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Research on the Influencing Factors of Chinese Youth Entrepreneurial Activity under the Background of "Innovation and Entrepreneurship"

-- Taking the Prefecture-level City in Anhui Province as an Example

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Abstract

This paper establishes an index system through the TOPSIS entropy weight method, and calculates the Chinese youth entrepreneurial activity index of 16 cities in Anhui Province. Secondly, the per capita GDP, the proportion of fiscal science and technology expenditure, the proportion of fiscal education expenditure, the scale of colleges and universities and the scale of high-tech enterprises are selected as influencing factors, and the influence of each factor on the regional youth entrepreneurial activity is analyzed by establishing a multiple linear regression model. The research results show that there is a large gap in youth entrepreneurial activity among cities in Anhui Province, which generally shows a trend of high in the east and low in the west, and the agglomeration effect is more obvious. Secondly, among the many influencing factors, the per capita GDP, the proportion of fiscal science and technology expenditure, and the scale of colleges and universities have the most obvious influence on the regional youth entrepreneurial activity, which provides a theoretical basis for further improving the youth entrepreneurial activity in my country.

Keywords

Youth Entrepreneurship; Entrepreneurial Activity; TOPSIS Entropy Weight Method; Multiple Linear Regression Analysis.

1. Introduction

General Secretary Xi Jinping once said: "Youth are the most dynamic and creative groups in society, and they should be at the forefront of innovation and entrepreneurship." Innovation is the driving force and source of a country's development, especially in recent years with the development of science and technology. With continuous development, big data and the Internet have exploded rapidly, making the speed of social updating and iteration faster and faster. Good ideas keep popping up, and every day something old is replaced by something new. Under such a background, the influence of the mass entrepreneurship and innovation spirit in the society cannot be ignored more and more. If a person wants to start a business successfully, he must deeply understand the inner essence and spirit of entrepreneurship. Entrepreneurship itself is dynamic, and an important indicator that can reflect the entrepreneurial vitality of a region is the entrepreneurial activity. Entrepreneurial activity refers to changes in the total number of new businesses and individual employment in a given area over a period of time. Therefore, whether it is a business or an individual, if you want to improve your entrepreneurial ability, you can achieve it by increasing your entrepreneurial activity.

Youth, as the most active group, must be the main force on the road of innovation and entrepreneurship development. Under the background of "mass entrepreneurship and

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innovation" policy, college students' innovation and entrepreneurship have become a major direction of education reform. In recent years, many colleges and universities have begun to expand the construction of entrepreneurship incubation bases and encourage more students to participate in innovation and entrepreneurship discipline competitions. At the same time, some special lectures and lecture courses with the theme of "innovation and entrepreneurship" have also become the main form of the school's second classroom. University is an important stage in a person's life, because entering a university means that they are about to face the pressure of entering the society, and entrepreneurship is also a choice made by many college students. For college students, cultivating innovation and entrepreneurship ability not only helps to improve personal scientific research ability, but also creates more employment opportunities, promotes social progress, and realizes personal value. It can be seen that it is necessary to study the entrepreneurial ability of college students. Based on this, this paper will take Anhui Province as the research scope, take the entrepreneurial activity of Chinese youth as the evaluation index of entrepreneurial ability, and explore the specific role of various factors that affect entrepreneurial activity on entrepreneurial activity, so as to improve the entrepreneurial activity of Chinese youth. Activity provides corresponding actionable suggestions.

2. Literature Review

Scholars have made numerous contributions to the research on entrepreneurial activity. To sum up, there are two main aspects: one is to analyze the establishment of the index system of entrepreneurial activity; the other is to study the influencing factors of entrepreneurial activity.

