

Viewing the Cultivation of Urban Innovation and Entrepreneurship Culture from the Perspective of Sociology

Guofeng Zhao

General Education Center, Xi Jing University, shaan xi 710123,china.

Zhaoguofeng029@163.com

Keywords: Innovation and entrepreneurship culture; Self-employment; Social vision

Abstract. Entrepreneurial cities are a new model of urban development and a new form of expression for urban civilization. Creating an entrepreneurial city is an important way to promote urban scientific development and urban modernization, and is also a strategic measure to achieve more comprehensive urban employment. With the introduction of “mass entrepreneurship and innovation”, China has entered the era of mass creation. Entrepreneurial cities will become a new type of entrepreneurial service platform for the development of space creation. It is the foundation for urban space creation and will promote the entrepreneurial economy. The development of urban entrepreneurship education system is a new problem facing China's urban construction in the era of mass creation. This paper analyzes the connotation of entrepreneurial city, discusses the connotation and characteristics of urban entrepreneurship education, and the significance of urban entrepreneurship education to entrepreneurial city construction. It explores the interaction between urban entrepreneurship education and entrepreneurial city, and proposes that urban entrepreneurship education system is the basic idea of a systems engineering.

Introduction

In recent years, the central government has encouraged college students and farmers to start their own business, and has issued a series of policies and policy support from many aspects, such as venture financing, entrepreneurial service and entrepreneurial environment, and some local governments have also issued corresponding detailed measures. These measures have already and will continue to innovate and start a business. Practice and innovation and entrepreneurship culture play a positive role. However, at the same time, we should also see that there is still greater space for improvement in social practice and cultural cultivation, and there are even some blind spots and weaknesses in the implementation of policies. Therefore, how to improve and perfect the social cultivation of innovation and entrepreneurship culture still has a long way to go. The way and way to cultivate the creative and entrepreneurial culture is an organic system which is guided from the country to the region, and the construction of this system should also be guided by the more mature theory. From the sociological point of view, using the theory of sociology to view and analyze the position and role of individual and society in the cultivation of innovative and entrepreneurial culture, it is of great significance to the project of the research on the ways and Countermeasures for the cultivation of the cultural and entrepreneurial culture of our city. The perspective of structural functionalism is worth learning from.

Reasons for the rise of urban innovation and entrepreneurship culture in China

There are three reasons for the rise of urban innovation and entrepreneurship culture in China. First of all, it comes from the spiritual tradition. The Chinese people never lack the ideas and actions of independent entrepreneurship. In the feudal society of heavy farming and restraining commerce, there are ten big merchants to help create a prosperous scene. Huizhou merchants culture, Shanxi Merchants culture, Chaoshan culture and Hakka culture have formed a traditional spiritual culture with rich connotation of entrepreneurship in China. The entrepreneurial spirit of the Chinese nation mainly includes the following connotations: first, the spirit of pioneering and enterprising. In ancient times, there was a cultural heritage of "a man of nature, a gentleman's self strength", which

was mainly shown as a pioneering and innovative outlook on life and values. It was the centralization and vivid portrayal of the spirit of self-improvement of the Chinese nation. Two is the spirit of perseverance. Lao Tzu said, "it is half a hundred miles." the more difficult it is to encourage people to do things well, the more difficult it is to be closer to success. The more serious it is to treat Xunzi with "perseverance and a golden stone" to warn people that a lot of unexpected difficulties will be encountered and many frustrations and strikes will be encountered, only with perseverance. We can overcome danger and succeed in coping with perseverance, indomitable attitude and perseverance and perseverance.

The second is the need for the development of the city itself. In China's reform and opening up for many years, the status of the city as a center for economic and social development and achievement sharing has been steadily and promoted. The city has launched a war of pre - entry without smoke around the urbanization and industrialization. It can be seen that, benefiting from the traditional basis and policy, some coastal cities and municipalities directly under the central government have obvious advantages in the process of development, and their economic and social and residents' living standards are obviously higher than those of the inland second line cities. Weak economic foundation, backward industrial structure, lack of natural resources and lack of state support are all unavoidable problems in the process of the second line cities in the first development, even after the future. To solve these problems, it is not advisable to rely on the traditional growth path. Because the current market economy in China is a free flow of factors of production, giving the external environment and opportunities for every city development basically the same. Where there is a plan economy thinking of "waiting, relying, and wanting", it must be eliminated for the market. Therefore, the current market economy in China is free flow of factors of production, giving the external environment and opportunities for every city development basically the same. Choosing the path of independent entrepreneurship is the choice of second tier cities, especially those with strong desire for development. The so-called "ideological guidance action", excavating and cultivating the innovative and entrepreneurial culture with urban characteristics has become the first step and the most critical step of the city on the road of entrepreneurship.

