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Research on Innovative Development Path of Rural Enterprises Driven by Entrepreneurship: A Case of Rongda Agriculture in Suiping County of China

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Abstract

This paper adopts the case analysis method, combined with the entrepreneurial process and the actual development of industrial innovation of Rongda Agricultural Vegetable Company in Suiping County, Henan Province, in-depth analysis of the practical connotation of rural entrepreneurship, and discusses the driving effect of rural entrepreneurship on the innovation and development of private enterprises and the realization path. The results show that the entrepreneurial spirit includes such elements as "conforming to the general trend, daring to innovate, actively exploring, honest and law-abiding, fulfilling responsibilities", which plays a role in the development of rural enterprises such as strategic innovation, organizational innovation, management innovation, value innovation and market innovation. The cultivation of entrepreneurship should start from the aspects of platform construction, institutional incentive, property right protection and optimization of business environment to promote the construction and development of private enterprises.

Keywords: Entrepreneurship, Private Enterprises, Innovation and Development, Implementation Path

Introduction

The research motivation of this paper focuses on the entrepreneurial spirit as the driving force and one of the important factors affecting the development of enterprises. Entrepreneurship is the abstract expression of the unique individual quality, value orientation and thinking mode of the special group of entrepreneurs. At present, enterprise managers know that talent, technology and management have become the favorable guarantee for enterprises to occupy the market, and entrepreneurship is an important basis for the development of enterprise competition. In the process of development, enterprises must experience the changes of market environment, resource element allocation, organization form and

management strategy and the long-term survival and development of enterprises are often affected by the strategic decisions of enterprise management, which can determine whether enterprises (Yeung, 2021). Entrepreneurship makes many contributions. For example, it can bring innovative changes to the society, bring more opportunities to the job market, help the country improve its competitiveness and promote the progress of the whole society. The key to sustainability lies with entrepreneurs. Both the rapid development of information technology and big data technology can not be complex and changeable. The role of alternative entrepreneurs in the economic environment. Whether an enterprise manager can become an entrepreneur depends on entrepreneur essence god, including patriotism, pioneering spirit, enterprising spirit, social responsibility and personal resilience, etc. Private enterprises are social and economic development. In 2021, the number of private enterprises in China will be about 44.575 million, accounting for 92.1% of the total number of all types of enterprises (Ahlstrom & Ding, 2021). Private economy has become an indispensable force to promote China's economic development, and the development of private enterprises is related to social education, employment, consumption, stability and other aspects. Entrepreneurship plays an important driving role in the development quality of private enterprises. In terms of innovation and development of private enterprises, how enterprises focus on long-term interests, invest in scientific and technological innovation, and improve the quality of enterprise development is largely influenced by entrepreneurship. Based on the development history of Rongda Agricultural Vegetable Company in Suicping County, Henan Province, China, this study analyzes the power source of entrepreneurship, analyzes the specific role and performance of entrepreneurship in the process of enterprise development, and discusses the path of cultivating entrepreneurship, therefore as to provide suggestions for the work of relevant departments or enterprises.

Literature Review

In the process of economic and social development, many scholars at home and abroad believe that entrepreneurship plays an important role in promoting enterprise innovation, leading regional economic growth, and promoting national economic development. Entrepreneurship is a series of optimal allocation behaviors of economic resources for realizing innovative economic value. As an important special resource for the development of enterprises, entrepreneurship has a natural and internal relationship with innovation 2021. Schumpeter, Drucker and other famous scholars have proposed that entrepreneurship is the spirit of innovation. Some scholars analyze the connotation of entrepreneurship from the static Angle, and some scholars demonstrate the relationship between entrepreneurship and innovative development. Faure (2017) has point out that the evolution of Chinese entrepreneurship from individual operators to entrepreneurs in the new era in combination with the changes of the reform and opening up in the past 40 years. The dynamic change of external environment is the normal state of enterprise development. In the evolution process of entrepreneurship, enterprises' ability to cope with the change of external environment is also constantly improved.

