

**EXPLORING FACTORS THAT INFLUENCE  
ENTREPRENEURSHIP OF OVERSEAS CHINESE STUDENTS—  
A CASE STUDY FROM THAILAND**



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**A Thesis Submitted in Partial  
Fulfillment of the Requirements for the Degree of  
Master of Management  
International College,  
National Institute of Development Administration  
2018**

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## ABSTRACT

<b>Title of Thesis</b>	EXPLORING FACTORS THAT INFLUENCE ENTREPRENEURSHIP OF OVERSEAS CHINESE STUDENTS—A CASE STUDY FROM THAILAND
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<b>Degree</b>	Master of Management
<b>Year</b>	2018

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With the influence of the “The Belt and Road” international environmental trend , The number of Chinese students studying in Thailand is increasing. The behavior of these students is bound to affect the development of countries. So what is the entrepreneurial situation of these students? In this thesis the author first expounds the definition of "entrepreneurship", research and development of "entrepreneurship" in Chinese and foreign academic circles, and the research of factors influencing college students' entrepreneurship. Then analyze the market situation of the entrepreneurial environment, Integrated theoretical models of past research, Constructed a theoretical model of entrepreneurial influence factors. On this basis and conducted with 342 Chinese students studying in university of Thailand, Use the questionnaire data were classified and processed, and the reliability and validity were analyzed statistically using SPSS software, ensuring the reliability of the data. Continue to analyze deeply, using the depth interview method, and focusing on three cases to analyze the study of Thailand from the qualitative perspective. Finally, summed up some factors that the influence entrepreneurship of overseas Chinese students, Targeting results make some personal suggestions for personal、school、Society、government and Study agent, help for Increase entrepreneurship.

## ACKNOWLEDGEMENTS

Time flies, the two-year graduating life is so short and valuable. I am still on the way of pursuing my study, and the beautiful past still emerges frequently. There are loads of acknowledgments I want to make.

Firstly, I would like to thank my advisors, Dr. Yu-Hsiu Lee, Dr. Chen Pengfei and Dr. Xiao Yuanfei. Thanks to the acquaintance, I can complete my thesis with your professional guidance. Although being busy frequently, you all spared loads of energy instructing me patiently when I was in the face of difficulties. The suggestions from the advisors are utilitarian and sincere, from which I learned that being pragmatic and studious is important in doing research and I think in the future life and career, I would remember these principles and put them into effect in daily life and my work.

I would also like to thank my teachers from all fields, teaching assistants and other staff in the college, who are accountable and meticulous and are hospital to Chinese students. Studying in Thailand, as a Chinese student, I am subjected to some periods of hardship, but with all the assistance including hosting various colorful extracurricular cultural activities from teachers made my journey of study nicer and more beautiful.

Finally, I want to thank all the school mates I know. I want to thank all the help and sweet companion you share, making the emotionally isolated conditions far away from my life.

All I obtained from the past two years are precious for me. Thank you for enlisting me help and may all of us live in happiness and joyfulness.

Xiaoxuan Mao

August 2018

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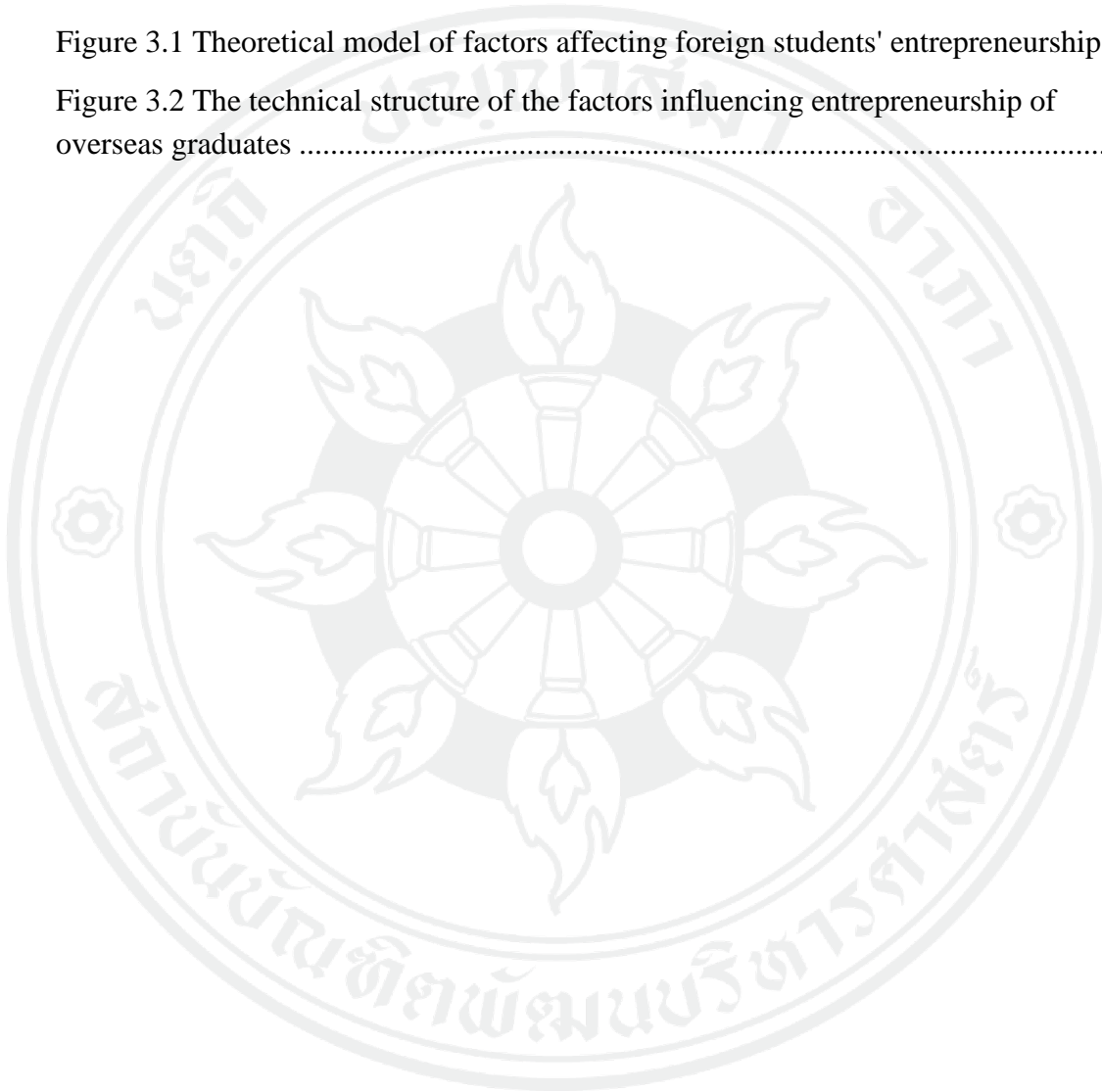
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# CHAPTER 1

## Introduction

### 1.1 The Topic of Research

During the transforming course between “Bring in” Strategy and “Go Globally” strategy in China. The international talents are the main cause to be successful. How many global talents do China have? According to The Blue Book on China’s Employment of Overseas Students who Return Back to China (2015) issued by the Ministry of Education, by the end of 2015, China's total number of students studying abroad has reached 404.21 million, an average annual growth rate being 19.06%. At the same time, the number of returning back to China also indicated a waxing tendency from 248 people in 1978 to 409,100 in 2015, with a total return of 221.86 million, and an average annual growth rate of 22.46%. (Tingting, 2015) Many reports also shown that entrepreneurship has also become a major employment intention for college graduates and international students. Whether students choose to work abroad or return to China will bring a more rational and open mind to China, being a major force pushing China to evolve and speeding up the steps for China to join the universal. Overseas students have the experience of studying and living abroad and they are rich in innovation, passion of starting their business as well as giving advantages in terms of mastering foreign languages and international horizon. In addition, wide personal resources and advanced management notion and science knowledge and skills are also their merits. Besides, the critical thinking and acceptance capability to tolerate different cultures and values are also advantages that can not be ignored. However, baed on the results of A Report of Research on the Employment Rate of Overseas Students (2016) by China and CCG, 35% overseas students has difficulties in getting employed and 33.2% overseas students considered their major in college irrelevant and 75.63% students had the intention to establish

their business, while only 1.84% put it into reality, which showed that the situation of entrepreneurship is not optimistic. (Tingting, 2015)

It seems that the above-mentioned so-called comparative advantage can not simply determine the intention and behavior of students. What are the factors affecting the entrepreneurial behavior of international students? For those students who have already started their business, what factors have significantly influenced them to this situation?

From the existing literature, the literature on college students' entrepreneurial research is extremely abundant. The databank, CNKI in China can show 24231 articles with key words being entrepreneurship and college students and the total number is on the rise ( increasing by 4516 till 2016), whereas there were only 355 articles with key words being entrepreneurship and college students. Generally, the national academic circle paid too much attention on domestic graduates and mainly biased towards macroeconomic theory, policy and other aspects of research. But in the really rare literatures targeting at the research of overseas students' entrepreneurship, the focuses are their own characteristics of students change, Policy adjustment, industrial park incubator to the role of entrepreneurial support and re-education of foreign students and other issues, while literatures about factors influencing the entrepreneurship are uncommon and there has not literature subjected the entrepreneurship of overseas students in Thailand.

So, what are the current situations of Chinese international students who intent to create their business in Thailand? and what of the influence of different factors? What stance and suggestions and strategies my essay will elucidate in terms of effective entrepreneurship behavioral modes to college students?

## **1.2 The Aim of Research**

Based on the current situation of Chinese college students who set up their career and setting with Chinese international students in Thailand being researching objects , this essay is about carrying out questionnaires these students who have the inclination to set up their career to study the factors that exert restricting influence over behaviors of entrepreneurship and the possible rules and effective solving

methods will be proposed to furnish as reference to international students to make plan for life , researching divisions and decision-making departments. The contemporary literatures demonstrate that the theory analysis of essays about college students' entrepreneurial intentions, tendencies, imperatives, competence knowledge, education and environment is rare and for empirical research, the same situation occurs. Therefore, this makes this essay have the following meanings.

This is meaningful to get better understanding of the current situation of Chinese students in Thailand who initiate their business. From a survey on several universities which have a dense distribution of Chinese international students in Bangkok, most international students have some certain understanding of the severity of domestic employment of overseas students and most of them have the desire to change their life course by establishing their career but those who really start a business are not common. However, there is no investigation of the current situation of Chinese students studying in the Thailand, the situation remains black box state. The implementation of this study can be a certain extent to get some understanding of the fundamental elements of studying abroad students in Thailand.

This is beneficial to strengthen the entrepreneurship theory of international students. When examining the current situation of Chinese international students who study in Thailand based on the employment of them, problems are revealed, and subsequently strategies are proposed, so the theory is enriched.

This makes it different that getting better understanding of main reasons influencing the entrepreneurship of overseas students. The factors are manifold and apart form the factors in normal sense, Overseas students in Thailand must have their won special traits, unique advantages and disadvantages. To be more precise, these factors may be overlapping when exerting their influence to the entrepreneurship behaviors. But what reasons play a key role in addressing certain problems with the backup of reliable researchers. It is valuable to locate the problems and analyze the reasons of these problems because this has dramatically referential value for overseas students who create their business.

### 1.3 The Background of Research

The 21st century is an era of knowledge economy, which features in entrepreneurship. It should be highly valued that the effective grafting from knowledge and skills to productivity can be the bridge that connect innovation and productivity. It is universally admitted by scholars that entrepreneurship is indispensable for productivity and it gradually becomes the forcing power to stimulate the development of global economy. The governments of different countries now is having an increasingly profound understanding of the significance of entrepreneurship and an increasing number of countries are now encouraging people to establish their business and this is deemed as a major advancement.

The Chinese government emphasize the important role that innovative entrepreneurship plays in the whole society and the economical development. Li Keqiang, the prime minister of China advocated mass entrepreneurship and innovation in 2014 in a governmental report to forge the new engine for developing the economy advancement of China. As described in the report that this theory can not only create more employment and enhance the income of civil people, but also facilitates vertical social notability and social justice. Talking about the culture of innovation and entrepreneurship, it is given high emphasis that when enhancing people's income, the government needs to make sure that the spiritual pursuit and self value of people are fulfilled. This policy is to activate the creativity and activity of myriads of people, focusing not only on economy but also claiming attention to politics and education.

The young are the main power to campaign this theory, among whom junior high school students and college students are shouldering the vital role of creating most productivity. Notwithstanding that the government form all divisions and all domains of the whole society have made tremendous effort in all round, the real results did not accommodate the expected achievement and there are so many fears in the college students' entrepreneurship. At the same time, the situation of overseas students' entrepreneurship is not prosperous. As our survey shows, the situation in recent years is not rosy so that it is pressing to get better understanding of the restricting factors that exert negative influence on the entrepreneurship behaviors.



With the progress of the Reform and Opening up of China, the number of students studying abroad is on the rise on a yearly basis. According to the Ministry of Education's latest statistics, by 2015, the number of Chinese international students has up to 500,000, then has created a record of 523,700. China has become the country which has the largest international students who choose America, Britain, Australia, Japan and the South Korea as destinations.

After the breakdown of financial crisis in 2008, the international economic center has gradually shifted to Asia-Pacific regions, with new-born economy groups characterized by China being the engine of the development of the global economy and the international economic situation has also experiences tremendous change. The establishment and development of China-ASEAN Free Trade Area in 2010, the establishment and investment of Asian infrastructure investment banks, and the promotion and implementation of China's "one-way" strategy have built China's relations with Southeast Asia increasingly close.

With the rise of ASEAN's economic strength, the demand for talents is also on the rise, which undoubtedly attract a lot of Chinese students studying abroad. In contemporary society, the increasing number of Chinese students choose to study in Thailand because of the pleasant climate, advanced schooling resources, the internationalized education as well as having advantages in the close culture and geographically close, even for more employment chances, rosy prospect to set up business. According to the Chinese Embassy in Thailand, the number of Chinese students studying in Thailand rose rapidly from 13,000 in 2013 to 31,000 by 2015 (<http://mt.sohu.com/20160824/n465733472.shtml>), which means that every year, there will be 1 to 3 million Thai returnees into China's mass graduates. China's education online network data shows that Chinese college graduates waxed rapidly from the 114 million in 2001 to 2016 years, 765 million people and the number of graduate repeated record high employment. Today, graduates are being in the face of the historical important mission of economic transformation despite enjoying the fruits brought by the advancement of the society. Therefore, the innovation and entrepreneurship education of higher education institutions also appear and encouraging students to self-employment, independent entrepreneurship can not only

solve the employment problems of many graduates, but also have profound and utilitarian meanings in facilitating the demand of innovation development.





## **CHAPTER 2**

### **Literature Review**

#### **2.1 The Definition of the concept of Entrepreneurship and the Overseas Students' Entrepreneurship**

##### **2.1.1 The Cognition and Development of the Concept of Entrepreneurship in Academic Worlds**

Entrepreneurship, as the topic of academic research, coined in 1775 by the French economist Richard Cantillon (Richard Cantillon). Until the recent 20 years, the research for entrepreneurship has accommodated much attention from myriads of schools, with researching results waxing at an astounding rate and being one of the quickest-developed domains.

