

# The Path Choice of "Family and Country Feelings" Mode of Undergraduates' Entrepreneurship in Frontier Regions

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**Abstract:** With the rapid expansion of the scale of higher education, the difficulty of college students' employment occurs accordingly, which inevitably requires college students to change their concept of employment, and broaden their vision to the frontline of the construction of new socialist countryside and entrepreneurship in rural areas. What's more, COVID-19 has intensified the employment difficulties of university students. In order to expand the employment channels of college students, we should use the sense of responsibility and mission of "family and country feelings" to guide the entrepreneurship and innovation of contemporary college students, so as to deepen our ideological identity. Through the combination of theory and practice, the innovative management of College Students' Entrepreneurship and innovation activities can realize the ideological education of "family and country feelings" in the process of College Students' entrepreneurship. The research purpose of the project is to innovate and construct a new mode of Ideological and political education for college students. It is found that strengthening the education of "family and country feelings" of college students can help them to alleviate the difficulties of employment and entrepreneurship. On the one hand, the orientation of "family and country feelings" can help college students to expand their employment choices; On the other hand, the mode and path construction of "family and country feelings" can better help college students' cognition of mode selection and path development in Entrepreneurship and employment. At the same time, the practice of College Students' Entrepreneurship and employment also helps to enhance the mass communication effect of the concept of "family and country feelings". On the basis of this model construction, further quantitative analysis of the value orientation of "family and country feelings" with the help of questionnaire data, in order to strengthen the economic and social effects of College Students' entrepreneurship.

**Keywords:** Family and Country Feelings, College Students' Entrepreneurship, Path Choice

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## 1. Introduction

### Summary

"Family and country feelings" is a classic universal moral sentiment. In the special period of COVID-19, in the context of difficult employment for college students, it is necessary to guide college students' entrepreneurship through the ideological education of "home country sentiment", so that students can find new sources of employment under the complex employment environment, and alleviate the current crisis of College Students' employment difficulties. At the

same time, it also innovates the mode of Ideological and political education in Colleges and universities, emphasizes the value orientation of "home and country feelings" of college students with the help of the practice and innovation of the "Challenge Cup" of college students, and integrates into the self values of contemporary college students, so as to make the content of "home and country feelings" more appropriate to the development of the new era. When guiding college students to start a business, we should pay attention to the path selection of "family and country feelings" orientation. This paper will make an empirical analysis on the value orientation of College Students' entrepreneurial "family and country

feelings" with the help of survey data.

## 2. Literature Review

General Secretary Xi Jinping's important exposition on education emphasizes the need to educate all employees, and implement "curriculum ideology" and use all classrooms as the main channel for educating people. [1] Ideological and political education is an important content in the teaching system of colleges and universities, and it is related to the quality, morality and mental health of college students. Piaget and Weil pioneered the study of youth national identity through the field of youth national identity in an interview with Geneva youth in 1951. But because of the limitations of these discussions, they are not widely known. To this end, colleges and universities must innovate ideological and political education models, introduce various educational experiences and moral education theories, and reform the current national identity education to deepen college students' "family and country feelings", so as to achieve the comprehensive effect of economic and social harmony.

### 2.1. Related Research Abroad

"Loving home and patriotism" is an internationally recognized topic. South Korea takes the thought of "loyalty and filial piety, faith and peace" as the foundation of the national spirit, and constantly learns and improves its education between morality and loyalty and filial piety, and requires its people to be patriotic and form a spirit of unity, aggressiveness, and courage to take responsibility." Singapore provides targeted patriotic education to college students, focusing on cultivating their patriotic feelings. The United States regards patriotism as a strong spiritual power to safeguard national interests. It is necessary to dialectically analyze and critically absorb relevant research results from abroad.

### 2.2. Related Domestic Research

"It is the fine tradition of the Chinese nation to be filial at home and loyal to the country. Without the prosperity and development of the country, there can be no happy family. Similarly, without tens of thousands of families happy and happy, there can be no country prospering and developing." General Secretary Xi Jinping called on The society vigorously promotes family and country sentiments, cultivates and practices the core values of socialism, promotes the spirit of patriotism, collectivism, and socialism, and advocates the unity of loving the family and the country, so that everyone and every family can contribute to the big family of the Chinese nation. This call is of great significance.

#### 2.2.1. Research on "Family and Country Feelings"

Many scholars have put forward some views on the feelings of family and country from different angles. From the perspective of college students, Liang Jiayan and others

proposed that family and country feelings are the humanistic background of Chinese culture and the emotional belonging of every descendant of Yan and Huang. Strengthening the cultivation of family and country feelings is a new requirement for college students in the new era, and a realistic task to realize the Chinese dream of the great rejuvenation of the Chinese nation. [2] From the perspective of ethnic minorities, Nan Changsen and others proposed that family-nation sentiment refers to a certain degree of blood kinship, clan relationship, and affection to the family and the country. The sum total of the consciousness of love, tracing the roots, and recognition of the family. [3] From the perspective of the Chinese dream, Wang Na and others proposed that the Chinese dream is a concentrated expression of the Chinese people's feelings for the country and the country, and it is the dream of the Chinese people. [4] From the perspective of rejuvenating the country through science and technology, Yu Huimin proposed that "family and country feelings" have an important guiding role in the spirit of scientists in our country. [5] At the same time, it also highlights the "family and country feelings from the perspective of patriotism and dedication". "It provides ideological and value guidance for our country's scientific and technological innovation, and at the same time promotes the prosperity of the road of innovation in the new era. The so-called dream of family and country is the Chinese people's sense of family and country that has always been responsible for the rise and fall of the country. I think Yang Qinghu and others have important time values in enhancing national cohesion, building a happy family, and raising civic awareness. [6]