Analysis on the theoretical framework of entrepreneurship driven private enterprise innovation and development

Definition of Entrepreneurial Spirit Connotation

The core of the entrepreneur is innovation, which is generally accepted by the academic circle. Innovation includes the change of production mode and the new combination of production

factors. In terms of the connotation of entrepreneurship, the Austrian school maintains that entrepreneurs have the function of predicting the future trend. The neoclassical school focuses on the response of entrepreneurs in the face of future uncertainty and responsibility, while the German school pays more attention to the innovative spirit of entrepreneurs (Jahanshahi et al., 2019). Domestic scholars have expounded the elements of entrepreneurship, including the spirit of innovation, the spirit of contract, the spirit of dedication, the spirit of cooperation, the spirit of openness. The formation of entrepreneurial spirit is related to the entrepreneur's excellent personal character, the entrepreneur's personal growth experience, ideas, life attitude and so on will affect the formation of entrepreneurial spirit. The entrepreneurial spirit in the new era is closely related to the entrepreneur group in the new era. The common characteristic of the entrepreneur group in the new era is the connotation of the entrepreneurial spirit.

To sum up, entrepreneurship should be closely linked with the stage of social development. In the face of complex market environment, entrepreneurship should adapt to the general trend, be innovative, actively explore, be honest and law-abiding, fulfill responsibilities, and promote the healthy development of enterprises as an important factor of production and driving force.

Theoretical framework of the influence of entrepreneurship on the innovation and development of private enterprises

Entrepreneurship is a key factor driving the innovation and development of private enterprises. Its influence on the innovation and development of private enterprises is mainly reflected in the aspects of strategic innovation, organizational innovation, management innovation, value innovation and market innovation (Jollands & Stupans, 2021). Strategic innovation plays a decisive role in the future and destiny of enterprises. The direction of strategic innovation should be long-term, competitive and programmed, which can determine the direction of resource allocation of enterprises at present or even in a period of time. Organizational innovation is a process in which enterprises carry out reform as a whole or part along with the change of resources and environment and constantly adapt to the market operating environment. Management innovation is an important way for enterprises to improve the allocation of various resources, which can effectively improve the efficiency of enterprise management and reduce management costs. Value innovation and market innovation create conditions for the survival and development of enterprises at the same time, which is the key to improve the quality of enterprise development. Entrepreneurship originates from internal driving force and needs external stimulation. The internal driving force mainly consists of personal ideal and vision, own sense of mission and responsibility, while the external stimulation means that the government or the market jointly creates conditions for the realization of vision, which is an important focus of current government departments to optimize the business environment. Entrepreneurship can continuously promote the innovation and development of enterprises and is the core of the establishment of the resilience mechanism of enterprises. Meanwhile, the innovation and development of enterprises need to be supported by a sound entrepreneur incubation mechanism and entrepreneur innovation environment, so as to promote enterprises to adapt to the complex and changing environment constantly and improve the development vitality of enterprises on the basis of building a learning organization (Fernandes & Machado, 2022).

Figure 1 shows the theoretical framework for the innovation and development of private enterprises driven by entrepreneurship

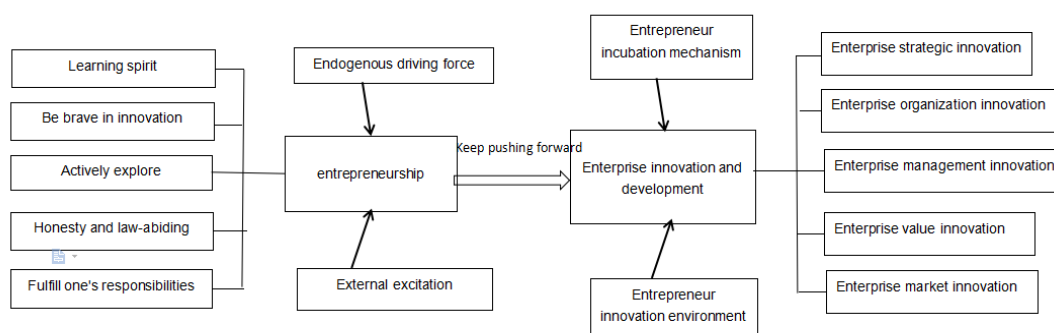


Figure 1

Rongda Agricultural Company

Analysis of entrepreneurship in the process of entrepreneurship and innovation of Rongda Company

The initial stage of the enterprise: Suicping Rongda Agriculture Co., Ltd. was established in July 2014, located in Danu Administrative Village, Hexing Town, Suicping County, with a registered capital of 14 million yuan. The company aims to establish an efficient green vegetable production and processing base, aiming at nutrition and health, and meeting the demand of consumers in mainland China, Hong Kong and Macao for high-quality green vegetables.

