

# A Study on Agricultural Entrepreneurship and Innovation of University Students

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## ABSTRACT

This study investigates the willingness and influencing factors of university students in Jiaying for agricultural entrepreneurship, understands the direction and difficulties of university Students' agricultural entrepreneurship, and puts forward opinions and suggestions according to the analysis results. The team uses multi-stage sampling, typical sampling and other sampling methods to determine the number of questionnaires and interviewees, and carries out field pre survey, by means of field and online questionnaires, this paper makes an in-depth exploration of university students' agricultural entrepreneurship and innovation, summarizes and analyzes the results, and comes to the conclusion that it is necessary to strengthen the innovation and entrepreneurship concept of colleges and universities, strengthen team construction, strengthen their own quality and improve the entrepreneurship level, so as to form a survey report. Through the analysis, it is found that the implementation of the Rural Revitalization Strategy provides an important opportunity for university students to return home and start a business. Affected by family, school, society, government and personal factors, the number of agricultural entrepreneurship and innovation of university students is small and the success rate is low. In order to change this situation, give full play to the human resources advantages of university students and promote them to contribute to the revitalization of rural areas, the government needs to issue relevant policies, carry out entrepreneurship education reform in universities, create a good entrepreneurial environment in the society and improve their entrepreneurial quality.

Keywords: Rural vitalization, University student, Agricultural entrepreneurship

## I. INTRODUCTION

Due to the continuous enrollment expansion of colleges and universities in recent years, the number of graduates has increased sharply, the

employment market is relatively saturated, the employment competition of university students is becoming more and more fierce, the uneven distribution of talents and the accumulation of employment are emerging one after another, and the phenomenon of oversupply of talents has appeared in many areas. If university students can choose to return home and start their own businesses, they can alleviate their employment pressure to a certain extent. University students have gained a lot of theoretical experience in the learning process of colleges and universities, and they have high-level technical advantages, and the advantages of technology are self-evident. It will drive university students' entrepreneurship to a higher-level and higher technical field. At the same time, modern university students are exposed to many new things every day, with high innovation ability and confidence and desire to challenge traditional industries, which also creates the source and driving force of university students' entrepreneurship and becomes the basis of successful entrepreneurship. Based on the above, through the investigation and research of colleges and universities in Jiaying, this group will reflect the problems related to agricultural entrepreneurship and innovation of local college students. Through comprehensive analysis, it can give better policy adjustment suggestions to the government and relevant departments, and make university students interested in agricultural entrepreneurship and innovation know more about Rural Revitalization, To a certain extent, it helps to expand the relevant knowledge of university students.

## II. REVIEW OF LITERATURE

Tu et al. (2018) pointed out that students with relatively low grades have weak risk awareness. Entrepreneurship is more based on life experience and pays attention to interest. Most of them still stay in the "idea" stage and want to experience and enrich college life, while students with relatively high grades are more based on the analysis of employment situation and future life planning, be clearer about your

entrepreneurial purpose. When the conditions are not ripe, more choices are stable employment. Jia et al. (2018) pointed out that liberal arts majors have a broad world for entrepreneurship and innovation and can make great achievements; Liberal arts majors have many opportunities to start their own businesses in the exchange and consumption links, and the entrepreneurial ideal of entrepreneurs is the most important driving force. Samad and Graff(2020)significant policy implications include the distribution of public research funding, technology transfer strategies, regional collective action for fostering (largely urban) entrepreneurship for (largely rural) industries, and the actual roles and impacts of (again urban) innovation in these industries on commonly held policy objectives for rural economic development. There are also important implications from the extent to which (urban) innovators and (rural) producers in these industries are not intimately collocated.

### III. RESEARCH METHOD

Regression analysis refers to an analysis method that uses the principle of data statistics to mathematically process a large number of statistical data, determine the correlation between dependent variables and some independent variables, establish a regression equation (function expression) with good

correlation, and extrapolate it to predict the changes of dependent variables in the future. It is widely used. Regression analysis can be divided into univariate regression analysis and multivariate regression analysis according to the number of independent variables involved; According to the relationship between independent variables and dependent variables, it can be divided into linear regression analysis and nonlinear regression analysis. If only one independent variable and one dependent variable are included in the regression analysis, and the relationship between them can be approximately expressed by a straight line, this regression analysis is called univariate linear regression analysis.

