

Research on Innovation and Entrepreneurial Environment Evaluation and Its Optimization Strategy

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Abstract. Entrepreneurship is the entrepreneur in a certain social environment under the conditions of entrepreneurial behavior. This is a social environment that is the entrepreneurial environment and it refers to the social environment and entrepreneurial behavior related to the sum of all subjective and objective conditions. The institutional arrangement of society is the dominant part of it. Therefore, to promote entrepreneurship, it is bound to require the optimization of entrepreneurial environment, and the optimization of entrepreneurial environment, it is bound to require institutional innovation to eliminate all the institutional barriers to entrepreneurship. In view of the length of the reasons, our analysis in the narrow sense of entrepreneurship that is the creation of new enterprises as the object. Here is our analysis of this problem.

Introduction

Entrepreneurship is the creation and innovation ability of the show, in an uncertain environment, the combination of resources to set up new business organizations, and willing to take risks, the pursuit of profit growth and the realization of business vision. The entrepreneurial environment is a combination of elements that play a role in the development of entrepreneurship. On the one hand refers to the people to carry out entrepreneurial activities of all political, economic, social and cultural elements, on the other hand refers to the possibility of access to business help and support. Global Entrepreneurship Observations attribute environmental factors that affect entrepreneurial activities Financial support "Government policy, government project support" Education and training, R & D efficiency "Business and professional infrastructure" Entry barriers "Physical infrastructure" Culture and social norms 9 aspect. This is a generalization and expression of the environmental factors of generalized entrepreneurial activity in recent years. The entrepreneurial economy is an economic form based on the innovation management and the new business. It is characterized by high level of entrepreneurial activity, innovation and invention and more, and growth of small and medium-sized enterprises. Although the development of entrepreneurial economy is the protagonist of the individual, but the entrepreneurial activity is not entirely spontaneous behavior, the environment is very important and a good entrepreneurial environment is the basis for the construction and existence of entrepreneurial economy. Entrepreneurial environment will affect people's recognition of entrepreneurial opportunities and the possibility of success to determine the success of entrepreneurship decision-making. A good entrepreneurial environment can be achieved by artificially controlling environmental variables to release people's entrepreneurial spirit more in order to achieve a broader entrepreneurial boom and thus promote economic growth. Government and society is a good entrepreneurial environment to create a force, a direct impact on the possibility of entrepreneurs to start a new business and through their own efforts to achieve entrepreneurial success, and thus affect the economic development. The community as a whole to support the attitude of entrepreneurship, to provide opportunities and the status of resources, will affect people's business decision-making and performance. From the perspective of social ecology, the entrepreneurial environment is the entrepreneur and its innovation and entrepreneurial activities of the breeding ground and the source, the more entrepreneurial environment optimization, the same conditions, the greater the probability of business success from the resource dependence theory point of view , Entrepreneurship needs people "financial" and other

resources, and the quality of these resources and quantity, and access to the degree of difficulty, are directly related to the entrepreneurial environment. From the supply and demand theory, entrepreneurial supply and business needs are also from the entrepreneurial environment.

Innovation and Entrepreneurial Environment Evaluation Index System and Evaluation

Innovative dense area infrastructure is mainly for innovation and entrepreneurship to provide places and the necessary conditions set. Therefore, the hatchery area and the professional park area is the evaluation of sub-indicators. Comparing the scientific research strength of different innovation-intensive areas can be directly reflected by the number of research results, and the results of scientific research achievements in innovation-intensive areas are compared. Therefore, the number of key laboratories and the number of patent applications are the evaluation of sub-indicators. Innovative entrepreneurial culture is reflected in the entrepreneurial awareness and entrepreneurial incentives as a measure of whether the carrier or the path of innovation is a series of activities that surround the entire business value chain of entrepreneurship and the values and information that support these activities. The greater the demand for the market, the more frequent entrepreneurial activities and innovation activities, therefore, the total retail sales of social consumer goods and per capita investment as the sub-indicators of evaluation. The role of intermediaries not only for the scientific and technological achievements providers and users to provide communication platform, but also in the process of entrepreneurship to provide training opportunities and education services such as financing, as an important component of technological innovation module. Therefore, the number of government-mediated intermediary and the number of comprehensive intermediary service agencies as the evaluation of sub-indicators. Innovative technology products need to invest and equipment facilities investment. Therefore, this paper will focus on scientific and technological innovation program to support the amount of funds and venture capital funds as the evaluation of sub-indicators. The interaction between production and research is the only way of innovation and technology. It is an important part of innovation and business environment of intensive area. Therefore, the number of seminars and talent introduction policy are the evaluation of sub-indicators. A sound legal system is also an important part of ensuring the smooth process of entrepreneurship. Therefore, the establishment of enterprise credit system and intellectual property protection as the evaluation of sub-indicators.

Analysis of the Problems of Innovation and Entrepreneurship

In China, the current widespread shortage of funds focused on start-ups, these companies to combat risk is weak. In the short-term loans of financial institutions, the proportion of individual and private loans is very low, which is not consistent with the social value created by individual and private enterprises. Institutional and ownership and other factors, many small and medium enterprises operate basically rely on their own funds, more difficult to obtain special financial support; bank loans high threshold, the lack of liquidity due to large enterprises, large orders of large quantities of production, can not form Economies of scale, while the competitiveness of SMEs in these areas appears to be weaker. In addition, due to the current market mechanism is not perfect, many small and medium enterprises financial statements are not true, corporate information is not transparent and so on. Therefore, the problems of corporate financing directly on the entrepreneurial environment have a profound impact, making innovative entrepreneurs in the course of the activities of the funds facing the difficulties.