Schumpeter argued in 1961 (Schumpeter, 1961) that the process of entrepreneurship was the process of innovation, and was the reorganization of the initial elements of production to change the function to meet the market demand and to create profits. The entrepreneur was the practitioner of these innovative components. These statements make it clear that entrepreneurship is a dynamic and innovation process.

Bowen and Hisrich (Bowen & Hisrich, 1986) emphasized that the entrepreneur should have risk awareness, risk shoulder and the realization of self-fulfillment. Also, they considered that entrepreneurship is a process of effort and time to start a career and entrepreneurs must take financial, psychological and social risks, and finally earn money and get psychologically personal satisfaction.

After entering the 21st century, there has arisen myriads of researches around the entrepreneurial theme, and has achieved a host of results, which means that the concept of entrepreneurship has a new development.

Shane and Venkataraman (S. Shane & Venkataraman, 2000) proposed that entrepreneurial researches should be an independent academic research area, at the same time, they put forward the conceptual framework and theoretical system of entrepreneurial research: the entrepreneurial process researches should build on the identification, development and utilization of entrepreneurial opportunities. Opportunity recognition and grasping play a core role in the process of entrepreneurial research, pushing the research step into a new stage.

With the further advancement of researches, there has ignited a huge amount of attention that the bridge role that entrepreneurship has between innovation and productivity. Stevenson et al. (Stevenson & Jarillo, 2001) categorized entrepreneurship into management field, and he believed that entrepreneurship can be described in six dimensions including strategy orientation, opportunity grasp, resources acquisition, resource control, structure management and payment system and he also thought that entrepreneurship is a process to break through current limited resources, to seize opportunities and to develop opportunities and to create value of the process. This statement circumstanced the importance of entrepreneurial opportunities, opportunities for development and integration of resources in the new era.

The 21st century is the era of knowledge economy and knowledge, information, technology are constantly updating. Entrepreneurs need to extract useful information from massive amounts of information, master a certain technology, information or resources at an astounding rate in accordance with their own advantages, and subsequently they need to transfer knowledge and technology into productive forces in an extremely effective way. Internet-based financial payment platform (such as Alipay, WeChat platform) has initiated an array of "Internet +" emerging industries. New entrepreneurial patterns are growing in wombs.

The reasons for the ambiguity of the concept of entrepreneurship, as Busenitz (Busenitz et al., 2003) argues, entrepreneurship has a unique knowledge system and its inner system is closely linked, while it lacks access to generally accepted theoretical support. The developing entrepreneurial theory has been through the initial stage and is gradually developing towards a mature phase.

Entrepreneurship is a sophisticated phenomenon that involve multiple disciplines. Different scholars analyze entrepreneurial phenomena from the perspective of specific research under their own academic backgrounds, such as from psychology, economics, sociology, anthropology, and management and so on, therefore, different researching directions appear. (Jian , Yanfu , J, & Qiang , L, 2003)

However, the concept of entrepreneurship has always been controversial (S. Shane & Venkataraman, 2001), and today has not yet formulated an unified acceptable definition which can be widely recognized to all parties.(Qianghua, Jing, Minghai, & Xueying, 2013)

### **2.1.2 The researches and contributions on entrepreneurship in China**

Domestic researches on entrepreneurship started recently, but with the rapid advancement of China's economy, the conflicts between economic growth and population and the conflicts of resources and the environment are prominent. The development of economic production mode that only relies on depleting natural resources and taking advantage of cheap labour force to amass capital, to exchange technology, and then develop the economy has lagged behind the times. This is gradually changing from resource-dependent to innovation-driven. entrepreneurship in such crucial period has accommodated great attention from researchers in academic circles. The special Chinese development mode depends on the situations of china and studying the entrepreneurship activities under domestic market backgrounds has utilitarian use.

It is generally acknowledged by scholars that entrepreneurial activity is very important to achieving innovation-driven economic transformation. Currently, Chinese scholars have made new strides in the exploration of the basic theory of entrepreneurship. Many scholars put forward some of the academic value of the theory and perspective and then actively explore the creation of China's theory of

entrepreneurship system based on the analysis and synthesis of foreign entrepreneurship theory, researching pre-research results, learning from pioneers.

Lin Song (Song, L & Yanfu, J, 2005) argue that in order to cater for a relatively independent theory and then have a worth-exploring theoretical system, three dimensions, including the basic concept of entrepreneurship, the main contents of entrepreneurial research, and the entrepreneurial research should be accurately defined.

Some scholars place emphasis on the value of discovering and exploiting opportunities. Yu Yihong (Zhineng & Yihong, 2001) argues that entrepreneurship itself is a process of discovering and capturing opportunities and creating innovative products and services to realize their potential value; Wang Dingyi (Yiding, W, 2005) thinks that the most important core issue of entrepreneurship is the recognition and grasp of entrepreneurial chances; Zhang Yuli (Yuli, Z, Hongzhi, & Jun, 2007) believes that identifying and seizing opportunities and establishing new enterprises are the core issues in entrepreneurship research. Liu Qinling (Qinling, L, 2008) thinks that the core of research is to recognize, seize and establish new companies.

Some scholars would place more emphasis on the creativity of organizations, believing that the really important core of entrepreneurship is establishing groups, reorganizing and recreating in the same firm.

Some scholars have emphasized the core element of gaining success is the integration of information, including the opportunity, resources, and manpower. In addition, It is the three elements that achieve the success of entrepreneurship that thinking about creativity-guided opportunities and integrating resources with human talents (Yunxiang, J, 2006), while Chen Dezhi (Dezhi, 2001) reckons that the core elements of entrepreneurship is the entrepreneur, technology, capital and market, only when the entrepreneurs own knowledge and skills and other qualities, then, mastering a core technology, adhering to the concept of commodity economy market can a business be launched through capital.

Entrepreneurship is the practice of co-existence of achievements and risks.

Lin Qiang et al. (Qiang, L, Yanfu, J, & Jian, Z, 2001) and Wang Yanrong (Yanrong, W, 2004) highlighted the importance of risk prevention, risk aversion and risk control under the analysis of many cases.

What is more, Chinese scholars have put forward to a unique opinion on Chinese characteristics in the science field, domain connotation and the direction of the development of entrepreneurship. However, these contents will not be discussed in this essay because of my own focus.

In a nutshell, I argue that entrepreneurship is that a subject based on their own advantages to find opportunities, to analyze and to take risks and to borrow the appropriate platforms or carriers to a certain form of organization of integration and management of resources, transforming into wealth and value in certain ways.

### **2.1.3 The Connotation of International Students' Entrepreneurship**

Students mentioned in this article are those with the background of studying in Thailand or Chinese graduates from Thailand universities( undergraduates, master graduates, doctoral graduates and above). Thailand is rich in educational resources, and the teaching philosophy is relatively advanced; also, the management of internationalized. In addition, Chinese students are creative and active in thinking, high in comprehensive quality. Other advantages including a relatively broad international perspective, and mastering myriads of professional knowledge in different areas, even owning some intellectual patent and innovation are also apparent. Besides, the economical conditions of those students are relatively decent, enabling them to have more opportunities to access to capital. Finally, the economies of the two countries are complementary to one another because of the resembling culture, which makes a host of entrepreneurship concerning disparate domains much smooth.

In this essay, the so-called international students' entrepreneurship refers to the Chinese college students with the background of studying in Thailand detect opportunities, co-ordinate resources, build teams, use business knowledge, bring



products or services to market, and ultimately realize wealth or the value of the process based on their educational background or creative ideas. It , obviously, can be seen that the students discussed in this paper do not include students' personal purchasing, school marketing, advertising and other part-time behaviors. The technical thresholds of the above behaviors is low and easy to copy, without innovation and therefore, can not produce more additional value, and thus do not meet the definition of this business students in this essay.

## **2.2 Research on the Factors Affecting College Students' Entrepreneurship.**

CollegeStudents are young and progressive, full of vitality, energetic, innovative ideas active and creative ability; also, they are not pursuing steady life, being the potential backbone in the economic reform. However, college students have disadvantages, like the lack of social experience, being impulsive easily, unilateral thinking and the shortage of endurance and other weaknesses. But from the social level, college students are easy to be recognized and are easy to gain access to small loans and technology incubator support. Despite merits, there, indeed, are dark sides, like the limited financing channels and the weak awareness of grasping market chances.

Compared with ordinary people, the college entrepreneurship has its own characteristics, advantages and disadvantages, so the research on this should be given special treatment. It is also necessary to sum up the research results of the predecessors.

Looking back at the previous researches, the factors influencing college students' entrepreneurship are mainly analyzed from two dimensions: internal factors and external factors, among which the features like psychological quality, personality and the personal knowledge and ability structure are included in internal factors, while the attitude of the government and the society, tolerance, support and the situation of entrepreneurship education, funding conditions, market and family background are included in external reasons.

## **2.2.1 Research on the Factors Affecting College Students' Entrepreneurship in foreign countries**

Foreign countries started to research college student entrepreneurship at an early time. As survey shows, there is a higher proportion of college students having the tendency to launch their own business out of the high salary and the pursuit of the fulfillment of their values. For example, in 1992, the survey of the Northern Ireland student communities indicated that 47% of the students have entrepreneurial ideas. Besides, two surveys in 1985 and 1992 based on college students also showed similar results: about 44% to 46% of students had a blueprint to start a business, however, the follow-up survey showed that the proportion of students really choosing to set up their entrepreneurship was less than 5% (Guocui, S, 2011). So what are the factors that give rise to the huge gap between university students planning to establish a business and really taking actions and what factors affect the process of stepping into entrepreneurship? Researchers have analyzed the underlying factors and these factors can be analyzed from several facets.

### **2.2.1.1 The features of entrepreneurs**

Western scholars early researches on the features of entrepreneurs mainly focus on the psychological level, reckoning that there is a strong connection between the success of entrepreneurship and features of an entrepreneur. Compared with non-entrepreneurs, the entrepreneur has a strong demand for achievement (McClelland, 1961) and it is recognized that the entrepreneurial entity has a tendency to seize opportunities and show a high risk tendency (Collins & Moore, 1964) (Casson, 1982; S. A. Shane, 1996), which is the property that distinguish entrepreneurs from non-entrepreneurs and this trait has an influence on decision-making (Casson, 1982; S. A. Shane, 1996). On the other hand, the Brockhaus (Brockhaus, 1980) study demonstrates that there is little significant difference between the risk appetite of the entrepreneurs and the non-entrepreneurs.

The Locus of Control theory supports that the control source is divided into internal control source and external control source. Individuals with internal control



sources think that they can control the direction of the events, and the folks possessing the external control sources think that the progress of the event can not control by himself, but by luck or great power. Rotter (S. A. Shane, 1996) argues that the main factor affecting the success of entrepreneurship is internal sources from the perspective of the entrepreneurial characteristics of entrepreneurship researches drawing on the theory of control source.

In the 1980s, scholars conducted a more extensive study on the entrepreneurial characteristics and found that the entrepreneur's market knowledge, management, cooperation, control, innovation, strong will and willingness to uncertainties are strongly associated with the success or failure of entrepreneurship (Bird, 1989; Casson, 1982; Schere, 1982) suggest that the control sources, risk orientation and achievement are three central features that entrepreneurs should have.

After the 1990s, Western scholars carried out study on entrepreneurial characteristics from the perspective of behavior, discovering that it is better to study subjects to distinguish the difference between average people and entrepreneurs. According to follow-up surveys, the common characteristics of entrepreneurs have been summarized, like being adept in referring past experiences, keeping learning, positive and rational thinking, holding sustained pursuit for career, being willing to combat challenges and strong adaptability.

China's researches mainly highlight the qualities of entrepreneurs, ability and incentives. Deng Jiayi (Jiayi, 2006) defined China's current entrepreneurial characteristics, believing that the traits are rather disparate and this features in manners, emotion, habits and capability. He believed that insight and focus on opportunities, innovation, perseverance and perseverance, strong sense of accountability and high achievement are the basic equipments of entrepreneurs. Jiang Hongling et al. (Hongling, J, 2006) argued that the characteristics of high-tech entrepreneur are mainly focused on four dimensions including innovation, autonomy, robustness and cooperation based on the results of factor analysis. Zhao Guanbing et al. (Guanbing, Qiang, & Wu, 2010) deemed that the entrepreneurial characteristics keep in line with entrepreneurial opportunity recognition, suggesting that risk

tendency, internal control, achievement and the tolerance to uncertainty are important information to recognize an entrepreneur.

In a nutshell, the aspects of studying entrepreneurial characteristics mainly are psychological and behavioral and the main purpose is to detect the difference between entrepreneurs and non-entrepreneurs to guide the new entrepreneurs. Research results by Chinese and foreign scholars indicate that risk tendency, internal control source, achievement demand and the tolerance to uncertainty are heated topics, which shows the basic identity of entrepreneurial characteristics.

#### 2.2.1.2 The motivation of entrepreneurship

Any act of conscious behaviors is driven by motivation. Entrepreneurial motivation is the internal incentive that drives entrepreneurial power, measured by both goal-oriented and self-efficacy (Baum, 2003). Under the dense desire of owning wealth and self-achievement, entrepreneurs discover opportunities and evaluate carefully, then deciding whether they will take action. There are such objectives, like being the founder of a company, assigning control, the achievement of self value and increasing wealth (Bird, 1989). Self-efficacy is a subjective assessment of the speculation and judgment of folks' ability to complete certain work, whose results will directly affect a person's behavioral motives.

It is generally dubbed that college students are highly schooled and intellectual, thus having a higher degree of professionalism about their choices. They are less likely to choose uncertain occupations. Once they have made decisions, they would gain more stable income sources, so frequent change of occupations and choice of entrepreneurship is not a good option. It is reasonable that one would not want to give up the positions that compete with hundreds of employees. Instead, with the advent of the era of knowledge economy and the need for the transformation of economic development, the stability of the job is increasing less, it is not uncommon that to assess the goal of the benefits and the full-cost reform, being the necessary road to survive for a company, and at the same time infiltrating and influencing the reform of some sectors of a firm. Then, those with steady and fixed job positions will be left over. Today, "job-hopping" and entrepreneurial ideas and practices of young people

are gradually increasing. (Riguang, G, 2011) The incentives and current situations of college entrepreneurs has been surveyed and the results indicate that the intrinsic motivation is gaining reputation and self-fulfillment, which is really apparent, while the external factor including impact on the society and family is relatively less obvious.

### 2.2.1.3 Entrepreneurial opportunities

Generally, the chances seems to be an external factor, exerting influence on the entrepreneurship because the opportunity is the process of change of things ,with the likelihood of appearing contradictions and transformations of these contradictions, hence, being efficient concerning time. However, the opportunity needs to be found and seized by people themselves or an opportunities will be missed forever. ‘Opportunity is always to prepare people’ indicates that some people are better at discovering and seizing the opportunity, in this sense, the opportunity can also be used as an intrinsic factor influencing entrepreneurship.

