Research and Analysis of Survey on Ningbo's Innovating and Entrepreneurship

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Abstract: Innovation and entrepreneurship are the driving factors and source of emerging social development. In this paper, the young and middle-aged people in Ningbo were interviewed to understand the factors that influence innovation and entrepreneurship. The results show that people aged 25-35 pay more attention and have a strong intention in them and that education background/degree is not the decisive factor of carrying out scientific and technological innovation and entrepreneurship work. More than 87.7% of the people are in a state of initiative that is a spontaneous behavior. More than 20.9 percent of respondents chose the answer "influenced by people around them", meaning inspiration from role models or acquaintances around them is an important factor. The proportion of having ideals and ideas is more than 48.2%, which further proves that the original motivation of individuals is extremely important. Among the current projects, more than 92% are related to the service industry, that is to say, there are the same goals, strong sense of service. Meanwhile the original motivation during college or after graduation is the highest.

1. Introduction

"Mass entrepreneurship and innovation" came from premier li keqiang's speech at BBS in the summer davos in September 2014. Li keqiang proposed that a new activity of "mass entrepreneurship" and "grassroots entrepreneurship" should be launched on 9.6 million square kilometers of land to form a new trend of "mass innovation" and "innovation by all". Since then, he has frequently explained this key word in the first world Internet conference, the executive meeting of the state council and the 2015 government work report and other occasions. There are so many points to be paid attention to and analysised. So the basical characteristics of innovation and entrepreneurship have been researched [1-3].

The setting of questions reflects the orientation and pertinence, including the focus issues and hot issues of the main interviewees [4, 5]. In addition, considering the confidentiality and authenticity of data sources, no privately-related issues are involved. Objective and subjective factors were considered in the design of the questionnaire. Subjective factors include "official standard" thought, entrepreneurial goal and confidence, family or growth environment atmosphere, lack of understanding of oneself, etc [6-8]. Objective factors include talent, ability, technology, technological innovation and entrepreneurship mode, team, etc.

Based on the above description, the problems involved in the questionnaire includes the following aspects: the current status, age, gender, education, interest in the processing, business has learned the relative projects, the scientific and technological innovation entrepreneurship may encounter obstacles, and solutions and the resulting effect, etc.

2. The Basically Data and Result Analysis

It is assumed that all data are independent from each other without any influence or correlation. Simple statistics are conducted for the set problems and the results are shown in table 1:

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Table 1 The basically characteristics of the persons

question	profession	sex	age	education
content	student	male female	>18	bachelor degree
	mentor		18-25	high school
	worker		25-35	junior school
	entrepreneurs		>35	illiteracy
results	4.7:1.3:3.4:1	1.2:1	1:15:8:5.5	36.2:12.3:4.8:1

There are 709 samples collected, in table 1 shows that interested in scientific and technological innovation entrepreneurship, more men than women, but the proportion in the basic level of the, the proportion of women with innovation consciousness is higher, with men in terms of scientific and technological innovation entrepreneurship demand, on the one hand, this conforms to the structure features of the group, on the other hand also reflects, as the policy guide and positive thinking, engaged in the industry by women to the business has its own unique understanding, more in line with the current trend of “public entrepreneurship, peoples innovation”[6,8]. From the perspective of current occupation, the proportion of college students, teachers, salaried people, and enterprise executives or entrepreneurs is basically maintained in the establishment ratio of mainstream groups in line with the current innovation and innovation army.

Age distribution: the majority of students are 18-25 years old. They have ideas and have certain interest and understanding of entrepreneurship. The age group of teachers is 18-25, 25-36 and over 36 years old, accounting for nearly one third each. A relatively high proportion of people in the working class is 25-36 years old, while the majority of those who are above 36 years old are entrepreneurs or business executives [2].

The academic degree composition can form a 1:1 correspondence with the above occupational age, which can be supported the mutual demonstration from table 1. At the same time, it can also be considered that the follow-up problems are the results of serious treatment, with certain representativeness and authenticity [3, 4].

Scientific and technological innovation entrepreneurship in terms of education, according to the results of the basic data of the respondents in the education of university degree and above accounted for 66.7%, followed by high school, Rome middle school and primary school and below, no consideration for the problem of the authenticity of the data, assuming that the data are the actual situation, the degree of enterprise in the process of scientific and technological innovation entrepreneurship to promote and influence plays an important role, degree is high, is to some extent, can reduce the blindness of project startup and the feasibility of the preparation is more sufficient and feasible. The simple conclusion is as follows: academic degree/degree is not the decisive factor of carrying out scientific and technological innovation and entrepreneurship work, but the higher the academic degree, the higher the starting point or success probability of scientific and technological innovation and entrepreneurship.