2.1. The Construction of the Index System of Entrepreneurial Activity

Under the "Double Entrepreneurship" policy, the state has taken many important measures to increase the activity of entrepreneurship in the region. However, what is the effect of the implementation of the relevant policies, and whether the increase in activity of entrepreneurship can promote regional development, we must establish an appropriate indicator system for quantitative analysis. Qinghua Zhai (2012)[1] established a mathematical model between the degree of entrepreneurial activity and economic growth, and finally found that there is a double-helix relationship between the two, and that the degree of entrepreneurial activity has a "tail-lifting effect" with a one-year lag on economic growth. Chaochao Wang (2018)[2]constructed an innovation and entrepreneurship activity evaluation system from three levels of innovation and entrepreneurship potential, vitality and effectiveness from the perspective of enterprises, and used it to analyze the activity of domestic innovative cities. Xiaolong Liand and Guanghe Ran (2019)[3]examined the relationship between the integrated development of rural industries and the promotion of rural entrepreneurial activity by constructing a panel measurement model. In order to compare the vitality of innovation and entrepreneurship in China, Shouwei Li (2021) [4]constructed an index system of innovation and entrepreneurship activity and a characteristic system of innovation network respectively, and then compared and analyzed the vitality of innovation and entrepreneurship in China's regions.

2.2. Research on the Influence Factors of Entrepreneurial Activity

There are many factors that affect entrepreneurial activity, and different scholars choose different factors in their research. Changan Li (2012)[5]analyzed the impact of various entrepreneurship cost factors on entrepreneurial activities by constructing a generalized linear model, and found that most cost factors have a negative impact on entrepreneurship. Wenping Ye(2018)[6] took the floating population as an investigation factor, and the results showed that it has a positive effect on entrepreneurial activity. At the same time, local governments should

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pay attention to improving the entrepreneurial ecosystem in each region to create positive conditions for population mobility. Jianqing Cheng(2019)[7] explored the driving mechanism of entrepreneurial activity based on the QCA method, and finally found that high entrepreneurial willingness, high entrepreneurial opportunity identification and superior cognitive system can effectively activate high entrepreneurial activity if linked and matched.

Through literature review, it is found that although scholars have conducted in-depth research on innovation and entrepreneurship and their activity, few scholars have included the important factor of technology input and output into the entrepreneurship activity index system. Research on entrepreneurial activity often does not target specific groups of people, especially the entrepreneurial activity of the Chinese youth group has not been deeply described. Based on this, this paper will take Chinese youth as a specific research object to analyze and discuss their entrepreneurial behavior.

3. Data Sources and Calculation Methods

3.1. Data Sources

This article selects the cross-sectional data of Anhui Province in 2019, mainly from the Anhui Provincial Bureau of Statistics and the Provincial Department of Science and Technology.

3.2. Calculation Methods

Due to the large order-of-magnitude gap between the indicators, direct calculation is inconvenient to observe and prone to bias. We first normalized the data and converted each indicator into a scalar. Then we use the entropy method in SPSS software to calculate the weight of each index, and finally use the TOPSIS method to calculate the Chinese youth activity index in each city in Anhui Province. After calculating the youth entrepreneurial activity index of each city in Anhui Province in 2019, select the important factors that affect entrepreneurial activity, use Stata software to perform multiple linear regression analysis to estimate the parameters in the model, and test and correct the model at the same time. An analysis of the influencing factors of youth entrepreneurial activity in China.

4. Comprehensive Evaluation of Chinese Youth Entrepreneurial Activity in Anhui Province

4.1. The Construction of Chinese Youth Entrepreneurial Activity Index System

The entrepreneurial ability of Chinese youth can be expressed by entrepreneurial activity, and entrepreneurial activity is inextricably linked with the investment in education technology, the scale of scientific and technological institutions, and the output of science and technology. Therefore, this paper decomposes the entrepreneurial activity of Chinese youth into three secondary indicators: education and technological investment, technological institutions and technological output. Among them, the investment in education and science and technology is further broken down into two three-level indicators: the number of college students per 10,000 people, and the proportion of R&D (experiment and development of the whole society) expenditure in GDP. The former can roughly reflect the development of higher education in a region, and the latter can reflect the region's innovative spirit and the degree of emphasis on science and technology. Scientific and technological institutions can be further decomposed into two three-level indicators: (number of maker spaces + number of incubators)/total population, and the proportion of R&D platforms at or above the provincial level. The former reflects the cultivation of entrepreneurial ability by the society, and the latter can reflect the development ability and scale of new products in the region. Finally, scientific and technological output can be decomposed into two three-level indicators: the number of invention patents per

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10,000 people and the number of invention patents granted per 10,000 people. The former can roughly reflect the regional scientific research output quality and market application level, while the latter reflects the regional intellectual property development level.

