

# **A Study on the Relationship Between Regional Environment and Entrepreneurs in Shaanxi Province**

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**Abstract:** Shaanxi is one of the important birthplaces of Chinese culture, with a long history and rich regional characteristics. Regional characteristics have a direct influence on people's personality and cultural characteristics, and the formation of entrepreneurial characteristics will have a direct relationship. The region of shaanxi belongs to the region of multi-cultural integration, with many different regional cultures and entrepreneurial characteristics, but on the whole, because of the long history and cultural influence, the entrepreneurial characteristics of the region are mainly conservative, so it is necessary to further open the thinking mode of entrepreneurs, keep pace with the times, and have more innovative consciousness.

## **1. Introduction**

Shaanxi is the ancient place of the Yongliang, located in the center of China's geographical map, connecting east and west, run through the north and south. During the Spring and Autumn and Warring States Period, the main jurisdiction of the State of Qin was Shaanxi, so it was also called the land of the Three Qin Dynasties. Qin unified the country after the establishment in Shaanxi Province respectively in the upper county and Hanzhong County. As the birthplace of the important origin of Chinese culture, Shaanxi has experienced three major development changes in the Zhou, Qin and Western Han dynasties, and has entered the peak period of development in the Tang Dynasty, and gradually lost the leading position of the whole country after the five dynasties.[1]Before that, Shaanxi as the country's political, economic and cultural center, played a very important leading role. The regional environment of a region has a certain influence on the formation of the characteristics of entrepreneurs, and the characteristics of entrepreneurs are essentially the essence of entrepreneurship, such as innovation, cooperation, entrepreneurial spirit, and so on, which is a characteristic embodiment of engineering formation under the action of a region's regional characteristics and a specific spatial background.[2]From the point of view of time dimension, the characteristics of entrepreneurs are not a persistent state, but the region has a relatively lasting influence on the characteristics of entrepreneurs.

## **2. Regional Culture Characteristics of Shaanxi**

### **2.1. Historic Culture**

Shaanxi as one of the important birthplaces of Chinese culture, as early as 1 million years ago, the Lantian ape people have begun to have traces of human activities, and then the Dingcun people, Banpo ruins and so on have comprehensively reflected the early human activities. It can be seen from the existing excavation data that the Yangguzhai site is a famous Miaodigou cultural settlement and a portrayal of social development and progress at that time. Because of the regional influence of the Loess Plateau and the hydrological environment of the Weihe River, Shaanxi is the traditional agricultural development area in China.[3]The Banpo people started farming here more than 6,000 years ago, but the main crop they planted was millet. Five thousand years of civilization in China began with Emperor Yan and the Yellow Emperor, so the culture of the Chinese nation is also called Yan Huang culture. The hometowns of Emperor Yan and Huangdi are Baoji and Huangling County of Shaanxi, respectively. Xi'an has also become an important representative of

the ancient Chinese capital of Wang Chao and a symbol of the root of the Chinese nation.



Figure 1 Aerial view of Shaanxi ancient city

## 2.2. Multi-Ethnic Cultural Convergence

Since the Shang and Zhou dynasties, the Huns, Lin Hu, Xianbei, Turkic, privet and other ethnic minorities have embarked on the historical stage one after another, because of more war and plunder, the original ethnic war conflict brought a large number of historical Zhuang drama, but also formed a multi-ethnic integration of the "knot region ". Before the Qin and Han dynasties, northern Shaanxi was a pastoral area, and the agriculture of the Western Han Dynasty developed into a semi-agricultural and semi-pastoral area. By the Sui and Tang dynasties, some parts of northern Shaanxi were still semi-agricultural and semi-pastoral areas, Huanglongshan also became a natural dividing line, and then gradually changed in the Song Dynasty.[5]The various cultural indicators and specific characteristics of Shaanxi can be divided into three types: Northern Shaanxi Cultural District, Southern Shaanxi Cultural District and Guanzhong Cultural District. Among them, the northern shaanxi cultural area is mainly loess plateau and hilly gully, the warm temperate zone and the cold temperate arid climate zone, the southern shaanxi cultural area is mainly the qinba hilly mountain area, the guanzhong cultural area is mainly the plain basin topography, the warm temperate zone and the semi-humid climate zone.



Figure 2 Shaanxi famous enterprise office building

## 2.3. Development of Regional Cultural Differences in Shaanxi

The cultural differences of a region are directly related to the natural geographical environment and historical evolution of the region, and are related to many factors such as natural environment, economic type, administrative division and urban development. In different natural environments, different production situations will be adopted in different regions, the northern Shaanxi region determines the main semi-agricultural and semi-pastoral agricultural production landscape, while southern Shaanxi is mainly rice farming, this natural condition will directly lead to the difference of

eating habits and customs and cultural habits, and the regional differences in production will then change people's economic base and affect cultural differences. Climate conditions and terrain differences will also directly affect the local material and cultural landscape, although in modern society this difference is gradually reduced, but this impact from a profound historical perspective, will gradually enlarge, forming a unique regional impact. For example, the topography of northern Shaanxi is mainly gully vertical and horizontal, the local residents mostly along the valley belt extension construction, the houses are scattered and patchy; Guanzhong area because of the flat terrain, so most of the use of settlements to form rural settlements.