3. The Result and Analysis

3.1 Basic Understanding of Technological Innovation and Entrepreneurship

There are four questions for understanding the attitude on the innovation & entrepreneurship, which are the basic understanding of scientific and technological innovation and entrepreneurship & degree of interest in it & the possibility of their own ability & under what circumstances the idea of scientific and technological innovation and entrepreneurship will come into being respectively. According to the basic definition of scientific and technological innovation and entrepreneurship, innovation emphasizes the pioneering and originality, while entrepreneurship emphasizes the behavior of obtaining benefits through practical actions. As for the question basic understanding, only 84 jobs that can earn money are collected, accounting for 11.8% of the total data. It can be concluded that the middle-aged and young people have a high level of understanding and strong interest in scientific and technological innovation and entrepreneurship, and the internal causes

solve the original driving force of scientific and technological innovation and entrepreneurship. According to the deduction of the above original power, it can be inferred that the “possibility of self-innovation and entrepreneurship” is highly consistent with the “interest in scientific and technological innovation and entrepreneurship”.

From table 2, those who think they will not start a business is 15.5% of the total, those who are or have ever engaged in scientific and technological innovation and entrepreneurship experience account for 13.8%, and those who think they will be inspired to engage in scientific and technological innovation and entrepreneurship by someone around them and those who will definitely happen to them in the future account for 36.8% and 33.9% respectively. This result is basically consistent with the result of the possibility question, which has a coherent relationship [2].

Table 2 the statistical result for the basic knowledge of innovation and entrepreneurship

question	what is innovation and entrepreneurship	The interstices of innovation and entrepreneurship	The probably of one on innovation	When do you have the idea and do it
answers for selected	Make a new industry Develop new projects Start a business Job make money	Very interested Have some interested optional no interstices	Has been or doing so Will be happened Some friends successes Far away with me	Have ideas and practice Have some technology Inspired by friends Unsatisfactory employment Personal ideal
results	222/268/136/84	160/317/194/5	102/251/273/115	335/167/261/203/267

Instructions: The last question has more than one answer that is not same as front three questions.

Table 2 shows the understanding of entrepreneurship: students generally believe that the so-called entrepreneurship is starting a new industry type or enterprising and developing an innovative project. The mostly teachers thought that starting a career just is innovation and entrepreneurship; while for salaried people, as long as there is a strong willingness to work to make money, more than 45% of senior managers or entrepreneurs think to start a new type of industry or enterprise.

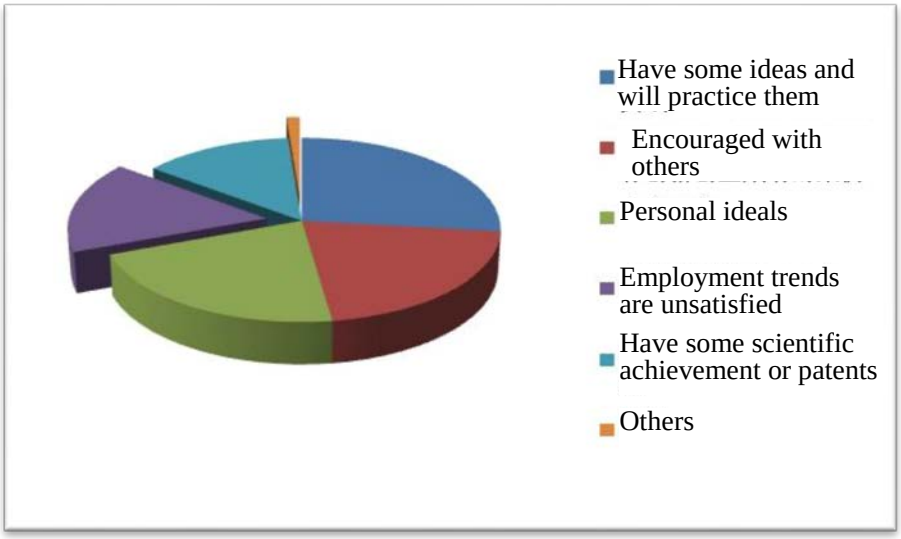

Fig.1 the results of when will start the innovation and entrepreneurship job

After the basic understanding of innovation and entrepreneurship, there are the second part on when will start it. Thinking about the area characteristics, five answers are supplied and the result is shown in Fig 1. There is little difference among the five answers, with a proportion of 335:167:261:203:267. That is to say, “have ideas and ready to practice”, “existing results”, “inspired by friends”, “employment is not ideal”, “personal ideal” in the forced start-up account for

less than 16.3%, that is, more than 87.7% of people in the development of scientific and technological innovation and entrepreneurship work in an active state, belongs to spontaneous behavior! One answer on the influenced by the people around, more than 20.9% chose this answer, that is the inspiration of the role model or acquaintances around is an important influencing factor. About their own ideal, the proportion of more than 48.2%, which proves that personal motivation, is very important! The proportion of those who have their own intellectual property rights that can be converted into scientific and technological innovation and entrepreneurship projects is less than 13.4%.