With entrepreneurial motivation, one will positively grasp the entrepreneurial opportunities. According to Timmons' entrepreneurial process theory, the domestic scholars Liu Yiping and Zhang Yan(Yiping , L & Yan , Z, 2017) divided the entrepreneurial process into three phases: the preparation for the establishment of new enterprises; then the virtual set up of new firms and subsequently the innovative growth of companies, among which detecting chances and choosing one is the key in the preparation process. It is acknowledged that the opportunity is the bottleneck of entrepreneurial success and in an increasingly competitive society, the opportunity flies quickly, and only via the rapid integration of resources can the opportunity be seized , after which optimizing resources and chances can also a key point to achieve success.

It is generally accepted that the general process of identifying opportunities for entrepreneurship includes opportunity discovery and then opportunity assessment and subsequently opportunity improvement and so on. The entrepreneurial experience, knowledge structure, and social networks have an impact on one or more of the three

steps in entrepreneurial opportunity recognition (Fei, W & Guanxin, Y, 2014). Wang yiding (Yiding, W, 2005) demonstrated how college students can discover, cultivate choose and take advantage of entrepreneurial chances. Wang Kefang and Su Xueyan (Kefang, W & Xueyan, S, 2010) explored the factors that influence the entrepreneurial chances from the natural properties of chances and the characteristics of entrepreneurs. Jiang Ping (Ping, J, 2015) surveyed the the relationship between social network and entrepreneurial alertness and she believed that the success rate of entrepreneurship can be raised by establishing and perfecting personal social network and enhancing the alertness of chances to identify, develop and utilize opportunities. Li Nan (Nan, L, 2015) recognized that the identification of chances are in line with entrepreneurial knowledge, skills and awareness of entrepreneurial learning according to research results.

### **2.2.2 The external factors**

Entrepreneurship has never been a single-handed work, it linking closely with the government's economic policies and entrepreneurship policies, the degree of openness, tolerance and support of entrepreneurship, and the degree of innovation and entrepreneurial education, the state of social financing, the market situation, family background and personal background are put into considerations.

#### **2.2.2.1 Entrepreneurship policy**

Entrepreneurship policy is a government or regional laws and regulations designed to embolden innovation and entrepreneurship, and its role is to reduce the uncertainty faced by start-ups (Hart, 2003). Gao Jianhe Gai Luo (Jian, G & Luota, G, 2007) summarized the theoretical research status of foreign entrepreneurship strategies, summing up the meaning of entrepreneurial policies, the theory of policies and the framework and type of policies.

China's entrepreneurial policy has also experienced the advancing process of development. Zhang Lei (Lei, 2008) analyzed the status of China's entrepreneurial

policies, finding that the incentives are in scarce, and system is not scientific, also, the implementation of policies is not in place. China's market economy developing consistently and the economy is experiencing transformation, the state and local governments have introduced corresponding business policies. Liu Jun (Jun, L, 2015) concluded that China's entrepreneurial policy has initially established a macro-level policy framework, thus local laws and regulations gradually being improved, covering entrepreneurship education, business finance, business support and entrepreneurial environment and other contents of the entrepreneurial policy system, but there are still dark sides in the picture of utilization and emergency. Li Lulu (Lulu, L, 2016) studied the existing fears of China's entrepreneurship policy: that the college students' entrepreneurial policy system is not complete; also, the preferential policies such as finance and taxation are of minimal. In addition, the policy of entrepreneurship education is lagging off. Apart from that, the execution of entrepreneurial policy is not strong. Li analyzed these problems and tenable measurements aiming at these fears had been advanced. Mao Huiying (Huiying, M, 2016) analyzed the entrepreneurial situations and implementation of policies, taking Jiangxi Province as an example, dividing it into four aspects: entrepreneurial education, entrepreneurial promotion, entrepreneurial finance and entrepreneurial environment. It is detected that there is a tendency to strengthen and improve the implication policy.

#### 2.2.2.2 Entrepreneurial Education

All societies attach great importance to entrepreneurship education, promoting the important role of college students, making universities be the critical cradle of entrepreneurial Education.

Parmen Business School (Babson College) in United States pioneered the entrepreneurial education curriculum in 1967. With more than 50 years of development, there are more than 1,600 institutions has set up business program, formulating a more scientific and well-built entrepreneurial education, teaching and



research systems, which has played a positive role in guiding entrepreneurship of college students (Lihua, L, 2007).

In 2004, the General Office of the State Council of the People's Republic of China issued the Notice on Doing a Good Job in the Employment and Entrepreneurship Work of the Graduates of the National Colleges and Universities in 2014, pointing out that it is necessary to increase the training of entrepreneurship, Entrepreneurial education, and guide the transformation of career choices of college graduates in order to promote the optimization of the employment of college graduates and the proportion of entrepreneurial employment. In 2015, the Ministry of Education promulgated the Notice on Doing a Good Job of 2016 National Graduates' Employment and Employment in Colleges and Universities, and re-emphasized the role of colleges and universities to strengthen entrepreneurship and innovation education. It is also noted that a corresponding innovation should be initiated and entrepreneurship curriculum systems should be open to promote them, therefore, reforming innovation education.

The entrepreneurial education in Chinese colleges and universities has transformed from the initial entrepreneurial competition, knowledge transferring, single-classroom teaching to multidimensional teaching modes and education aiming at improving quality. There ,however, are still unreasonable curriculums, like, lacking of teachers and single entrepreneurial education mode and unsound supporting mechanism of entrepreneurship education and other drawbacks (Weiming , L, Chunyan, L, & Xiaohua, D, 2013).

Governments in Thai attaches great significance to entrepreneurship education and a new national business plan competition has been introduced in 2004 with the purpose of promoting the development of entrepreneurship education in colleges and universities; thus improving the ability of graduate programs and encouraging them to set up their careers. All students studying in Thailand can participate in the competition, and the winner is going to receive 100,000 baht prizes ,awarded by Princess Sirindhorn (Beila, Y & Mingyong, 2006). In addition, the 4th UNESCO-APEID Meeting on Entrepreneurship Education was held in Thailand in 2015,

targeting at building the frontiers, policy initiatives and innovations in the sharing of entrepreneurship education for governments, universities and enterprises Of the platform (Xuyan, W, Hao, N, & Weihui, M, 2015).

### 2.2.2.3 The background of entrepreneurs

Individual background including personal background, family background and social background. Individual background focuses on individual gender, majors, etc. Family background includes family members whether to start a business, family income, etc. The social background points to the habitat policy environment, etc. Gartner (Gartner, 1985) The study found, Entrepreneurial parents have a deeper influence on entrepreneurs.

Personal, family and social background can have a significant impact on college students' entrepreneurial motivation (Riguang, G, 2011).

## 2.3 Research Review

The employment pressure accumulating is increasing faster and the increasing number of entrepreneurs; thus accommodating myriads of the community's attention. Viewing the previous studies, the number of results have increased at an astounding rate. Many scholars have studied the factors influencing entrepreneurship from different facets based on empirical, interview or literature, which cover both the intrinsic factors of entrepreneurial characteristics, such as entrepreneurial tendencies, entrepreneurial intentions, entrepreneurial motivations, entrepreneurial behavior, entrepreneurial performance and self-efficacy, as well as external factors, such as entrepreneurial policies, entrepreneurial education, business incubators, etc.; The entrepreneurs from the society and colleges are all claimed attention to (Guocui, S, 2011); Also, there are also studies of ethnic minority entrepreneurship (Xiaodong, S, 2013). It is evident that the researches on the reasons influencing entrepreneurship has experienced unprecedented boom both in the breadth and depth of the study, with the trend focusing on international factors including entrepreneur's characteristics,



Entrepreneurial motives and entrepreneurial opportunities to and external factors containing the entrepreneurial policy, market environment, financing, entrepreneurship education, family and personal background.

However, there is no study on the factors influencing the entrepreneurship of Chinese college students studying in Thailand, which is where this essay is demonstrated



## CHAPTER 3

### The mould of the theory and research methods

#### 3.1 Theory structure

According to the researches in the two chapters before, the factors influencing the entrepreneurship of university students contain the interior factor and the exterior factor. The interior elements include the characters of entrepreneurs( like, risks, internal control source and other qualities), the motivations of entrepreneurship( such as, he willingness of entrepreneurship, objective orientation and self efficiency) and opportunities( the mastery of entrepreneurship knowledge and skills and the seize of opportunities). Besides, the exterior factors involve the environmental factors( the entrepreneurship policy, the entrepreneurship education and business conditions and finance) as well as the backgrounds of entrepreneurs(the background of majors, the diplomatic degree, gender and age, and family situation and personal experiences).

Fan Wei and Wang Chongming (Wei, F & Zhongming, W, 2004) studied the underlying factors of entrepreneurship and divided them into three aspects: environmental factors, background factors and personal characteristics. He thinks that these three factors play important role in determining the entrepreneurial tendency. Apart from this, entrepreneurial motivation should also be taken into consideration. Entrepreneurs do have the inclination to establish their own business, and they should be able to grasp entrepreneurial chances to start their own business. So, the recognition and mastery of entrepreneurial chances are reasons affecting modern entrepreneurship. As shown in figure 3.1.

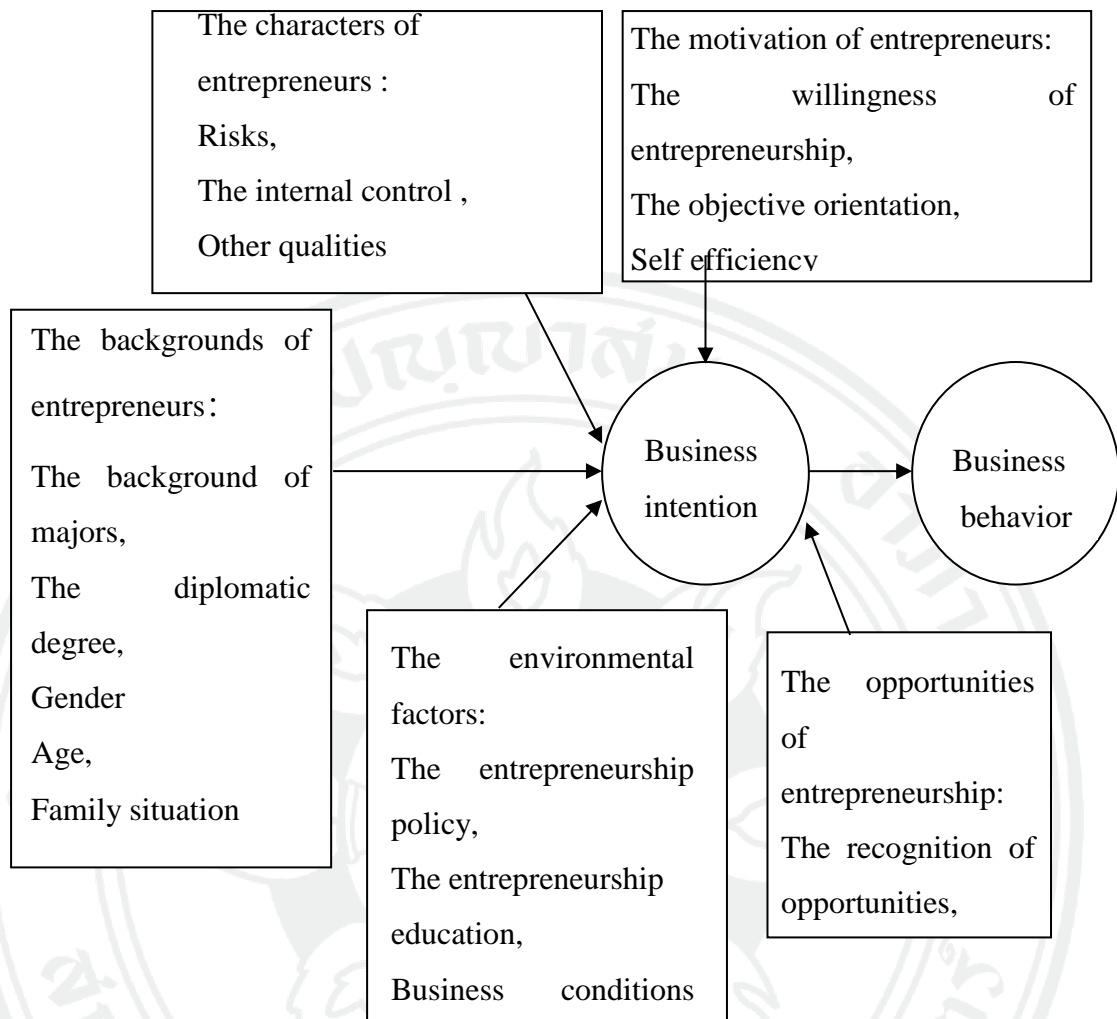


Figure 3.1 Theoretical model of factors affecting foreign students' entrepreneurship

## 3.2 The index of questionnaires

According to the above theoretical model, recent bibliography (Cong, X, 2016) (Xumei, W, 2013) (Mei, L, 2012) (Fengmei, D, 2012) (Jiayi, 2006) (Nan, L, 2015) is elicited and relevant subjects are selected, designing questionnaires for the influences of factors being relevant to entrepreneurship of overseas graduates(Appendex). This questionnaire consists of 55 questions, involving 5 factors mentioned above.

### 3.2.1 The background of entrepreneurs

The background of entrepreneurs includes gender and age, the diplomatic degree, the family conditions and personal experiences. So, the 1st question is about gender and the 2nd is about age, and the 3rd and 4th concerning the diplomatic degree and the background of majors, and the 35th and the 38th and the 53th being about family conditions, and the 12rd involving personal experience.

### **3.2.2 The characters of entrepreneurs**

This aspect includes three factors: risks , the internal source, other qualities. The 28th and 52nd questions are concerning risks, while the 13rd and the 14th are about the internal source. In addition, the 26th ,27th, the 29th, the 30th, the 31st and the 32rd are about other qualities.

### **3.2.3 The motivation of entrepreneurship**

This dimension includes three factors: the willingness of entrepreneurship , self efficiency and the objective orientation. Self efficiency will be assessed from the 15th question to the 18th question, while the objective orientation will be tested from the 19th question to the 29th question.

### **3.2.4 The environmental factors**

This aspect involves the entrepreneurial education, the entrepreneurial policy and conditions, as well as finance. The 39th and 40th questions are about the entrepreneurial education, while the 41st question is about the entrepreneurial policy. Besides, the 42nd and 48th questions are about conditions, while the 55th question is about finance.

### **3.2.5 The entrepreneurial opportunities**

This aspect contains the recognition and seize of chances, which are tested in the 49th, 50th, 51st and 54th questions.

## **3.3 The location, subjects of research and the way of collecting and analyzing data**

At first, the topic, subjects, orientation and methods of research are put into the coffin after combining the research results of myriads of Chinese graduates in Bangkok and Chiangmai with my professional knowledge from my major and my massive interests and then talking with my tutor meticulously, after which relevant literature on the topic is collected and then analyzed and summarized to form a logical

framework of the whole course of the research idea when referring the current researches and having a better understanding of the topic. And the whole stage is the theoretical basic understanding stage.