The company has established Rongfeng Professional Cooperative of planting agriculture in Hexing Town of Suiping County and Suiping Yifeng Professional Cooperative of Planting Agriculture. It adopts the mode of "company + base + cooperative + farmer" for development and operation. Village groups are taken as the unit to sign product recycling contracts, promote rural revitalization by industrial revitalization, and realize income increase of farmers, agricultural development and rural prosperity. It will drive the structural adjustment and industrial upgrading of agriculture and rural economy in surrounding areas, and continuously expand the rural collective economy. At the same time, it integrates internal and external resources needed for innovation and development, and constantly ADAPTS to the changes of internal and external environment and market demand through strategic innovation, organizational innovation, management innovation, value innovation and market innovation, which improves the innovation ability of enterprises and promotes the rapid growth of enterprises. Its development stage includes five stages, namely the initial stage of enterprise entrepreneurship, the growth stage of enterprise, the high-speed development stage, the leapfrog development stage and the high-quality development stage, which fully reflects the integration of entrepreneurial spirit in each stage.

Growth stage of enterprises -- actively explore new technologies

Henan Rongda Agriculture Co., LTD., with an overall planning area of 13,000 mu and a total investment of 310 million yuan, focuses on green vegetable planting and processing and in-depth processing, and produces and processes 100,000 tons of fresh vegetables annually. The main varieties are mustard, cabbage, broccoli and so on. On the basis of equality,

voluntariness and mutual benefit, through cooperation, village groups and farmers are integrated into a community of interests. Rongda Agriculture Co., Ltd. has advantages in technology, talent, production and sales to provide vegetable farmers with project management, technical consulting, recycling and processing services.

Vegetable seedling supply. There are two smart greenhouses, vegetable factory seedling, supply the surrounding area. Using scale advantage to reduce cost, lay a foundation for high quality vegetable production.

Green vegetable production. The green vegetable planting base is divided into warm shed planting area and open field planting area. The annual production of green vegetables is more than 100,000 tons, with an output value of more than 500 million yuan.

Vegetable dehydrating processing. The annual production of dehydrated fruits and vegetables is 10,000 tons, which can avoid seasonal risks and price fluctuations of vegetables, improve the added value of products, lengthen the green vegetable industry chain, and achieve annual sales revenue of more than 100 million yuan.

Organic fertilizer production. Digest and use agricultural straw and animal waste to produce organic fertilizer with an annual output of 50,000 tons, increase the content of organic matter in cultivated land, solve the problems of soil poisoning and reduced effectiveness of fertilization, improve the quality of vegetable products, improve the surrounding ecological environment, and develop ecological agricultural circular economy.

Technology research and development services. On the one hand, it makes use of its relationship with Zhejiang A&F University in production, study and research to carry out technological innovation and achievement transformation in planting and processing. On the other hand, it provides technical services and product sales services, while providing technical training for local rural areas to optimize planting structure and local employment.

Win-win situation among enterprises, rural collectives and farmers

In the process of enterprise development, Rongda Agricultural Company continues to expand the collective economy, and realizes the win-win situation of enterprises, village collectives and farmers through industry driving. The company signed a vegetable order planting contract with 24 village revitalization cooperatives in Hexing Town. Back pocket products. In this way, villagers' land income, migrant workers' wages, cooperatives' dividends, village collective surplus, and the development of collective economy.

Taking into account economic, social and ecological benefits

In recent years, through the green vegetable industry, including agricultural materials, packaging, transportation, etc., no matter the company itself, cooperatives, or the collective economy of surrounding farmers and villages, it has achieved relatively significant economic benefits. The yield and utilization rate of land in the park are much higher than those around it. The green vegetables produced in Rongda Agricultural vegetable growing area exceed the national standard of green food, and there is no waste generated in the production process. Products sell well in mainland and Hong Kong and Macao markets.