### IV. RESULTS OF EMPIRICAL ANALYSIS

Taking the comprehensive scores of entrepreneurial advantage, entrepreneurial conditions, school entrepreneurial platform and entrepreneurial guidance as independent variables  $\beta_1$ 、 $\beta_2$ 、 $\beta_3$ 、 $\beta_4$ . Conduct multiple linear regression analysis for the dependent variable of overall satisfaction, test the significance of the regression equation, and obtain the impact of each factor on social benefits, establish linear regression model : $y = \alpha_0 + \alpha_1\beta_1 + \alpha_2\beta_2 + \alpha_3\beta_3 + \alpha_4\beta_4 + \varepsilon$ .

Table 1Regression coefficients of various factors on social benefits

Model	Unstandardized coefficient		t	Standardization coefficient	Sig
	BetaEstimates	Standard error			
constant	0.095	0.233	0.407		0.684
Quality ability	0.061	0.061	1.002	0.060	0.318
Entrepreneurial motivation	-0.020	0.086	-0.228	-0.016	0.820
Entrepreneurial advantage	0.221	0.081	2.722	0.206	0.007***
Entrepreneurial disadvantage	0.074	0.059	0.073	10267	0.207
Entrepreneurial conditions	0.178	0.068	2.601	0.176	0.010***
School entrepreneurship platform	0.158	0.074	2.125	0.151	0.035***

School entrepreneurship education	0.071	0.068	0.070	1.041	0.299
Entrepreneurship guidance	0.233	0.068	0.224	3.430	0.001***
F Vaule	46.305				
Adj R <sup>2</sup>	0.626				

From the regression equation, the regression coefficient of entrepreneurial guidance on social benefits is 0.233, which is the largest regression coefficient, so the increase of entrepreneurial guidance factor has the greatest impact. For every 1 unit increase in entrepreneurial guidance factor, the average social benefit increases by 0.233 unit. In the survey, it is found that "the society increases policy support, the society provides more market confidence, colleges and universities strengthen technical guidance, colleges and universities strengthen talent training, fully finance, provide some financial support and broaden the platform" are the key factors affecting college students' agricultural entrepreneurship to bring benefits to the society, good entrepreneurship guidance is the premise for university students' agricultural entrepreneurship and innovation to bring good social benefits. The survey found that university students have certain requirements for "entrepreneurial advantages, entrepreneurial conditions and student entrepreneurial platform", which is indispensable for university students' agricultural entrepreneurship and innovation to bring good social benefits.

In the environment of "obvious entrepreneurial advantages, good entrepreneurial conditions and perfect entrepreneurial platform", college students have a deeper understanding of agricultural entrepreneurship and innovation, a more perfect agricultural knowledge system and a more exquisite ability of agricultural entrepreneurship and innovation. Therefore, the higher the success rate of agricultural entrepreneurship and innovation.

## V. CONCLUSION

Develop special courses, while teaching enterprise operation knowledge and management skills, cultivate university students' entrepreneurship and innovation literacy and entrepreneurship, and guide college students to strengthen their understanding of agricultural entrepreneurship and innovation policies; guide university students to pay more attention to the economic development of rural areas, so that they can enhance their interest in entrepreneurship in the agricultural field, standardize

the curriculum of entrepreneurship and innovation under the guidance of scientific entrepreneurship and innovation education concept and the goal of seeking truth from facts, and encourage college students to take the initiative to understand the direction of agricultural entrepreneurship and innovation issued by the government. In terms of classroom teaching, we should avoid making entrepreneurship and innovation education courses a patchwork of existing professional courses, aim to cultivate future entrepreneurs with innovative thinking, pay attention to practical teaching links, so that more college students can go out of the classroom and learn practical agricultural entrepreneurship and innovation skills in the real environment, combined with policy advantages and practical application.

One of the difficult problems of university students' agricultural entrepreneurship and innovation is the problem of funds. Therefore, the university should actively strive for opportunities for students to cooperate with enterprises, contact alumni enterprises or some other interested enterprises, and the enterprises will give topics. The relevant student entrepreneurship teams will design the agricultural entrepreneurship and innovation scheme according to the requirements of the enterprises, and then select the best scheme through the review of the jury, and then the enterprises will give suggestions, and support the winning team to carry out agricultural entrepreneurship and innovation activities.

Colleges and universities should actively cultivate university students' agricultural entrepreneurship and innovation ability, adjust their own education concept, no longer stick to the traditional education mode, and establish the whole process concept of new entrepreneurship education.

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