To sum up, this paper will take the entrepreneurial activity of Chinese youth as the goal, refine the influencing factors from the perspectives of education and technology investment, technology institutions and technology output, and finally build an indicator system covering three levels and six indicators, and then explore the independent impact of each indicator on entrepreneurial activity.

4.2. Determination of the Weight of Each Indicator

After selecting each indicator that constitutes the indicator system, it is first necessary to determine the weight of each indicator. Each weight value can be obtained by using the entropy weight method in SPSS software. After data analysis and processing, the specific weights of each indicator are shown in Table 1.

Table 1. Weight Coefficient of Each Indicator

first-level indicator	Secondary indicators	three-level indicator
China Youth Entrepreneurship Activity Index	investment in education and technology (28.76%)	The number of college students per 10,000 people (16.51%)
		R&D expenditure as a percentage of GDP (12.25%)
	scientific and technological institutions (36.30%)	(Number of makerspaces + number of incubators)/total population (11.15%)
		Proportion of R&D platforms above the provincial level (25.15%)
	Technology output (34.94%)	Invention patent ownership per 10,000 people (19.35%)
		The number of invention patents authorized per 10,000 people (15.59%)

4.3. Determination of the Weight of Each Indicator

After the weight of each indicator is obtained, the corresponding indicator level of each city can be calculated by the TOPSIS method, and the results can be evaluated at the same time. According to the evaluation results of Chinese youth entrepreneurial activity in Anhui Province in 2019, we ranked 16 cities, and the details of the entrepreneurial activity index in each region are shown in Table 2.

Table 2. 2019 Youth Entrepreneurship Activity Index of Cities in Anhui Province

ranking	City	Activity	Ranking	City	Activity	Ranking	City	Activity
1	Hefei	98.30	7	Xuancheng	20.90	13	Fuyang	7.33
2	Wuhu	67.78	8	Huangshan	15.96	14	Luan	7.20
3	Ma An Shan	49.44	9	Chizhou	15.72	15	Bozhou	2.00
4	Tongling	34.79	10	Huaibei	15.49	16	Suzhou	1.92
5	Bengbu	32.48	11	Anqing	11.40			
6	Chuzhou	24.52	12	Huainan	10.87			

It can be seen from Figure 1 that Hefei, Wuhu, and Maanshan are among the top three in terms of youth entrepreneurial activity. There is a large gap in the Chinese youth entrepreneurial activity index among cities in Anhui Province, and the absolute difference in the youth

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entrepreneurial activity index within the region reaches 96.38. The city was approved by the Ministry of Science and Technology as a national science and technology innovation pilot city, and the following year Hefei City started all deployments. In the process of recommending the construction of a national scientific and technological innovation pilot city, Hefei City has achieved major breakthroughs in scientific and technological innovation capabilities, basic environment, and talent team construction. Compared with other cities in Anhui Province, Hefei's entrepreneurial activity has been increasing on the basis of previous policy innovations and breakthroughs.

