

The Influence of Campus Environment on College Students' Innovation and Entrepreneurship Thinking from the Perspective of Psychology

Yuntao Dong

Kunming Preschool Teachers' college, KM City
Yunnan Province, P.R.China
617615255@qq.com

Fang Liu

Kunming Preschool Teachers' college, KM City
Yunnan Province, P.R.China
451571988@qq.com

Abstract—Innovative entrepreneurship is a positive and active behavior, and the individual's entrepreneurial psychological quality has a guiding and regulating role for entrepreneurial behavior. As an effective carrier of quality education in colleges and universities, entrepreneurship education should take the cultivation of college students' good entrepreneurial psychological quality as the main content, in order to further improve the transformation of college students' entrepreneurial knowledge and skills to the practical level, and cultivate a group of entrepreneurial awareness, entrepreneurial technology, innovation and entrepreneurship. The graduates of the ability, from the perspective of psychology, expounded what is the quality of entrepreneurial psychology, discusses how to cultivate the quality of innovation and entrepreneurship in the campus environment, in order to achieve the ultimate goal of cultivating innovative talents and achieving entrepreneurship education.

Keywords—College student, Innovation and entrepreneurship, Emotion, Ability, Personality

I. INTRODUCTION

Innovation is the essential feature and unique character of human civilization progress, the soul of a nation's progress, and the inexhaustible motive force for the country's prosperity. The university campus has rich educational resources and a profound academic atmosphere. It is a natural carrier and an important cornerstone for inspiring innovative ideas, shaping innovative thinking and cultivating innovative talents. Innovative thinking is the highest form of human thinking activity. Its production is influenced by many factors. Environmental factors play a vital role in the triggering stage of innovative thinking. Creating an innovative campus environment atmosphere can fully realize the innovative potential of college students. From the perspective of psychology, the article expounds on the quality of entrepreneurial psychology, and then discusses how to train college students from the reform of traditional basic courses, the establishment of innovative psychological education courses, the strengthening of psychological quality training and counseling, and the emphasis on extracurricular entrepreneurial practice activities. The quality of entrepreneurial psychology is to achieve the ultimate goal of cultivating innovative talents and achieving entrepreneurship education. Strengthening the cultivation of college students' entrepreneurial psychological quality is not only the core content of entrepreneurship education in colleges and universities, but also an effective carrier of quality education, and an inevitable choice for realizing the full and free development of human beings.

II. THE QUALITY OF INNOVATION AND ENTREPRENEURSHIP

Innovative entrepreneurial psychological quality refers to the personality psychological characteristics that regulate the psychology and behavior of entrepreneurs in the process of entrepreneurial practice. From a psychological point of view, the individual's psychological qualities include cognition, emotion and motivation, as well as ability and personality. Good psychological quality plays a role in regulation and orientation in the process of entrepreneurship. First of all, the cognition of entrepreneurship not only affects the process of entrepreneurship, but also affects the performance of innovation and entrepreneurship. Secondly, emotional emotions often play a role in contextualization in the process of entrepreneurship. Motivation and will have a regulating effect on entrepreneurial behavior and entrepreneurial goals; Finally, ability and personality are the psychological basis of entrepreneurial awareness and entrepreneurial behavior.

A. Cognition

Cognition refers to the process by which people acquire knowledge or apply knowledge (information processing), including feeling, perception, memory, imagination, thinking, and speech. Cognition is the process in which people understand the world and transform the world. Among them, keen perception, rich imagination, innovative thinking, and effective speech ability provide the possibility for the smooth completion of this process. A keen sense of perception enables entrepreneurs to discover things that are outside the scope of existing knowledge and ideas from the accustomed phenomenon, to find problems in a timely manner, and to pursue possible truths; in terms of thinking characteristics, entrepreneurs should show up The old rules of the old rules can adapt to the situation, make full use of creativity, adapt to changing external conditions, get rid of inertia, and change the mindset; words are the medium for effective communication and communication with the people around them, improving efficiency and increasing opportunities for success. It is also the basis of cooperation and communication.

