

Current Situation, Problems and Countermeasures of Entrepreneurial Psychology of College Students

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Abstract: With the advent of the new wave of "mass entrepreneurship", college students have become the main force of mass entrepreneurship. The psychological quality of entrepreneurship has a subtle influence on the development and survival of new ventures. Contemporary college students have the problems of insufficient entrepreneurship motivation, low entrepreneurship perseverance and deficient entrepreneurship spirit. In view of these problems, this paper puts forward the integrated measures of college, family and government to promote the effective implement of college student's entrepreneurship activities.

1. Current Situation of Entrepreneurial Psychology of College Students

Entrepreneurship refers to the purposeful behavior of initiating, maintaining and developing profit-oriented enterprises [1]. Entrepreneurial psychology is the personality consciousness characteristic that regulates human behavior and psychology in entrepreneurial practice activities. It mainly includes a series of comprehensive psychological qualities such as cognition, motivation, interest, emotion, will, personality and ability. In the process of entrepreneurship, individual entrepreneurship psychology can guide and regulate their entrepreneurship activities. For college students, choosing entrepreneurship or employment after graduation is a normal choice, and there is no difference between good and bad. Therefore, we should exclude those who do not know entrepreneurship and have no idea of entrepreneurship, who have learned relevant knowledge of entrepreneurship but have no intention of entrepreneurship, or who are unable to carry out entrepreneurship practice due to various realistic factors within a certain period of time. Nevertheless, on the whole, entrepreneurship psychological barriers are still prevalent among college students, which are mainly affected by cognitive, emotional and behavioral factors. As one of the main forces of entrepreneurship, college student's entrepreneurship group has always been an important research object of entrepreneurship psychology. The research progress of college students' entrepreneurship psychology is also the epitome of the whole entrepreneurship psychology research. Psychological quality imperceptibly affects the overall planning of enterprise development, restricts the future development of enterprises, and determines the ultimate success or failure of entrepreneurship. Therefore, the cultivation of college student's entrepreneurial psychological quality is of great theoretical and practical significance for promoting the all-round development of college students, promoting the effective development of college students' entrepreneurial activities, and improving the success rate of college student's entrepreneurship. The study of college student's entrepreneurship psychology is undoubtedly the foundation and the most important. It is not only the theoretical basis for the cultivation of entrepreneurship talents, but also an important reference for the formulation of college students' entrepreneurship and innovation policies [2].

2. Problems of Entrepreneurial Psychology of College Students

2.1 Insufficient Entrepreneurship Motivation

Entrepreneurial motivation refers to the expectation or estimation of the entrepreneurial results

that college entrepreneurs want to achieve according to their own needs. It is also the spiritual motivation for college students to engage in entrepreneurial activities. Clear entrepreneurial motivation is conducive to enhance the confidence and perseverance of college students in entrepreneurship, help college students to carry out reasonable entrepreneurial planning, and thus enhance the project selection and entrepreneurial success. However, as far as the current situation is concerned, most college entrepreneurs lack clear motivation for entrepreneurship. This is caused by many factors. One reason is to be forced to choose in order to survive. Faced with the increasing number of graduates and the impact of structural contradictions between supply and demand, the difficulty of employment has become a realistic problem that college students have to face. Therefore, in order to survive, some college students have to choose entrepreneurship, whose motivation is to solve the basic survival problems, rather than voluntary choice. Another reason is interest-driven and blind choice. Due to curiosity, successful entrepreneurship cases and interest-driven influence, college students still blindly follow the trend of entrepreneurship. There are arbitrariness and compliance in entrepreneurship motivation, and there is a lack of clear motivation for entrepreneurship that is suitable for the actual and thoughtful formation. The lack of entrepreneurial motivation not only easily leads college students to lose their way forward and go astray, but also to fall into the traps of pyramid selling and fraud, and increases the risk of entrepreneurship and the probability of failure of entrepreneurship. In the process of entrepreneurship, college students often have such a phenomenon that project planning is well done, but in the process of implementation, they find it difficult and difficult. This reflects the inadequacy of college student's entrepreneurial ability. The success of entrepreneurship depends on good emotional management ability, problem-solving ability, resource acquisition ability, organizational coordination ability, decision-making and risk tolerance ability and professional and technical ability, which cannot be achieved overnight at the university stage [3].