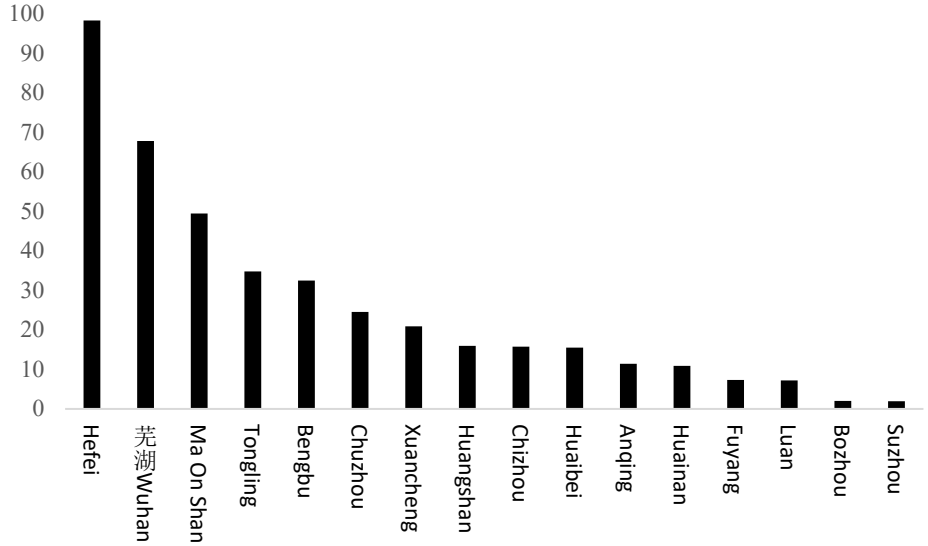

Figure 1. Anhui Province Entrepreneurial Activity Index Ranking

Figure 2. Spatial distribution of youth entrepreneurship activity index in Anhui Province

At the same time, the spatial distribution of youth entrepreneurship activity index in Anhui Province is analyzed. It can be seen from Figure 2 that the spatial distribution characteristics of the entrepreneurial activity index in Anhui Province are relatively obvious. The areas with active entrepreneurial activities are mostly concentrated in the eastern region, and the entrepreneurial activity index in the region generally shows a trend of high in the east and low in the west, and there is an agglomeration effect centered on the provincial capital Hefei. In 2008, in order to further expand the radiation and driving ability of innovation and entrepreneurship in Hefei, Anhui Province officially promoted the Hewu Beng independent innovation comprehensive pilot area, and a regional innovation system with Hefei, Wuhu and Bengbu as the core was gradually formed. Under the guidance, a new path that relies on independent innovation to lead regional economic development has also been explored.

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Therefore, we should attach great importance to the radiating and driving role of central cities, and actively promote the high-quality development of youth entrepreneurial activity in the urban circle centered on Hefei City.

5. Analysis of Influencing Factors of Chinese Youth Entrepreneurial Activity in Anhui Province

There are many factors that affect the regional entrepreneurial activity. This article will mainly examine the factors that affect the youth entrepreneurial activity in various cities in Anhui Province from the macroeconomic, government, school and enterprise levels.

Macroeconomic level: Entrepreneurship must have certain preconditions, and in most cases, one of the reasons that restricts whether a person can start a business is funding. Therefore, this paper takes GDP per capita as one of the factors affecting regional entrepreneurial activity, and predicts This variable is positively correlated with the youth entrepreneurial activity index.

Government level: Finance is an important means for the country to achieve macro-control and plays an important role in the optimal allocation of resources. Individual entrepreneurial activities are often affected by government activities. Therefore, this paper selects the proportion of fiscal technology expenditure and the proportion of fiscal education expenditure as the influencing factors to investigate whether the government's emphasis on technology and education will affect the regional entrepreneurial activity. The two variables are positively correlated with the youth entrepreneurial activity index.

School level: In recent years, the state has paid more and more attention to the reform of education, especially since the "double innovation" policy was put forward, schools have paid more attention to the cultivation of students' innovation and entrepreneurship ability. The development of education can not only improve the entrepreneurial awareness of college students, but also improve the entrepreneurial practice ability of college students. Therefore, this paper selects the scale of colleges and universities to reflect the level of regional education development, in which the scale of colleges and universities is approximately equal to the ratio of the number of colleges and universities in each city to the total population, and further examines its impact on entrepreneurial activity. The index is positively correlated.

Enterprise level: Enterprise activities often also affect the entrepreneurial interest of college students. At this stage, my country's high-tech enterprises account for an increasing proportion of enterprises, which reflects the increasing importance of enterprises on the technical aspects of managers. Therefore, this paper selects the scale of high-tech enterprises to examine the impact of enterprise activities on the youth entrepreneurial activity. The scale of high-tech enterprises is approximately equal to the ratio of the number of high-tech enterprises to the total population in each city, and the predictor variable is positively correlated with the youth entrepreneurial activity index.