Finally, it is the impetus of the national level. Employment is the foundation of the people's livelihood. The policy of state security is a major duty of Party committees and governments at all levels. Entrepreneurship is the source of employment and the most active and active way to achieve employment. It can not only solve the employment of workers themselves, but also lead to multiplier effects by driving the employment. The party and the state attach great importance to the work of undertaking employment. In the first report of the Seventeenth National Congress of the party, the strategic position of employment driven by entrepreneurship is clearly defined, and "to carry out the development strategy of expanding employment and to promote employment by entrepreneurship." In a series of policy papers on promoting employment, the state has promoted entrepreneurship as the main way to solve the employment problem. In order to carry out the requirements of the Seventeenth National Congress, the State Council for the first time put forward that "we should focus on guiding the cities with better work foundation and relatively mature conditions, implementing the employment related supporting policies for entrepreneurship, and exploring the area of organizational leadership, entrepreneurship training, entrepreneurial service and social participation, and setting up an entrepreneurial drive." The entrepreneurial city of the industry. At one time, nearly one hundred cities took part in the work of creating an entrepreneurial city and set off the trend of employment in the whole country. The cultural and entrepreneurial culture of the city has also become an important part of the new round of urban culture research.

The Guidance of the Basic Theory of Sociology

In the process of cultivating the cultural and entrepreneurial culture of the city, we must first firmly grasp the relationship between the individual and the society under the basic theory of sociology, which is the premise and starting point of the theoretical thinking and practice.

First, the subject and object of cultural cultivation are individuals in social relations, including natural and quasi people (such as enterprises, companies, and independent individuals of social

relations), which cannot be separated from the specific nature of the object. For example, it is necessary to grasp the relationship between the individual and the society in the setting up of the curriculum of entrepreneurship education through the training of the entrepreneurship education of the students in Colleges and universities. The concept of personal and social relations is integrated into the daily entrepreneurial vocational education so as to fully excavate and give full play to the creative and entrepreneurial consciousness and potential of the students, and make the students also take into account the factors such as national policy, social rules, professional ethics and other factors in the actual innovation and entrepreneurship. It can not only improve the success rate of individual innovation and entrepreneurship, but also make the contribution of an excellent entrepreneur to the harmony of the social and cultural atmosphere, and also help to cultivate and cultivate the culture.

Secondly, the purpose and foothold of cultural cultivation lies in human beings, which lies in people themselves. They can not only pay attention to the state and society in cultural cultivation. Otherwise, cultural cultivation will lose its original meaning. A tendency should be kept vigilant, that is, the needs and consumption orientation of culture cultivation, and the effect and influence of the individual's meaning on culture cultivation. Our empirical research finds that some government departments and enterprises and institutions have a formal phenomenon in the process of participating in the construction of Wuhan city innovation and entrepreneurship culture. It has the positive role of understanding, mastering and giving full play to the policy in the perspective of innovation and entrepreneurial individuals.

In the end, the development of society is influenced by the behavior of each individual. In the construction of culture training path, in addition to fully considering the constraints of the social environment, it should also stimulate and create the passion and wisdom of individual innovation and entrepreneurship as far as possible. This point also conforms to the theory of sociological aspects and historical materialism in Marx's ideology. Culture belongs to the category of social consciousness, and the dialectical existence of social consciousness and social existence, and the cultivation of culture can also follow the path provided by it.

The Basic Principles and Steps of the Cultivation of Urban Entrepreneurship Culture in China

Scientific and systematic urban entrepreneurial culture should include three parts: entrepreneurial market, entrepreneurial system and entrepreneurial spirit. For the Urban Entrepreneurship culture, the lack of any one of the three is incomplete for the cultivation method, and the "market system spirit" level is progressively progressive, and the sequence change will lead to the problem of the entrepreneurial culture.

The first step is to cultivate material resources, that is, market support, and provide a practical platform for entrepreneurial culture. When many cities talk about the culture of entrepreneurship, the first reaction is to encourage entrepreneurship from the spirit. So many inspirational activities are planned, and experts and scholars are invited to summarize and extract the traditional culture, and the local characteristics of the entrepreneurial culture are formed. This is the traditional virtue of the Chinese nation. If it is the only choice to refine the traditional spirit as the cultivation of the entrepreneurial culture, it will inevitably lead to a homogenous culture. A city with a market economy is not developed, so it is only a castle in the air to spend more efforts to cultivate entrepreneurial culture. Only if the market is prosperous can we create a large number of entrepreneurial opportunities to create a broad entrepreneurial space and realize the real entrepreneurial dream. Therefore, to cultivate entrepreneurial culture scientifically is to develop and expand the industrial economy as the first choice to cultivate entrepreneurial culture.

