



Investigation and Research on the Impact of Government's "Mass Entrepreneurship and Innovation" Policy on Entrepreneurship: A Case Study of Zhenjiang City

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Abstract: As the concept of "Mass Entrepreneurship and Innovation" continues to be deeply rooted in people's hearts, the "Mass Entrepreneurship and Innovation" policy has given rise to a large number of market players, created a large number of jobs, cultivated a succession of powerful new driving forces and made small, medium and micro enterprises flourish. However, since the effect of "entrepreneurship and innovation" policy has not met expectations, this paper will deeply study the demand for the interaction between the details of policy implementation and entrepreneurial behavior. Firstly, through the method of double sampling, a random sample survey is conducted on the citizens of Zhenjiang city, and the corresponding sample data are obtained. Secondly, the reliability and validity analysis, descriptive statistics and correspondence analysis of the questionnaire were carried out to obtain the corresponding results. At the same time, according to the relevant questions answered by the target users, the text analysis was carried out to obtain the relevant opinions of the public and explain the reasons. Finally, the corresponding conclusions and suggestions are drawn according to the survey.

Keywords: entrepreneurship; government policies for mass entrepreneurship and innovation; empirical research; Zhenjiang City

1. Introduction

In recent years, the government has continued to promote the policy of "Mass Entrepreneurship and Innovation" to a larger, higher and deeper level, General Secretary Chen (2021) pointed out that China's economic development in the new era will be driven. Quan (2022) proposed that entrepreneurship has a significant positive impact on promoting high-quality economic development, and the effect of entrepreneurs' enterprising spirit is greater than that of innovation Liu (2021) proposed that the Internet plays an increasingly important role in promoting entrepreneurs' innovation spirit, while the eastern region shows complex threshold characteristics Entrepreneurship not only shows a positive spatial spillover effect on regional economic growth, but also plays a significant role in promoting high-quality economic growth. Guo (2023) pointed out that entrepreneurs' sense of place can significantly promote the innovation output Chen (2022) mentioned that regional entrepreneurship can promote urban economic growth. [6]From the perspective of regional level, environmental regulation can play a forcing mechanism to promote the industrial transformation and development of cities.

Although the "Mass Entrepreneurship and Innovation" policies implemented by the government in recent years are widely regarded as a key means to improve the innovation and competitiveness of enterprises, a detailed understanding of how these policies affect entrepreneurship in practice is still lacking. Geng (2024) pointed out that Zhenjiang city can concentrate its superior materials for development. [9]Although policies have been introduced one after another, the growth rate of entrepreneurial activities has not reached the expectation. This raises questions about the effectiveness of the policy, and at the same time exposes the need for in-depth research on the interaction between the details of policy implementation and entrepreneurial behavior.

2. Survey methods

This paper conducts a survey by means of copy survey, in-depth interview and random sampling. In the process of application of copy survey, the way of data collection is relatively simple, and a large amount of information can be obtained in a short time. The in-depth interview method and random sampling are further and deeper investigation of the sample. The double sampling method was used to conduct the sample survey. Table 1 and Table 2 show the survey data of double sampling.

Table 1. The number of main sampling areas

Survey area	Number of surveys
Danyang City	186
Jingkou District	103
Runzhou District	55
Dantu District	36
Yangzhong City	30
Jurong City	27

Table 2. Number of sub-sampled areas

Survey area	Number of surveys
Danyang City	23
Jingkou District	11
Runzhou District	8

There are a total of 479 questionnaires in this survey, and 409 questionnaires meet the requirements after a series of screening.

3. Data investigation and analysis

3.1 Validity and reliability test of the questionnaire

In this paper, the Cronbach reliability coefficient method is used to test the reliability of the questionnaire. In general, the main test is the internal reliability of the scale -- whether there is a high internal consistency between the items.

$$\alpha = \frac{N}{N-1} \left(1 - \frac{\sum S_i^2}{S_T^2} \right) = \frac{N}{N-1} \left(1 - \frac{N}{N+2r} \right) \tag{1}$$

In Formula (1), N is the number of questions, is the within-question method of the ith question, is the variance of the total score, and r is the synthesis of the correlation coefficients between questions. $S_i^2 S_T^2$ The KMO and Bartlett test and reliability analysis were conducted on the survey data of the scale items in the questionnaire by SPSS27.

Table 3. KMO and Bartlett test

KMO and Bartlett tests		
KMO sampling appropriateness quantity		0.564
Bartlett's test of sphericity	Approximation K^2	73.546
	Degrees of freedom	21

It can be seen from Table 3 that Bartlett's test is significant (Sig=0. 000) and KMO=0.564>0.5, indicating that the questionnaire has good validity and the results are valid.

Table 4. Reliability statistics

Reliability statistics		
Cronbach Alpha	Cronbach Alpha based on standardized terms	Number of items
0.705	0.658	5

According to the Cronbach (Alpha) reliability coefficient method, when the Cronbach a value > 0.7, it belongs to high reliability; 0.35<= Cronbach a value <=0.7, it is fair; The Cronbach a value <=0.35 was considered as low reliability. It can be seen from Table 4 that the Cronbach value of this survey is 0.705, so the questionnaire of this survey has a high degree of reliability.