5.1. Model Building

In order to make the established model form simpler and more intuitive, each variable needs to be named first. In the following commands and operations, gdp refers to the per capita GDP of each city in Anhui Province; finsci refers to the financial expenditure on science and technology, fineduc refers to the financial education expenditure; college refers to the scale of colleges and universities; enterprise refers to the scale of high-tech enterprises; Entrepreneurial activity. Secondly, establish a regression model of the youth entrepreneurship activity index in each city in Anhui Province. The model form is set as follows:

$$\text{startup} = \beta_0 + \beta_1 \text{gdp} + \beta_2 \text{finsci} + \beta_3 \text{fineduc} + \beta_4 \text{college} + \beta_5 \text{enterprise} + \mu_i \quad (1)$$

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5.2. Estimation of the Model

This paper selects the relevant data of 16 municipalities in Anhui Province in 2019, and uses Stata software to estimate the parameters in the model. According to the sample data and the set model, use the regress command to complete the regression of the dependent variable on the youth entrepreneurial activity in each city. The output results are shown in Table 3 and Table 4.

Table 3. Model Regression Results

Model	Sum of Square	Adjusted R^2	F	p-value
Regress	10163.3184	0.9880	164.01	0.0000
residual	123.933711			
total	10287.2521			

Table 4. Variable Regression Results

Variable	Coefficient	Standard Error	t	p-value
(Constant)	-29.1992	10.0672	10.0672	-2.90
gdp	0.0003	0.0001	0.0001	1.85
finsci	255.9174	69.7517	69.7517	3.67
fineduc	88.2180	47.0901	47.0901	1.87
college	335.8846	139.5402	139.5402	2.41
enterprise	8.0923	6.4098	6.4098	1.26

Judging from the specific coefficients reported by Stata, for every one yuan increase in per capita GDP, the youth entrepreneurial activity index will increase by an average of 0.0003; for every 1% increase in the proportion of fiscal technology expenditure, the entrepreneurial activity index will increase by an average of 255.92%; every increase in the proportion of fiscal education expenditure 1%, the entrepreneurial activity index will increase by 88.22% on average; if the scale of colleges and universities changes by 1 unit, the activity index will change on average by 335.8846; for each unit change in the scale of high-tech enterprises, the activity index will increase by 8.0923 on average. It can be seen from this that the proportion of fiscal science and technology expenditure and the scale of colleges and universities have a greater impact on the activity of youth entrepreneurship.

Finally, according to the coefficient reported by Stata, the fitting equation of Chinese youth entrepreneurial activity is obtained:

$$\begin{aligned} \text{startup} = &-29.1992 + 0.0003\text{gdp} + 255.9174\text{finsci} + 88.2180\text{fineduc} + 335.8846\text{college} \\ &+ 8.0923\text{enterprise} + \mu \end{aligned} \tag{2}$$

5.3. Model Checking and Correction

5.3.1. Model Economic Significance Test

The test results of the model show that the regression coefficients $\beta_1, \beta_2 \ldots, \beta_5$ of the model are all greater than 0, indicating that the youth entrepreneurship activity index of each city is related to per capita GDP, the proportion of fiscal science and technology expenditure, the proportion of fiscal education expenditure, and the scale of colleges and universities. , The scale of high-tech enterprises is positively correlated, in line with expectations, and passed the economic significance test.

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5.3.2. Statistical Test

Although the fitting degree of the model is good and it is in line with economic significance, it does not mean that the obtained model has reached the optimum, so the statistical test of the model is still required. It can be seen from Table 4 that the coefficient of determination of the model is $R^2 = 0.9880$, indicating that the model fitting effect is very good. Next, we need to see whether the model's t-test can pass.

Significance test of a single variable. According to the results in Table 4, we can see whether each variable is significant. Under the condition that the significance level is 0.10, we can draw a conclusion through p-value: among them, the per capita GDP, the proportion of fiscal science and technology expenditure, the proportion of fiscal education expenditure and the scale of colleges and universities all pass t test ($p<0.10$), it is significant for youth entrepreneurial activity. However, only the scale of high-tech enterprises did not pass the t test, and the impact on youth entrepreneurial activity was not significant.

