

Character Research of College Student Entrepreneurs

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Abstract: With the development of society and the progress of science and technology, entrepreneurship has become an important topic in today's society. As a member of the entrepreneurial team, college student entrepreneurs have unique advantages and potential. However, a successful business requires not only good business knowledge and skills, but also excellent character. This paper aims to explore the characteristics of college students' entrepreneurs and analyze their role in the process of entrepreneurship. Through the combine of relevant literature and the analysis of field survey data, we find that the character of college student entrepreneurs is shown in many aspects, such as responsibility, perseverance, teamwork and so on. These characteristics have an important impact on the success of entrepreneurship.

Keywords: College student entrepreneurs; Character; Entrepreneurial success.

1. Introduction

In recent years, with the popularization of higher education and the increasing employment pressure, more and more college graduates choose to start their own businesses. With their unique advantages, such as professional knowledge, innovative thinking, responsibility and perseverance and social resources, college student entrepreneurs have become a new force in the entrepreneurial team. However, starting a business is not an easy task and requires many challenges and risks. In order to succeed in the competitive market, college entrepreneurs not only need to have excellent business knowledge and skills, but also need to show good character.

2. The Character Status Quo of College Student Entrepreneurs

The status of college entrepreneurs may vary from person to person, but generally speaking, most college entrepreneurs have a certain good moral character. First, they usually have a positive, optimistic attitude, full of enthusiasm and confidence in entrepreneurship. This optimistic attitude allows them to maintain a firm faith and indomitable determination in the face of difficulties and setbacks, and constantly pursue their goals and finally achieve them. Secondly, college student entrepreneurs usually have the spirit of independent thinking and innovation. In the environment of fierce market competition, they need to have a unique vision and keen insight, put forward novel ideas and solutions, in order to stand out in the competition. This kind of independent thinking and innovative spirit is also an important moral character that college students entrepreneurs should have. In addition, college student entrepreneurs usually have certain teamwork and leadership skills. Entrepreneurship is a team activity, which requires entrepreneurs to have good teamwork ability and leadership skills. This teamwork and leadership skills allow them to better communicate, coordinate, cooperate with others and lead the team forward. Finally, college students entrepreneurs usually have a certain risk awareness and bearing ability.

The process of starting a business is full of uncertainties and risks, which requires entrepreneurs to have risk

awareness and the ability to bear risks, and be able to make correct decisions and take on responsibilities in the face of risks. This kind of risk awareness and bearing ability is also an important moral character that college students entrepreneurs should have. Of course, there are also some college students entrepreneurs may encounter moral problems in the process of entrepreneurship, such as lack of integrity, breaking the law and discipline. For these problems, we should strengthen the legal education and moral education, improve the legal awareness and moral level of college students, and guide them to embark on the correct path of entrepreneurship.

3. The Character Characteristics of College Student Entrepreneurs

Responsibility: College student entrepreneurs must be responsible for their own careers, employees, and society. Only with a strong sense of responsibility can they maintain a firm belief and take firm action in the process of entrepreneurship.

Perseverance: In the process of entrepreneurship, students will inevitably encounter setbacks and difficulties. Entrepreneurs need to have enough perseverance and patience to face and overcome them. Tenacity can help them persevere in adversity and eventually succeed.

Teamwork: Entrepreneurship is not a person fighting, but a team collaboration. College student entrepreneurs need to have the character of team cooperation, grow together with team members, support each other, and face challenges together.

Innovative thinking: The process of entrepreneurship needs to face the changing market environment and competitive situation. College student entrepreneurs need to have the ability to innovate thinking and constantly explore new business opportunities and development directions.

Strong learning ability: Entrepreneurship is a process of continuous learning and growth. College student entrepreneurs need to have a strong willingness and ability to learn, constantly absorb new knowledge and new skills, and improve their comprehensive quality.

Honesty and trustworthiness: Honesty is the foundation of business activities. College student entrepreneurs need to have the character of integrity and trustworthiness, establish a good reputation, and win the trust and support of customers and partners.

Social responsibility: After the success of entrepreneurship, college student entrepreneurs also need to have a sense of social responsibility, pay attention to social development and the improvement of people's livelihoods, actively give back to society, and promote social progress.

4. The Role of Character in The Entrepreneurial Process

Character is crucial to entrepreneurial success. Good entrepreneurs need to have leadership, innovation ability, execution, faith and determination, sense of responsibility and teamwork key character characteristics. These traits can help them succeed in the process of entrepreneurship and realize their entrepreneurial dream, especially at the beginning of college entrepreneurs should have such qualities to get help in the process of entrepreneurship.

It can play a role in leading the direction of entrepreneurship. In the early stages of entrepreneurship, college student entrepreneurs need to lead the direction and goals of the team through their own character characteristics and establish the correct values and vision for the team.

It can play a role in stimulating the team's cohesion. Good character can stimulate the cohesion and centripetal force of the team members, so that they are more closely united and work together to achieve the goal.

It can play a role in building trust in the team. Integrity and trustworthiness can enable team members and partners to establish trust and respect for college students so as to carry out work more smoothly in business cooperation.

It can play a role in continuously promoting the development and innovation of enterprises. Innovative thinking and strong learning abilities can help college students to constantly innovate and progress in the process of entrepreneurship, adapt to the changes and needs of the market, and improve the competitiveness of enterprises.

It can play the role of continuously strengthening the social image. A strong sense of social responsibility can help college students better return to society after successful entrepreneurship and establish a good image and social status for the enterprise.

It can play a role in improving the ability to deal with setbacks. Perseverance can help college students remain optimistic and firm in the face of setbacks and difficulties and actively find ways and ways to solve problems.