Then, the main factors influencing the entrepreneurship of college students (Chinese students) are analyzed from the literature, and the questionnaire is designed according to the characteristics of international students. One aspect is that questionnaire was corrected after preliminary investigation. The finally formal questionnaire was sent out through a website([www.wenjuanxing.com](http://www.wenjuanxing.com)) , a very professional website in China. Considering the targeted subjects( the interviewees of this questionnaire) are Chinese students studying in Thailand, which is a strong pertinence, but the subjects are sparse. Therefore, after discussing with my tutor , the questionnaires are allocated by the largest social networking system in China(wechat). Then several Chinese universities(including The College of Arts and Sciences Yunan Normal University, Rajamangala University of Technology,Dhurakij Pundit University , Mea Fah Luang University and Thepsatri Rajabha University) and other international universities which have Chinese students) are selected and then students in these schools are chosen randomly to establish an online chatting group, with 400 people and these people were invited to finish the questionnaires anonymously. The time given to finish this questionnaire circle is 10 days( from 4th , June to 14th June) and finally, 342 questionnaires were collected, which were all valid, which giving me more opportunities to have a better understanding of the current situations of Chinese students in Thailand, and conducting a surprisingly remarkable analysis on the factors influencing entrepreneurship and the degree of these factors after summarizing and examining the questionnaires. This stage belongs to the phase of analyzing exact examples.

Finally, the current problem will be analyzed by SPSS and a conclusion would be made to improve the tackle of these problems. This stage mainly concerns solutions.

In the above stages, each stage adopts different research methods to push forward to form an well-organized integrated and logical course, in which Phase one

is the basis of other stages., while phase two and phase three are the focus of this study. In addition, the results of phase three are complementary and revised to the results obtained in phase two. This paper analyzes the advantages, disadvantages, opportunities and threats of the current situations of university students studying in Thailand, and gives suggestions and relevant measures to promote the success of overseas students' entrepreneurship.

### **3.4 The methodology and results**

The main methods of research in this essay are as follow:

(1) expert consultation. Instructors and relevant experts are asked to dig out professional opinions on the design, content, form and interview content of the questionnaire, attempting to make the results of the survey objective and comprehensive.

(2) Sending questionnaires. Targeted questionnaires were distributed to WeChat group in Colleges and universities. the Chinese students to study in Thai were chosen as targeted subjects, using the questionnaire survey method to investigate the current situations of their entrepreneurship, and analyze the results of them, figuring out their existing problems, and then advancing some countermeasures to improve the entrepreneurial ability of college students.

(3) mathematical statistics. The questionnaire data were classified and processed, and the reliability and validity were analyzed statistically using SPSS and Excel software.

Scale: the overall reliability. Reliability means accountability, meaning to the consistency of the results obtained from the same method for repeated measurements of the same object. After receiving the results of the questionnaire, we use the SPSS20. software to analyze, so ensuring the reliability of the data. The table "reliability statistics" creates huge apace for the Alpha to be coefficient, which is a measure of the reliability. It turns out that the greater the reliability is, the higher the reliability. In general, if the reliability coefficient is above 0.9, it shows that the reliability is very good; if it is between 0.8-0.9, the reliability is better; If being



between 0.7-0.8, the scale is still acceptable. The following table shows that the overall reliability coefficient of this case is 0.877, indicating that the reliability of my study is good, as shown in table 3.2.

Table 3.1 The results of reliability

Cronbach's Alpha	Cronbach's Alpha	number of terms
.877	.867	53

The overall validity: in terms of measurement, validity refers to a scale that can measure the extent of the expected outcome. The KMO value measured by SPSS20. software can feature the validity of this questionnaire. The value range is 0~1, where 0.9~1 is excellent, 0.8~0.9 is rewarded, and 0.7~0.8 is good, 0.6~0.7 being medium, while 0.5~0.6 is bad, and 0~0.5 is unacceptable. The KMO test in this part is 0.905, indicating that the structure validity is good, as shown in table 3.2:

Table 3.2 The results of the KMO test

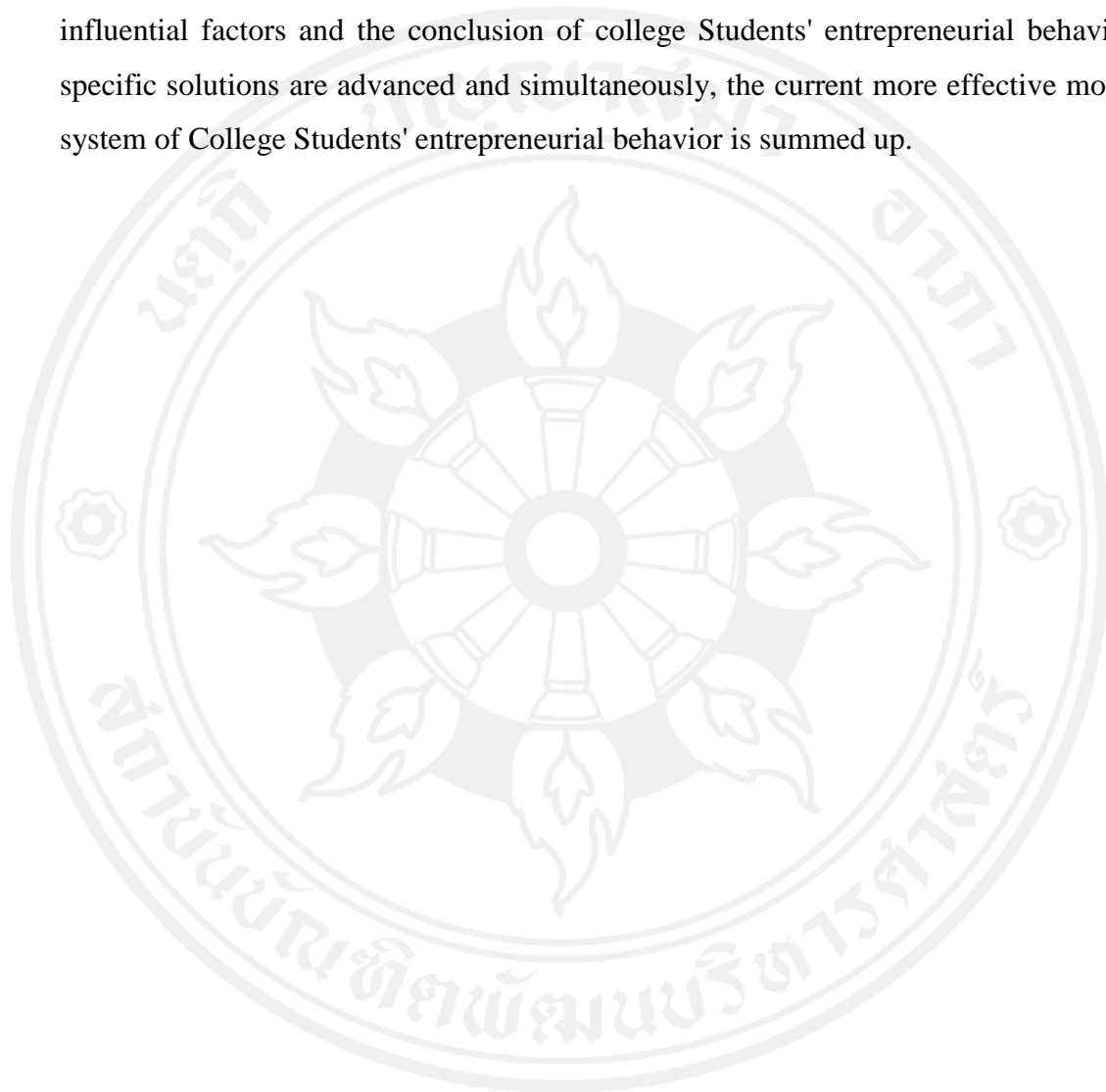
KMO and Bartlett		
KMO		905
Bartlett	Approximate chi square	6157.238
	df	378
	Sig	000

(4) Deep interviewing. First of all, the preparations including focusing the topic, establishing the preliminary hypothesis and setting up the objective, then analyzing the purposes, necessity and availability of interviews are made, after that, the interviewing targets, contents, problems, time and locations are fixed. secondly,



the way of interview is established, and a reasonable interview plan is made. Finally, the plan is carried out and the results are sorted out and analyzed, eventually producing a report.

Referring to the analysis of the influential factors and the impact degree of the current situations from questionnaires and the in-depth interview and fusing the influential factors and the conclusion of college Students' entrepreneurial behavior, specific solutions are advanced and simultaneously, the current more effective model system of College Students' entrepreneurial behavior is summed up.



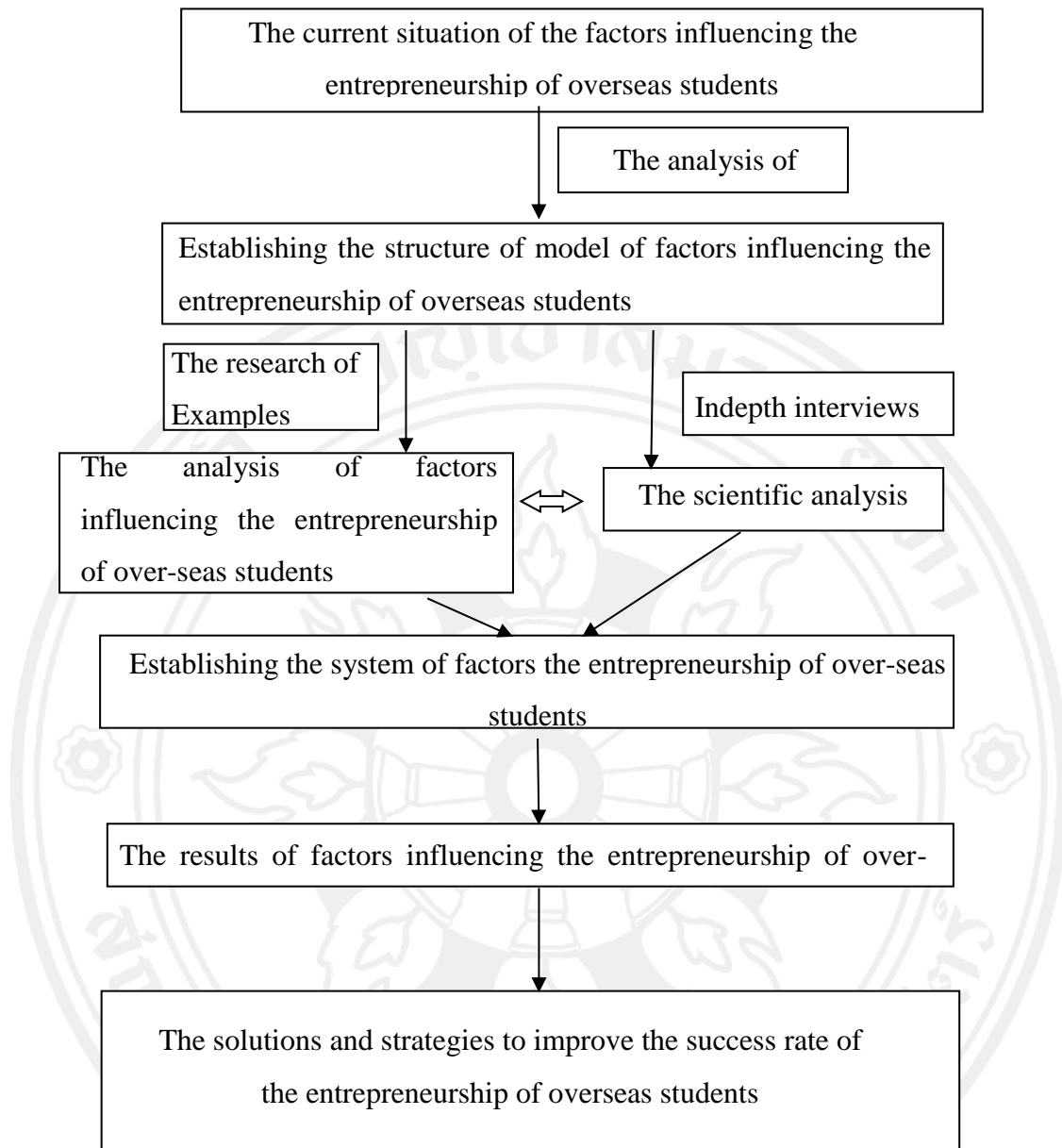


Figure 3.2 The technical structure of the factors influencing entrepreneurship of overseas graduates

## CHAPTER 4

### **The discovery and analysis of factors influencing the entrepreneurship of overseas students**

This chapter will elaborate on the findings of the investigation and part of the analysis, in which includes the results and analysis of the significant factors after the questionnaire survey, and the results of the questionnaire survey and the analysis of the results and the case results of the in-depth interview.

The analysis of the results of obvious factors .

We sent the questionnaire to the Chinese students in Thailand. After a reply to the questionnaire, we found that those with the following characteristics were more willing to start the business:

- (1) Men are more willing to start a business than women.
- (2) Those who have participated in entrepreneurial activities have stronger entrepreneurial intentions.
- (3) People with parents' support and strong support are more willing to start business.
- (4) People with a certain degree of knowledge about entrepreneurial knowledge are more willing to start their business.

The first element is about gender. In terms of gender, men are more willing to start a business. A statistical table is made after receiving the factual data. From table 4.1, it is demonstrated that there were 87 men who participated in the questionnaire survey, of which 34 had no entrepreneurial intention and 53 had willingness to start their business. Besides, 255 of the women participated in the questionnaire survey, of which 135 were unwilling to start a business and 120 had willingness to start a business. Table 4.2 was the result of the Chi Square Test of gender factors, and the test card square value was 4.986, the significance being 0.026 less than 0.05. According to the significant test, the willingness to start a business varies in different

gender. Concerning the rate of view, men are more willing to start a business than women, which is very understandable. From my perspective, I hold the attitude that the social responsibility of men in the traditional social concept is larger than that of women, and the male is more interested in challenging things, having the intention to explore the field of entrepreneurship.

Table 4.1 The survey of the willingness of entrepreneurship in different gender

		willingness of entrepreneurship		
		No	Had willingness	Total
Gender	male	34	53	87
	female	135	120	255
Total		169	173	342

Table 4.2 The results of the Chi Square Test

	Value	df	Progressive significance (two sides)	Precise significance (two sides)	Precise significance (one side)
Pearson chi square	4.986a	1	.026		
Continuity correctionb	4.447	1	.035		
LR	5.019	1	.025		
Fisher-exact test				.034	.017
Linear asso- ciation	4.971	1	.026		
Number of valid cases	342				

Note: the expected count of A. 0 cells (0%) is less than 5. The minimum expected count is 42.99, and B. is calculated only for 2x2 tables.

Table 4.3 The situation whether the subjects have participated in entrepreneurial activities

		intention		Total
		No will	Willing	
Have you participated in an entrepreneurial activity and have willingness :	have participa ted	20	64	84
	never	149	109	258
Total		169	173	342

Those taking part in entrepreneurial activities have more interest and intention in starting a business. From table 4.3, it can be elaborated that there are 20 people who have participated in entrepreneurial activities but have no entrepreneurial intention, while 64 people who have participated in entrepreneurial activities and have intention to start a business. There are 149 people who have no entrepreneurial intention to participate in the entrepreneurial activities, and 109 people are willing to try a entrepreneurial activity. Table 4.4 is about the fact whether the respondents have participated in the test of entrepreneurial activity and entrepreneurial willingness, with a calculated card value of 29.206 and a significant 0 being less than 0.05. It can be show in the vital test that people who have participated in the entrepreneurial activity have a stronger willingness to start a business. People who have participated in entrepreneurial activities, to a certain degree, have some knowledge about entrepreneurship, and those who have tried their own business can clearly define a right direction, and they can have more entrepreneurial experience and self-confidence.