B. Emotions and Motivation

Emotion is the subjective experience that an individual produces with information processing. Motivation is the internal

motivation that drives people's activities and moves them toward a certain goal. Emotion is the subjective feeling accompanying the whole process of entrepreneurial behavior. It not only affects the entrepreneur's perception and judgment of the situation, but also affects the individual's entrepreneurial will. Successful entrepreneurs are good at self-regulation, using positive emotions to look at the pressure from work and life, calmly coordinating analysis, finding stressors, and alleviating or even eliminating stress. Entrepreneurial motivation is the guiding force of entrepreneurship. It is a guide in people's entrepreneurial behavior, determines the value of life, and indicates the direction of entrepreneurship. Clear motivation and firm belief are the premise of entrepreneurial success. It has strong selectivity, inclination and subjective initiative. It is not only an internal motivation for promoting individuals or groups to engage in entrepreneurial practice activities, but also an internal driving force for entrepreneurs to be in an active and healthy state of mind.

C. Ability and Personality

Competence is the basis for individuals to understand the world and carry out activities. The ability mentioned here refers to general ability, and entrepreneurs must have medium and medium abilities. Perfect personality is the key to the success of entrepreneurship. Personality refers to the sum of the psychological characteristics of individuals with certain inclination and stability. A perfect entrepreneurial personality is the patron saint of entrepreneurial success. Most successful entrepreneurs generally have distinct and perfect personality qualities. Entrepreneurship is not only a means of making a living and establishing a business, but also providing more employment opportunities for others and accumulating material and spiritual wealth for the society. This requires entrepreneurs to step out of the living conditions of others and embark on an independent path of life. Therefore, independence is the most basic personality quality of entrepreneurs. Of course, we advocate entrepreneurs with independent personality, but this independence is not equal to loneliness, nor is it arrogant. Because entrepreneurial activities are individual practice activities, but because of their social attributes, they are still social in the final analysis. Activities are happening, developing and succeeding in the interaction, coordination and coordination between people.

III. THE IMPACT OF CAMPUS ENVIRONMENT ON THE CULTIVATION OF COLLEGE STUDENTS' INNOVATIVE THINKING

A. The Exam-Oriented Education Model Shackles College Students' Innovation and Plays

Because the exam-oriented education pays too much attention to the teaching of knowledge, it ignores the cultivation of students' innovative ability. Students who are cultivated under such ideas and concepts only pay attention to the memory storage of knowledge, and do not pay attention to cultivating comprehensive ability and innovation ability. During the teaching process, the teacher instills knowledge into the students one-way, and the students' passive learning is greatly suppressed by their subjectivity and enthusiasm. On the requirements of students, the exam-oriented education is too strong to adjust the uniformity, ignore the individual differences, not pay attention to the individuality development of students, implement a unified outline, unified textbooks, and unified examinations. The knowledge structure and ideas of students cultivated under this unified norm are easily similar, lacking individuality and lack of originality. In short, this old educational model of heavy knowledge, heavy examination and light ability has seriously affected the students' active, lively, free and distinctive personality. It is far from being able to adapt to the future knowledge economy and society. The need for innovative talents'. Test-oriented education does not center on innovative personality, innovative thinking and innovative skills as educational goals.

B. The Practice Teaching Link is Weak, Ignoring the Theory and the Actual Connection

Practical teaching is an irreplaceable and insurmountable component of the talent training model in colleges and universities. The practical teaching of colleges and universities includes production practice, cognitive practice, curriculum experiment, curriculum design, teaching practice, graduation internship and graduation thesis design. Its role is to help students to complete the leap from knowledge to ability and theory to practice. For a long time, China's higher education has the disadvantages of light knowledge and light theory. Practice teaching has been placed in a secondary and obedient position. The practice teaching system is incomplete, facilities are not in place, teachers are not matched, and management is not strict. There is a lack of social conditions to support the practical teaching of colleges and universities, which has caused the problems of poor practical ability and poor practical ability of college students, which has seriously affected the quality of teaching in colleges and universities.

