

THE SURVEY REPORT OF THE ENTREPRENEURSHIP POLICIES

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- to understand the effects of employment and entrepreneurship policies
- a survey of University Career Center nationwide in July 2015
- questionnaire survey combined with some interviews and discussions

Purpose and Characteristics

- **school-level investigation**
 - on the university-level, target investigation on College Career Center officials
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- **wide sample coverage**
 - samples from more than half provinces from eastern, central and western regions, with high percentage of universities being surveyed and responded
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- **focus on policy and practice**
 - focused on the government promotional policies on college graduates' employment and entrepreneurship
- **Career Center officials' subjective view**

Table 1 □ Sample Distribution

	985	211	College	Vocational	Total
Eastern	9	12	149	175	345
Central	2	3	112	135	252
Western	5	5	111	122	243
Total	16	20	372	432	840

Concludings

- On average, the number of self-employed graduates accounted for about 0.7% of the actual employed graduates.
- 80% of the university staff in the survey agreed that the number of self-employed graduates have been increasing over the recent years.
- 65% of graduates in entrepreneurship are **Opportunistic** type (GEM: Opportunity-Pull Entrepreneur) and 35% of them are in the category of **survival** type (GEM: Necessity-Push Entrepreneur) .

- The survival rate for college graduates' entrepreneurship after the first year is about 42%

	Survival Rate after One Year
985Universities	46.26
211Universities	60.75
General Universities	44.86
Vocational School	37.45

- Entrepreneurship courses and training:
 - the vast majority of universities provide entrepreneurship courses and training
 - there are significant differences among the types of universities in many aspects such as training quality, credit requirements, students participation, etc.

- **University Venture Funds:**

- About 68.4% and 70% of the 985 and 211 universities respectively established venture capital fund, the ratio for general undergraduate colleges and vocational colleges with venture capital funds are 44.2% and 34.1% respectively, and in almost all aspects such as the fund size, the number of actual funding, the average amount of subsidy, the number of projects funded and converted into the number of commercial projects, the general colleges and vocational colleges are at a disadvantage
- About 63% of the universities established business park and incubators, of which about 90% of the 985 universities have such establishments; while only 54.9% of vocational schools setup their business park and incubator
- From the perspective of student participation and the scales of the business park and incubator, 985 and 211 universities were significantly higher than the general undergraduate colleges and vocational colleges.

Policy Implications

- Encourage creative spirit, but not blindly encourage graduates start self-employment from graduation.
 - Many career center officials do not believe the model where students start entrepreneurship from graduation is effective, rather they believe the focus of college students entrepreneurship education should be on enhancing their ability for innovation, and should encourage opportunistic entrepreneurship, improve the survival rate of the start-ups.
- Since one third of students' venture in the category of Necessity-Push Entrepreneur, especially the graduates in the western region and vocational schools with even higher proportion, attention should be focused more on this kind of student population.
- It is necessary to improve the effect of current and future policies while avoiding both the short term rush into mass action for pure “face job” purposes and any long term unintended consequences resulted from today's action.
- Beware of university employment/entrepreneurial related staffing and resource redundancy.