Table 4.4 The results of Chi Square Test of whether the subjects have participated in entrepreneurial activities

	Value	df	Progressive significance (two sides)	Precise significance (two sides)	Precise significance (one sides)
Pearson chi square	29.206 <sup>a</sup>	1	.000		
Continuity correction <sup>b</sup>	27.864	1	.000		
LR	30.418	1	.000		
Fisher-exact test				.000	.000
Linear association	29.121	1	.000		
Number of valid cases	342				

Note: the expected count of A. 0 cells (0%) is less than 5; and the minimum expected count is 41.51; B. is only calculated for 2x2 tables.

The influencing factors can be judged by 'saliency', by which it means that the more independent variables used in regression analysis, the worse the regression results may be. The more direct influencing factors in the subject setting are analyzed by picking some of the relevant questions in the questionnaire. According to the significance criterion, if the significance  $>0.05$  is significant, the item is not significant. If the significance is  $<0.05$ , it is considered significant, which means that there is a significant regression relationship between the independent variable and the dependent variable in the table. The 35th question corresponds to "whether parents or other relatives have a business experience" in the questionnaire, and "whether parents or other relatives have a company or business" is included in the 36th question, and "whether parents or other relatives have mental support and encouragement to you" is designed in the 37th corresponding questionnaire, and "the

support from your parents" is contained in the 38th question, and "The support of the industry" is devised in the 39th question, "the degree of entrepreneurship education you receive" is on the 40th question ,your understanding of entrepreneurial knowledge and "your understanding of the state policy" are on 41st question " As shown in table 4.5, it can be found that the parents' or relatives' support for their children's entrepreneurship, their family support for their children and the knowledge of their own entrepreneurial knowledge have an important impact on their willingness to start a business. Most of the initial entrepreneurs feel that the most challenging difficulty in the initial stage of entrepreneurship is capital, and the encouragement of the family thought or the support of funds to a large extent, sharply reduced the startups' entrepreneurial barriers and set up confidence in the early days of the venture. As a result of personal knowledge of entrepreneurship, it is possible to get started faster, having a better understanding of how to manage the planning an enterprise or a company, avoid risk, and succeed in the short term. Therefore, the mentioned factors are main factors influencing entrepreneurship.

Table 4.5 The saliency of relevant variables

							lower limit	upper limit
Internal control capability	-.173	.187	.854	1	.356	.841	.582	1.214
Self-efficacy	.320	.197	2.642	1	.104	1.377	.936	2.025
Q35	.164	.306	.288	1	.592	1.179	.647	2.148
Q36	-.329	.296	1.239	1	.266	.719	.403	1.285
step1 <sup>a</sup> Q37	-.329	.140	5.493	1	.019	.720	.546	.948
Q38	.302	.143	4.435	1	.035	1.353	1.021	1.792
Q39	-.333	.179	3.439	1	.064	.717	.504	1.019
Q40	.713	.204	12.235	1	.000	2.041	1.368	3.044
Q41	-.155	.167	.865	1	.352	.856	.618	1.187
constant	-1.227	.972	1.595	1	.207	.293		

Note: variables A. entered in step 1: internal control ability, self-efficacy, Q35, Q36, Q37, Q38, Q39, Q40, Q41

## 4.1 The result and analysis of the proportion of investigation factors

### 4.1.1 Individual background

The total number of respondents was 342, of which 87 were male, with the proportion being 25.4%, and the female subjects were 255, and the proportion accounted for 74.6%, which indicates that women occupied a larger proportion of the investigators. The urban population is 195, which was 57% of the total population and 147 of the rural population, being responsible for 43% of the total population. In addition, there were 6 people under 18 years of age, with a proportion of 1.8% and 268 people aged 18 to 25, blaming for 78.4%; 45 people from 26 to 30 years old,

constituting 13.2%, and the number of people who are 31 to 40 years old are 19, with the proportion of 5%; It can be seen that the proportion of entrepreneurs between 18 and 25 years old is in a large proportion, among whom there are 22 students in the middle school, with a proportion of 6.4% and the proportion of undergraduate education is 264, with the proportion being 77.2%, and the number of people with master degree is 42(12.3%), the people with doctoral degree is 9, and the proportion is 2.6%, the number of people who are above the doctoral degree is 5 and the proportion is 1.5%, and the percentage of undergraduate education is the largest. Among the 342, 10 of the subjects majoring in science and engineering, with the proportion of 2.9%, 127 in the humanity (37.1%), 87 in the management profession, (25.4%), 32 in the economy (9.4%) and 86 in other majors (25.1%). Therefore, it can be seen that among the Chinese students studying in Thailand, a relatively high amount of people would choose to major in humanities, which is followed by management and other majors.

When concerning family, there were 309 people being in an average family, which occupied 90.4%, 25 people from the wealthy families (7.3%), and 8 of the very rich, constituting 2.3%, which shows that most establishers are from general families. Among the respondents, 217 people are of the situation that their parents or relatives had a career experience, which accounts for 63.5% and 125 of them are of the situation that their parents or relatives have zero experience in entrepreneurship, with 36.5%, by which is obvious that most of the families of the respondents had their own entrepreneurial experience. And in this survey, only 54 of these 342 people did not know their relatives or friends who had any entrepreneurial experience, accounting for 15.8%, while 220 people know relatives or friends who had any entrepreneurial experience, with the number from 1 to 5, constituting 64.3%, being a very large proportion, and 68 people know relatives or friends who had any entrepreneurial experience, with the number of 6, occupying 19.9%.

I conducted an all-round investigation from six aspects of gender, age, educational background, professional background, family situation and personal experience in the belief to reveal the individual background of the Chinese students from these to Thailand, which may affect the reasons for their entrepreneurship. It can

be seen that most of the group owning entrepreneurial experience is 18 to 30 years old young and middle-aged people and they will be the strongest main force of entrepreneurship, and they have a relatively superior physical fitness, laying a great physical foundation to entrepreneurship. Their thinking flexibility and easy to accept more fresh things and ideas in addition are another factor. Besides, most of the respondents choose to study abroad, knowing that their family is relatively rich. Apart from this, most people have known that some of their relatives or friends who have started a business case, so more or less can get some inspiration or entrepreneurial experience from them and also can combine their own experience in study. Concerning their horizon, they can see thing in an international view since the model of Thailand education is more western than Chinese education system, be conducive to the fact that they are cultivated to be pretty good at thinking outside the box, which can be a perfect fuel for entrepreneurship. In Thailand colleges and universities, courses on entrepreneurship and entrepreneurial competitions or entrepreneurial activities will be prompted, encouraging students to start their business actively, improving their entrepreneurial consciousness and enhancing their ability to start a business.

#### **4.1.2 The characters of entrepreneurs**

In my essay, I set up the 3 indicators of the "internal control system", "risk tendency" and "other quality". The "internal control system source" contains two problems, namely, "the degree of implementation of the plan made by oneself" and "I want to do good things to complete the degree", so that the respondents from the "weak, relatively weak, normal, relatively strong, very strong" of the five degree of self-assessment. As results show, 181 of them believed that "their own plans can be implemented" generally, accounting for 52.9%, which is followed by the number of 89 people with a very strong ( 26%), and 31 people being relatively weak, (9.1%), and 30 people being weaker , with the proportion more than 8.8%. About "I want to do good things to finish", 142 people think that they have a strong degree of completion, accounting for 41.5%, 115 people think that they are averagely strong, accounting for 33.6%, 66 people think they are weak, which occupies 19.3%, 10 people think they

are weak ( 2.9% ) , and 9 people think that they are weaker(2.6%). In a nutshell, most of the respondents were of moderate execution level.

Then, I use hypothetical questions to examine entrepreneurs' understanding of entrepreneurial risks and the characteristics of entrepreneurs from the perspective of risk orientation. The title of this essay is "assuming that you have 100 thousand RMB and there is an opportunity to invest in a product, which it is with half of the possibility that the profit is of 200%, and also with half of the possibility that you may lose everything". In this question, 58 people invest all the 10 thousand RMB, accounting for 16.96%, and 106 people to invest 80 to 50 thousand RMB , accounting for 30.99%, and the number of people investing 5 to 3 million RMB, constituting 36.84%. Besides, the number of people who choose to invest 3 to1 RMB is 36, accounting for 10.53%, and the number of people investing 1 to0 is 7, blaming for 2.05%, and 9 people choose not to invest, accounting for 2.63%. From the data, it is obvious that the majority of the people choose to invest 5 to3 million RMB, which is followed by 8 to 5 million RMB, and the investment consciousness of the respondents are more rational,, in which there are different views on risk awareness, but most people will be relatively conservative in investment, in the belief of avoiding losing everything.

One more point for concern is that I also investigated the other qualities and views of the respondents from the degree of the quality or ability that they should possess, studying the strong stamina that an entrepreneur owns( Q1), "the ability to continue learning and acquire resources (Q2)", "the ability to bear and avoid risks " (Q3) ", " And the ability to grasp entrepreneurial opportunities (Q4), extensive professional knowledge (Q5), profound professional knowledge (Q6), "the ability to extensive social relations and interpersonal communication and coordination(Q7)", "the ability of management and leadership art (Q8)", "understanding of the law of market operation (Q9)" and these are shown in the table 4.6.It can be perfectly elucidated in the table that most qualities and properties that an entrepreneur should have are totally agreed or relatively agreed, while some of them are not reaching a consensus by the correspondents.The conditions for entrepreneurship are multifaceted and comprehensive, so the quality or ability of a successful entrepreneur should be



comprehensive, so possessing one of the qualities strongly being challenging to make some difference.



Table 4.6 The degree of consensus that an entrepreneur should own

	Q1		Q2		Q3		Q4		Q5		Q6		Q7		Q8		Q9	
	Number	Proportion	Number	Proportion	Number	Proportion	Number	Proportion	Number	Proportion	Number	Proportion	Number	Proportion	Number	Proportion	Number	Proportion
disagree	3	0.9	2	0.6	2	0.6	2	0.6	6	1.8	3	0.9	3	0.9	2	0.6	3	0.9
not very disagree	5	1.5	5	1.5	3	0.9	4	1.2	8	2.3	8	2.3	6	1.8	9	2.6	8	2.3
generally	61	17.8	61	17.8	69	20.2	68	19.9	87	25.4	115	33.6	59	17.3	75	21.9	71	20.8
relatively agreed	11.5	33.6	112	32.7	115	33.6	110	32.2	115	33.6	117	34.2	113	33.0	115	33.6	114	33.3
totally agreed	15.8	46.2	162	47.4	153	44.7	158	46.2	126	36.8	99	28.9	161	47.1	141	41.2	146	42.7

note: the unit of number is (person), and the unit of proportion is (%).

### 4.1.3 The motivations of entrepreneurship

The following table 4.7 reflects whether the respondents have participated in entrepreneurial activities along with their situations. From the table, we know that 64 people who participated in the entrepreneurial activities were willing to participate the survey, while there were 20 people who participated but had no intention to participate, and 109 people who had not participated in the business activities but were willing to participate, and 149 people who had not participated and had no intention to participate. From this we can see that the total number of people who took part in entrepreneurial activities was 84, accounting for 24.6%, and 258 of them did not participate in entrepreneurial activities, blaming for 75.4%. There, in addition, were 173 people who were willing to take part in entrepreneurial activities, constituting 50.58% of the total number, and 169 were unwilling to participate, with the proportion being 49.42% of the total number. Analyzing the data, we can see that fewer people have participated in entrepreneurial activities, but still more than half of them are willing to take part in entrepreneurial activities.

Table 4.7 The willingness whether correspondents participated in entrepreneurial activities

	Number (willing)	Number (no will)	Total	Proportion	Valid Percent	Accumulative perception
participated	64	20	84	24.6	24.6	24.6
don't participated	109	149	258	75.4	75.4	
Total	173	169	342			
Proportion	50.58	49.42				
accu- mulative percep- tion	50.58	49.42		100.0		

Among the Chinese students studying in Thailand, there are 20 people who think that the experience of studying in Thailand be of zero benefit in their entrepreneurship, accounting for 5.8% of the total number, while the students thing that the studying experience in Thailand having little help of are 101 people, accounting for 29.5%. In addition, the number of students who think that the help is of medium are 23.7%, and 104 students think that the experience is very helpful, and the proportion is 30.4%. Besides, the proportion of students who think that study in Thailand is very helpful is 10.5% (36 students). It can be seen that the experience of studying in Thailand is the most helpful for them, exerting a positive influence on promoting foreign students to start a business.

In addition, examined "the degree of interest in entrepreneurship" being one of the factors that affect entrepreneurship. As results show, 65 people are very interested in entrepreneurship and 99 people are relatively interested, 77 people are general, three account for 70.4%, and no interest or a little interest of 101 people, accounting for 29.6%. People who are interested in entrepreneurship are very big. And 178 people said that the future area of their plans to start a business is their own stores or companies, accounting for 52%, 81 people are planning to start a business in the field of intellectual services, accounting for 23.7%, 48 people want to start a business in the field of franchise, accounting for 14%, planning to venture in the high-tech field of 35, accounting for 10.2%. Up to 168 people think that the field of employment in the ideal area is a foreign joint venture, accounting for 49.1%, exceeding the ideal choice of the institution, only 76 and 22.2%.

Besides, examined "the degree of interest in entrepreneurship" being one of the factors affecting entrepreneurship, in which 65 people are very interested in entrepreneurship, 99 people are relatively interested, and 77 people are averagely interested, there of which account for 70.4%, and 105 people are not interested at all and have a little interest, accounting for 29.6%. So it is obvious that people who are interested in entrepreneurship occupy most of the proportion. Among the respondents, 178 people said that the future area of their plans to start a business is their own stores or companies, accounting for 52%, 81 people are planning to start a business in the field of intellectual services, accounting for 23.7%, 48 people want to start a business

in the field of franchise, accounting for 14%, and 35 people plan to venture in the high-tech field, accounting for 10.2%. the up level of 168 people think that the field of employment in the ideal area is a foreign joint venture, accounting for 49.1%, exceeding the ideal option of the institution, only taking up 22.2%.

In examining the "sense of self efficacy", 138 people expressed "the degree of passion in the face of emergencies", accounting for 40.4%, and the feel of the following 123 people were stronger, accounting for 36%, and 159 said "the ability to anticipate emergencies" was normal, accounting for 46.5%, and 117 people thought it was stronger, blaming for 34.2%. The 158 people think that their "ability to cope with sudden incidents " is general, accounting for 46.2%, which is followed by 122 people who think it is stronger, accounting for 35.7%. At the end of the year, 137 people think that they have strong stamina to combat emergencies, accounting for 40.1%, and this is followed by 121 people who think that they are generally good at dealing with sudden emergencies, accounting for 35.4%. The results of the assessment will directly affect the motivation of a behavior of a person. Therefore, the result shows that most people think that the subjective assessment of the individual's ability to accomplish a certain aspect of work is relatively high.

