rural integration construction, and utilizing information technology development. The article comprehensively analyzes the significance, problems and solution paths of college students' participation in rural innovation and entrepreneurship, which provides useful reference for college students' innovation and entrepreneurship.

Keywords: College Students, Rural Economy, Entrepreneurship Education, Innovation.

1. Introduction

The implementation of the rural revitalization strategy is an inevitable requirement for the comprehensive construction of a modernized and powerful country. The key and foundation of rural revitalization lies in talents, and college students are both a reservoir of all kinds of talents for rural revitalization and a force for accelerating the modernization of agriculture and rural areas.[1] To comprehensively promote rural revitalization and realize the modernization of agriculture and rural areas, it is necessary to cultivate college students with good innovative and entrepreneurial qualities, play an all-round role, and make a good job for rural revitalization as a strong backing for the supply

of talents and a strong guarantee.[2] As the strategy of rural revitalization continues to promote, China has created more opportunities for rural development, which also provides more opportunities for contemporary college students to start their own businesses.[3] The entrepreneurship of college students returning to their hometowns is conducive to further alleviating the employment pressure in society, promoting the narrowing of the gap between urban and rural areas, and facilitating the development of society.

2. Advantages and Implications

2.1. Provide Talent Support for Rural Modernization Construction

Introducing high-end talents to promote the modernization of rural areas. Agriculture, as one of China's important pillar industries, plays an important role in guaranteeing economic development. However, the problem of unbalanced development between urban and rural areas in China is becoming more and more prominent, and the development speed of many rural areas has failed to keep up with the times, and the quality of development is also relatively low.[4] One of the important reasons is the irrational structure of urban and rural talent resources, most of the talents are concentrated in the city, while the development of the countryside lacks the support of high-quality talents.[5] Therefore, college students, as an important force in the cause of socialist modernization, devote themselves to innovation and entrepreneurship in rural areas, which can not only provide more professional knowledge and technical support for the development of the rural economy, but also bring more growth points for the rural economy, realize the expansion of communication channels between rural and urban areas, and provide more ways to narrow the gap between urban and rural areas.

2.2. Provide A Platform to Realize the Life Value of College Students

According to relevant research, the employment satisfaction rate of college students after graduation is less than 70%, the matching degree between their majors and jobs is also less than 70%, and the departure rate of college students within six months is as high as 30%. The continuous promotion of rural revitalization strategy provides more opportunities for contemporary college students' innovation and entrepreneurship, which is not only the inevitable trend of the development of the times, but also provides more talent support for the solution of the three rural issues. College students' entrepreneurship in rural areas not only can exercise their comprehensive ability, but also can sharpen their will in setbacks and failures, establish correct values and career concepts, and contribute to the construction of new rural areas.

2.3. Balancing the Supply of Employment Opportunities

At present, college students are facing increasing employment pressure and a deteriorating employment environment. This has led to a decrease in the willingness of many college students to find employment and a lack of interest in starting their own businesses. The main reason is that China is fully promoting the popularization of higher education, and the expansion of all kinds of colleges and universities has led to a continuous increase in the number of graduates, with which there is a serious imbalance in the number of jobs. Therefore, by encouraging college students to carry out innovation and entrepreneurship in rural areas, not only can effectively alleviate their employment pressure, but also can create more jobs for the society, effectively alleviate the tense employment situation, cultivate construction talents, and promote the construction of new rural areas to be effectively promoted.

3. Problem

3.1. Poor Living Standards

In terms of the actual situation of development, there is still a large gap between urban and rural economies, and there are obvious differences in welfare conditions, educational resources and hardware between urban and rural areas. Nowadays, many college students have been living in a privileged environment since childhood and are used to the modern high-tech lifestyle, so when they transfer to the countryside to carry out entrepreneurship, they need to face a lot of difficulties such as insufficient living facilities, less leisure and recreation environment, inconvenient transportation, etc., which leads to some college students being unable to insist on giving up their entrepreneurial ideas at an early stage. In the long run, the development gap between rural and urban areas will be further widened, and it will not be able to attract more outstanding talents to return to their hometowns to start their own businesses, forming a vicious circle and seriously affecting the healthy development of rural areas.

3.2. Weak Targeting of University Education

As the popularization rate of higher education is also increasing, the employment pressure on college students is increasing. In order to better solve the employment problem, many colleges and universities carry out innovation and entrepreneurship courses for college students and encourage college students to actively engage in entrepreneurial practice activities, so as to alleviate the employment problem of college students. At present, a relatively complete education system has been established for innovation and entrepreneurship courses, aiming at cultivating college students' awareness of innovation and entrepreneurship, improving their innovation and entrepreneurship ability, and enabling them to master more knowledge of innovation and entrepreneurship. However, innovation and entrepreneurship courses often belong to the general education courses, not only the teaching content is relatively general and old-fashioned, but also not arranged enough class time, coupled with many innovation and entrepreneurship teachers do not go to the front line of rural entrepreneurship to carry out research, so they can't provide more guidance for college students in rural innovation and entrepreneurship work. Under such a background, even if college students are willing to return to rural innovation and entrepreneurship, but due to the lack of understanding of the actual situation in the countryside and the trend of agricultural development, and the connotation and essence of the three rural issues, the choice of entrepreneurial projects is detached from the actual situation, and it is easy to lead to entrepreneurial failure, which not only has an impact on the development of the countryside, but also discourages college students from being motivated.