Joint significance test of government fiscal activities. Finance is an important means for the state to implement macro-control, and it plays a vital role in the allocation of resources. The increase in the state's expenditure on science, technology and education will promote the level of entrepreneurial development in the region to a certain extent. In order to examine whether the influence of government fiscal expenditure on entrepreneurial activity is significant, we still use the test command to conduct a joint significance test on the proportion of fiscal technology expenditure and fiscal education expenditure when the significance level is 0.10. The results show that this When the F value is 11.01, the corresponding probability p is $0.0030<0.10$. According to the p-value, it can be seen that at a significance level of 0.10, the proportion of fiscal expenditure on science and technology and the proportion of fiscal education expenditure are jointly significant, indicating that the government's emphasis on education and science and technology can improve the entrepreneurship of regional youth to a certain extent. Activity.

5.3.3. Econometric Test

Multicollinearity Test and Correction. Since there are many variables in the model, and some explanatory variables have failed the t-test, there may be a multicollinearity problem. Therefore, the variance inflation factor can be used to test whether the model has multicollinearity. Enter the VIF command in the Stata software as shown in Table 5.

Table 5. Variance Inflation Factor Test Results

variable	VIF	1/VIF
enterprise	38.10	0.026250
gdp	19.89	0.050272
finsci	6.04	0.165601
college	5.44	0.183832
fineduc	1.39	0.716866
Mean VIF	14.17	

It can be seen from the results that the VIF of the scale of high-tech enterprises is greater than 10, and the average number of VIF of all variables is greater than 1. Therefore, it is judged that the model has obvious multicollinearity problems, and the model needs to be further revised.

Models with multicollinearity can be repaired using stepwise regression. The specific operations and results in Stata are shown in Table 6.

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Table 6. Stepwise regression results

variable	coefficient	standard error	t	p-value
constant	-17.2727	3.4274	-5.04	0.000
gdp	0.0004	0.0001	4.28	0.001
finsci	318.1309	63.7026	4.99	0.000
college	495.3304	115.4824	4.29	0.001

It can be seen from the output results that Stata has eliminated the two variables of the proportion of fiscal education expenditure and the scale of high-tech enterprises, so as to obtain the final functional equation of Chinese youth entrepreneurial activity as follows:

$$\text{startup} = -17.2727 + 0.0004\text{gdp} + 318.1309\text{finsci} + 495.3304\text{college} + \mu \quad (3)$$

Test for heteroscedasticity. Since the selected data are cross-sectional data and are prone to heteroscedasticity, the revised model needs to be tested for heteroscedasticity. Use the hettest in Stata to test whether the model has heteroscedasticity. Finally, the p value is 0.5095>0.10, so the possibility of heteroscedasticity is excluded, and there is no need to modify the model to eliminate heteroscedasticity.

6. Conclusion and Suggestion

This paper takes 16 cities in Anhui Province as the research scope, firstly constructs the index system of China's youth entrepreneurship activity index from three aspects: education and technology investment, technology institutions and technology output, and uses the TOPSIS entropy weight method in SPSS software to calculate the index system of each city. Youth Entrepreneurship Activity Index. Secondly, the influencing factors are selected, and the Stata software is used to estimate the parameters of the set model. After the model is tested and revised, the specific functional equation of the entrepreneurial activity of Chinese youth is finally obtained. According to the results of the entrepreneurial activity index and the regression equation of each city, the following conclusions can be drawn: First, there is a large gap in the entrepreneurial activity of Chinese youth among the cities in Anhui Province, and the spatial distribution generally shows a trend of high in the east and low in the west, and the provincial capital Hefei is the center. The agglomeration effect is more obvious. Second, per capita GDP, the proportion of fiscal science and technology expenditure, and the scale of colleges and universities have a significant impact on the activity of youth entrepreneurship in the region. Under the condition that other factors remain unchanged, for every 1 yuan increase in per capita GDP, the youth entrepreneurship activity index will increase by an average of 0.0004 units; for every 1 unit increase in the proportion of fiscal science and technology expenditure, the entrepreneurial activity index will increase by an average of 318.1309 units; Every time the school scale increases by 1 unit, the entrepreneurial activity index will increase by an average of 495.3304 units. Third, the joint impact of government behavior on the entrepreneurial activity index is very significant. The government's increased investment in education and technology is conducive to improving youth entrepreneurial activity. Fourth, according to the results of the model output, the impact of financial education expenditure and the scale of high-tech enterprises on youth entrepreneurial activity is not significant, but according to actual experience analysis, the above two indicators will also have a certain impact on entrepreneurial activity. Therefore, it was finally eliminated from the model, which is more

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likely to be the result of certain limitations in data collection. It can be seen that there is still room for improvement in the model.