#### 2.2.2. Research on Ideological and Political Education

Yin Xuecai proposed that the ideological education of colleges and universities should be carried out in an all-round way, and that the political education of colleges and universities should be based on student education and the principles of higher education-related talent recommendations. [7] Sun Panyuan and Wang Jian, in the process of taking the path of Chinese national rejuvenation, proposed that the ideological and political education of colleges and universities is of important practical significance for the practice of Xi Jinping's new era of socialism with Chinese characteristics. [8] All colleges and universities need to continue to explore and play ideological and political The huge role of education to carry out political theory curriculum reform through ideological and political education to practice Xi Jinping's new era of socialism with Chinese characteristics, and to further cultivate a large number of responsible, ideals, capable and responsible builders and successors of the cause of socialism with Chinese characteristics for the realization of China The great rejuvenation and rise of the nation lay a solid foundation. Liu Jianjun proposed that the specific forms of ideological and political education are not only four basic forms, but in the basic theoretical research of ideological and political education in the new era, the framework of the content of ideological and political education needs to be

expanded to break through the ideological and conceptual forms. [9] Limit, construct a more three-dimensional and magnificent content frame composed of four basic forms. Gu Hailiang believes that Xi Jinping's thought on socialism with Chinese characteristics in the new era is an important guiding ideology for comprehensively promoting ideological and political education in colleges and universities in the new era. [10] AS, in terms of fundamental requirements and basic theories, must take "strengthening the party's leadership over ideological work" as its strategic purpose, "four services" and "three cultivation" as the fundamental direction, and build morality. Human is the "fundamental task", "central link" and "foundation of one's life", and the fundamental guarantee is to strengthen the party's leadership. Yuan Guiren believes that ideological and political education in colleges and universities should be more networked, and online education should be strengthened on the basis of offline education, and online education should be actively promoted to keep up with the pace of the times. [11]

### **2.2.3. Research on Entrepreneurship of College Students**

Zhao Yongping believes that many people who once went to work in cities have chosen to return to their hometowns to start businesses. The tide of "returning from the city" has become a new phenomenon. The flow of people is the most important sign of social vitality. [12] Chen Jinli and Guo Yimo introduced the new group of "chenggui" as the research object, introduced its general situation and the reasons for its emergence, analyzed the role of "chenggui" in agricultural supply-side reform, and analyzed the role of "chenggui" in agricultural supply-side reform. [13] Funds, public services, social security and other aspects put forward policy recommendations to retain "city return" and give full play to its role. Geng Tingting and Sun Yaning based on competency model, situational leadership theory, and social embedding theory, studied the entrepreneurial behavior of "city returnees" from the two dimensions of willingness and ability, and enriched the theoretical system of entrepreneurship by returning migrant workers. [14] The rural innovation and entrepreneurship work provides theoretical reference, and at the same time complements the shortcomings of entrepreneurship, and truly enables rural areas to use entrepreneurship to stimulate employment and achieve industrial prosperity and rural revitalization.

### **2.2.4. Brief Comments**

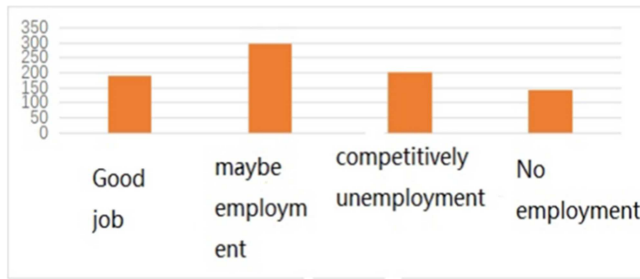
Literature research shows that the home country sentiment is extremely valued, especially the cultivation of the home country sentiment of college students. Nowadays, the country has given great support to college students to return to their hometown for employment. In 2018, the No. 1 document of the Central Committee proposed to further strengthen financing support to solve the problem of entrepreneurial financing for returning college students. The emphasis on the country, based on the feelings of home and country of college students, college students will have more choices for entrepreneurship.