3.3. Insufficient Emphasis

If college students want to start a business in the countryside, they not only need to have enough capital, but also need to have a sharp business mind, rich market experience and strong practical ability, and be able to deal with all kinds of pressure and frustration in the process of starting a business with an optimistic mindset. However, in the traditional concept, many people do not understand the significance and value of going back to the countryside to start a business, and think that starting a business in the countryside is a reflection of the lack of ability of college students, so many college students' friends and relatives do not support their behavior, and there are relatively more negative public opinions, coupled with the problem of financing, which makes many college students suffer from a serious blow at the early stage of entrepreneurship, and the number of college students who are really able to insist on starting a business is relatively small. The number of college

students is relatively small. This will not only affect the development of rural areas, but also further increase the employment problem of college students.

4. The Path of College Students Returning to Their Hometowns for Entrepreneurship

4.1. Utilizing Information Technology

Nowadays, "Internet+" has become an important carrier of innovation in all walks of life. University students, who have received systematic education, are more skillful in the use of "Internet +". They can give full play to the advantages of local conditions, find a new business model for rural agricultural products, through the "Internet + agriculture" innovative planting and breeding, promote the expansion of agricultural processing and sales channels, the development of various types of rural cultural products, to create leisure agriculture and rural tourism. Promote the intelligent and digitalized development of agriculture, and improve the efficiency and quality of agricultural products sales. Promote the publicity and promotion of rural cultural tourism and cultural and creative products, so that the added value and artistic value of agricultural products can be further improved, and the concept of ecological and environmental protection can be integrated into health and wellness and tourism, so as to continuously develop new economic growth points for rural areas. Innovate the business model of rural entrepreneurial projects, so that the vitality of the development of rural industries will continue to increase.

4.2. Urban and Rural Integration Construction

Continuously strengthening the construction of urban-rural integration and realizing the high-quality development of the rural economy. At present, China has entered a new period, which also creates a more favorable environment for college students' rural entrepreneurship, so it is necessary to further strengthen the construction of hardware conditions for rural entrepreneurship, so that the success rate of college students' entrepreneurship can be further improved. First of all, should further promote the improvement of rural land transfer system, scientific distribution of rural entrepreneurs and farmers of land resources, which can reduce unnecessary waste of resources, so that the agricultural industry to achieve the centralized and large-scale development. Secondly, further improve the rural infrastructure construction, strengthen the construction of transportation network, lay a good environment for college students' entrepreneurship, and attract more college students to enter the countryside. Finally, it is necessary to improve the social security mechanism in rural areas, promote the continuous improvement of the rural medical insurance system, and at the same time, establish a good service guarantee system for entrepreneurial college students, so as to eliminate the worries of college students.

4.3. Increase Rural Entrepreneurship Courses in Universities

Colleges and universities are important places for college students to learn various kinds of knowledge and skills, so the establishment of specialized rural innovation and entrepreneurship courses can lay a good foundation for college students' rural entrepreneurship, and can help college students master more entrepreneurial knowledge and entrepreneurial experience. At present, China's innovation and entrepreneurship education courses are still in the initial stage, and the courses for rural entrepreneurship are even scarcer. This requires that colleges and universities should be based on the actual needs of rural entrepreneurship, conduct in-depth research to understand the characteristics of rural entrepreneurship and the problems that exist in rural entrepreneurship, and create a rural innovation and entrepreneurship education system suitable for college students. Secondly, colleges and universities can cooperate with local governments to provide training courses

on rural innovation and entrepreneurship for college students, so as to popularize some professional knowledge and practical experience related to agriculture, and increase the experience and awareness of college students in rural entrepreneurship. Finally, colleges and universities can also build rural innovation and entrepreneurship practice platforms for college students, encourage college students to learn about the construction mode of rural areas in close proximity through teaching and farming, so that college students can have a more in-depth understanding of rural entrepreneurship, and lay a good foundation for future entrepreneurial work.

5. Conclusions

In the context of rural revitalization, the development of rural agriculture requires a large number of excellent talents. Encouraging college students to carry out rural innovation and entrepreneurship can not only solve the employment problem of college students, but also bring more development vitality to the countryside and promote the modernization of the countryside. Paths to solve the problem are proposed, including the establishment of increased rural entrepreneurship courses in colleges and universities, the promotion of urban-rural integration construction, the transformation of traditional attitudes, and the use of information technology development and other aspects of the proposal. The article comprehensively analyzes the significance, problems and solution paths of college students' participation in rural innovation and entrepreneurship, which provides useful reference for college students' innovation and entrepreneurship. The government, society and universities need to attach great importance to the rural innovation and entrepreneurship activities of college students, give more support and respect to college students, and encourage college students to give full play to their knowledge and skills to help rural areas embark on the road to prosperity.

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