At present, the source of foreign direct investment in China is increasing trend, making the market competition in the diversification of investment characteristics. However, foreign investment in time and space there are unreasonable industrial structure, Regional distribution is not balanced and so on. Such as industrial structure imbalance, there is a repeated introduction of the phenomenon, and failed to effectively digest, Absorption, the ecological environment has been a certain degree of damage, a single way of investment, lack of legal protection, the actual effect is poor, foreign investment environment has no obvious advantage , Such an environment for the

introduction of innovative entrepreneurship and retention and performance are very detrimental.

At present, many cities in China's infrastructure development is developing rapidly, especially in the eastern region, the construction of urban infrastructure is a measure of urban development level of a basic symbol, it can the surrounding areas of social and economic development play a role in radiation and Leading the role. However, only the construction of infrastructure is not enough, the city also has the cultural construction as the driving force of urban development support. Especially with the daily life of urban residents are closely related to the construction of cultural facilities is more weak. For example, the construction of public facilities is generally inadequate, is not conducive to the development of the two industries, and ultimately lead to urban function is not comprehensive, Unbalanced radiation is weak and so is a common problem. The existence of these environmental aspects of the problem is very conducive to innovation and entrepreneurship gathering and innovation of entrepreneurial talent long-term mechanism.

To create a good talent to innovate the entrepreneurial environment in the theoretical research and practical exploration to carry out valuable work, specifically, should be in the city innovation and entrepreneurship environment to optimize the innovative model and the realization of the path of thinking, Method focus on planning.

Talent Innovation Entrepreneurial Environment Optimization Model

It includes two aspects: the first can be called hard way, mainly reflected in the government to build a good area of transport systems, information and communication networks, innovative activities for the exchange of talent to provide quality infrastructure. Focus on creating high-quality natural environment, human environment. The second way can be explained as soft way, mainly in the organization of innovative entrepreneurship seminars, forums and other activities to enhance innovation between entrepreneurs, innovation and entrepreneurship and business, government, universities, scientific research units The focus of the construction of a vibrant and innovative entrepreneurial spirit and respect for knowledge, respect for the entrepreneurial regional culture. We should build a social environment based on demand orientation, problem orientation, project orientation, strengthen policy combing and policy research and innovation, optimize the business environment, optimize the service environment, optimize the living environment, and actively create a social atmosphere that encourages entrepreneurship and tolerance. In the talent management system, the relaxation of restrictions, flexible mobility, job evaluation, joint training, scientific and technological achievements and other aspects of a breakthrough in the field of talent management system, the promotion of scientific research funds directly in the human capital investment system construction;

In the city, enterprises in the market under the conditions of free competition from bottom to top spontaneously or under the guidance of the government to establish and improve the urban innovation and entrepreneurship environment. There are two ways: the first way for the spontaneous way, of the power source is the spontaneous behavior of enterprises, take the initiative to create a good environment for innovation and entrepreneurship development environment. The second way is passive guidance, of this situation is under the guidance of the government to complete, generally need to promote government departments. Enterprises should actively contact the university, to promote school-enterprise talent communication and flow, and jointly cultivate personnel. Improve the two-way talent, short-term work, project cooperation, flexible flow. Enterprises should take the initiative with the institutions of higher learning, scientific research institutes to establish various types of technological innovation joint organization and regional industry research center to support innovative entrepreneurship relying on enterprises to carry out production, learning, research cooperation and joint research, promote knowledge flow and technology transfer, Talent technology innovation ability.

Colleges and universities to cultivate innovative entrepreneurship as the main battlefield, emphasizing the role of knowledge and technology production, colleges and universities produced a large number of scientific research innovation is innovative entrepreneurs to carry out innovative business activities basis. To play the city colleges and universities more talented people rich in the

advantages of the formation of four innovation core drive. Colleges and universities should rely on national and local major development strategies, establish and improve the relevant personnel training mechanism to encourage the establishment of scientific and technological talents in colleges and universities to independent intellectual autonomy transformation of science and technology business. Around the institutions of key disciplines, local major project development and regional industrial development strategy, joint ventures and local governments, and jointly improve the school between the two-way flow of talent mechanism, and actively explore the establishment of regional high-level innovative talent training base.

Conclusion

High-tech Zone is a strong force for local governments to strengthen scientific and technological innovation to contribute to local development. It is a carrier of government-connected enterprises, universities and scientific and technological talents. High-tech zones play a huge role in the pooling of technological elements in the region. At present, almost all local governments above the county level have established their own high-tech zones, how to better play high-tech zones on the gathering of innovative entrepreneurship, is the current need to study and practice an important issue. High-tech park should rely on the region, the park, the campus in the academic, technical, scientific research, industry and other fields of collaboration, integration of all resources, the formation of the overall force to promote government-led, optimize the policy system, the park resources, information exchange, sound service system the at the same time to take the initiative to strengthen cooperation with colleges and universities, enterprises to jointly upgrade the park specialization, science and technology, will be stronger and bigger.

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