Phased Achievements

At present, the vegetable production base has built 130 daylight greenhouses, 700 square meters of cold storage, installed 3 kilometers of rail road, reduce land loss 30 acres , water, electricity, road fully meet the production needs. Underground water pipes have been installed in all vegetable planting bases, and micro-sprinkler irrigation is used for all vegetable water.

Period of rapid development -- firmly fulfill social responsibilities

At the same time of its own development, the company takes the initiative to shoulder social responsibilities, actively gives back to the society, and helps poverty alleviation with industry. Poverty alleviation is carried out through various forms such as financial poverty alleviation, employment poverty alleviation, equity dividend sharing, order recovery and technical training, so as to continuously increase the income of poor families and achieve common prosperity.

Rongda Agriculture company shares the fruits of development with local farmers

Rongda understands and actively implements the country's efforts to promote the integrated development of agricultural industry, steadily and continuously increase farmers' income, and build an ecologically beautiful countryside. Rongda Agriculture's economic development model of "company + cooperative + farmer" enables Rongda to work hand in hand with its fellow villagers and share the fruits of development. The Internet + e-commerce platform for agricultural enterprises ensures that Rongda strides forward on the current road of enterprise development. Rongda fully realized the importance of Internet + agriculture at the beginning of its establishment, and was determined to establish its own e-commerce platform to ensure the healthy operation of Rongda's e-commerce platform "Field + workshop: e-commerce platform to logistics system product traceability system, and the marketing model of" stores + individual consumers ".

Figure 2: Operation mode of the e-commerce platform of Rongda Agricultural Company

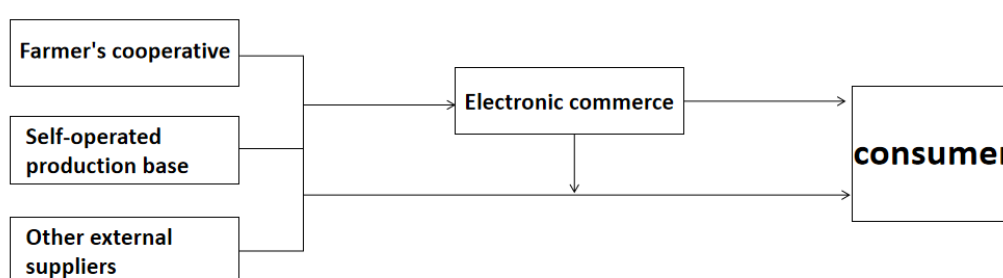


Figure 2

Leapfrog development period -- innovative vegetable planting mode

Rongda Agricultural Company and Rongfeng Agricultural Purchasing and Marketing Cooperative have established a planting base of more than 13,000 mu of high-yield and efficient green vegetables in Danu and other administrative villages in Hexing Town, Suiping County, including 300 mu of greenhouse planting, producing 80,000 tons of green vegetables

annually, with an annual turnover of more than 500 million yuan, driving more than 5,000 farmers to increase their per capita income by 1,500 yuan. The agricultural ecological environment around the base has been improved, the content of organic matter in the cultivated land has been significantly increased, and the land growth capacity has been continuously enhanced. At present, all vegetables produced by the base are sold to Hong Kong and Macao through Shenzhen port. Annual production of 80,000 tons of fresh vegetables, processing of 10,000 tons of dehydrated vegetables project, has the function of avoiding vegetable price risk, optimizing agricultural industrial structure, widening and lengthening agricultural product sales channels, and elongating agricultural product benefit chain. Can create 300 jobs, so that the local farmers income has a new way to increase, the enterprise annual sales revenue of more than 100 million yuan, profit and tax to achieve more than 20 million yuan, most of the dehydrated vegetable products exported to foreign countries.

Cold chain logistics system

Cold chain logistics center of agricultural products cold storage effective volume of 15,000 cubic meters, effective single transport capacity of 200 tons.

