

Analysis and Enlightenment of Cultural Factors Influencing College Students' Entrepreneurial Intention: Take Bourdieu's Concept of Field as the Model

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Abstract: College students' entrepreneurship is not only an effective way to relieve employment pressure, but also an important opportunity to promote economic development and realize education transformation. Bourdieu's field theory shows that people's practice behavior is affected by field and habit, and there are cultural constraints behind field and habit. Several factors in China's traditional and modern culture affect the entrepreneurial motivation, will, ability, risk and other aspects of college students. To improve the entrepreneurial intention of college students, it is necessary to treat traditional culture correctly and cultivate entrepreneurial culture actively.

1. Introduction

Entrepreneurship is the source of economic development and an effective way to alleviate employment difficulties. Under the grim situation of 6.99 million graduates in 2013, which is said to be the most difficult employment season, the government advocates entrepreneurship to boost employment, making some college graduates transform from pure job seekers to job creators. However, according to the 2018 employment report of Chinese college students, the proportion of college graduates who started their own businesses six months later was 2.9 percent, which was significantly higher than the 1.6 percent of college students in 2011, but significantly different from the 23-25 percent of college students in the United States. [1] Such a wide gap, prompting people to reflect on what is restricting the pace of college student's entrepreneurship?

Sociology focuses on the interaction between individual behavior and social structure. Bourdieu's theory of practical interaction, which is based on practice and guided by the relational approach, is of practical significance for the comprehensive understanding of college students' entrepreneurial behavior.

1.1 Practical Calculation Formula

Bourdieu believes that human practice is not the result of rational calculation but is strategic, and there are deep "mechanism" and "logic" behind social practice. This logic is closely related to the concepts of field, habitus and capital, and the relationship between these concepts is expressed by the formula of practice = (habitus * capital) + field. [2]

1.2 Entrepreneurship Field for College Students

Bourdieu believes that society is divided into different fields, and that individuals who believe in and pursue the rewards they can offer participate in the field game. Specific to the current entrepreneurship of college students in China, since it has just been put forward and has not yet formed its own special field, the parties involved in college students' entrepreneurship span the government, universities, the market and other fields. Because of this, various subjects are raising the meaning of college students' entrepreneurship and raising the concept very high. However, because their own interests are not provided by the field of college students' entrepreneurship, specific

practical support is seldom implemented. Therefore, it restricts the space for college students to start their own businesses and restricts their initiative and enthusiasm.

1.3 Habits of Various Subjects Related to College Students' Entrepreneurship

Habitus is closely related to the concept of field, because people in the field must abide by the corresponding rules of the game, personal behavior is shaped by the social structure or culture. For example, the government values stability and development the most. Since the success rate of college students' entrepreneurship is not high, the government mainly hopes to relieve employment pressure and achieve social stability through entrepreneurship. For universities, employment rate is more important than scientific research, so they are willing to promote college students' entrepreneurship as flexible employment. Parents often think that entrepreneurship is faced with greater risks and costs, is unable to find a good job helpless; Although the majority of students have entrepreneurial enthusiasm but in the face of difficulties really formed entrepreneurial intention is very few. Therefore, there are factors restricting entrepreneurship in the habitus of various subjects, or the whole society has not formed a cultural atmosphere supporting college students' entrepreneurship.

Through the above analysis, it can be seen that human practice is affected by field and habit. For college students' entrepreneurship, the field is embedded in the social structure, which is a broad sense of culture. At the same time, habitus is shaped by social culture. Therefore, the practical formula of college students' entrepreneurial behaviors should be expressed as $\text{practice} = (\text{habitus} + \text{field}) * \text{culture}$.

2. Cultural Factors Influencing College Students' Entrepreneurial Intention

Bourdieu's practical theory shows that culture has an important influence on the field and habitus of college students' entrepreneurship. The following is a specific explanation of several major cultural factors that affect college students' entrepreneurial intention based on cultural comparison.

2.1 The Cultural Tradition of Emphasizing Coordination Rather than Transcendence Inhibits Entrepreneurial Motivation

Liang shuming pointed out in "three ways of life" that there are mainly three different ways of life in the world: western Christian culture, Indian culture and Confucian east Asian culture.[3] Among them, there is a "selective affinity" between the western protestant ethic and the modernization of capitalism, which promotes the development of capitalism in the aspects of scientific and technological development, diligence and thrift, emphasis on industry, etc., and this cultural gene has the same stimulating effect on the entrepreneurship of college students. [4]

Although Confucian culture is based on the present world, it emphasizes justice over profit, and does not advocate competition and wealth accumulation. Instead, it hopes to break the opposition between subject and object, and achieve harmony between man and nature, and between people and things. Such cultural characteristics tend to be conservative, which is obviously not conducive to the formation of entrepreneurial culture.