3.2 The Basic Elements of Innovation and Entrepreneurship

The basic understanding about innovation and entrepreneurship affects the effect of scientific and technological innovation and entrepreneurship directly, while the basic elements that the innovation and entrepreneurship personnel had are an important factor which affect if the job can be developed or implemented smoothly, as shown in table 1. Academic degree that scientific and technological personnel had gained is an important factor extent affects the development can be sustained for a long time or not. For other factors that can affect the person innovation and entrepreneurship, such as the age what subject would be suited and the way of funding sources and so on were set up and the results as shown in table 3 of the 4 questions:

Table 3 the basic elements prepared for innovation and entrepreneurship

questions	The best period of them	The appropriate projects	The motivations and powers	The main ways and methods
contents	Graduated during university the spare time of work others	The services web on life Online tutoring The websites on information and BBS Game improvement The professional studio	Make more money for affluent life Prepared for the future Reflect the ability and value Interests and hobbies	Partner with others Independence Apply to the government Domestic investment The loan from bank
results	208/233/249/47	583/267/266/212/181	102/251/273/115	335/167/261/203/267

As shown in table 3, respondents said that the best time for scientific and technological innovation and entrepreneurship is in his spare time, which is basically express that innovation and entrepreneurship is not a widely job way. That is to say, technological innovation and entrepreneurship exist as a kind of pursuit or satisfaction outside the career; at least it will not have a great impact on life. The university period is a relatively clear watershed. The proportion of students who can complete scientific and technological innovation and entrepreneurship during the university period exceeds 31.6%, second only to 33.8% who have “stable jobs”. Those who started businesses after graduation account for 28.2%, which is also a stage of concentrated technological innovation and entrepreneurship. Contrast with table 1, the best age with strong scientific and technological innovation entrepreneurship is at 18 to 35[6], which is match with the results from table 3, which shows that the main practitioners are young or middle-aged people. Meanwhile the person who graduated from college few years or in university has more original power supreme! The projects that can be used for scientific and technological innovation and entrepreneurship mainly focus on life service websites, online tutoring, resource-sharing websites, game development and studios. From the characteristics of the whole project, the basic consciousness of serving different people and society is enhanced, and it can start from reality.

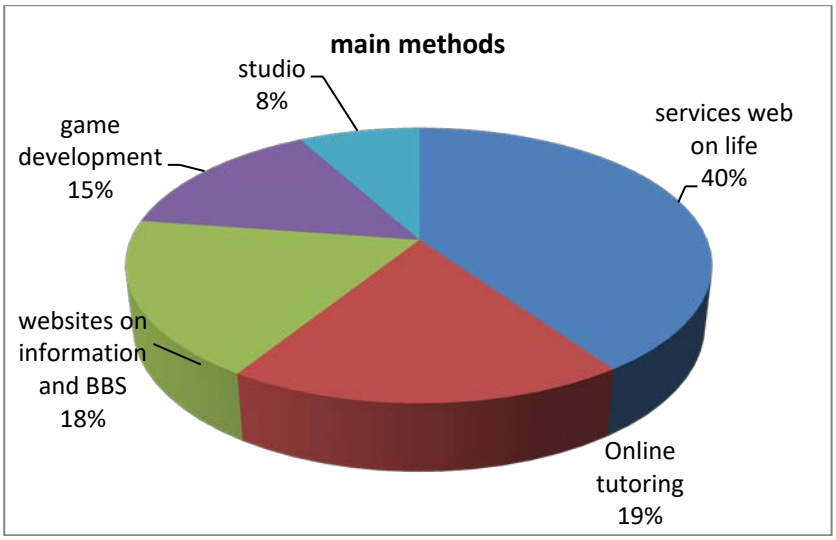

Fig. 2 the project that can be used to innovation and entrepreneurship

For projects that can be used for innovation and entrepreneurship shown in Fig.2, such as life websites include those like jumeiyoupin, eleme, tiexue, etc., which meet the basic needs of daily life. Online schoolwork guidance is also a popular website development project at present, which covers a wide range of professional or skills from young children to any age group with learning ability. Information and BBS resource sharing website, as entrepreneurial projects, can meet different needs of different people, such as remembering the past, astronomy and geography, leisure irrigation, technology and discussion, etc., which can become independent functions. Game development is the popular project, such as mobile game, online games, including e-sports audience with a strong interest in scientific and technological innovation and entrepreneurship projects, such projects have the characteristics of novel, fast update, short cycle and so on. Some people also attach to the form of mini companies like studio, which has some advantages such as simple organization, rapid transformation and easy operation and so forth.

4. Summary

Innovation and entrepreneurship has been debated in this paper. To sum up, the following three important conclusions can be drawn from the comprehensive analysis of projects that can be used for scientific and technological innovation and entrepreneurship. Firstly, most of the innovation and entrepreneurship projects selected by young and middle-aged innovation entrepreneurs are built on the basis of network platform, that is, a good network environment and network order are the primary factors of innovation and entrepreneurship. Secondly, at present, more than 92% of the projects used for scientific and technological innovation and entrepreneurship are related to the service industry. That is to say, the goals of scientific and technological innovation and entrepreneurship are basically the same with a strong sense of service and being able to relate to real life. Finally, the utilization and development of network platform is a high technical level. Therefore, scientific and technological innovation and entrepreneurship project not only bases on practice, but also needs strong theoretical foundation and technical implementation means. While there are more other questions have not been debated such as the start-up capital and how to overcome the obstacle in the processing and so on, which will be discussed in next paper.

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