## **3. Analysis of the Status Quo of Undergraduates' Entrepreneurship**

### **3.1. Background of Undergraduates' Entrepreneurship**

In 2018, the No. 1 document of the Central Committee proposed to further strengthen financing support to solve the problem of entrepreneurial financing for returning college students. The specific policies are as follows: (1) One-time entrepreneurial subsidies. Entrepreneurs who have obtained a small and micro enterprise business license for the first time and have been in business for 12 months will be given a one-time entrepreneurial subsidy of not less than 10,000 yuan. (2) One-off subsidy for the development of entrepreneurial positions. For start-up enterprises that hire employees to sign labor contracts for more than one year and pay social insurance, each position will be given a one-time start-up job development subsidy of 2,000 yuan. (3) For start-up enterprises that settle in the start-up incubation base, a certain amount of subsidies for site rental fees and water and electricity fees will be given. (4) Small guaranteed loans can be given to various types of entrepreneurs who meet the conditions, with a maximum amount of 100,000 yuan, and full discounts for low-profit projects. At the same time, for those who are willing to start a business, they can also participate in entrepreneurship training for free to improve their entrepreneurial ability and success rate. (5) For those engaged in self-employment, the business tax, urban maintenance and construction tax, education surcharge and personal income tax that should be paid in that year will be deducted in order according to the limit of 8,000 yuan per household per year within 3 years. (6) College students who meet the conditions for self-employment are exempted from administrative fees. (7) University students apply for sole proprietorship and partnership enterprises, and are not subject to the capital contribution limit. (8) Encourage college students to use evaluable and transferable non-monetary assets such as intellectual property rights, physical objects, and scientific and technological achievements to make capital contributions in accordance with the law, and allow college students' self-starting companies to pledge equity financing.

In the context of the continued global economic downturn and financial crisis, the difficulty of obtaining employment for university graduates has become a worldwide problem, which has attracted great attention and attention from governments and all walks of life. With the expansion of colleges and universities for many years, the number of college students has continued to increase, and the country's policies on the employment of college students have undergone major reforms. Self-employment has become the main method of employment for college students. According to the relevant questionnaire analysis, the problem of college students' employment difficulties has gradually emerged. See Figure 1 for details.



**Figure 1.** Evaluation of employment opportunities for contemporary college students.

Employment of college students in border areas is an important part of social employment. Under the current background of accelerating economic and social development in ethnic areas, stabilizing the domestic economy, and increasing macro employment pressure in the whole society, the employment situation of college students in border areas has become One of the hot issues that the government and society are concerned about. Due to many reasons such as history and reality, the level of local economic and social development is low, the society can provide fewer jobs, and the contradiction between supply and demand in employment is more prominent.

### 3.2. The Confusion of College Students' Entrepreneurship

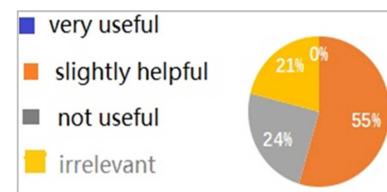
#### 3.2.1. The Employment Situation Is Grim in the Domestic Environment

Due to the majority of labor-intensive industries in my country's industrial structure, the proportion of tertiary industries with a large employment elasticity coefficient is relatively small, and the employment elasticity coefficient of the overall economy is also low. The overall contradiction and structural contradiction exist simultaneously, and the employment problems in urban and rural areas are at the same time. It appears that the employment of new labor force and the reemployment of laid-off and unemployed people are intertwined. Therefore, the increase in the number of jobs brought about by economic growth is extremely limited. For a long time in the future, the reality that the supply of labor is far greater than the demand is difficult to change quickly.

#### 3.2.2. There Are Structural Contradictions in Employment

With the year-by-year expansion of enrollment in various colleges and universities across the country, the number of college graduates has increased year by year. College students are no longer the favorites of heaven. They are faced with having to reduce their employment requirements and participate in the popular employment trend. Nowadays, my country's higher education has entered In the era of popularization, today's college students are faced with multiple choices and at the same time are under multiple pressures. The international financial crisis and the adjustment of the domestic economic structure have increased the employment of college students to a more difficult height. In addition, college students have the following difficulties when facing entrepreneurship: (1) From the perspective of the

market employment environment, the contradiction between the supply and demand of graduates has intensified. According to statistics from the Ministry of Education, with the expansion of university enrollment, the number of university graduates is growing at a rapid rate of nearly one million every year. The large increase in the number of graduates each year results in oversupply in the market and saturation of the job market, which will inevitably increase the difficulty of entrepreneurship for college students. (2) From the perspective of universities, first of all, the school's professional settings are out of touch with the needs of society. In terms of total number, our university graduates are not too many, far from being able to meet the needs of socialist modernization, but the contradiction of structural imbalance is particularly prominent when it comes to the majors the graduates are studying. According to the analysis of the questionnaire, many college students also realize that the major they study is not very helpful to the employment direction, as shown in Figure 2.



**Figure 2.** The relationship between majors and employment of college students.

In order to improve efficiency, many colleges and universities blindly pursue popular majors and rush to the top, resulting in serious convergence of majors. In addition, the quality of some students cultivated by colleges and universities is not too hard, the shortage of teachers in colleges and universities, and the decline of the quality of the teaching team will directly affect the quality of students' cultivation, thus failing to meet the needs of employers. Finally, the employment guidance of colleges and universities is not strong enough and lacks the methods and skills for students in job hunting. Some colleges and universities only pay attention to employment guidance verbally, resulting in many graduates simply not knowing how to choose a career that suits them in combination with their own personal characteristics and professional inclination. But blindly looking for a job in the talent market, it is naturally easy to be rejected by employers, which reduces the entrepreneurial rate of college students. (3) From the perspective of employers, first of all, some employers blindly raise employment standards, and the phenomenon of high consumption of talents is serious. The survival and development of employers are inseparable from talents. It is beyond reproach to absorb and reserve talents, and some units blindly pursue higher education qualifications without considering their own development. The consumption of talents is becoming more and more intense, which not only causes a waste of talent resources, but also Greatly dampened the enthusiasm of the graduates. Secondly, the excessively high employment expectations and the backward view of

