



# The Logic, Dilemma and Countermeasures of the Transformation of College Students' Volunteerism to Social Entrepreneurship

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DOI: 10.32629/jher.v5i4.2648

**Abstract:** With the development and progress of the times, college students' voluntary service presents a new trend from traditional non-profit activities to social entrepreneurship. This is not only a reflection of the social responsibility and innovative spirit of college students, but also plays a role in promoting the innovation and development of the whole society. However, there are still many challenges in this process. The transformation of college students' volunteering to social entrepreneurship is a long-term and complex process, so it is necessary to promote the healthy and orderly development of college students' volunteering work through a variety of ways. The article discusses the logic, dilemmas and countermeasures of the transformation of college students' volunteering to social entrepreneurship for the reference of relevant people.

**Keywords:** college students; volunteering; social entrepreneurship transition; logic; dilemma and countermeasures

## 1. Introduction

In today's context, student volunteering shows a transition from public service to entrepreneurship. This shift not only reflects students' innovative approaches to solving social problems, but also their deeper commitment to economic and social creativity. Therefore, educational institutions and policy makers should assist students to improve their business planning and resource procurement skills through entrepreneurship training. At the same time, the government should create supportive measures such as tax incentives and financial support to minimise business risks. On this basis, as the concept of social entrepreneurship continues to grow, more and more university students are volunteering to transform into social enterprises, which solve social problems while injecting new impetus into economic development, and ultimately achieve a win-win situation for individuals, society and the economy.

## 2. The logic of the transition from university student volunteering to social entrepreneurship

### 2.1 Innovative response to social demand

At present, college students' voluntary service is transforming from the traditional public welfare nature to the social welfare type. The core driving force of this transformation is the innovative response to social needs. For example, Project Zero is a team of students who found that the educational resources for children in remote areas are seriously insufficient. Traditionally, volunteering may be limited to donating books or providing short-term counselling. However, the concept of social entrepreneurship inspired the students to innovate and provide sustainable educational resources for children in impoverished areas through the establishment of an online educational platform, recognising the scale and sustainability of the service.

In addition, innovative responses to social needs are reflected in innovative approaches to solving social problems. For example, the 'Green Action' team launched a study on the problem of urban rubbish classification, not only organising university student volunteers to participate in environmental protection work, but also developing an intelligent rubbish classification system, using technological means to improve the efficiency and accuracy of rubbish classification, and promoting environmental protection concepts.

These cases show that the transformation of college students' volunteering to social entrepreneurship is not only a unilateral good deed, but also a creative solution based on a deep understanding of social needs. This model not only meets the needs of society, but also cultivates students' innovative thinking and practical ability, as well as fosters a new type of enterprise with social influence, creating more value for society.

## **2.2 Value-creating business models**

The business model of value creation plays a key role in transforming university student volunteering into public interest entrepreneurship. This model not only requires student volunteering to be innovative in social issues, but also requires student volunteering to explore a business model that suits its own development in practice. For example, the 'social enterprise' model is a classic case of realising one's own production through business operation under the premise of meeting social needs.

When building a value-creation business model, university students must have the basic knowledge of business such as market analysis and financial management, so that the services provided can achieve the unity of economic and social benefits. Taking the Kiva platform in the United States as an example, it issues low-interest loans to small businesses at low interest rates, which not only assists the establishment or growth of small businesses, but also attracts a large number of investors through a transparent return mechanism, realising a win-win business model, which is also a revelation for the university student volunteer team in the process of transformation.

## **2.3 Integration and utilisation of skills and resources**

The integrated use of skills and resources is an important step in the transformation of college student volunteering to social entrepreneurship. College student volunteering is generally knowledgeable, active and energetic, but lacks experience in areas such as business operation, market analysis and resource collection. This requires college students to link theory and practical work closely together, and to improve their abilities in project management, teamwork, financial management and other areas through continuous learning and practice. Therefore, while shifting from volunteering to social entrepreneurship, college students should take the initiative to exercise their entrepreneurial skills and be good at exploring and integrating all kinds of resources, so that they can smoothly complete the transition between public welfare and entrepreneurship and promote social innovation and sustainable development.

# **3. Transformation Dilemma**

## **3.1 Challenge of Conceptual Change**

Conceptual change is the biggest challenge in the transition from public welfare to entrepreneurship. While traditional volunteering emphasises more on dedication and selflessness, social entrepreneurship requires a combination of business thinking and social values. This transition requires both innovative ideas and an understanding of the sustainability of the business. For example, there is a need to move from pure service to programmes that can be self-sufficient and even profitable. However, the question of how to achieve both economic and social benefits, and to prevent the 'public good drive', as well as the need to explore and weigh this in practice, requires more guidance and support from the education system, schools and society, to assist university students in establishing new values and codes of conduct.

## **3.2 Dilemma of organisational model**

The dilemma of organisational model is a difficult problem that should not be ignored in the process of transformation of college students' volunteering to social entrepreneurship. Traditional volunteering is mostly based on non-profit or temporary organisations, while public welfare requires a more systematic and sustainable operation. This transition requires students to possess high level of project management skills, financial planning, and long term partnership with people, which is lacking in the current education system. In addition, the transition from non-profit to for-profit is likely to raise issues of corporate purpose and social trust, and therefore needs to be weighed against social impact and economic benefits.

