The Research on the Current Situation of Female College Students’ Innovation and Entrepreneurship Ability and Cultivating Path under the Background of "Double Creation"

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Abstract. Under the background of "mass entrepreneurship and innovation", a wave of innovation and entrepreneurship has been launched rapidly across the country. This has brought new opportunities for female college students facing severe employment situation and huge employment pressure. Female college students must have strong innovation and entrepreneurship ability to meet the times requirement and achieve innovation and entrepreneurship successfully. In this paper, 459 female college students were surveyed by questionnaire and interviewed 90 interviewees. The results show that female college students' cognition of innovation and entrepreneurship ability is fuzzy, innovation and entrepreneurship ability is weak. Then it further analyzes the factors that influence the innovation and entrepreneurship ability of female college students, and puts forward the path selection of cultivating and promoting the innovation and entrepreneurship ability of female college students.

Introduction

In recent years, the number of college graduates has been rising steadily. According to the Ministry of Education statistics, the number of college graduates in 2013 is 6.99 million, in 2014 is 7.27 million, in 2015 is 7.49 million, in 2016 is 7.65 million and in 2017 is 7.95 million. College students are facing a serious employment situation. Compared with male college students, female college students are more difficult to obtain employment because of their gender characteristics. Under the background of "mass entrepreneurship and innovation", we should actively develop the innovation and entrepreneurship ability of female college students, stimulate their innovation consciousness and encourage them to actively participate in the entrepreneurship. It not only can effectively alleviate the employment pressure of female college students, but also can promote economic growth, and eventually improve the comprehensive competition strength of our country.

The Definition of Innovation and Entrepreneurship Ability

Innovation and entrepreneurship ability is a comprehensive ability, which is neither pure innovation nor pure entrepreneurial ability. It is a combination of knowledge, quality, skill and ability in innovation and entrepreneurship practice. From the perspective of gender perspective, this paper holds that female college students' innovative and entrepreneurial ability is a comprehensive ability which is the combination of knowledge, quality, skills and ability that female college students should possess in innovation and entrepreneurship practice.

The Current Situation of Innovation and Entrepreneurship Ability of Female College Students

Female College Students Having a Strong Interest in Innovation and Entrepreneurship

The survey data shows that female college students are interested in innovation and entrepreneurship. Among them, 13.94% of female college students are very interested in innovation and entrepreneurship, and 36.82% of female college students are more interested in innovation and
entrepreneurship, and only 12.42% of college students were not interested in innovation and entrepreneurship. In other words, 50.76% of female college students are interested in innovation and entrepreneurship, that is, nearly half of female college students are interested in innovation and entrepreneurship. This ratio is quite high. The survey data also shows that female college students with entrepreneurial ideas account for 62.96%, and that of preparing to start a business account for 1.53%. It also shows that they have a strong interest in innovation and entrepreneurship. This is closely related to the current background of "mass entrepreneurship and innovation", as well as the innovative and entrepreneurial education.

Female College Students Having a Vague Understanding of Innovation and Entrepreneurship Ability

Although female college students are interested in innovation and entrepreneurship, they also have the idea of starting a business, but their cognition of innovation and entrepreneurship ability is vague. The survey data shows that only 4.14% of female college students know exactly what innovative entrepreneurial skills they have, 25.71% of them are more clear, 51.42% of them are generally clear and 18.71% of them are not clear. In the interview, their understanding of innovation and entrepreneurship ability is also incomplete, and they can only say one or some of the capabilities of innovation and entrepreneurship.

Weak Innovation and Entrepreneurship Ability

Strong innovation and entrepreneurship ability is the foundation for female college students to carry out innovative entrepreneurial practice and successful entrepreneurship. However, according to the current survey results, female college students' innovation and entrepreneurship ability is generally weak.

Lower Knowledge and Skill Level. Female college students have a low level of knowledge and skills, which cannot effectively meet the needs of innovation and entrepreneurship. The survey data shows that 67.1% of female college students believe that their current knowledge and skills cannot meet the requirements of innovation and entrepreneurship, and that of fully meeting the needs account for only 3.05%. The low level of knowledge and skills seriously restricts the improvement of innovation and entrepreneurship ability.