2.2 The Personality Structure that Values Relationship Over Independence Constrains Entrepreneurial Will

In his book on American democracy, Tocqueville once pointed out that the United States is a country composed from the bottom up. The grass-roots tradition makes the United States attach great importance to free association, and it also has the natural tendency of anti-concentration and anti-monopoly. The immigrant background also makes the United States full of adventure spirit. Compared with the social structure in the United States, which is conducive to promoting entrepreneurship, China formed a society of scholars, farmers, businessmen and four people as early as in the spring and autumn period. Among them, scholars are the cultural guidance and social leadership. This class is used to farming, reading and inheriting families, and is conservative and

suitable for the natural economy, which naturally lacks entrepreneurial spirit. Secondly, from the spring and autumn period to the tang dynasty, the class of scholars was still independent. However, after the imperial examination in the tang dynasty, the scholars became dependent on the regime, and the family ethic standard of "differential order pattern" among the people made the Chinese people have a strong dependence on the personality structure. This kind of dependent personality for the need for free will entrepreneurship becomes a constraint.

2.3 An Education System that Values Morality Over Utility Weakens Entrepreneurship

In the 1970s, with the development of a new round of information revolution, universities actively sought to combine production, learning and research, forming a large number of innovation and entrepreneurship bases with universities as the core, such as Stanford Silicon Valley. In contrast, the way of Chinese universities was established as early as the time of Confucius as "the sage within and the king outside", but everything was based on self-cultivation. Later generations of official schools, song dynasty folk academies and even the late Ming dynasty practical learning all took moral cultivation as the most important link. By the end of the Qing dynasty, China's modern universities appeared. Their original purpose was to enrich the country and strengthen the army, but the ultimate purpose was still to serve politics. Although modern universities are specialized, the long-term model of elite education makes university education out of touch with the needs of society. Many college graduates have problems adapting to the society, and they lack the ability and confidence to start their own businesses. Compared with the western university concept, which is constantly updated and adapted to social changes, China's long-standing conservative and rigid education concept has become a shackle for college students to start their own businesses.

2.4 The Tradition of Valuing Internal Systems Over External Systems Increases the Risk of Entrepreneurship

Since the founding of the People's Republic of China, the system of units has been implemented for a long time. Later, the reform of state-owned enterprises reduced the burden on enterprises and established the social security system. However, the system was still established with stable employment groups and employers as the object. Therefore, college students do not belong to the flexible employment group, it is difficult to participate in the pension and medical insurance. On the other hand, college students usually move away from their original place of residence, leaving the original urban or rural social security system, and it is difficult for them to participate in urban residents' insurance, new rural insurance and new rural cooperative medical insurance. In this way, the social security right of college students who start their own business is in an unattainable state.

3. The Cultural Path to Improve the Entrepreneurial Intention of Chinese College Students

College students' entrepreneurship constitutes a field, and each subject in the field has its own habitus, which is influenced by culture. In fact, culture has become a decisive factor affecting whether college students start their own businesses or not.

3.1 Treat Traditional Culture Correctly and Seek Direction for Entrepreneurial Dream

Chinese traditional culture is built on the basis of agricultural society, and its characteristics such as emphasizing morality and social welfare make it the only culture type in the ancient human culture that has never been interrupted and continues to this day. However, such characteristics as valuing justice over profit, agriculture over business, and stability over reform also constrained human nature, limited the space for economic and social development, and put China's two-thousand-year feudal society in an ultra-stable state, lacking progress and development. Now the social foundation of China has developed from agricultural society to industrial and even post-industrial society. Science replaced Confucianism as the main belief. Entrepreneurs replaced scholars as the leading class of society; Entrepreneurship has also replaced reading and imperial examinations as the goal of young people. Therefore, with the change of social basis, culture as the

superstructure also needs to undergo corresponding changes. In the period of transition, the correct treatment of traditional culture is the necessary premise to ensure the rational development of China. People should inherit the tradition of unremitting self-improvement and thrifty progress of traditional culture, abandon the conservative small-scale peasant consciousness, and encourage more young people. College graduates should set up the entrepreneurship idea of doing great things rather than being officials and making big money, firmly grasp the core of economic development, and pursue their own entrepreneurial dreams in the tide of The Times. In the process of pursuing modernization, China should also develop a cultural pattern adapted to modern society in the continuous cultural evolution, to seek the right direction for the realization of the Chinese dream.