2.2 Low Entrepreneurship Perseverance

Every year, many college students join the team of entrepreneurship, but not many of them are really persistent and ultimately successful. Investigate its reason, many college students in the process of entrepreneurship, encounter difficulties and retreat. Some college students lack practical experience, have no psychological preparation for the difficulties encountered in the process of entrepreneurship, and are easily frightened by the difficulties. The ambiguous goal of entrepreneurship leads to the lack of firm will. In the process of contemporary college student's growth, they seldom face setbacks independently and lack of will training. Ability training is a long process of practice, and the team of entrepreneurship college students is getting younger and younger, many students have joined the team of entrepreneurship. The abilities cultivated in college life are not enough to cope with various difficulties in Entrepreneurship practice. In addition, the university curriculum is mainly set up by professors of professional knowledge, which does not pay enough attention to emotional management ability, problem solving ability, organizational coordination ability, decision-making and risk tolerance, so there are still many deficiencies in college student's entrepreneurial ability. Entrepreneurial will refers to the psychological quality of entrepreneurs who persevere in their entrepreneurial activities in order to achieve the desired goals in the process of entrepreneurship. Cultivating entrepreneurship will help college entrepreneurs to maintain a stable and good mentality in the process of entrepreneurship; to conduct a calm and rational analysis of problems in the face of difficulties and find effective solutions; to adjust entrepreneurship planning in a timely and rational manner, so that subjective expectations and capabilities meet objective needs and requirements, thereby promoting the effective opening of entrepreneurship activities Exhibition. However, the entrepreneurs of college students in China generally lack the tenacious will to start a business. Most of them give up halfway in the process of starting a business, which results in the short life expectancy of small and medium-sized enterprises in China [4].

2.3 Deficient Entrepreneurship Spirit

Contemporary college students are the pillars of the future of the motherland. The spirit of pioneering and enterprising is the motive force for successful entrepreneurship. However, in the process of entrepreneurship, many college students are old-fashioned due to lack of risk-taking spirit, lack of responsibility consciousness, lack of self-confidence, and lack of self-reflection ability. Entrepreneurship requires a distinct personality, daring to forge ahead, good at self-reflection, self-confidence and responsibility. However, for a long time, school education lacks the cultivation of personality. Over-protection of parents has resulted lack of sense of responsibility, fear of taking risks, lack of correct attribution, self-reflection in frustration and lack of self-confidence in the face of challenges. Entrepreneurial thinking refers to the comprehensive entrepreneurial qualities that college entrepreneurs master in order to effectively complete their entrepreneurial activities, such as entrepreneurial knowledge, entrepreneurial ability and entrepreneurial skills. Exercising entrepreneurship thinking is conducive to college entrepreneur's flexible response to various challenges in the process of entrepreneurship. It is conducive to innovating the business and management mode of enterprises, enhancing the competitiveness of enterprises in the market, and thus enhancing the probability of successful entrepreneurship. However, due to the influence of long-term exam-oriented education and the late start of entrepreneurship education in China, college students in our country generally lack innovative and entrepreneurial thinking, which is mainly reflected in the insufficient accumulation of entrepreneurial knowledge and the low overall level of entrepreneurial ability of college entrepreneurs. As a result, most entrepreneurs often encounter obstacles in the process of entrepreneurship, the situation is frequent, and the entrepreneurial thinking is obsolete and rigid. It is difficult for enterprises to stand out in the fierce market competition by pushing through the old and bringing forth the new. The lack of entrepreneurial thinking of college students can easily make them eliminated in the fierce market competition.

3. Countermeasures of Entrepreneurial Psychology of College Students

3.1 Optimize Entrepreneurship Curriculum Setting

In the new era, employment is not the only choice for college graduates. We should not only train applied talents to meet the needs of the society, but also focus on cultivating talents who dare to innovate and inject new vitality into the development of market economy. Therefore, in the training objectives, we should pay attention to the cultivation of college student's employment and entrepreneurship ability, curriculum settings. The construction of teacher's team and the construction of campus culture should all focus on this goal and provide guarantee for the realization of the training goal. At present, the curriculum of many colleges and universities still focuses on the cultivation of professional knowledge and ability, and lacks the cultivation of psychological quality. The proportion of courses related to college student's mental health education in the curriculum is very small, which makes it difficult to achieve the effect of cultivating psychological quality. With the help of Ideological and political education, mental health education and other courses, colleges and universities can integrate the cultivation of psychological quality into theoretical teaching and practical guidance. In addition, more practical elective courses can be offered, so that students who are interested in entrepreneurship have more learning platforms. Talents training should not be confined to the classroom. Colleges should attract more social resources to the training of entrepreneurs, such as inviting successful entrepreneurs to teach in colleges. Colleges should deepen the teaching reform of entrepreneurship education, enrich curriculum categories, guide college students to establish correct entrepreneurship beliefs in the process of learning entrepreneurship expertise, mastering entrepreneurship ability and participating in Entrepreneurship practice, help college students form flexible and unique innovative entrepreneurship thinking, and enhance their psychological pressure-resisting ability and flexible handling ability in the face of crisis. Colleges cooperate with social entrepreneurship projects, so that college students can participate in promising

entrepreneurship projects and learn experience through practical training. Colleges can cultivate college student's entrepreneurial practice ability through innovative entrepreneurship competition, simulation operation and other activities.