### 3. An Analysis of the Characteristics of Entrepreneurs under the Characteristics of Shaanxi Regional Culture

The characteristics of regional culture will have a very direct correlation to the formation of regional entrepreneurs, which will be manifested in the following aspects. From the connotation of regional culture, the characteristic of regional culture is the recessive "gene" of regional entrepreneurship, and the influence of regional cultural characteristics on entrepreneurial characteristics will then have an impact on entrepreneurial activities, and the specific characteristics of regional culture can also be clearly seen in the characteristics of entrepreneurial spirit. From the entrepreneurial activities of entrepreneurs, the essence of this embodiment of entrepreneurship is the cultural accumulation of a region, so it is a profound and lasting impact.

Because shaanxi region is an important cultural birthplace of chinese civilization, one of the typical characteristics of entrepreneurs in shaanxi region is the existence of a certain conservative consciousness, which will restrict the innovative spirit of entrepreneurs in shaanxi province to a certain extent. On the other hand, the traditional culture of the mean makes Shaanxi entrepreneurs pursue more average and balance in their work, so there will be a lack of pioneering, enterprising and deleting. This kind of Shaanxi regional characteristic with the Central Plains culture as the core makes Shaanxi entrepreneurs full of traditional and suffering ideas, sometimes even appear a certain self-satisfaction situation, many people lack of enthusiasm for innovation and entrepreneurship. The regional cultural characteristics of any region will have an impact on the spiritual characteristics of regional entrepreneurs, and will also affect the long-term development of enterprises.



Figure 3 Entrepreneur ecology forum

Of course, with the development of modern society and the continuous innovation of modern culture, the characteristics of regional culture in Shaanxi Province are also undergoing great changes. Although the traditional conservative consciousness restricts the innovative consciousness of entrepreneurs, on the other hand, it makes them more principled and steady in doing things. This feature has allowed them to achieve steady success on the road to entrepreneurship rather than the unpredictable "Waterloo ". With the development of modern society and the change of people's thought, Shaanxi's modern culture has also been presented as the openness and inclusiveness of thinking, and this gradual opening up and cultural integration also make the entrepreneurs of Shaanxi Province gradually open up under the condition of conservative thinking, pragmatic and

enterprising, but also gradually integrate into the international community.

The differences of productive forces will influence and restrict people's thinking and behavior to a certain extent, and make the cultural state present different patterns in different economic development states. Because of the production system of semi-farming and semi-pastoralism in northern Shaanxi, the people of northern Shaanxi have formed the cultural characteristics of simplicity and martial arts. These thinking characteristics directly affect the ideological characteristics and enterprise spirit of entrepreneurs, thus forming a simple, conservative, flexible and changeable diversity of entrepreneurial spirit.

#### **4. Suggestions on the Characteristics of Entrepreneurs in Shaanxi Regional Environment**

First of all, we should objectively carry out the influence of regional environment on the characteristics of entrepreneurs, so as to make the public accept and recognize the spirit of entrepreneurship based on public guidance, change the values of the masses, and to a certain extent have a positive guiding effect on their value orientation. Secondly, in the increasingly fierce market competition environment to constantly improve the innovation mechanism, to cultivate good entrepreneurial characteristics, to be able to constantly optimize the market structure, entrepreneurial spiritual characteristics must have a corresponding perfect incentive and security system, to be able to give full play to the role of the system. In particular, the enterprise system should keep pace with the times, construct the entrepreneur's talent exchange mechanism, and realize the generation of entrepreneurship based on the price competitive advantage of entrepreneur's human capital. The 21st century is an era of innovation, only innovation can truly enable enterprises to obtain the core competitiveness of the market, constantly enhance their own innovation and competition consciousness, through strengthening government guidance and market promotion to promote entrepreneurs to set lofty life goals, cultivate innovative ideas with competitive consciousness, and be able to successfully develop and improve their self-ability under entrepreneurship and innovation.

#### **5. Conclusion**

Based on the analysis of the regional and cultural characteristics of Shaanxi region, this paper comprehensively expounds the characteristics of entrepreneurship in Shaanxi region. From the point of view of regional culture, the influence of the long history and culture of Shaanxi region on regional entrepreneurs is mainly as follows: firstly, the traditional conservative thought makes them lack enough innovation consciousness, which makes them more conformist in the process of enterprise development; secondly, this kind of traditional thinking will also make entrepreneurs more careful in the process of enterprise development and decision-making. Shaanxi entrepreneurs should be more innovative and have the courage to break through traditional ideas in the new era, and gradually improve themselves in the process of continuous innovation.

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