3.2 Improve the Effectiveness of Policies and Foster a Good Entrepreneurial Culture

As rational "economic man", people all have the characteristics of seeking advantages and avoiding disadvantages. In order to change the current situation that there are many college students with entrepreneurial ideas but relatively few with entrepreneurial intention, we should do a good job from both advantages and disadvantages, improve the motivation, reduce the resistance, and cultivate the cultural atmosphere to promote college students' entrepreneurship.

First, we need to improve the social security system to reduce entrepreneurial risks. Compared with the traditional dual society and identity barriers, China's social security system has been increasingly fair and perfect. However, at present, there are still huge gaps in work intensity and welfare system among civil servants, public institutions, state-owned enterprises, private enterprises and other industries, and it is difficult to improve the guarantee of self-employment. Therefore, compared with the popularity of civil servants and the fierce competition between state-owned enterprises and foreign enterprises, to improve the entrepreneurial intention of college students, it is necessary to further improve the social security system, promote social security fairness and reduce entrepreneurial risks. Second, to refine the support policy, establish entrepreneurial support system. According to the survey, 85.6% of college students believe that they do not know or do not understand the preferential policies of the government on college students' entrepreneurship. 75.12% of college students are not satisfied with the entrepreneurial support system and implementation. Therefore, in addition to reducing the risk of entrepreneurship, the promotion of college students' entrepreneurship also requires strong support from all walks of life in the whole society, which requires a complete, mature and systematic support system. The government should give policy support to college students in business registration, financial loan, tax payment and business operation. The banking, insurance, industrial and commercial, judicial, tax, investment funds and other systems also need to formulate corresponding policies, form a joint force to promote the employment of college students, put the supporting policies into practice, so as to optimize the entrepreneurial environment.

3.3 Reform the Education System and Promote the Transformation from Employment-Oriented Education to Entrepreneurship Education

The traditional educational concept of our country is a view of employment education. Many parents and students also believe that starting a business is a helpless way to find a job. However, the transformation of western educational concept shows that it is an important task for higher education to educate college students about entrepreneurship and cultivate high-quality interdisciplinary talents with innovative spirit and entrepreneurial ability. From this perspective, the concept of college education in China needs to shift from employment education to entrepreneurship education, and establish a new concept that both employment and entrepreneurship are important ways for college students to obtain employment, and entrepreneurship is also an important mode for college students to become talents. Therefore, China's education system also needs to be reformed accordingly, so as to construct the university concept, talent training mode and professional setting that adapt to the changes of the environment.

3.4 Strengthen Education on Entrepreneurship and Cultivate Entrepreneurship Ability and Spirit

Bourdieu's theory of practice shows that the influence on individual behavior mainly lies in two aspects: field and habitus, and college students' entrepreneurship can be expressed in two aspects: objective environment and subjective personality. Furthermore, professor le guoan of nankai university, through the investigation and analysis of more than 5,000 college students, thinks that the subjective ability experience of college students is the primary factor that affects the entrepreneurial intention and success of entrepreneurship, and entrepreneurship education has an important impact on whether college students start a business or not. China began to develop entrepreneurship education in the form of business plan competition in the 1990s. After the competition, curriculum, incubation system and other links, entrepreneurship education in China was rapidly promoted. However, compared with the mature system that emphasizes effectiveness in the west, China's entrepreneurship education still has a utilitarian tendency while expanding its influence and improving students' ability, which goes against the essence of entrepreneurship education.

Entrepreneurship education is described as enterprise education in English, which can be translated into education of enterprise spirit, pioneering spirit or entrepreneurship. The essence of entrepreneurship education is not only to teach students how to start a company, but also to cultivate an entrepreneurial spirit, enabling students to actively acquire and create new knowledge, and to transform knowledge into real value through effective allocation of their own resources. Therefore, in a sense, the process of carrying out entrepreneurship education in China is an entrepreneurial process. In the process of continuous development of relevant courses and activities, in addition to cultivating students' professional ability, method ability and social ability, an entrepreneurial spirit should be conveyed to cultivate students' innovative and entrepreneurial consciousness and realize the true value of entrepreneurship education, which is also a real return to the educational concept.

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