The second step is to nurture the system, that is, policy support, to provide practical guarantee for entrepreneurial culture. At present, consolidating the industrial foundation and developing the regional economy are more about government action than social behavior. The government has set up a platform for entrepreneurship by strengthening the industry and activating the market economy. It also needs active participation from all walks of life. Some local governments manage

to start a business and use administrative means to stimulate entrepreneurial behavior. They often achieve certain results in a short period of time, but it is not advisable to promote entrepreneurship in a long time. The government can only play the role of encouraging, supporting and guiding entrepreneurship. It should provide a good entrepreneurial environment for the masses through the policy of supporting entrepreneurship, improving the level of service entrepreneurship, strengthening the means of ensuring entrepreneurship and so on. Only by perfecting and implementing the entrepreneurial system can we truly activate the creativity of the whole society and form a positive trend of entrepreneurship for all.

Finally, it is spiritual cultivation, namely cultural guidance, which provides practical impetus for entrepreneurial culture. Both the industrial base and the entrepreneurial system have been sound, and the entrepreneurial landscape of the city will take on a new look. At this time, we should improve the entrepreneurial behavior from the spiritual level, set up the common vision of Urban Entrepreneurship, form a complete cultural system of Urban Entrepreneurship, better guide the long-term success of entrepreneurship and integrate it into the city character.

Conclusion

Innovative entrepreneurial culture should be cultivated and constructed in the essence of inheriting traditional culture. The era decided to focus on innovation and entrepreneurship culture, and this era has new content and requirements for modern entrepreneurial culture. The open era and advanced culture show that we must build and cultivate entrepreneurial culture with an open mind. In this case, we should further explore the theory of sociology and provide more guidance for the cultivation of innovative entrepreneurial culture to build an entrepreneurial culture that meets the requirements of the times and social development.

References

- [1]Wang X H. On the Cultivating Functions of Innovation and Entrepreneurship Education in Colleges and Universities[J]. Journal of Changzhou Vocational College of Information Technology, 2012, 3(1):50-54.
- [2]Chen G X. The Cultivation of University Innovative and Entrepreneurial Culture[J]. Journal of Huaiyin Institute of Technology, 2015.
- [3]Tang J, Wang Y, Jianhun WU, et al. Reform and Practice of Experimental Teaching of Basic Chemistry Oriented to the Cultivation of Innovation and Entrepreneurial Ability[J]. Pharmaceutical Education, 2015.
- [4]Jiang H, Yin H, Xu X. Research on the Mode of Cultivating Talents of Innovation and Entrepreneurship in Colleges and Universities[J]. Journal of National Academy of Education Administration, 2015.
- [5]Lan Q Z, Accounting D O. Research on Cultivation of College Students' Innovative and Entrepreneurship Abilities in the Perspective of Fujian FTZ Development[J]. Journal of Fujian Commercial College, 2016.
- [6]Zhang Z Q, Wang L Z, Chang X H, et al. Take the Cultivation of Innovation and Entrepreneurship Ability as the Target, Revise the Graduate Training plan Comprehensively——Based on the Practice of Beijing Forestry University[J]. Education Modernization, 2016.
- [7]Wang Y, Li Z X, Zhang C C. A Study on the Cultivation of College Students' Innovation and Entrepreneurship in the Internet Plus[C]// International Conference on Education, Management, Information and Mechanical Engineering. 2017.
- [8]Huang M. Exploration on the Cultivation of Innovative and Entrepreneurial Ability of Students Majoring in Food Specialty in Higher Vocational Colleges: Taking Liming Vocational University as the Example[J]. Journal of Liming Vocational University, 2017.

- [9]Wang S, Pan S, Li Z. Research on the Cultivation Model of Innovation and Entrepreneurship Talents Based on Three Creative Education[C]// International Conference on Management, Education and Social Science. 2017.
- [10]Geng Z, Zhao-Shou X I, Yuan H G, et al. Cultivation of New Professional Farmers from the Perspective of Innovation and Entrepreneurship Education[J]. Journal of Hubei Correspondence University, 2018.
- [11]Zhou J, Liu Z Z. Research on Cultivating PE Students' Innovative and Entrepreneurial Skills Based on Campus Cultural Activities[J]. Journal of Hebei Sport University, 2017.
- [12]Zhao Z. Research on Education and Cultivation of College Students in Innovation and Entrepreneurship[C]// 3rd international conference on education, language, art and inter-cultural communication. 2017.
- [13]Aiming R, Jiang H, Xin L I, et al. Cultivation Mechanism of College-Graduate Village Officials from the Perspective of “Innovative and Entrepreneurial” Talents: Taking Anhui Agricultural University as an Example[J]. Journal of Anhui Agricultural University, 2017.
- [14]Yang-Yang Y U. Exploration on the Cultivating Methods of the Innovation and Entrepreneurship Culture in Colleges from the Perspective of Economic Management Entrepreneurial Talent Cultivation[J]. Journal of Xiangyang Vocational & Technical College, 2018.