entrepreneurship are too far from the actual demand. The employment concept of some college students still stays at high salaries, big cities, and superior environments. These employment concepts of college students and the employment needs of the new situation are extremely asymmetrical, and the contradiction between them has caused some people to be unable to find corresponding positions. Finally, it is because of the lack of comprehensive quality of some college students. Today's society's requirements for talents are not only outstanding professional knowledge and ability, but also a large number of compound talents. Companies hope that college students recruited not only have solid professional knowledge, but also hope that they can have strong psychological quality and social cooperation development. Ability and innovative ability to adapt to the development of the new era. However, some college students are only satisfied with completing the required courses in the university, lacking extensive accumulation of professional knowledge and the ability to solve practical problems, too narrow thinking, poor practical skills, poor language skills, poor adaptability, and social expectations. The overall quality of the students also affects the final employment of college students.

### ***3.3. The Characteristics of Undergraduate Entrepreneurship***

#### ***3.3.1. Have Autonomy***

Since Premier Li Keqiang put forward the concept of "Mass Entrepreneurship and Innovation" at the September Summer Davos Forum in September 2014, a series of changes have taken place in the employment outlook of college students. Self-employment and self-employment have gradually been influenced by college graduates. Welcome. With the continuous development of social economy, industrialization, informatization, marketization, and socialization have gradually penetrated into all aspects of public life. Under the publicity and guidance of national policies, more and more graduates can choose according to their own interests and hobbies. The advantages of choosing work units and occupations independently have greatly stimulated the innovative functions and comprehensive qualities of college students in the workplace.

#### ***3.3.2. Asymmetry***

The level of academic qualifications and the mismatch of majors put college students at a disadvantage in employment. Due to the expansion of university enrollment in my country, the number of college students graduating each year has gradually increased. In the past three years, nearly six or seven million college students have graduated each year. Among these six or seven million, every college student has the same academic qualifications. Improper or unpopular majors put college students at a disadvantage in employment and have no competitive advantage.

#### ***3.3.3. Diversified***

The choice of employment direction is moving from single to diversified. With the increase in the social employment

system and employment pressure, today's college students have learned to actively adapt to the society, showing a strong sense of initiative, autonomy, competitiveness and adaptability, and more diversified choices to adapt to the employment situation. 2020 is a critical year for poverty alleviation. The state has implemented a series of assistance policies in my country's southwest and border areas, drawing advanced agricultural teams and outstanding cadres from the inland to villagers' homes to formulate some "local conditions" poverty alleviation strategies. Regarding my country's border areas and countries, while focusing on poverty alleviation through economy, they also pay special attention to poverty alleviation through education. The state encourages college students who go to school outside Xinjiang to return to their hometowns for construction, and also pays special attention to the "family and country feelings" of college students. Those who wish to go to school abroad Be able to have the spirit of having a home before a country, and apply the knowledge learned to the construction of the frontier, so as to inject a steady stream of vitality into the realization of the great rejuvenation of the Chinese nation.

Our generation of young people is shouldering the pressure of China's social transformation. During this long period of social transformation, we are changing, and our external environment is also changing; we have just entered a new state, but the outside world is in a short period of time. New changes have taken place in a short period of time, which often makes us feel at a loss. The changes brought about by the social transformation affect the demand and choice of talents in Chinese society. my country's modernization construction requires a large number of high-quality talents. In terms of total quantity, our country's university graduates cannot fully meet the needs of society. When the market has higher and higher requirements for college students' academic qualifications, the pressure on college students will increase. There is a saying that "the current undergraduate graduation is equal to unemployment." This is also true of 985 and 211, not to mention ordinary The pressure of graduation is even greater in the schools in China, so now many undergraduates have graduated, and most of them choose to continue their postgraduate entrance examinations.

Due to the unbalanced development in China, the gap between the rich and the poor in various regions is large, and the economic development is not coordinated. The practical problem we are now facing is: on the one hand, "heroes" cannot be found in the "place of use"; on the other hand, "heroes are useless"; in some remote and poor areas, a large number of talents and labor are still needed, especially for production. First line. But contemporary college students seem to have such a concept: First-tier cities have more opportunities for Beijing, Shanghai, Guangzhou and Shenzhen. So everyone is rushing to go here after graduation. Only very few people are willing to stay in remote areas. This has caused a shortage of talents in remote areas. There is a large backlog of talents in developed cities. Many college graduates cannot find jobs and human resources. The waste is serious.