## **3.3 Difficulties in acquiring and maintaining resources**

When university students' volunteering is transformed into social entrepreneurship, there is a problem that is difficult to solve, namely the difficulty of acquiring and maintaining resources. Including human, material, and financial resources as well as social networks, which are crucial for any startup. Volunteer teams of university students, because of their lack of entrepreneurial experience, encounter difficulties in finding investors, applying for government funding, or seeking corporate funding.

Also, maintaining resources is a big challenge. Once the programme moves from a voluntary nature to a social business model, a stable source of income is needed to maintain its sustainability. To this end, a proven mechanism for acquiring and managing resources needs to be put in place. This includes developing diversified financing strategies, such as social welfare activities, setting up donation and return mechanisms, and even conducting research on social impact investment. Through collaboration with enterprises, governments, non-profit organisations and other parties, resources and risks can be shared to achieve stable operation of the project.

## **4. Countermeasures and Suggestions**

### **4.1 Enhance entrepreneurial awareness and ability**

Enhancing college students' entrepreneurial awareness and ability is a key step in transforming college students from volunteering to social entrepreneurship. College student volunteers generally have a strong sense of social responsibility and a strong sense of teamwork, but they may lack in business operation. For this reason, colleges and universities and related departments should strengthen entrepreneurship education for college students and cultivate their creative thinking and keen market awareness. For example, simulated entrepreneurship competitions can be introduced so that students can discover business opportunities, formulate business plans and conduct financial management in practice. In addition, successful social entrepreneurs should be invited to share their experiences and teach how to transform public welfare projects into sustainable business models through their experiences.

At the same time, an entrepreneurial mentoring system should also be set up to provide mentoring to university students who intend to start their own businesses, so as to enhance their abilities in project planning, team leadership and resource mobilisation. For example, the StartX programme at Stanford University provides a large number of resources and adequate support to university student entrepreneurs. On this basis, it enhances the innovation and entrepreneurial ability of college students by offering Blue Ocean Strategy and Design Thinking, etc., and helps students to better transform volunteerism into entrepreneurial activities with good social and economic benefits.

### **4.2 Constructing Supportive Ecosystem**

Building a supportive ecosystem is the key to transforming college students' volunteering into social entrepreneurship. It contains different levels of synergy, such as the education system, political support, social resources, and cooperation among enterprises. For example, schools can offer courses on social innovation and entrepreneurship as a way to improve students' creative thinking skills. In terms of policy, supportive policies such as tax breaks and the establishment of enterprise support funds should be increased to encourage university students to engage in social entrepreneurship. At the same time, social and business organisations can also provide entrepreneurs with internship opportunities, and guide and assist entrepreneurs to access market resources. Therefore, in order to create a good social entrepreneurship ecology, it is necessary to create a favourable atmosphere conducive to college students' social entrepreneurship from the perspective of the whole society, and promote the sustainable development of college students' social entrepreneurship.

### **4.3 Innovative cooperation mode and resource acquisition strategy**

Innovative cooperation mode and resource acquisition strategy is the key to promote the transformation of college students' volunteer service to social entrepreneurship. On the one hand, through cross-border collaboration with social enterprises, NGOs and even enterprises, resources can be shared to achieve effective solutions to social problems. On the other hand, new types of resource acquisition through online platforms, such as crowdfunding and crowdsourcing, can effectively reduce the pressure of capital during the entrepreneurial period. At the same time, university student entrepreneurs can also use social media to promote their brands and gain the attention and support of all walks of life, so as to enhance their influence and sustainable development ability.

In addition, through strategic cooperation with universities, government and enterprises, it can also provide sustainable resources for the development of social entrepreneurship projects. For example, by collaborating with universities and research institutes to obtain the latest research results and technical support; collaborating with government departments to obtain policy support and project funding; and working with enterprises to obtain relevant marketing channels and management experience. This diversified collaboration transforms university students' volunteering from external assistance to autonomy and enhances the sustainability of their social entrepreneurship.

## **5. Conclusion**

To sum up, college students' voluntary service is an important symbol of contemporary civilised society. Volunteer service organisations are an important force for solving social contradictions and promoting social progress. In the new period, the main contradiction of Chinese society has changed to the contradiction between people's growing demand for a better life and unbalanced and insufficient development. Objectively speaking, it is necessary to make timely adjustments and improvements according to the changes in social contradictions, so as to make it better adapt to the needs of social development. As an important part of volunteer service, college students' volunteer service should be closely integrated with the theme of the times, and constantly explore new ways and accumulate new experiences, so as to open up new ways for the healthy development of volunteer service.

## Acknowledgments

Fund projects: (1) 2023JGZ112, Research and Practice of Building Social Entrepreneurship Education Ecosystem through Collaboration of "Classes, Practices, Races, Camps and Incubation", Guangxi Higher Education Undergraduate Teaching Reform Project. (2) CXCYSZ2021001, Research on the ecosystem model and elements of social entrepreneurship education in colleges and universities, Guangxi Normal University Innovation and Entrepreneurship Education Research Fund Project.

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