C. The Popularity of College Students' Science and Technology Innovation Activities is Insufficient

College students' scientific and technological activities are all activities carried out by the school to cultivate college students' scientific and technological awareness, scientific research spirit, and improve their innovative ability and practical ability. "Promoting innovation through activities and promoting talents through innovation" is the basic concept of college students' scientific and technological innovation activities. As the current university students' scientific and technological innovation activities are mainly carried out in the form of extracurricular activities, as part of the second class, there are certain restrictions on the funds, teachers, equipment, venues and the number of participants. There are not many associations related to the main body of science and technology. The lack of academic atmosphere and low scientific and technological content, the lack of scientific research for college students, and the lack of academic atmosphere on campus make it difficult to stimulate the research atmosphere of college students, and also cause college students to participate in scientific and technological innovation activities. Students lack the time to participate in enthusiasm and stick to it. Students are engaged in a large number of scientific and technological activities, and there are few high-level ones. This aspect reflects the lack of practical ability of college students. The participation and guidance of professional teachers is the guarantee for the development of students' extracurricular scientific and technological innovation activities. Although the main body of science and technology activities is students, the enthusiasm of teachers in this activity is not high, lack of support from professional teachers, and participate in

guiding students' scientific and technological innovation activities. Less teachers cause less enthusiasm for students to participate in activities.

IV. CAMPUS ENVIRONMENT CONSTRUCTION SUITABLE FOR COLLEGE STUDENTS' INNOVATIVE THINKING TRAINING

A. Detailing the Campus

The overall layout of science and the construction of a beautiful campus play an important role in building a beautiful campus environment. The school should be carefully designed, pay attention to campus greening, and give full play to the environment's educational function. The beautiful and harmonious campus natural environment gives people a spiritual enjoyment, an emotion, a whole beauty, a harmonious beauty and a color beauty. Beautify the environment not only to take into account the beautification of the outdoor environment, but also to consider the beautification of the indoor environment, laying lawns, planting trees and planting flowers on campus, and providing teachers and students with rest places in the intense study work. The campus also needs to create a quiet learning environment. The quiet environment makes people feel happy, enlighten people's inspiration, and achieve good learning results. The clean, tidy and comfortable campus environment reflects both the civility of the teachers and students of the school and the spirit of the school. In order to make students happy to receive education and make the body and mind develop in an all-round way, the beautification of the school environment is the key. The beautiful campus is the guarantee for the study and life of teachers and students. Colleges and universities should be able to green trees, lawn greening, and flower beautification. The elegant and pleasant campus environment can delight everyone on campus.

B. Strengthening the Construction of Innovative Faculty

As the main body of implementing innovative education and cultivating students' innovative ability, the quality of teachers affects the cultivation of students' innovative consciousness and innovative ability to a certain extent. It is necessary to cultivate college students' innovative thinking ability and train students into high-quality innovative talents. High-quality innovative teachers are indispensable. In the era of knowledge economy, a large number of innovative teachers are required to invest in innovative education teams. As an implementer of innovative education, teachers must establish a new concept of teachers. Teachers should be good at transforming their roles, turning to guides for knowledge, inspiring people to find problems, and participants in problem solving.

C. Promote the Spirit of the University and Build an Innovative Campus

We must attach importance to the construction of campus culture and condense the spirit of the university. The spirit of the university is the school-running philosophy and common value pursuit formed by the university in the history of running a school. It is the core of the university campus culture. Famous universities at home and abroad have formed a university spirit with their own characteristics in the development of the school, and advocated the modern educational concept. The orientation and normative role of university spirit, cohesion and motivation, edification and infection, and environmental creation play a key role in the process of cultivating innovative talents and in the formation of students' innovative thinking. Campus culture is the organizational culture of the university and is the external embodiment of the university spirit. Strengthening the campus culture construction of the university is also to strengthen the university spirit construction. Similarly, the promotion and inheritance of the university spirit is also realized through the construction of university campus culture.

The university should have a spirit, which makes the university so big. Because the university is bringing together people who pursue scientific knowledge and spiritual life. The university spirit is not only the university's style of study, school spirit, relatively stable group psychological structure and spiritual outlook, but also the belief, value and pursuit of the university people's efforts.

V. CONCLUSION

The cultivation of college students' innovative thinking is undoubtedly influenced by the campus environment. College students are in the environment of college education, and they are always influenced by campus environmental factors outside the main factors. The material environment of campus provides the basic guarantee for the cultivation of innovative thinking. The interpersonal environment of campus is the most direct human factor influence on the cultivation of students' innovative thinking. Campus culture is the core of campus environmental culture. The influence of students' innovative thinking is also at the core. Innovative thinking courses, academic activities, social practices and science and technology competitions in the knowledge can inspire students' innovative thinking and broaden their thinking horizons. It can be said that the campus environment always affects the growth of students.

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