In fact, this has a lot to do with the employment values of college students. In college, college students can establish correct life values in a timely manner and decide their future life. This is not only related to the development of college students themselves, but also to the future development of the country. In terms of objective factors, major domestic colleges and universities are constantly expanding their enrollment, which has caused a rapid increase in the number of college students and brought more choices to employers. However, it also brings huge competitiveness in the invisible. Moreover, college education knowledge is seriously out of touch with social needs. Although the number of college students has increased sharply, their quality is also declining. The skills learned on campus are far from sufficient to gain a foothold in society. From the subjective factor, it is the outstanding self-awareness of undergraduates to start a business. Graduates' job hunting behavior depends on changes in the socio-economic environment and changes in value trends. The realization of self-worth and the pursuit of personal goals have begun to dominate graduates' employment choices. College students are more optimistic about separating the ego from the ego. When it comes to choosing a career, most college students basically choose: those that meet their interests and hobbies, can use their talents, can provide training opportunities, have good welfare, and have high salaries. A stable, professional job. It is not difficult to see that the current employment value orientation of college students has changed from the pursuit of lofty ideals formed under the conditions of the planned economy in the past, and the value appeal of contributing to the society for others, into the practicality and utilitarianism in the selection of employment value under the conditions of the market economy. tendency.

Family education also has an impact on college students' choice of employment and entrepreneurship. Most parents have the idea of "hoping that their children will become dragons and their daughters will become phoenixes." It may be that their generation has tasted the taste of hard life, so they want us to have a better life, so we have been instilled in entrepreneurship since we were young. It is to find a high-paying job, but forget that the new generation of young people should shoulder the important task of realizing the Chinese dream. Only when a country develops, we can have better development. The new generation of young people should not only focus on it. In terms of self-interests, we must also pay attention to the interests of the country and have a strong "family and country feeling." When we are academically successful, we should not always think about going to developed areas to pursue higher interests, but to return to our hometown to see, and to contribute to our hometown is to realize the "Chinese Dream". "Make more contributions. This not only alleviates the problem of uneven economic development in China, but also helps poverty-stricken areas get rid of poverty and become rich.

With the popularization of higher education, the employment of college students has become an issue of widespread concern in society. Under such circumstances, my country has introduced a large number of employment policies, and these

employment policies have different effects on the employment of college students. The state has issued many of the following policies for the employment of college students. The first is to extend the social insurance subsidy policy for college graduates recruited by small and micro enterprises. The second is to start the implementation of the entrepreneurial leadership plan for college students, implement and improve entrepreneurial support policies, and help more college graduates. Self-employed, the third pair of unemployed college graduates who have left the school to achieve flexible employment and go through real-name registration and pay social insurance premiums will be given a certain amount of social insurance subsidies within 2 years. Fourth, increase assistance for college graduates with employment difficulties. The current job subsidies for graduates from urban and rural subsistence families have been extended to disabled graduates. These policies not only encourage more college students to start their own businesses, increase job opportunities, but also reduce their economic pressure. This has a positive impact on the employment of college students and helps more college students with ideas to achieve their goals in life.

#### 4. Analysis of Influencing Factors of College Students' Entrepreneurship

When we leave the ivory tower of the university, we will go to society and start a business. For entrepreneurship, every graduate student has different opinions and different choices. Every graduate is planning his own career path. Choosing the right career is very important for every graduate. Based on the questionnaire on the graduate employment concept collected by the author's team, we analyzed and integrated the questionnaire data, and obtained the following analysis results.

In the process of college students receiving education and practice, the formation of their values will have a key influence on future student entrepreneurship. Values are the principles, ethical standards and personal qualities embodied in our life and work. Values are the subjective standards for judging college students. Schuber believes that professional values are work-related goals pursued by individuals, that is, personal internal needs and work characteristics or attributes pursued when engaging in activities. The values of college students are an important factor influencing college students' entrepreneurship and employment. However, some contemporary college students have not really established their own values. They follow the trend and blindly when making employment decisions. Therefore, college students should recognize their own values and start a business correctly. Since the 18th National Congress of the Communist Party of China, the central government has attached great importance to the cultivation and practice of core socialist values. General Secretary Xi Jinping has made important remarks on many occasions and put forward clear requirements to vigorously cultivate and promote socialist core values and promote traditional Chinese virtues. During the learning process of college students, the 18th National

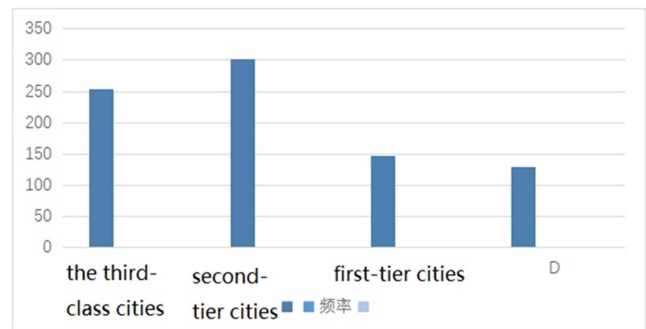


Congress of the Communist Party of China proposed to advocate prosperity, democracy, civilization, harmony, freedom, equality, justice, rule of law, patriotism, dedication, integrity, and friendliness. Actively cultivate and practice the core values of socialism, and subtly, help college students to correctly cultivate scientific values, understand themselves correctly, clarify life plans, and determine the path to entrepreneurship. Guided by the core values of socialism, most college students believe that China's economy is growing slowly, making progress while maintaining stability, and have confidence in China's employment. Despite the high pressure of employment competition, college students can implement scientific values, cultivate a spirit of hard work, roll up their sleeves and work hard, continue to promote our Chinese national spirit on the road of entrepreneurship, and build a modern and powerful socialist country. This reflects the strong spiritual force of the Chinese nation to maintain social stability and national unity for thousands of years-the feelings of family and country. Every university student strives to learn scientific and cultural knowledge at school, actively engages in social practice, and makes full use of his professional knowledge to devote himself after graduation. Contribute to the construction of society and contribute to the motherland.