In order to further improve the entrepreneurial activity of Chinese youth, the following suggestions are put forward:

First, actively build a central city, and use key cities to drive entrepreneurial activities in surrounding cities. Through the spatial distribution characteristics of the Chinese Youth Entrepreneurship Activity Index in Anhui Province, it can be seen that Hefei, as the provincial capital city, its entrepreneurial activity will affect the entrepreneurial activities in the surrounding areas to a certain extent. Therefore, it is necessary to continuously optimize the regional functional layout, further expand the radiation and driving ability of the central city, and use the resources and advantages of the central city to efficiently cultivate effective kinetic energy to make up for the innovation and entrepreneurship shortcomings in other areas of Anhui Province, especially in the western region. In addition, when realizing the key development advantages of the central region, we should also pay attention to "two-way complementary advantages", give full play to the linkage between various regions, and use the technical experience of some eastern regions to promote scientific and technological progress in the western region, so as to reduce the size of the various regions. The gap in entrepreneurial activity between regions has achieved a high degree of activity across the province.

The second is to improve the entrepreneurial support mechanism and lower the threshold for entrepreneurial access. Local governments should formulate and improve oriented entrepreneurial support mechanisms based on the level of local economic development and resource endowments. For college students, the “threshold” for entrepreneurial access should be lowered, such as increasing the loan amount, lowering the loan threshold, and expanding the scope of loans, so as to reduce the financing cost of entrepreneurs, mobilize the enthusiasm of college students to start a business, and actively encourage more college students to take advantage of their own innovative vitality. This in turn produces a multiplier effect of entrepreneurship driving employment. At the same time, the "New Farmer Plan" should be carried out in depth, and special entrepreneurship support policies should be implemented for "new farmers", so as to support more young people to return to their hometowns to start businesses, and further respond to the national call for "urban-rural integration". In addition, a team of experts can also be formed, and public entrepreneurship service agencies can set up a team of entrepreneurship experts by hiring entrepreneurs, successful entrepreneurs, experts and scholars, and relevant personnel familiar with entrepreneurship policies to provide personalized and professional consulting for college students who want to start a business. , guidance and services.

The third is to adopt a proactive fiscal policy and increase investment in science and technology. Increasing the proportion of science and technology in financial expenditure can effectively increase the activity of entrepreneurship in the region. Therefore, the government should continue to increase investment in scientific and technological innovation, continuously optimize the strategic financial allocation system, and improve the efficiency of capital use, especially for high-tech enterprises. Actively implement the post-financial subsidy policy for enterprise research and development, and encourage the enthusiasm of social capital and enterprise entities to invest in scientific and technological research and development. At the same time, local governments should encourage colleges and universities to actively create R&D platforms such as technology innovation centers and key laboratories, and provide certain financial subsidies. For innovative products of college students, we should take the initiative to play the policy-oriented function of government procurement and provide support for innovative products. At the same time, enterprises should continuously improve the management level of scientific research projects and technology research and development

funds within the enterprise, and strengthen the training of enterprise personnel, especially graduates, in order to maximize the innovation vitality of scientific research personnel.

Fourth, improve the quality of entrepreneurship education and attach importance to the cultivation of talents. In recent years, the reform of my country's college education system has been continuously sublimated, but the implementation effect and the coverage of entrepreneurship education need to be further improved. In order to improve the entrepreneurship and innovation ability of college students, the school can carry out in several aspects: First, further increase the form of innovation and entrepreneurship discipline competitions, and at the same time increase the incentives for competition participation, so as to encourage more college students to participate, cultivate students' innovative and entrepreneurial thinking and Use ability. The second is to actively create a new batch of high-quality courses for innovation and entrepreneurship education, support colleges and universities to join forces with local enterprises, jointly build entrepreneurship training bases for all college students, and improve college students' entrepreneurial practice ability. The third is to optimize the construction of on-campus incubation bases, provide certain financial support for innovation and entrepreneurship projects, encourage more college students to join the incubation bases, and create a good campus entrepreneurial environment.

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