3.2 Correspondence analysis

Table 5. Corresponds to the table

	Alleviating Employment difficulties	Increase entrepreneurial opportunities	Boosting job growth	Reducing unemployment	Activity margin
Very unsatisfied	4	5	5	2	16
Unsatisfied	7	11	3	7	28
Average	22	21	20	8	71
Satisfaction	23	32	19	11	85
Satisfied	52	83	50	24	209
Activity margin	108	152	97	52	409

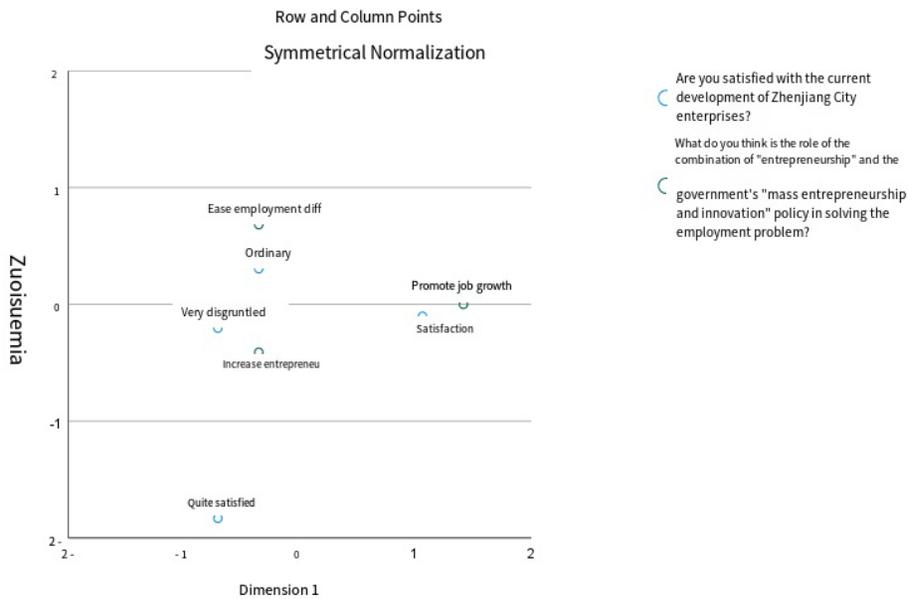


Figure 1. Correspondence analysis diagram

Through the "Are you satisfied with the current development of Zhenjiang enterprises?" "And" "What do you think is the role of the combination of entrepreneurship and the government's mass entrepreneurship and innovation policy in solving the employment problem?" According to the corresponding analysis of the two questions, an obvious trend is found: those who are satisfied with the development of enterprises in Zhenjiang are more likely to believe that the increase of entrepreneurial opportunities will have a positive effect on solving the employment problem.

3.3 Text analysis



Figure 2. Word cloud distribution

According to the statistical results and visualization in Figure 2, the infrequency of words such as "project", "environment", "capital", and "incentive" suggests that workers and entrepreneurs prioritize specific, immediate concerns in their work and entrepreneurial endeavors. They focus on the practical implementation of projects, the impact of various environmental factors, the sources of funding, and operational incentives. These issues are seen as more urgent and realistic. Consequently, addressing these problems requires a concentrated effort on current tasks and proactive responses to potential future challenges.

For those familiar with the "Mass Entrepreneurship and Innovation" policy, there is significant concern about entrepreneurship and innovation. They have strong opinions on issues such as the lack of innovation and motivation, with a particular focus on the lack of talent vitality. In this context, we have identified several contributing factors:

Limitations of the education system

Lack of incentive mechanisms for innovation

Poor economic environment, including inadequate working conditions

Lack of career development opportunities

4. Conclusions and suggestions

Through the research, it is found that the government's "Mass Entrepreneurship and Innovation" policy has promoted the cultivation and development of entrepreneurship to a certain extent, and the performance of entrepreneurship has been enhanced and expanded under the promotion of "Mass Entrepreneurship and Innovation" policy. By studying the innovation and entrepreneurship policies of the government, it is found that the government has actively promoted the employment of relevant personnel through a series of policy means, and also promoted the economic development level of Zhenjiang City. Therefore, the relevant departments in Zhenjiang area can further take the following measures to optimize the environment to stimulate entrepreneurship at all levels to obtain better results. Liu (2022) proposed that to better inherit entrepreneurship and give full play to entrepreneurial talent, it is necessary to continuously optimize the business environment and facilitate high-quality development of enterprises.

In the future, we should further study the specific impact and effect of the government's "Mass Entrepreneurship and Innovation" policy on entrepreneurship, and conduct more in-depth empirical research. Compare the impact of the implementation of "Mass Entrepreneurship and Innovation" policies in different regions, different industries and different stages to provide more references for policy making. For the cultivation of entrepreneurship, suggestions can be put forward to strengthen education and training, incentive mechanism, innovation policy and so on. We should encourage and support more entrepreneurs to participate in "Mass Entrepreneurship and Innovation" activities and cultivate more talents with entrepreneurial spirit. Luo (2024) pointed out that entrepreneurs' spirit of innovation, entrepreneurship, integrity and responsibility can promote high-quality economic development, and the stimulation of entrepreneurship cannot be separated from cultural inheritance. It is necessary to establish and improve the relevant knowledge system, systematically evaluate and monitor the development of entrepreneurship, and timely adjust and optimize the relevant policies and measures to promote the benign development of entrepreneurship. At the same time, it is also necessary to increase the relevant knowledge system courses, so that the public can know more about entrepreneurship.

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