3.2 Enhance Family Support

To a large extent, parents' awareness of college Students' independent entrepreneurship determines their support attitude towards independent entrepreneurship. Only by effectively enhancing parents' awareness of college students' independent entrepreneurship and its supporting policies, can more parents' support attitude and actions towards college students' independent entrepreneurship be obtained. Families should pay attention to changing the concept of entrepreneurship and cooperate with innovation and entrepreneurship education in Colleges and universities to form an integrated innovation and entrepreneurship education system. According to the survey, the main reasons that restrict family members' support for college students' entrepreneurship include: lack of sufficient funds, conservative family members' entrepreneurship concept, poor social entrepreneurship environment, fear of children's hard life and inadequate preparation for children's entrepreneurship. Based on these problems, in order to give full play to the positive influence of family factors on the cultivation of college student's entrepreneurship psychological quality, on the one hand, family members should consciously and actively understand the information and policies of entrepreneurship, constantly update the concept of entrepreneurship, give more care and understanding to their children in spirit; on the other hand, give more material support to their children, and many college students start their own businesses in the early stage of entrepreneurship. Resources mainly come from family members, so the relevant preferential policies of the state should be gradually transformed from individual entrepreneurs for college students to family-oriented help for entrepreneurs, broaden student's access to entrepreneurial resources, and enhance students' confidence in entrepreneurship. The different status of each family in all social strata determines how much social resources they have, which to some extent affect the choice of college student's entrepreneurial behavior. In addition, family education also has an important impact on the formation of college Student's entrepreneurship psychological quality. Family members should pay attention to the transformation and upgrading of education methods. In daily family life, they should pay attention to cultivating children's sense of honesty, training children's willingness to resist frustration, encouraging children's spirit of adventure to subtly improve their psychological quality and prepare their children for entrepreneurship.

3.3 Construct Social Atmosphere

A good environment is related to the initiative and success rate of College entrepreneurs. Governments at all levels should improve the working mechanism of entrepreneurship-driven employment, encourage and guide college students to start their own businesses enthusiastically, and form a popular upsurge of entrepreneurship. A good entrepreneurial atmosphere helps to alleviate the psychological pressure of college student's entrepreneurship. In recent years, the government's various support policies have been issued continuously, but the results still need to be improved, mainly due to the imperfect propaganda and implementation system of entrepreneurship support policies, and the unobstructed flow of policy information. Policy propaganda lies not only in the breadth of communication, but also in the depth of communication. Therefore, in order to create a good environment and atmosphere for entrepreneurship, we must strengthen the formulation and implementation of policies. To formulate targeted assistance policies. The government should constantly improve the system construction of entrepreneurship mechanism, focus on research and development and promotion of high and new technology, and maximize financial and technological conditions to help college entrepreneurs. The implementation of policies can be based on, must be implemented, guaranteed, supervised and effective. Strengthen the propaganda of the aid policy. In policy propaganda, we should pay attention to guiding policy propaganda to develop in depth and establish a broader and more three-dimensional policy propaganda network. In addition, we should make full use of the Internet media to publicize entrepreneurship support policies, popularize

entrepreneurship knowledge, and impart entrepreneurship experience, so as to create a more professional, innovative and comprehensive network service platform for college student's entrepreneurship. On the basis of the above, we should give full play to the role of group organizations and various educational assistant institutions, strengthen the cultivation and guidance of the psychological quality of college student's entrepreneurs, and guide college students' entrepreneurs to release psychological pressure. Only in this way can we really create a good entrepreneurial atmosphere.

4. Conclusion

It is of great significance and value to strengthen the cultivation of college student's psychological quality of innovation and entrepreneurship. With the joint efforts of colleges, society and families, the vast majority of college students can have good psychological quality of entrepreneurship, and effectively eliminate possible psychological barriers to entrepreneurship, and objectively choose entrepreneurship and employment, so as to strive for the realization of the value of life.

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