Lack of Practical Experience. Female college students improve their innovation and entrepreneurship ability mainly by participating in various social practice activities. The more they participate in practical activities and the longer they participate, the more they accumulate innovation and entrepreneurship ability. But according to the survey data, only 3.92% of female college students who regularly participate in such social practice activities and 96.08% of female college students are lacking in practical experience. Lack of practical experience leads to their lack of innovation and entrepreneurship ability.

Not Focusing on Improvement of Innovation and Entrepreneurship Ability. As the subject of innovation and entrepreneurship practice, female college students should play a leading role in promoting innovation and entrepreneurship ability. But the survey data shows that only 12.64% of female college students pay great attention to improving their innovation and entrepreneurship ability, 45.75% of female college students pay more attention to it and 41.62% of female college students do not pay attention to it.

Affecting Factors of Cultivating Female College Students' Innovation and Entrepreneurship Ability

Gender Concept Reasons

It is influenced and restricted by social conventions, such as the gender concept of society and the traditional "male superior female" and "men outside and women inside". Female college students are considered unfit for innovation and entrepreneurship. They should find a stable and easy job, marry a good husband and focus on caring for the family. Ideology is the guide to action. Since it is
not suitable for innovation and entrepreneurship, there is no need to cultivate their ability of innovation and entrepreneurship. Therefore, this concept greatly restricts the intrinsic motivation and enthusiasm of female college students to improve their innovation and entrepreneurship ability.

Female College Students Themselves Reasons

Female college students themselves are the intrinsic and main reasons for their lack of innovation and entrepreneurship ability.

Conceptual Problem. Influenced by the gender concept of society, female college students have the common misconception. They think that they are not suitable for innovation and entrepreneurship and also unwilling to take risks. They are afraid of hardship and fear of failure. They want to find a safe and easy job or marry a good husband, then they can withdraw directly from the competitive job market. This kind of ideology has a serious influence on their subjective initiative, which is not conducive to the improvement of innovation and entrepreneurship ability.

Lack of Subjective Effort. Diligence and effort are the important means to promote innovation and entrepreneurship ability. But female college students are not hardworking and diligent. On the one hand, they have not paid enough attention to the relevant innovation and entrepreneurship policies. On the other hand, they seldom participate in the practice of innovation and entrepreneurship. So their innovation and entrepreneurship ability is difficult to improve.

College Reasons

As an important base for cultivating all kinds of talents for the society, the school should bear a very important responsibility in cultivating female college students' innovation and entrepreneurship ability. But for various reasons, the school did not play a corresponding role. The survey data shows that only 11.11% of female college students believe that their university attaches great importance to the cultivation of college students' innovation and entrepreneurship ability, 44.01% of those think that their colleges pay more attention, and 44.88% of those think that their colleges don't pay enough attention. That is to say, nearly half of colleges have not assumed corresponding responsibilities, thus affecting the improvement of female college students' innovation and entrepreneurship ability.

Family Reasons

As the children's strong backing, the family should give their children great support and help in all aspects of their work and life. But the survey data shows that only 9.15% of female college students think their parents care about and support their innovation and entrepreneurship. More than 90% of families don't support them. The main reason is that they think innovation and entrepreneurship is too tired and want their daughter to find a stable and easy job. Therefore, due to gender differences in gender, parents' support for female college students' innovation and entrepreneurship is not enough. This seriously affects and restricts cultivation and promotion of their innovation and entrepreneurship ability.

Measures of Cultivating Female College Students' innovation and entrepreneurship ability

The cultivation of female college students' innovation and entrepreneurship ability is a systemic process, which needs joint efforts of college, government, society, female college students and family.

College Aspects

Cultivating the Innovation and Entrepreneurship Consciousness and Thinking of Female College Students. Colleges should attach great importance to the cultivation of female college students' innovative entrepreneurial consciousness and thinking, and it make female college students realize that innovation and entrepreneurship not only plays an important role in promoting China's economic development and structural optimization and upgrading, but also helps female college students to obtain employment and long-term development.
Strengthening the Construction of Teachers Troop of Innovation and Entrepreneurship. At present, many colleges lack of teachers troop that can guide students to innovate and start business. Most of the teachers go straight from colleges to universities. They have profound theoretical knowledge but lack of practical experience. Fewer teachers have had an entrepreneurial experience. It is difficult to provide targeted guidance to students. So under the background of "mass entrepreneurship and innovation", colleges should strengthen the construction of teachers troop of innovation and entrepreneurship, so as to provide the comprehensive system innovation and entrepreneurship theory and practical guidance for female college students. [1]

Establishing Systematic Innovation and Entrepreneurship Curriculum. Scientific and rational innovation and entrepreneurship courses is the foundation of cultivating the innovation and entrepreneurship ability of college students and carrying out innovation and entrepreneurship education. Innovation and entrepreneurship curriculum system should pay attention to basic, broad and practical problems. [2] At the same time, college should actively explore the corresponding teaching methods.