The home is the foundation of the country, and the country is an extension of the home. If the country cannot develop steadily and peacefully, then our individual families cannot live in stability either. Undergraduate entrepreneurship policy is the national action code for the allocation of high-level human resources in order to achieve a certain period of routes and guidelines. It reflects the needs of social development in a certain period of time and is the basic norm that college students should follow in the process of entrepreneurial decision-making. Therefore, the national conditions and employment policies of the country are one of the important factors influencing college students' entrepreneurship. According to the data analysis of the questionnaire, college students all adhere to the concept of "first country and home later". When national interests conflict with personal interests, they are regarded as the new era of the new era. Young people, we will not hesitate to put national interests in the present. The new crown pneumonia epidemic has swept the world. China has achieved initial victory in the battle against the epidemic, but there are still some shortcomings. The Party Central Committee learned the lessons of the epidemic and increased its financial, talent, and material investment in medical research. Through studying at school, college students have also improved their thinking ability, innovative discovery ability, and ability to cope with difficulties. They "report to the country as hard as iron" they actively respond to the call of the country and take the initiative to approach the medical research field in the process of entrepreneurship. Determined to contribute to the field of medical technology and make China's medical care move forward, which vividly demonstrates contemporary college students' courage to take responsibility and courageously fight for their home and country feelings.

According to questionnaire survey statistics, most college students are more willing to choose to start their own businesses

in second- and third-tier cities after graduation, as shown in Figure 3. On the one hand, the pressure of job competition in second- and third-tier cities is relatively small, and it is easier to find suitable jobs. On the other hand, from the perspective of urban construction, the influx of talents is conducive to the development of industry projects, thereby promoting the transformation and upgrading of urban enterprises and transforming first-tier cities. The construction concept of the company has been thoroughly implemented in every corner of other cities, and the realization of "rich first drives wealth later" in terms of technology, talents, policies, and education.



**Figure 3.** Regional selection map of college students' employment willingness.

In addition, under the background of actively advocating the core values of socialism, in order to promote the balanced development of various regions in the country, more and more graduates are willing to go deep into the border areas, start businesses in border cities, and devote themselves to the construction of various fields in the border areas of the country. He is a builder of urban development and a hard-working gardener with a sense of family and country to realize the modernization of the country.

## 5. The Effect of "Family and Country Feelings" on the Value Orientation of College Students' Entrepreneurship

### 5.1. The Stimulating Effect of "Family and Country Feelings" on College Students' Entrepreneurship

In July 2015, in the Hong Kong Grand Prix of the World Women's Volleyball Grand Prix, the Chinese team and the Thai team were warming up before the match. The national anthem suddenly sounded in the venue. At this time, the coaching staff headed by Lang Ping and the players in the field stopped immediately and looked up. Stand tall and look at the national flag. Driven by them, the audience in the stadium also stood up and saluted the national flag. The 2019 hit sci-fi movie "The Wandering Earth" was about to hit Jupiter at a critical juncture. Chinese astronaut Liu Peiqiang drove the main control room of the space station loaded with hundreds of thousands of tons of fuel into Jupiter, allowing the earth to escape Jupiter's gravity and be rescued. In order to protect the earth and China, it is also to protect his little home. Nowadays,

family and country feelings are no longer a simple slogan, but people's subconscious actions.

The feelings of family and country have run through Chinese history from ancient times to the present, and have been embedded in the growth and life of every Chinese from childhood to adulthood. It can also be said that the feelings of family and country affect the entrepreneurial concept of contemporary college students to a greater or lesser extent, as shown in Figure 4.

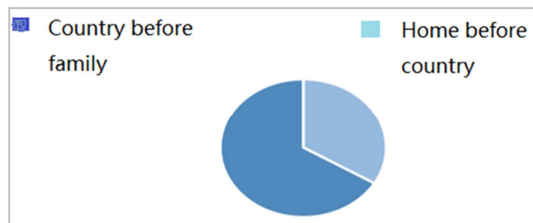


Figure 4. Choice of entrepreneurial willingness.

In ancient times, Zhang Jian Industry saved the country and created a school to save the national crisis. Rong Yiren responded to the Chinese Communist Party's policy and put his own company in a public-private partnership to promote the economic development of the new China. Today, Huawei is committed to building a Chinese brand and promoting Chinese brands to spread throughout China and the world. These patriotic entrepreneurs are full of enthusiasm and continue to innovate driven by the feelings of their homeland. Since the founding of the People's Republic of China, with the continuous emphasis on education, more and more people have entered the ranks of intellectuals, and more people have a clear sense of citizenship. This has also created a spirit of economic prosperity for the transformation of the traditional class of scholars and gentlemen. New conditions. Individuals can maintain a clear mind, actively participate in social life, and on the premise of observing discipline and law, improve their living standards through hard work, innovation and progress, enjoy material and cultural achievements, pursue civil rights, and be able to care while pursuing individual interests. Being others and serving the society is the expression of family and country feelings in the modernization drive. Contemporary college students, especially frontier college students, inadvertently reveal their family and country feelings in their entrepreneurial outlook. In September 2014, Premier Li Keqiang first put forward the call of "Popular Entrepreneurship and Innovation", which set off an upsurge of entrepreneurship in mainland China. College students, as the main force and stormtrooper of "mass entrepreneurship and innovation," the group of college students in entrepreneurial ranks is increasing. Due to factors such as geographical location, topography and climate, the western border areas of my country have slower economic development, and the number of visible large enterprises located in the border areas is relatively small. Therefore, the state has always paid attention to the development of the western border areas. The lowering of grades in the college entrance examination is the country's efforts for the western frontier regions. For the time