Figure 3: Cold chain logistics of agricultural products of Rongda Agricultural Company

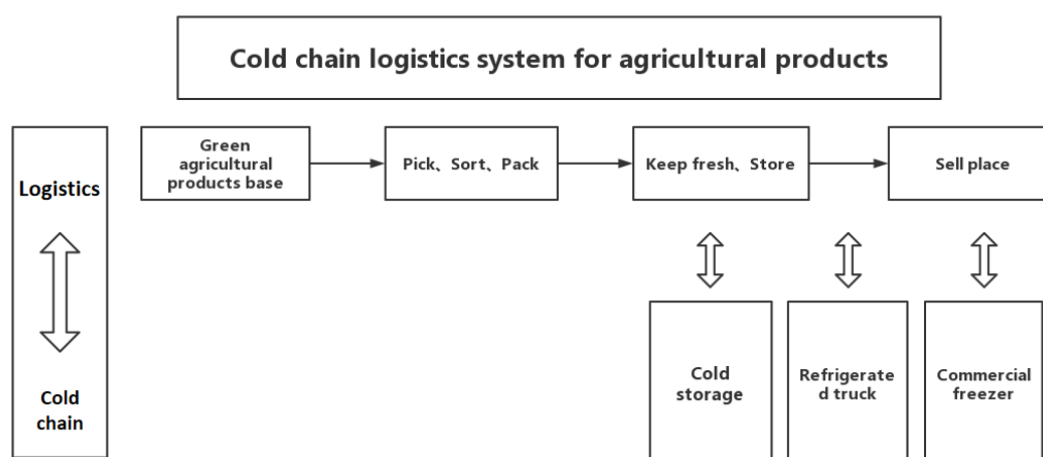


Figure 3

High-quality development period - market - driven multiple measures

To build a bio-organic plant with an annual production capacity of 50,000 tons, which can digest and use crop straw and animal waste in large quantities, and provide guarantee for the development of ecologically friendly agriculture; It can meet the needs of organic fertilizer for 300,000 mu of cultivated land and forest land, fundamentally solve the problems of soil poisoning, hardening and land fertility decline, and provide a solid foundation for the sustainable development of green agriculture. At the same time to provide 400 jobs, the enterprise achieved sales revenue of 110 million yuan. In order to adapt to the integrated development of rural industries, promote the adjustment of rural planting structure, share the dividends of industrial integration, promote rural revitalization and increase farmers' income, the company has built a new dehydrated vegetable processing plant with an annual production of 10,000 tons of dehydrated vegetables. The products are mainly vegetables

suitable for local cultivation, including carrot, spinach, lettuce, mustard orchid, cabbage heart, bitter melon, okra, purple sweet potato, etc. The product structure will be adjusted according to market demand in the future.

In 2019, Rongda Agricultural Company and Hong Kong Dpai Group jointly established Dpai Agricultural Technology Co., Ltd. to expand overseas markets, improve international trade share, build local brands, and enhance the popularity of Suiping County's agricultural products. Rongda Agricultural Company signed vegetable planting contracts with 24 village collectives and 40 poor households in Hexing Town, which increased the income of poor households and rural collectives, and also brought more employment opportunities for local people, including poor households. With the development of economy and the improvement of living standards, the company plans to create a garden complex of fruit and vegetable picking, science education, personal interaction, farming experience and other functions in one, so as to meet people's close to nature, relieve work pressure, enhance family harmony, fashion and healthy lifestyle, and meet the diversified needs of urban and rural people.

Analysis on the innovative development path of Private enterprises driven by entrepreneurship