In examining the target orientation of the respondents and the "degree of consent of entrepreneurial motivation", I list seven common causes of entrepreneurial motivation, which are "learning to use, maximizing self value (Q10) ", "personality drive, freedom, and "self want to be the boss(Q11) ". "Do not want to work for other people (Q12) ", " solve the problem(Q13) ", " improve economic conditions, achieve maximum economic benefits (Q14) ", " create wealth for society with professional knowledge and wisdom "and" build and expand human relations (Q16) ". Most respondents held general or partially agreed or totally agreed attitudes towards the above seven entrepreneurial motivations, as shown in table 4.8 below.

Table 4.8 The consensus of the motivation of entrepreneurs

	Q10		Q11		Q12		Q13		Q14		Q15		Q16	
	N	P	N	P	N	P	N	P	N	P	N	P	N	P
<b>disagree</b>	8	2.3	6	1.8	10	2.9	7	2.0	5	1.5	6	1.8	5	1.5
<b>Relatively disagree</b>	21	6.1	12	3.5	16	4.7	24	7.0	9	2.6	15	4.4	12	3.5
<b>general</b>	107	31.3	98	28.7	115	33.6	145	42.4	83	24.3	101	29.5	75	21.9
<b>compare agree</b>	133	38.9	141	41.2	108	31.6	116	33.9	134	39.2	128	37.4	122	35.7
<b>totally agree</b>	73	21.3	85	24.9	93	27.2	50	14.6	111	32.5	92	26.9	128	37.4

Note: "N" mean number. "P" mean proportion, the number of units is (person), the proportion is (%).



#### 4.1.4 The environmental factors

Design several questions to examine the factors of entrepreneurial environment, and to excavate the influencing factors of entrepreneurship from entrepreneurship education, entrepreneurial policy, entrepreneurial conditions and financing means, about which when answering "you have accepted the degree of entrepreneurship education", 70 students said that they did not accept entrepreneurship education, accounting for 20.5%, 111 people said it was rarely accepted, blaming for 32.5%, 126 people only accepted the general degree of entrepreneurship education, accounting for 36.8%, 27 students said that they receive a relatively high-level educational education(more than 7.9%), and only 8 students receive very high-level entrepreneurial education, accounting for 2.3%. And in the survey of "your knowledge of entrepreneurial knowledge", only 7 people are very understanding, accounting for 2%, 36 people are more understanding, accounting for 10.5%, and more people have a general understanding of entrepreneurial knowledge, accounting for 44.2%, and 104 people are less aware of entrepreneurial knowledge, accounting for 30.4%, and there are 44 people do not understand entrepreneurial knowledge, accounting for 12.9%. From the two survey data, there are relatively few people who have received higher level of entrepreneurship education, and the people with lower knowledge of entrepreneurial knowledge are relatively low.

From the influencing factor of the entrepreneurial policy, about "your understanding of the country's entrepreneurial policy", 78 people do not understand the national entrepreneurship policy, accounting for 22.8%, and 101 people have less understanding of the national entrepreneurship policy, accounting for 29.5%, the number of people who possess a general understanding of the national policy are 125 people, accounting for 36.5%(being the most common), and only 29 people know the national entrepreneurship policy relatively well, accounting for 8.5%, and very few 9 people knew it very well, accounting for 2.6%. As a result, those who study abroad know less about domestic entrepreneurship policy.

In addition, 108 people say that they would not go back to their country to establish a business, blaming for 31.6%, while 234 people believe that they would set up a business when they head back to home, and the proportion is 68.4%. When

concerning the consensus of “the opportunities overseas are more than the domestic market”, 22 hold a disagree opinion (6.4%), 42 people think they are relatively disagree, and the proportion is 12.3%, 166 people show that they are generally agreed, blaming for 48.5%, 91 people feel that they agree, constituting 26.6%, and 21 feel that they are totally agree, being responsible for 6.1%. When concerning the consensus of “the opportunities overseas are more than the domestic market”, 25 hold a disagree opinion (7.3%), 177 people think they are relatively disagree, and the proportion is 51.8%, 69 people show that they are generally agreed, blaming for 20.2%, and 11 people feel that they agree, constituting 3.2 %.

With regard to the difficulties of entrepreneurship, several main reasons are listed: lack of funds, entrepreneurial skills and basic entrepreneurial qualities, lack of management, no entrepreneurial channels, lack of manpower and material resources, insufficient support for college students (overseas students) and inadequate policies. In terms of "lack of funding sources", there are 328 people with general identification, comparative identification and complete identification, accounting for 95.6%. From the difficulty of "lack of entrepreneurial skills and basic entrepreneurial qualities", there are 318 people with general identification, comparative identification and complete identification, blaming for 93%, and "no entrepreneurial channels" the total of 315 people generally agree, of the total identification and complete identification, and the proportion is 92.1%. About "state support is not enough" the total of 318 people, think that this difficult point of general identification, comparative identification and complete identification (93. 0%). According to the data, most people think that the biggest obstacle to entrepreneurship is the problem of venture capital. Then, a preliminary investigation is conducted on the source of venture capital. The largest proportion of funding sources is to choose partnership sponsorship, followed by their own savings, loans, and fewer people think it will come from parental support, and the minimum amount of money comes from other sources.

#### **4.1.5 The opportunities of entrepreneurship**

This point examines entrepreneurs' recognition and grasp of entrepreneurial opportunities. 84 people said they still did not find opportunities to start a business,

accounting for 24.6% and there were 180 people who found it, but did not know whether to calculate the opportunity to start a business, blaming for 52.6%, and there were 55 people who found the opportunity to start a business but were weighing up to start a business, accounting for 16.1%, and there were 23 people who were already starting a business, accounting for 6.7%. When choosing the best time to start, 218 people think that they need to work for a few years first, being the best time to gain work experience, and the proportion is 63.7%, and 72 people think that the best time is in college, accounting for 21.2%, and 42 people think that the best time is after graduation, being the best time to initiate a business, accounting for 12%, and 11 people think the best time is in the period of his uncertainty. In addition, among the 342 Chinese students studying in Thailand, 155 said that they were going to start a business in the second line city, 95 said they would choose in the three line city, and 47 would choose in the county level, while the least 45 of them chose to start in the first tier cities.

A conclusion can be reached that most people are in a state of ignorance and confusion, and a lot of people still do not find opportunities for entrepreneurship, many of whom think they need to accumulate experience before starting a better business. It is interesting that most people usually choose to develop better, more entrepreneurial opportunities and more organic businesses, and many of our respondents say that if they come back to start a business, they will choose to start a business in a non - front-line city. I guess the best explanation can be that the first tier cities are not so attractive and the preferential policy of entrepreneurship is not perfect enough, and the pressure of the competition in the first tier cities is great, and the climate is not very good.

## **4.2 Case study and analysis of Chinese University Students' Entrepreneurship in Thailand**

The influence factors of Chinese college students' Entrepreneurship in Thailand from the perspective of quantity are analysed by the questionnaire survey method, statistical analysis and other scientific methods to investigate and analyze, and the results are shown above. In the following article, I will continue to analyze

deeply, using the depth interview method, and focusing on three cases to analyze the study of Thailand from the qualitative perspective. The characters of the case study are those who have studied in Thailand and have entrepreneurial activities.

Mr. Hou, who is now 26 years old, and he has studied in Thailand law and Politics University and got a master's degree in human resource management. He has set up his own independent translation company in Thailand. Mr. Hua, who is 32 years old, and he has been studying in a technical school in northeastern Thailand. After two years of development, he returned to Thailand to start his own business and set up his own company in Thailand. The East Green Vegetable Company sold vegetables from his hometown in Thailand. At the age of 29, Miss Chen, who has studied at Burapha University in Thailand, and majored in education and science and technology, and she is now ready to continue to get her doctoral degree. Last year, she opened a Chinese restaurant in Bangkok. I came into contact with them through WeChat software, and then invited them to attend interviews. In August 12th, I went on an interview with Mr. Hou at the ICO NIDA self-study room. In August 19th, I finished an interview with Mr. Hua at Future Park shopping mall. In August 25th, I made an interview with Miss Chen's at Miss Chen's apartment and a detailed cell phone recording is made.

#### **4.2.1 Case study one**

Mr. Hou, who had come to Thailand in 2012 as a foreign student, and attended the International College of international education at the University of law and politics in Thailand. The course was a human resource management course in English, with more than 10 students in China, as well as in Britain, the United States, Philippines and Thailand. In the period of university, there is little opportunity to understand and contact the whole society and the entrepreneurial environment in Thailand, so there is no work or business experience during the period of studying. And most students of the same age as him did not choose to start their own business in Thailand. When asked "have you ever had any work experience during your stay in Thailand after graduation?" Mr. Hou said, "after graduation, I had a job. Before I wrote my graduation thesis, I sent personal data to Job Thai, which was similar to that

of China's think Union and I was lucky to have many companies to contact me, and several companies decided to recruit me. After some detailed comparison about the current situation and the working environment, I chose a factory called Thailand oil steel pipe, which is a Chinese enterprise in the China Industrial Park in Rayong. According to my own study, I majored in human resource management and I was in the human resources department and at the same time, I worked as the translator in this company, being responsible of the translation of English and Thai." When asked about "how do you feel about working in Thailand?" Mr. Hou answered "because it is the first job after graduation, and it is also the first job in life. So, I am in extreme curiosity. But after working, I gradually felt that the possible working environment and conditions were not expected and satisfied, so I offered to resign after 4,5 months of work, and the reason of resign is not because of salary and personal reasons, and then I had the idea of starting my own business.

With the initial to start a business, Mr. Hou said that he had studied and lived in Thailand for several years and contacted several friends and he made a good Chinese friend and from him, he learned some of Thailand's entrepreneurial market environment, taking advantage of his own advantages and conditions which is obvious in the field of language work. So he started his own business after his resignation. It is a translation agency. The main work of the company is divided into four categories: the first category is business translation, and many Chinese enterprises invest in Thailand so, he can include some aspects, including conference translation, business translation, and business translation of exhibition translation. The second category is that Mr. Hou learned that the tourism industry in Thailand was more developed in recent years, and this industry can also contain some tourism translation, such as some free travel. The third kind is medical translation. Mr. Hou learned that Thailand is famous for making test tube baby and Chinese people are the main clients, because in Thailand, the sex can be controlled, so the market is prosperous. In addition, China also has a medical business to with Thailand, so the company can also introduce people to help them with translation. the last category is education translation, because Mr. Hou thinks that the development and dissemination of Chinese culture in the world is also relatively fast, and there are more and more



schools setting Chinese classes, so some of the parents may need to find personal tutors, and the company will provide information and introduction.

When asked "what kind of situation did you start your business, and what preparations have you made?" Mr. Hou said: "then I made some basic understanding, because I must know what I want to do and what I can, because I know that China now also is vigorously promoting ASEAN cooperation and The Belt and Road" strategy to support more and more Chinese enterprises or businessman to invest in Thailand Countries, and in their investment process, because many businessmen or investors are not living in Thailand for a long time, and the investment business needs to communicate, so they would need some help in language translation, and I think that this is a huge demand, so I started to plan for the entrepreneurship. "

Mr. Hou said he uses the interviewing for to gain some information from his friends who are also students in Thailand who returned to China and then returned back to Thailand again to start his business. There are many local chambers of Commerce in Thailand, such as the Chinese business chamber of Commerce, such as Jiangsu, Zhejiang, Sichuan, Shandong, Fujian chamber of Commerce, and so on. They have great capital investment in Thailand. After contact with them, many people in the chamber of commerce actually have a lot of people doing translation work. Later, Mr. Hou understood that a translator with a certain ability to translate, is a good force in Thai students. Then he needed to convince others, letting them know the advantage of this field, and can then they can invest him. And subsequently, a team was formed and a suitable office was found. In accordance with the labor law in Thailand and some relevant regulations on entrepreneurship, several Thai people with certain economic conditions and the idea were found, because in Thailand, the initial capital of at least 400 thousand RMB and 49% of the foreigners were held. 51% of the shareholding ratio regulations, so we need Thais to stake, but actually the Chinese people still have the initiative.

Mr. Hou's main difficulty in starting a business is financial problems. Although his family holds a relatively supportive attitude, aiding him with huge funds, the funds are not adequate, so he lent myriads of money from his friends. Mr. Hou was well acquainted with the law of the Thailand labor law and other related entrepreneurship, because the school had set up related courses for them during the



University, so Mr. Hou thought the related majors and courses he had learned during the study in Thailand were of great help and impact on his future business.

Mr. Hou also said that as long as the legitimate entrepreneurial action is accepted in both Thailand and China, many young people can seize the opportunity to attempt to learn more before they try.

Case analysis: after graduating, Mr. Hou started a business from nothing, the success rate is relatively high if some has accumulated personal resources and experience after graduating. Now, he has achieved a temporary success, and I preliminarily summed up the factors affecting Mr. Hou's success and the following factors: Concerning the subjective factors, (1) possessing strong interest in entrepreneurship; (2) the motivation from personal values like the way of life and being strive to pursue; (3) daring to innovate and practice, with self - adventurous spirit and courage; (4) good character, being able to make extensive connections with peers and friends after graduation, and being honest and trustable, enlisting help from friends and gaining valuable entrepreneurial experience; (5) the broaden horizon, being forward-looking and foreseeable, looking for the space and field suitable for his own development; (6) good opportunities ,coming into close contact with the social environment in Thailand in an appropriate time, and then analyzing the pros and cons of entrepreneurial environment, finally, seizing the opportunity. About the objective factors: (1) the support of family members, being given enough affirmation and recognition; (2) being influenced by the acceptance of Thailand education, with Mr. Hou saying that the impact of the curriculum on its entrepreneurship during the period of Thailand was great; (3) the impact of the success of a friend's entrepreneurship; (4) the "area of the international environment," and The influence of "one way" strategy, furnishing more opportunities. (5) the stability of Thailand's social situation and the tolerance and acceptance of the national government.

#### **4.2.2 Case study two**

Mr. Hua, a TongHai person in YuXi, Yunnan Province, is 32 years old. He studied in a technical school in northeastern Thailand, and after graduation, he returned home for two years, during which he opened a bar in his own business,

which was a successful business. Then he closed the bar and went back to Thailand to start another business. In Thailand, he set up his own East Green Vegetable Company, selling vegetables from his hometown to Thailand. When asked why the domestic business was closed, coming to Thailand for a new business, Mr. Hua said: "because my local people are of minimum and the place is small, so it cost a few money to start the bar business, and people see me open them, so there is a competition and there are six or seven bars, strengthening the competition." But now there are people who have been making money in bars. After more than 10 years of opening, the boss is also playing music, so it is a characteristic. At that time, when I was running a bar, I just graduated from University so having little experience and being not very good at it. Fortunately, I made some money that I could spend enough. Later, I think this is not a permanent solution.