being, the economy in the western frontier region lacks vitality. It is obvious that the motivation of individual enterprises is insufficient, and there is an urgent need for the injection of fresh blood from knowledgeable and innovative college students. Therefore, entrepreneurship by college students in the western frontier is driven by the times, and college students in the western frontier have also discovered this. a little. Although college students in the western frontier area are divided into two groups: ethnic minorities and Han nationalities, they are always influenced by the family and country sentiments that have been passed down since ancient times. Most of the college students studying in western frontier colleges and universities live in the western frontier for a long time. As a member of the western frontier, with the increase of knowledge and experience, they want to change the status quo of local development, or even just to change their own small family. In my mind, more and more college students in the western frontier use their own hands and wisdom to get rich and earn the future through entrepreneurship. At the same time, since the development of the western region, the economic situation in the western border areas has gradually improved, and the state's preferential policies have been evident to vigorously promote the development of the western region. Many college students from the western frontier, or college students from inland coastal universities went to the frontier, actively responded to the call of the country, used the policy advantages and the unique resource advantages of the western frontier to initiate entrepreneurship, and took one country as the confidence to join the ranks of entrepreneurship and development in the western frontier. Work together to advance the development of the western frontier. In recent years, it is not uncommon for local college students from the western frontier and college students from various regions to go to the western frontier to start a business in the western frontier. The feelings of family and country are not only the foundation of the social and economic development of the western frontier, but also the reason for the college students in the western frontier to embark on entrepreneurship. The power of the road. In the questionnaire analysis, it is also found that college students are concerned about employment policies, as shown in Figure 5.

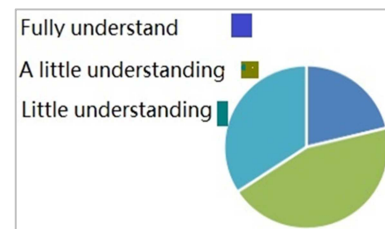


Figure 5. Policy understanding map.

## 5.2. The Relationship Between College Students' Entrepreneurship and the Orientation of "Family and Country"

College students are groups who have received higher basic education and vocational education, and have not yet



completed a university degree or completed university education and entered the society. Vigorous young people represent high-level professionals cultivated by the country. They are the main force in pioneering construction and creation and the pillars of social progress. Entrepreneurship is the career process that entrepreneurs choose from various professions in the society according to their professional ideals and abilities. Anyone who has the ability to work must enter the social vocational field to choose a specific occupation, and the same is true for college students. In the process of choosing a career, they not only have to consider

factors such as personal needs, interests, and abilities, but also consider the needs of social development.

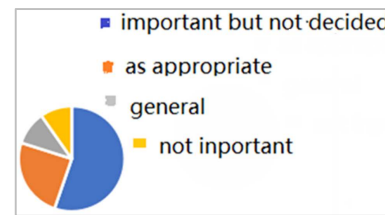


Figure 6. Personal quality requirements map.

Table 1. Statistics of Entrepreneurial Knowledge Reserve.

		Frequency	Percentage	Effective Percentage	Cumulative Percentage
Effective	A	208	25.0	25.0	25.0
	B	307	36.9	36.9	61.8
	C	133	16.0	16.0	77.8
	D	85	10.2	10.2	88.0
	E	40	4.8	4.8	92.8
	F	52	6.2	6.2	99.0
	H	8	1.0	1.0	100.0
	Total	833	100.0	100.0	

Data source: questionnaire survey database of our research group

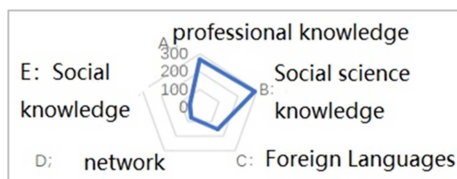


Figure 7. The construction of entrepreneurial reserve knowledge.