Conform to the trend of The Times and assume the responsibilities of the country

On the new journey of building a modern socialist country in an all-round way, entrepreneurs should have a deep grasp of the relationship between entrepreneurs and The Times and between entrepreneurs and the country, conform to the trend of The Times, assume the responsibility of the country, and closely link the destiny of enterprises and entrepreneurs with the destiny of the motherland (Atherton & Newman, 2017). In this case, the reason why enterprises can survive for a long time and achieve effective growth in the complex and changing market environment is closely related to entrepreneurs' adaptability to the general trend of The Times and active choice of national strategic direction. Since the launch of reform and opening up, the government has introduced various measures to vigorously support the development of enterprises of all types of ownership, encouraged their independent innovation, and adopted a series of measures to continuously improve the business environment and create a fair, transparent and law-based environment for development. Small and medium-sized enterprises need all kinds of resources to support their growth. Hexing Town has jurisdiction over 24 administrative villages, each of which has set up revitalization cooperatives. For two consecutive years in 2020 and 2021, each cooperative will invest 100,000 yuan in Rongda Agricultural Company every year, with dividends at the end of the year. The total investment capital of 4.8 million yuan, on the one hand, cooperatives can realize the preservation and appreciation of funds; On the other hand, the enterprise also has a pool of working capital, which can be used for better development. In 2022, we will use the rural revitalization fund to build a vegetable processing workshop for Rongda Agricultural Company to process fresh vegetables locally, upgrade the product grade, enhance the market competitiveness of the enterprise's products, and help the enterprise achieve diversified development in the local area.

Dare to explore and try, carry forward the spirit of innovation

Entrepreneurs are the explorers, organizers and leaders of innovation and development. They have the courage to promote strategic innovation, organizational innovation, management innovation, value innovation and market innovation, and build enterprises into strong

innovation subjects (Atherton & Newman, 2017). With the continuous improvement of the production capacity and management level of market players, the overall market products are oversupplied and the problem of product homogenization is serious. Enterprise innovation is an effective measure to solve the problem of product homogenization. In the process of operation, Rongda Agriculture takes the initiative to introduce advanced product lines and achieve the leading production technology, which is closely related to the entrepreneurial spirit of exploration. In particular, in different life cycle stages of enterprises, continuous innovation investment is the key factor for enterprises to obtain market recognition of products. According to Maslow's hierarchy of needs theory, consumer demand is constantly changing and progressive. With the improvement of people's income level, the actual demand of consumers is in a dynamic change stage (2017). Entrepreneurship is an important driving force for enterprises to actively seek changes and adapt to market demand. Rongda Agricultural Company plans to build a dehydrated vegetable processing plant and introduce a dehydrated vegetable production line with advanced technology, high production efficiency and good product quality. The products are mainly vegetables suitable for local cultivation, including carrot, spinach, lettuce, mustard orchid, cabbage heart, bitter melon, okra, purple sweet potato, etc. The product structure will be adjusted according to market demand in the future. It can process 80,000 tons of fresh vegetables and produce 10,000 tons of dehydrated vegetables annually. Annual sales of fresh sweet potato 500,000 tons, dried high-quality varieties of sweet potato (sweet potato chips, sweet potato grains, sweet potato strips) 100,000 tons, processing sweet potato powder 300,000 tons. After completion of the project, it can effectively promote the development of local vegetable, melon and fruit planting industry, achieve agricultural value-added, farmers' income increase, enterprise development, and multi-party win-win. Therefore, entrepreneurship not only needs to be cultivated, but also needs to be propagated and promoted in various links and different scenes, so as to allow the horizontal expansion and vertical inheritance of entrepreneurship and promote the high-quality development of the industry.

Honest and law-abiding management, steadily promote development

Market economy is a credit economy and an economy governed by law. The consciousness of rule of law, the spirit of contract and the idea of keeping the contract are important consciousness norms of modern economic activities, and also important requirements of market economy. Enterprises should establish the idea of good faith and good faith, consciously fulfill the obligations stipulated by the Labor Law, the anti-monopoly law, the quality and safety law of agricultural products and other national laws, improve the sense of good faith and strengthen the concept of law-abiding. Is the guarantee of the healthy development of enterprises. Economic development has entered a new normal, and honesty and law-abiding have become the new normal for enterprise development 2020. Since the establishment of Rongda Agriculture in 2014, no corresponding legal disputes have occurred in terms of contract performance and product quality and safety. The company always pursues honest management. Law-abiding management is the basis for the establishment of internal and external credit system, and has accumulated a good business reputation for the company. Whether an enterprise can operate in accordance with the law in the process of development is largely influenced by the personal morality, professional ethics and values of entrepreneurs. The sense of integrity and law-abiding in the entrepreneurial spirit is indispensable from the perspective of enterprise long-term strategy. At the same time, the development of enterprises can not be achieved overnight, according to the law of enterprise

growth, steady promotion of enterprise development and transformation, is of great importance to the future and destiny of enterprises.