When asked why he started the idea of starting a business in Thailand, Mr. Hua said that when he graduated from school, he cannot stop thinking about the situations of the vegetable trade between China and Thailand. In fact, at the beginning, Taiwanese were dominating the vegetable market and Mr. Hua felt that the language barrier was a huge challenge. Later, he was inspired by the first people of the same village who became rich in the vegetable trade in Thailand, making a decision to try the vegetable trade. Mr. Hua said: "Doing business of vegetables from Yunnan to Thailand is more advantageous, because of the geographical proximity, the low cost of food and the time-saving transportation. In addition, the family is also more familiar with the knowledge of these agricultural products. Many years ago, the policy of benefiting farmers in China is in widespread spread, so there will be subsidies, tax rebates and so on given to formers. " Mr. Hua also said: "I also went to Kampuchea to have a better understanding of this field, and I know a vegetable boss , guiding me to learn, but over three months of inspection , I do not feel that is a prosperous area, because the population is minimal, and considering Thailand is better, I decided to come to Thailand at the end of 2013 to do business. "Moreover, these products are big enough for you to sell at the national level, and they can't sell them for export, and he also takes a good advantage of the policy.

At the same time, I also learned that there are vegetables from the Chiang Rai mountains in Chiang Mai, but the production is small, and there are also problems in

planting vegetables in Thailand, where the rainy season is long, during which vegetables can hardly be produced. The end of rainy season is the peak season for the sale of vegetables and the rainfall has already been enough. But the vegetables in Chiang Rai, Chiang Mai, and other places in the northeast of Thailand can be sold out, and the vegetables that can be sold to Bangkok and other central areas are still very few and in short supply, so the market for Yunnan export vegetables to Thailand is still very big.

When asked about the problems and difficulties that Mr. Hua had encountered when he started his business, he replied, "the first must be the problem of funds. It is important to open the company's capital. As in Thailand, they will still be able to cash in my money." In addition, language is also a big problem. At that time, he came to Thailand to do trade alone, and all the companies were doing it themselves. The employees of the company included accountants, the workers of the goods, the warehouse personnel, the places to live, and the cold storage are all in difficulty. Till now, the situation is basically stable, and back to the beginning, it is really challenging. He even did not own the frozen storage. In the middle of the venture, there is a difficult and slow payment and more arrears, in addition to the fierce competition in the last few years because many people come in this market to do vegetable trade, so, the supply is massively outweighing the demands, so everyone tried to create an advantage in lowering the price, and then a price war occurred.

When Mr. Hua began to start a business in the country, he had made money to support his business, then made some money, and began to give twenty thousand or thirty thousand yuan to support the vegetable trading house in Thailand, and then, with his savings and the help from a friend, he began to start the vegetable trade. Now the company has grown bigger, not only doing the Sino Thai vegetable business, but also selling vegetables to Vietnam. Therefore, Mr. Hua believes that if we go back to business, we will have to start from nothing. If we combine our efforts and accumulated experience in these years, we should continue to do so. At the same time, Mr. Hua said businessmen still have to learn to work hard to make a success of what they want to do, and if the Thailand government can give foreign businessmen more policy help, the company will be better.

Case analysis: The East green vegetable trading company, founded by Mr. Hua, is a relatively successful enterprise representative. I briefly concludes that the factors affecting Mr. Hua's success are the following reasons: (1) Mr. Hua's strong interest in entrepreneurship; (2) daring to innovate and practice, having the courage to take risks. (3) self - hard-working quality of entrepreneurship; (4) the accumulation of personal experience; (5) being good at learning, having a better understanding of suitable areas and entrepreneurial space; (6) being deeply influenced by the successful people. Concerning the objective reasons: (1) the family conditions, are suitable for vegetable planting technology and resources; (2) the demand and attraction of the Thailand market; (3) Chinese agricultural policy support, and export advantage; (4) being driven by the international environment, the influence of Belt and Road Initiative; (5) the support of family members; (6) the stability of Thailand's social and environmental situation, and the national government's tolerance and tolerance.

#### **4.2.3 case study three**

Ms. Chen, who is 29 years old, has been studying in Burapha University in Thailand, majoring in education and science and technology, then studying for a master's degree in NIDA, majoring in management, and now preparing to continue to finish her doctoral degree. Last year, she opened a Chinese restaurant in Bangkok. Miss Chen's earliest contact with Thailand was when she was reading senior two and seventeen eighteen years old, because the school had a study project, and students could choose to be an exchange student in Southeast Asian countries could choose Singapore, Malaysia and Thailand, in addition to the United States, in which Miss Chen choose to be an exchange student in Thailand. After getting a deep understanding of Thailand during her stay in Thailand, she felt that the prices of goods were low, and the indigenous people were more friendly and the tempo of life was slow, which is the environment that Miss Chen preferred, So this is one of the main reasons was that Miss Chen applied to the quota to study abroad in Thailand after the end of the college entrance examination.

Miss Chen said that she studied the education science and technology, which was taught in Thai, so her peers are foreigners. At the very beginning, it was hard for

her to communicate with others because of the language barrier. Miss Chen learned Thai during her study, but the learning process was not professional so language had been always a problem. Besides, there was a huge gap between Chinese cultures and the way of education in Thailand, so she failed all the courses in the first semester, and then the dean asked her to take a semester of intensive and preparatory courses for the Thai language. Miss Chen's classmates are mainly Thai, and they are majoring in teaching, so many of them choose to be teachers, and some of them have some family or business to do. Few people choose to start a business. This kind of course is set up by students of teachers' specialty. But Ms. Chen said that the professional students of the business department will offer similar entrepreneurship courses, even entrepreneurial planning activities and competitions, and schools will encourage students to participate, but they have fewer contacts.

But Miss Chen also had the idea of starting a business after graduation in Thailand, doing business or building a Chinese school. Miss Chen wants to do trade because it feels that China and Thailand have also been relatively friendly in recent years. They also encourage and support them. They also see some business markets that can be done, such as Thailand rice, latex products, bird's nest, Thai medicine and so on in recent years, and many of Thailand's electronic products are also from the trade. China imports vegetables, and clothing. We want to establish Chinese school because many Thai people are still the Chinese descendants of ChaoShan, and many people now miss Chinese culture, but there is no place to learn Chinese traditional culture, which is very regrettable. Therefore, providing such conditions for them to learn Chinese culture is a good way.

When asked why not to put these good ideas into effect, Miss Chen replied, "if I want to set up a school, I need to improve my own conditions first, and I need to improve myself first, and the money will be a great difficulty." The conditions of the family can not be said to take hundreds of thousands of people out. I am just graduated from university, so I lack experience and have no suitable human resources, plus, money is still a major problem. So I want to work and accumulate experience for a few years before starting my own business. After graduating, Miss Chen worked in a mineral company in Puji, Thailand. When doing translation and marketing in the Chinese market, she accumulated some personal resources. Later Miss Chen went to



Bangkok to continue to study for postgraduate degree, during which there were relatively few school courses, and they had their own time and energy to complete the paving work of the business, and she chose a major in management, which gave her some theories for her own business, and she believed that the influence and help of her major during her postgraduate study was great. It's not just linguistic functions in later life, but also business knowledge or management knowledge do.

Miss Chen has been living in Thailand for nearly six years, and she thinks that she has a certain degree of understanding of Thailand's social environment and entrepreneurial environment. One of the factor that led to her most desire to start a business in Thailand, replied, is that "I want to accomplish a personal value. I can speak Chinese and Thai so the language barrier is gone, and I just need to solve the problem of capital." I think it's better to invest in a dream than to save money. "

Miss Chen also said that the most attractive factors for her to start a business in Thailand are that the social situation is good, under which the Thai people's life is slow and the idea of more enjoyment and consumption is created. In recent years, more and more Chinese people have come to Thailand to invest, travel, get education and so on, so the customer market will not be small, so it is considered that the catering industry will be a good choice. In addition, Miss Chen has also known the Chinese friends who also opened their own restaurants, so this work is not difficult for Miss Chen.

When asking about her plan to go back to China to start a business, Miss Chen said she would not go back to work, believing that the pressure of returning home will be heavier than that in abroad. Although it is not smooth all the time, she will also encounter financial problems at the beginning, and the work efficiency of the catering industry is slow in Thailand, but in the future, If the opportunity is great, she also wants to continue to open a branch and she said there will be a lot of problems to be dealt with, but she is still more optimistic about the situation and mentality of foreign entrepreneurship. Generally, it is more advantageous than the disadvantages.

Case analysis: Miss Chen is relatively late to initiate her entrepreneurship but the actual experience and theoretical knowledge of entrepreneurship are more absorbed, so her entrepreneurship has also achieved a stage of success. The factors that affect Miss Chen's entrepreneurship are the following reasons: from the

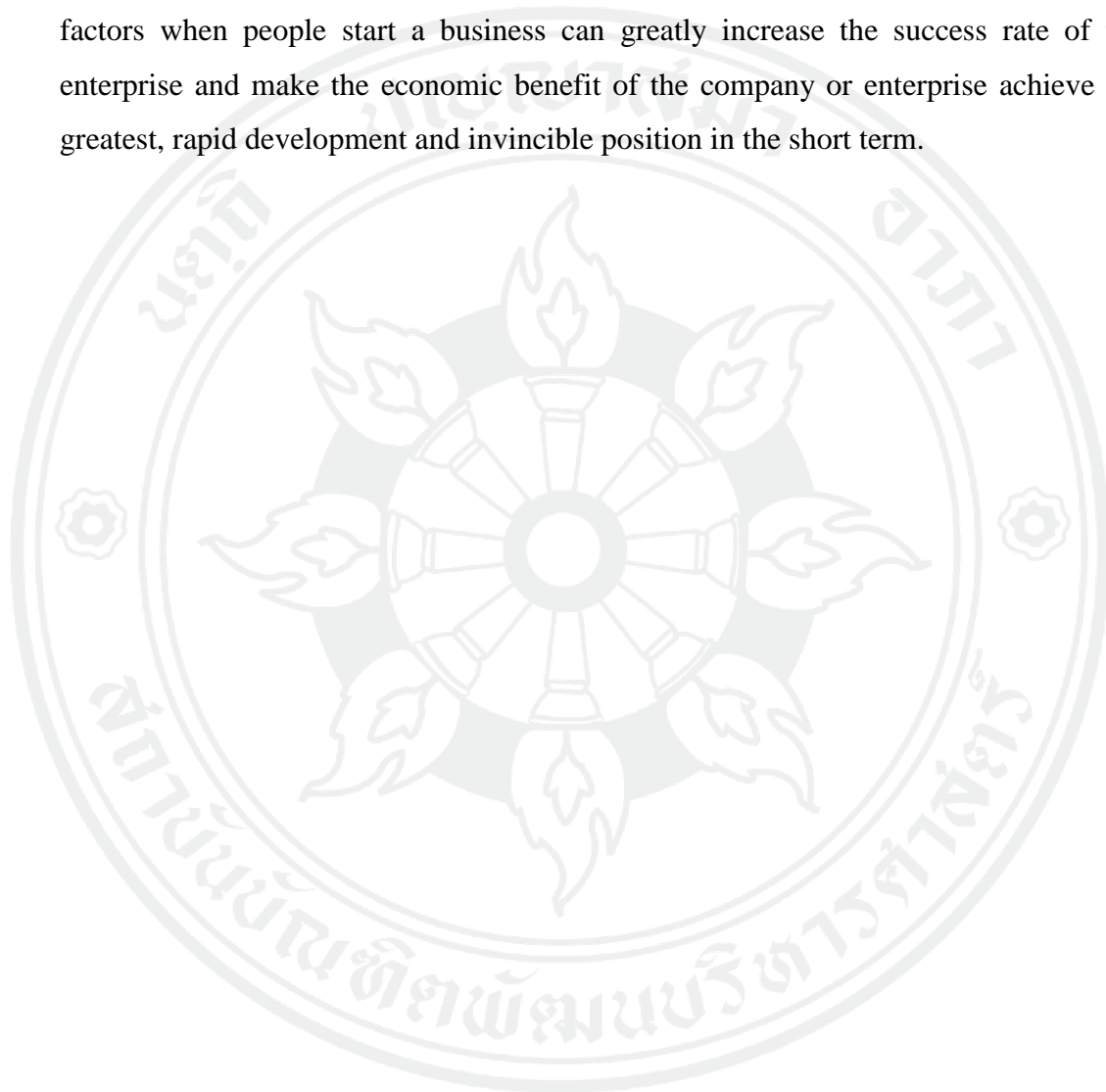


subjective factors (1) Miss Chen is one of the relatively few female groups who is interested in entrepreneurship, and has its own understanding and interest in entrepreneurship; (2) Miss Chen is comparatively superior in the educational environment and the foreign education is also relative, rendering that she is more open to accept new ideas and far sighted; (3) She is optimistic and positive, so she can enlist the trust and help of rom friends; (4) she can find the right opportunities for entrepreneurship and seize opportunities; (5) she dares to innovate and practice, having her own courage and she is not afraid of taking risks; (6) she is good at reflection and good at learning, one of which is that she knows her own shortcomings and makes up for themselves, and keep learning and enterprising; from the objective factors: (1) the international situation is progressing, Thailand economy is boosting, more people are attracted to Thailand, and the passenger flow and demand of the market is quite fast ; (2) the social situation in Thailand can be a huge attraction, The tempo of life is slow, and there is more time to enjoy life, and the pressure becomes smaller. (3) the regional advantages can be a benefit, attracting Miss Chen to create Chinese cuisine restaurants in foreign countries, and has its own unique and uneasy resources of technology and advantage; (4) she gets support from family and friends; (5) the "SILK ROAD" strategy has also created advantages for Miss Chen, resulting in more entrepreneurial opportunities; (6) The social and environmental situation of Thailand is stable and the national government is willing to hold a steady attitude.

#### **4.4 A summary of the chapter**

In this chapter, the results of the influencing factors mentioned in the questionnaire would be summarized, and three representative figures with the scientific method of deep interview would be shown, and then the factors that influence and cause the independent entrepreneurs to start a business would be analyzed from a scientific and practical perspective. The factors affecting entrepreneurship may stem from factors such as individual background, entrepreneur's traits, entrepreneur's subjective motivation and objective motivation, environmental factors and entrepreneurial opportunities. It can be clear that the factors that affect

foreign students' entrepreneurship may be complex, diverse, not single or even unstable, in which subjective factors may be preconditions and conditions, and objective factors can complement each other. The factors that cause people to start a business undeniably, may have more and even more subtle reasons, which can not be analyzed one by one, but taking full advantage of various subjective and objective factors when people start a business can greatly increase the success rate of the enterprise and make the economic benefit of the company or enterprise achieve the greatest, rapid development and invincible position in the short term.