Perfecting Practical Teaching System of Innovation and Entrepreneurship. Practical teaching plays an irreplaceable role in the cultivation of female college students' innovation and entrepreneurship ability. Through practical teaching, colleges can cultivate their innovative consciousness, innovative thinking, entrepreneurial spirit and entrepreneurial skills. [3] So colleges should attach great importance to practical teaching and create a practical teaching system of innovation and entrepreneurship for female college students.

Creating a Good Atmosphere for Innovation and Entrepreneurship. Colleges should create a strong atmosphere of innovation and entrepreneurship for female students through various forms, such as actively propagandizing innovation and entrepreneurship, answering students' problems in innovation and entrepreneurship and increasing investment.

Government Aspects

Under the background of "mass entrepreneurship and innovation", the government has introduced a series of policies to encourage college students to innovate and start businesses. These policies are conducive to the smooth development of college students' innovation and entrepreneurship activities. However, there are still some obstacles in the implementation process. [4] So the government should accelerate the establishment of more detailed innovation and entrepreneurship policies for college students. At the same time, aiming at the particularity of female college students' innovation and entrepreneurship, a more targeted female college students' innovation and entrepreneurship policies and regulations are formulated.

Society Aspects

Firstly, we will accelerate the elimination of gender discrimination and promote the realization of gender equality. The whole society should strongly support female college students' innovation and entrepreneurship. Secondly, a specialized agency for female college students' innovation and entrepreneurship training should be set up. Thirdly, we should effectively integrate various social resources and build a strong social support system for female college students' innovation and entrepreneurship.

Female College Students Themselves Aspects

Changing Idea and Adjusting Mentality. Contemporary female college students face two big situations. One is the trend of "mass entrepreneurship and innovation", the other is severe employment pressure. They should be fully aware of the opportunities and challenges brought by the current situation. At the same time, they should change idea and adjust mentality as soon as possible and seize opportunities and meet challenges bravely.

Actively Participating in Innovation and Entrepreneurship Activities. Through active participation, they can accumulate rich social practice experience and improve their innovation and entrepreneurship ability.
Promoting Innovation and Entrepreneurship Ability through Self-training. Female college students can develop their own innovation and entrepreneurship ability through self-training, and make preparations for innovation and entrepreneurship. Self-training involves three aspects: enriching the knowledge structure of innovation and entrepreneurship, improving the quality of innovation and entrepreneurship and cultivating innovation and entrepreneurship personality. [5]

Family Aspects

The family plays an important role in cultivating female college students' innovation and entrepreneurship ability. But most parents are not aware of this, they don't care about their innovation and entrepreneurship and some even oppose it. The main reason is that parents want girls to find a safe and easy job or marry a good husband and play a good family role. It is not surprising that parents have this idea. Because contemporary female college students are usually only one child, combined with the influence of traditional gender concepts, parents certainly don't want them to go the hard way of innovation and entrepreneurship. In fact parents should change their idea and recognize the great opportunities of innovation and entrepreneurship, support and encourage girls to innovate and start businesses. When they have good entrepreneurial projects, parents should provide financial support and emotional encouragement in time and be a strong supporter of their children.

Conclusion

Under the background of "mass entrepreneurship and innovation", it is necessary to cultivate female college students' innovation and entrepreneurship ability. But we also should recognize that this is a complex social systematic project, which requires the efforts of the whole society. With the joint efforts of everyone, we firmly believe that innovation and entrepreneurship ability of female college students can be improved and they can actively participate in innovation and entrepreneurship activities. This will not only effectively alleviate employment pressure but also vigorously promote the successful implementation of the national independent innovation strategy.

References