It can play a role in promoting sustainable development. A strong sense of responsibility can make college students pay more attention to the long-term development and continuous progress of enterprises, and constantly optimize the governance structure and business model of enterprises.

It can play a role in continuously strengthening the risk management. Rigorous and meticulous character can make college students pay more attention to the risk management and internal control of enterprises, and ensure the steady development of enterprises.

It can play a role in constantly promoting the market expansion: a keen insight into the character of market changes can help college students to timely find new business opportunities and market trends, so as to better expand the

market and expand the business scope. At the same time, it can also make them pay more attention to product research and development and innovation, as well as marketing strategy optimization and improvement of the ability cultivation, so as to better meet the market demand and improve the market competitiveness of the enterprise and finally achieve the sustainable development of the enterprise.

5. Suggestions and Countermeasures

5.1. College students and entrepreneurs should be constantly trained to cultivate their innovative thinking and ability

Create innovative atmosphere: colleges and universities can actively create a campus cultural atmosphere conducive to college students' innovation and encourage and support college students to carry out innovative activities, such as science and technology competitions, business plan competitions, academic lectures, etc., to stimulate college students' innovative consciousness and creativity.

Innovative courses: colleges and universities can offer innovative thinking training courses and cultivate college students' innovative thinking abilities by teaching innovative theories and innovative methods. At the same time, entrepreneurs, entrepreneurs, and other people with practical experience can be invited to give lectures and share their innovation experience and experience.

Provide practical opportunities: Colleges and universities can provide practical opportunities for college students to exercise their innovation ability in practice. For example, entrepreneurship practice bases and science and technology laboratories can be established to encourage college students to carry out innovation and entrepreneurship practice and combine theoretical knowledge with practical operation.

Strengthening the construction of the tutorial system: Colleges and universities can implement the tutorial system and provide professional tutors for college students. Therefore, the tutors can guide college students' academic research and business plan so as to help them solve practical problems and improve their innovation ability.

Cultivate critical thinking: Colleges and universities can cultivate college students' critical thinking abilities through classroom teaching, case analysis, group discussion, and other means so that they can have the ability to think independently, analyze and solve problems.

Strengthening interdisciplinary learning: Colleges and universities can encourage college students to study interdisciplinary, broaden the scope of knowledge and vision, and cultivate comprehensive thinking and innovation abilities. Interdisciplinary courses and academic exchange activities can be organized to promote exchange and cooperation between different disciplines.

5.2. We should constantly strengthen the cultivation of the sense of responsibility of college students

To continuously strengthen the cultivation of the sense of responsibility of college student entrepreneurs, it can be through the following ways:

Establish a sense of responsibility: Colleges and universities can help college students and entrepreneurs understand the importance of a sense of responsibility and realize the importance and necessity of taking responsibility

in the process of entrepreneurship by offering relevant courses, holding lectures, conducting case analyses and other ways.

Provide practical opportunities: Colleges and universities can provide practical opportunities for college students to experience and feel a sense of responsibility in practice. For example, social practice activities and volunteer activities can be organized so that college students can cultivate a sense of responsibility in the process of participating in social services.

Strengthening moral education: Colleges and universities should pay attention to moral education and cultivate the moral quality and sense of responsibility of college students and entrepreneurs by offering moral education courses and organizing moral education activities. At the same time, we can also carry out integrity education, legal education, and other activities to enhance the legal concept and moral awareness of college student entrepreneurs.

Cultivate team cooperation ability: Colleges and universities can cultivate the team cooperation ability and sense of responsibility of college students and entrepreneurs by organizing team activities and establishing practice bases. In the team, college student entrepreneurs need to learn to respect others, care for others, help others, and achieve the team goals together.

Encourage participation in social welfare undertakings: Colleges and universities can encourage college student entrepreneurs to participate in social welfare undertakings and cultivate their sense of social responsibility and civic awareness through participation in public welfare activities. For example, college students can be organized to participate in voluntary services, donations, and other activities, so that they can experience their own value and responsibility in the process of helping others.

5.3. We should continue to support and encourage entrepreneurship education among college student entrepreneurs

The government and society should give more support and encouragement to college students to stimulate their entrepreneurial enthusiasm and spirit by providing preferential policies and

financial support, so as to promote more college students on the road of entrepreneurship. At the same time, it is very important for colleges and universities to support and encourage entrepreneurship spirit education. Entrepreneurship is an important driving force for innovation and economic development, and college students, as the future social elites, have the potential and ability of entrepreneurship.

Provide entrepreneurship courses and training: Universities can provide entrepreneurship courses and training to help students understand the basic knowledge and skills of entrepreneurship. These courses can include business plan writing, financial planning, market analysis, and more to help

students prepare themselves to start a business.

Establishment of entrepreneurship centers: Universities can establish entrepreneurship centers to provide entrepreneurship guidance, consultation and resources, and help college students entrepreneurs solve problems in the process of entrepreneurship. These centers can work with local business leaders and businesses to provide practical advice and support to students.

Incentives and rewards: Universities can set up entrepreneurial rewards and incentive plans to encourage and support the innovation projects of college student entrepreneurs. These rewards can include financial support, legal aid, technical support, etc., to help students better achieve their entrepreneurial goals.

Cultivating entrepreneurial spirit and culture: Universities should actively cultivate entrepreneurial spirit and culture, and encourage students to dare to innovate and try bravely. This can be achieved by inviting entrepreneurs to give lectures, organizing entrepreneurial forums, and promoting entrepreneurial culture.

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