## **CHAPTER 5**

### **The suggestions and future prospects**

At the end of this article, compared to the previous research on the influencing factors of foreign students' entrepreneurship, I analyzed the environment situation under the current domestic and foreign entrepreneurial market at the outset, then integrated the previous theoretical model, and constructed the theoretical model of the influencing factors of foreign students' entrepreneurship, on which 342 Chinese students studying in Thailand were investigated as the objects of investigation, basing on the sample of the survey as the basic research data, and the empirical analysis of the influencing factors of these students' entrepreneurship, the reliability test, validity analysis and statistical analysis of the influencing factors and the whole process was carried out by using SPSS, Excel and other scientific statistical methods. Finally, it is verified by the three representatives. The interview and analysis of the case study further corrected and supplemented the proposed factors, thus avoiding the oneness of the research. On the basis of empirical research, statistical analysis and case feedback, this chapter will sum up some factors affecting foreign students, and giving a few points from students in Chinese and Thai universities and China and Thai government as well as overseas students to promote foreign students' entrepreneurship, thus improving the rate of foreign students' Entrepreneurship and increasing the success rate of the business. The following suggestions and strategies are used for reference.

#### **5.1 suggestion of self subjective factors**

Foreign students should improve their own entrepreneurial qualities. In today's market, the economy is in various forms, and the new and old concepts are colliding and merging, so the choice of foreign students to choose a business is a choice with higher investment cost and a lower opportunity cost. Ability, technology, practical

experience, psychological quality and other aspects should all be taken into account, constantly improving their comprehensive quality.

(1) Strengthening the general knowledge and laying a good foundation. As the saying goes, "sharpening the axe makes cutting firewood more smooth", and "knowledge base determines superstructure". We should learn a solid foundation of general knowledge both at home and abroad, then combining the relevant entrepreneurial goals and plans with personal situations, accepting related entrepreneurship courses, training their entrepreneurial consciousness, cultivating their own ability to study independently, thinking in various dimensions, improving their self-thinking ability, and actively participating in business planning or entrepreneurial activities.

(2) Accumulating personal resources to draw on in the future. When we go abroad in the purpose of having a better understanding of the world of foreign countries, we should be a foreign student with international vision, to make friends, to shape and enhance our social ability, to communicate with others, to be in harmony and to coordinate with others, to be in good faith and to accumulate social resources.

(3) Building up a perfect psychological quality. It is unavoidable to enter the risk and difficulties of social entrepreneurship. Before starting a business, entrepreneurs should understand what is the purpose of choosing a business, whether it is ready to do a good job, and whether it has already had the basic conditions. It is demanding to determine the problems and difficulties encountered in the process of starting a business and when dealing with them, we should not panic or be impetuous, and instead we need to analyze the problems calmly and combating them actively, which can exercise self-adaptability in the market. Failure is unavoidable, and we should not be discouraged by them, but draw on the past experience and lessons from failure in time.

(4) Taking the initiative to enter the entrepreneurial market and meet the challenges actively. "What we can learn from books is just a piece of iceberg, and you should put the theories into practice" More theoretical knowledge is just a structure, but a useful skill. Entrepreneurship must be put into practice. Entrepreneurs, for example, should actively understand and enter the market, having a better understanding of the latest trend and situation of the entrepreneurial market, and then

choosing a good point of entry. SWOT (strengths, advantage, weaknesses disadvantage, opportunities, and threats ) can be used to analyze the market, and "SW" can be used to analyze its own internal conditions, while "OT" is used to analyze the external environment that it faces and can accurately grasp its own advantages and disadvantages. The most direct and efficient way to quickly accumulate practical experience is to enter the market in the course of study, such as visiting, inspecting, internship and work of the company or enterprise.

(5) learning to analyze the opportunity and seize the opportunity. Entrepreneurs may have many opportunities to start their own businesses, but timing is the key, because not every entrepreneurial opportunity is beneficial. Bold attempts may allow entrepreneurs to gain more experience, but accurate analysis and timing can allow entrepreneurs to take smaller risks to get the most profit.

## **5.2 The subjective factors of school**

The period in school is the key period for the students to choose to start a business in the future. At this time, the students' logic and cognitive thinking have gradually become mature and rational, and the outlook on life also has also occupied some position. So, the purpose of entrepreneurship education is to make students have a certain international vision and mind, then cultivating their own independent thinking ability, and having certain entrepreneurial consciousness, entrepreneurial thinking, entrepreneurial quality and entrepreneurial ability and skills, and also students' leadership, interpersonal skills, organization and coordination, market insight and the ability to avoid risks and the spirit of indomitable spirit to fight back failure should be fostered in this era.

(1) schools should strengthen the entrepreneurship education. Relevant courses on entrepreneurship education should be set, and these courses would be like "College Students' Entrepreneurship foundation", "human resources management", "finance", "marketing", "career planning" and other courses. In fact, foreign or international schools can also provide students with relevant entrepreneurial knowledge courses according to the actual situations. In recent years, Chinese universities have also opened a lot of courses on entrepreneurship for students, but the



entrepreneurship education in the United States is more practical than that in the Chinese education system. It is also true that the entrepreneurial activities in Thailand colleges and universities are more practical than theoretical knowledge, and more operational and practical entrepreneurial learning models are more functional. To be more specific, students' entrepreneurial interest should be aroused, inciting entrepreneurial enthusiasm, and directly acquiring entrepreneurial experience from practice. Colleges and universities in China and Thailand can also strengthen entrepreneurship education by improving entrepreneurship education system and entrepreneurial mentoring system.

(2) the schools should encourages the students to start their business actively. Schools should take a positive attitude and encourage students when their motivations are favorable. In the questionnaire survey, most of the students still hold positive attitudes towards entrepreneurial activities. For example, they would have the active intention to hold and carry out activities such as entrepreneurial activities, entrepreneurial competitions, simulation of business operations, celebrity lectures and other activities, giving certain rewards to students with outstanding performance, and making students get preliminary achievements and gain experience through testing and overcoming some small difficulties, so being conducive to the follow-up innovation and practice, and finally making some breakthrough in their lives, which can be accomplished step by step

(3) The students' entrepreneurship center should be established to guide entrepreneurship and enlist help to students. Nonetheless, students are those who just start to enter the society, and experience is relatively limited. Schools are indispensable to their proper guidance and guidance. The establishment of student center in the school is the spiritual support of the students' entrepreneurship. It also, to a larger extent, provides help and guidance to the students' entrepreneurial behavior appropriately, and reducing the pressure of the students to start their business.

(4) Schools should actively collaborate with enterprises. The companies can provide places for students to go on internship, creating the right platform for the students' entrepreneurial practice, which will benefit the students directly, and the students can get the first experience from the first hand. It is widely acknowledged that Thailand Zheng Da School of Management is supported and sponsored by CP



ALL (Zheng Da Group) Limited. Every year, a large number of students will be arranged to study in the Zheng Da Group(CP)and they can also have access to the subsidiary from this group, this is a perfect way to draw on and collaborate.

### **5.3 suggestions on objective social influence factors**

A good atmosphere for social entrepreneurship should be created and the spirit of entrepreneurship. Entrepreneurship can not be built behind closed doors. So, relevant measures should be taken. The first step for students to start business from universities is to come into contact to the society. The social groups, to some degree, will benefit them directly, and the social and economic benefits will be affected, so the success rate of entrepreneurship will be enhanced. Therefore, an efficient platform for students both at home and abroad should be furnished. Starting with the aspects of social network, information, talent, material, site, housing, equipment, technology, capital and so on, we can provide multi-directional entrepreneurial resources for the overseas students to be prepared to start a business, and simplify the channels for obtaining the resources of entrepreneurship. The "business incubator website" can provide convenient business information, and mobilize the enthusiasm of the whole society via a large number of social activities, then promoting the spirit of entrepreneurship and creating the perfect atmosphere of entrepreneurship.

### **5.4 suggestions on the influence factors of the objective government**

The government's policy of setting up relevant entrepreneurship for colleges and universities will accelerate the promotion of entrepreneurship, and also playing a role in supporting and stimulating students' entrepreneurship. Therefore, the actions of the government is also one of the key factors to promote entrepreneurship, which is indispensable. To a larger extent, the government's policy of improving entrepreneurship is also improving the government system to a comprehensive one.

The system and regulations of the management of entrepreneurship should be accommodated and improved. The development of entrepreneurship has been an important section in economic development. In recent years, the number of students

studying abroad has been increasing, and the preferential policies for students studying abroad should be adjusted according to local conditions. The entrepreneurship and preferential policies should not be limited to those in Beijing, Shanghai and other front-line cities, but all the overseas students should be popularized, by which, for example, the government can furnish students with funding for venture capital, small guarantee loans, tax relief or preferential policies, social security subsidies and other policies to attract overseas students to join the entrepreneurial team.

(1) The laws and regulations that support relevant entrepreneurial policies should be made. The government's entrepreneurial policies and preferential policies should not be merely formalized but superficial. Instead, the relevant legal documents should be established, focusing on the difficult problems of the attack on every stage of the venture, improving the execution, working the functions of the government and consolidating the policy of entrepreneurship.

(2) The management institutions should be initiated. At present, it is challenging to find an institution to provide the latest and most authentic and reliable entrepreneurial information in China and Thailand, having the possibility of causing entrepreneurs to lose the opportunity to start a business. So a management organization should be launched, then supervising the policy of entrepreneurship, providing direct and reliable entrepreneurial services, and managing the entrepreneurial mechanism with specialized agencies. The United States, for example, set up the corresponding institutions SBA and laws and regulations in the purpose of being responsible for entrepreneurship, from which we can refer to.

## **5.5 some suggestions for the overseas market and Industry**

The overseas study market consists of overseas students, service providers and foreign educational institutions. In the survey, I also found that a lot of students studying abroad study in Thailand through foreign agencies, and the influence of foreign institutions on the overall entrepreneurship of foreign students will also play an important role. Therefore, the quality of service in the agencies should be largely

improved. If we can provide some entrepreneurial planning, entrepreneurial guidance and some entrepreneurial opportunities based on the interests and interests of the students properly, the quality and competition of the overseas students will be greatly improved, and enhancing the rate of foreign students' entrepreneurship.



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## APPENDIX

### Personal background and traits

#### 1. Your gender:

- male
- female

#### 2. Your age:

- Under 18 years old
- 18~25 years old
- 26~30 years old
- 31~40 years old
- 41~50 years old
- 51~60 years old
- 60 years old or older

#### 3. The level of education you receive is :

- specialist
- bachelor
- master
- doctor

#### 4. What is your major:

- Science and engineering
- humanities
- management

- economics
- other

5. Your family's economic situation :

- general
- more wealthy
- very wealthy

6. Come from :

- city
- countryside

7. Have you participated in an entrepreneurial activity and have willingness :

- have and will
- have but no will
- have not and no will
- have not but will

8. Are you planning to start a business now:

- no idea
- already employed
- planning
- in business

9. The ideal area of employment is:

- state-owned enterprise
- private enterprise
- foreign joint venture
- institution

10. The area that I plan to start in the future is:

- high-tech field
- intellectual service
- franchise store
- own shop

11. Your level of interest in entrepreneurship:

- not interested
- have a little interest
- generally interested
- more interested
- very interested

12. Do you think that the experience of studying in Thailand has helped the entrepreneurship:

- no help
- a little help
- general
- very helpful but not very much
- very helpful

Test internal control capability

	1 weak	2 relatively weak	3 normal	4 relatively strong	5 very strong
13 .Self-developed plan Execution level:	○	○	○	○	○
14. What I want to do and how much I can accomplish it:	○	○	○	○	○

Test self-efficacy

	1 weak	2 relatively weak	3 normal	4 relatively strong	5 very strong
15. Degree of that i have a passion to face emergencies :	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16. Degree of that i have the ability to anticipate unexpected events :	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
17. Degree of i have the talent to deal with emergencies :	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
18. Degree of that i have the endurance to deal with emergencies. :	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Your degree of consent to "entrepreneurial motivation" (1 disagree 2 not very disagree 3 general 4 compare agree 5 fully agree)

	1	2	3	4	5
19. Learn to use, Realize self-worth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
20. Personality, Like free working space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
21. Want to be the boss	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
22. Solve the employment problems of yourself and others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
23. Improve economic conditions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
24. Use professional knowledge to create wealth for society	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
25. Build and expand interpersonal relationships	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Your consent to the following "quality or ability to start a business" (1 disagree  
2 not very disagree 3 general 4 compare agree 5 fully agree)

	1	2	3	4	5
26. Need to have a strong will	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
27. Continuous learning and continuous access to entrepreneurial resources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
28. Bear and avoid risks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
29. Ability to identify and grasp opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
30. Extensive expertise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
31. Deep expertise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
32. Broad social and interpersonal communication and communication skills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
33. Management ability and leadership	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
34. Understand the rules of market operation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

35. Have parents or other relatives ever had an entrepreneurial experience :

- had
- never had

36. Whether a parent or other relative has a company or business :

- had
- never had

37. Whether parents or other relatives have ideological support or encouragement for your business

- had
- never had
- uncertain

38. How is the family supporting your entrepreneurial efforts:

- weak
- relatively weak
- normal
- relatively strong
- very strong

39. The level of entrepreneurship education you have received

- never
- a little
- normal
- higher level
- particularly high degree

40. The level of you know about Entrepreneurship knowledge

- none
- a little
- normal
- well
- very well

41. The level of you know about the country's entrepreneurship:

- none
- a little
- normal
- more understanding
- very understanding

42. Have you considered starting a business abroad in the future?

- never



yes,I have

43. Oversea foreign entrepreneurial opportunities are much more than China:

- disagree
- relatively disagree
- general
- Agree
- totally agree

44. Oversea foreign entrepreneurial opportunities are better than China:

- Disagree
- Relatively disagree
- General
- General
- Totally agree

How do you agree with this Entrepreneurship difficulties

	1 Disagree	2 Relatively disagree	3 General	4 General	5 Totally agree
45.lack of funds	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
46. entrepreneurial skills and basic entrepreneurial qualities, lack of management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
47. no entrepreneurial channels, lack of manpower and material resources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
48. insufficient support for college students (overseas students) and	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

inade-quate policies					
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49. Do you agree with the reasons for studying in Thailand: (Multiple choice questions)

- A. feel that the level of international education in Thailand is relatively high.
- B. the cost of education in Thailand is relatively low and the time is short
- C. taking Thailand as a springboard for further study
- D. in order to have better employment opportunities and entrepreneurial opportunities in the future
- E. broaden your horizons and enrich your experience

50 Have you found an opportunity to start a business:

- did not find
- found it, but did not know whether to calculate the opportunity to start a business
- found the opportunity to start a business but were weighing up to start a business
- already starting a business

51 When choosing the best time to start

- A. in college
- B. after graduation
- C. need to work for a few years first
- D. in the period of his uncertainty\_\_\_\_\_

52 Suppose you currently have 100,000 yuan, there is an opportunity to invest in products, half of which may be profitable by 200%, and half of them may not be worth the money. How much will you invest?

- A. 100000yuan
- B. 80000~50000yuan
- C. 30000~50000yuan
- D. 10000~30000yuan
- E. 0~10000yuan

F.0yuan

53 How many person are self-employed among your friends or relatives :

- A. 0 person
- B. 1-5 person
- C. 6-10person
- D. more than10 person

54 If you will start a business in China in the future, which region will you choose to start?

- A. First-tier city
- B.Second-tier cities
- C. Third-tier city
- D.County-level city

55. If you want to start a business, what is your main source of funding: (Multiple choice questions)

- parents
- Own savings
- loan
- partnership sponsorship
- other

## BIOGRAPHY

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