Assume the Responsibilities of Social Subjects

Suiping County encourages aspiring young people to return to their hometown to start businesses, continuously implements the return plan of local talents, introduces relevant preferential policies, vigorously builds a platform for starting businesses, ensures the water, electricity supply and transportation conditions required for starting businesses, solves the problems of medical security for returning young people and school enrollment for their children, relieves their worries, and constantly optimizes the government service environment and entrepreneurial environment. Policies and services have stimulated the enthusiasm of many young people to start their own businesses back home. They are engaged in planting and breeding, developing rural tourism, establishing sophisticated processing enterprises, and developing e-commerce. Their return has injected strong momentum into rural revitalization and economic development 2020. Enterprises are an important part of the society, especially private enterprises account for a large proportion. The quality of enterprise operation itself is related to the welfare of employees, social employment and public safety and other issues. Vegetable enterprise is related to people's health industry, the enterprise's action consciousness is the core to achieve safety assurance, and the enterprise's action consciousness is largely influenced by the entrepreneurial spirit. Entrepreneurs gain profits through scientific operation, which itself comes from consumers and the public. In essence, consumer groups are the real owners of enterprises and fundamentally determine the necessity, nature and life cycle of enterprises. Therefore, establishing a good relationship with the public is the key point for the future development of enterprises.

Entrepreneurship cultivation and external stimulation of countermeasures and suggestions Give full play to entrepreneurs' innovation and entrepreneurial wisdom

Entrepreneurship is the intangible assets of enterprises. The key of intangible assets management is to improve the efficiency of asset conversion and transform intangible assets into actual economic benefits. Entrepreneurs themselves have a strong sense of responsibility and mission (Atherton & Newman, 2017). The key to developing high-quality enterprises is to give full play to the wisdom and talent of entrepreneurs in innovation and entrepreneurship, so that entrepreneurs can become the first person responsible for the development of market economy. The government and other relevant departments should do a good job in supporting the platform, so that entrepreneurs have places to display their talents, space to grow their skills, time to plan for development, resources to make full use of, and opportunities to grow rapidly. Entrepreneurs should be encouraged to start their own businesses and innovate consciously, so as to form a positive and virtuous cycle of development mechanism. In the real economy, entrepreneurship is the core driving force; When it comes to food safety, for example, entrepreneurship is the first barrier against risks. In terms of product innovation, it is necessary to guide enterprises to adapt to the complex competitive environment through entrepreneurship and grasp the changes in social demands in the first time, so as to create new value and improve the overall welfare level of the society.

Stimulate entrepreneurs' awareness of innovation and entrepreneurship

Existing entrepreneur resources should be fully utilized and potential entrepreneur resources should be deeply explored. In the aspect of entrepreneur innovation and entrepreneurship,

not only the subjective initiative of entrepreneurs should be relied on, but also the effective stimulation should be carried out (Holmberg et al., 2017). First, we should fully understand the actual needs of entrepreneurs for innovation and entrepreneurship, guide them to pay attention to major fields and key links related to social and economic development, and stimulate entrepreneurs to start their own businesses. The high-level needs implement; Second, it is necessary to build up entrepreneurs' confidence in innovation and entrepreneurship, stabilize their entrepreneurial psychological expectations, take multiple measures to promote entrepreneurial activities, and promote the continuous achievement of innovative undertakings. Third, policies should provide incentives for entrepreneurs to innovate and start businesses, and provide them with material rewards, spiritual incentives, action support and effective management. Fourth, regular vocational training should be carried out for entrepreneurs to enhance their ability of market insight, strategic decision-making, enterprise management and risk control, so as to improve their return rate of entrepreneurship and success rate of technological innovation. We will strengthen the internal driving force for entrepreneurship.