For these needs, college students have made preparations for it, as shown in Figure 6. Such considerations are a problem for many people, especially those who have just graduated from college. They must be professional and have a grand vision. However, employers must also select graduates with good academic qualifications and grades, so many factors must be considered when choosing a job. The first time to start a business should be based on reality, focus on the long-term, and find its own application place with a developmental vision and entrepreneurial initiative. No matter what you want to do, as long as you choose the right direction in life, you have a chance to succeed. However, it should be noted that it is also a basic job. Due to the high quality of the students themselves, they can quickly grasp the laws of the industry and find business opportunities and improvements in technology, management and service levels. For example, students clean up shoes, create chain stores, increase millions of income from raising pigs, and hundreds of millions of households raise chickens. Volunteers will become the directors of village committees in reality. More and more college students choose from seemingly insignificant. Start the work and work hard, see Figure 7 and Table 1 for details. Under the influence of Chinese traditional culture below, as an individual, the people have a high degree of recognition of social values, which promotes the development of social cognition in a positive,

positive, and benign direction. It is the deep love of mankind for the country and the people, the ideal goal of the country's prosperity and the people's happiness, and has a high sense of identity, belonging, responsibility and mission to the country.

The path selection and effect evaluation of college students' entrepreneurship and "family-nation sentiments" orientation.

In fact, as Mr. Zhang Yutai said: "Entrepreneurs should have a sense of homesickness and patriotism. Just like science knows no borders and scientists have their own homes, under the general trend of economic globalization and integration, many companies have gone abroad.. We should remember that companies cannot have national boundaries, but entrepreneurs have their own country of origin."

In fact, in addition to national sentiments and patriotism, a good entrepreneur also needs a spirit of innovation and hard work. Only by innovation and innovation, the company can break through conventions, break through traditional thinking, and open up a path to success. In order to have the spirit of craftsmen, craftsmen are tirelessly pursuing to rise to the first place, that is, the Chinese processing industry urgently needs spiritual food; entrepreneurs must have a sense of social responsibility. With a sense of social responsibility, entrepreneurs will assume the responsibilities for the society from the society; college students with family and country feelings often pay attention to integrity when starting a business. Integrity is the cornerstone of the stable and orderly operation of society, and people cannot stand without trust. Honesty is very important to a person, and it is even more important for college students to cultivate their home and country feelings in entrepreneurship. In the questionnaire analysis, college students also have a correct view on the role of personal qualities, as shown in Figure 8.

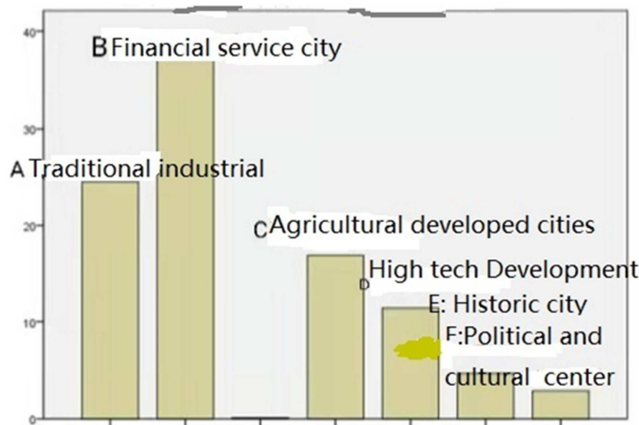


Figure 8. Comparison of regional differences in employment.

Some people may therefore think that even if entrepreneurship can cultivate the honest and trustworthy character and lofty ideals of university students, and thus help cultivate the feelings of family and country, what is the use? In fact, this is due to their lack of awareness. As an important part of China's political literacy, family and country feelings are one of the basic connotations of China's excellent traditional culture. It's not so much inspiration, it's life consciousness and family education inheritance. Whether it is the humanistic ideal of self-cultivation in the "Book of Rites", which is the ideal of family management and the peace of the world, or the "Yueyang Tower" in "The Story of Yueyang Tower", "the world's worries and worries before the world is happy and happy", or Lu You's "Family Sacrifice" The loyalty and perseverance of "Forgetting to Tell Nai Weng", the feelings of family and country have never been just a breathtaking literary writing, it is closer to the spiritual belonging of you and me. That kind of aspiration of sharing weal and woe with the country and the nation, that kind of mission that takes the hearts of the people as the heart and the world as one's own responsibility, comes from the place where life called "home" began.

Entrepreneurs set up a business, perhaps at the beginning just for their own ideals, or for family, partners and employees. However, in the daily operation process, the company has a lot of interaction with the society: the company has received assistance from all aspects of the society, which is reflected in the establishment of the company, the construction of factories, the recruitment of employees, and even the application of various benefits from related departments. in. Of course, not all entrepreneurs have this kind of insight. On the contrary, there are more entrepreneurs in society who feel that they are very rich and take it for granted to enjoy and consume when they are profitable. Such thoughts are common. However, the performance of an enterprise comes from the society and is a resource of the society. Since it was taken away from society, it should also be returned to society. Those with strong abilities and outstanding achievements should help the society vigorously. Excellent entrepreneurs should have this kind of awareness, that is, the awareness of family and country feelings.

## 6. Conclusion

With the continuous changes in the economic environment, the problem of undergraduate entrepreneurship has become more and more prominent, and the cultivation of the sense of family and country has also become the main factor to alleviate this problem. College students must continue to absorb excellent professional knowledge in the school, and at the same time establish new ideas. The pursuit of ideals of the times is synchronized with the great times, striving for the day and night, living up to the youth, deeply planting the feelings of the family and the country, constantly pursuing excellence, and becoming a newcomer of the era who can bear the responsibility of national rejuvenation. What we have to do further is how to construct a scientific and effective ideological and political education and quality education model, and explore effective.

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