Strengthen IPR protection for entrepreneurs' innovations

The protection of entrepreneur innovation intellectual property rights is the system guarantee to encourage entrepreneur innovation. It is necessary to make full use of entrepreneur innovation to improve social welfare, but also to pay full attention to the protection of entrepreneur innovation rights and interests, to ensure that entrepreneur innovation has benefits, so as to realize the fairness and justice of innovation (Gerrans & Hutchinson, 2020). The formulation of intellectual property policy should reflect the rationality of law and reason local measures, industrial measures, and enterprise measures should not only take into account the innovation resource gap between regions, but also combine specific real industry and social needs to protect the enthusiasm of enterprises to start businesses. Fully develop local excellent enterprises and enterprises support small, medium and micro enterprises, form industrial agglomeration effect, and promote the construction of regional industrial brand. In the process of industrial development, the departments making and executing industrial policies should take the initiative to carry out research on policy demands, coordinate the resource demands of enterprise innovation factors, and match the demands of enterprise innovation policies. In the process of entrepreneurship, entrepreneurs and government departments should make joint efforts to create a cultural atmosphere for entrepreneurial innovation, establish the basic rules of industrial competition, and form an orderly and complementary collaborative development mechanism among enterprises. We should combine the development of enterprises with the macro-planning of social and economic development, and carry out scientific and technological innovation and entrepreneurial activities in an organized way.

Create a favorable external business environment for enterprises

Fostering entrepreneurship requires not only internal impetus, but also a sound external business environment. In October 2019, The State Council officially promulgated the Regulations on Optimizing the Business Environment, which fully demonstrates the importance of the business environment to entrepreneurs' innovation and entrepreneurship. To create and improve the business environment, first, we need to promote data sharing and openness. The government should stabilize enterprises' expectations and guide future investment by opening up data. Second, in the process of macro-market economic

management, economic efficiency and fair competition of enterprises should be taken into account, giving full play to the creativity of the market and the ability to optimize the allocation of resources; Third, deepen the distribution of the right to use, disposal and usufruct of scientific and technological innovation achievements, and firmly safeguard the usufruct of scientific and technological innovation achievements of enterprises; Fourth, promote the facilitation of trade of private enterprises, reduce the number of unnecessary administrative approval and inspection, and implement various preferential policies for scientific and technological innovation of private enterprises (Fernandes & Machado, 2022); Fifth, we should publicly recognize the achievements of private entrepreneurs' innovation, carry forward the innovative spirit of entrepreneurs, and promote the sustainable growth and innovation of enterprises.

Summary

Private enterprises are an important part of the market economy, entrepreneurs are the organizational core of private enterprises, and entrepreneurship is the key driving force of pooling strength, resources, innovation and development. At present, the number of private entrepreneurs is increasing, becoming an important force for social economic growth and scientific and technological innovation. At this stage, the main task is to cultivate entrepreneurs, develop entrepreneurs and carry forward the entrepreneurial spirit. The case study proves that entrepreneurship plays a strategic role in entrepreneurial activities and innovative development of enterprises, and can effectively promote private enterprises to make correct decisions in the face of policy, environment, society and resource changes. At the same time, private entrepreneurs are in the stage of development. In addition to giving full play to their entrepreneurial ability, they also need to constantly inject energy into the formation of entrepreneurial spirit and promote their own growth. The social responsibility and mission of entrepreneurs should be clearly defined, therefore that they can fully and deeply integrate with national strategies in business operation and management. In terms of external driving of entrepreneurship, we should start from the perspectives of building an entrepreneur innovation platform, protecting enterprise intellectual property rights and optimizing the business environment, build a platform for entrepreneurs to do business, create an atmosphere for entrepreneurs to innovate and start businesses, protect the legitimate rights and interests of private entrepreneurs to innovate and start businesses, create a sustainable and stable business policy environment, and promote the high-quality development of private enterprises. In the future, when there are mature entrepreneur groups, they should be committed to creating a fair competition environment to promote the stable development of the industry. Enterprises and the government should make joint efforts to fulfill their social responsibilities, and form a development situation of common development, joint investment, sharing of results, sharing of responsibilities and controlling risks on the whole, so that each subject can be a builder and each subject can be a beneficiary. Let entrepreneurship become the core brand assets of private enterprises.

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