

On the Development of Entrepreneur and the growth of Enterprises

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Abstract

Entrepreneurs are the key factor in the development of market economy, and Chinese entrepreneurship is also a huge source of market economy development. Tao Zhu and Yitong have in ancient China accumulated great wealth. Today, thousands of Chinese entrepreneurs have participated in the big wave of entrepreneurship and innovation, and Chinese entrepreneurs have stood at the core of the world stage. For thousands of years, China has never lacked entrepreneurial genes. But for thousands of years, Chinese entrepreneurs have not received so much care and respect as they do today. Because entrepreneurs are the key subjects in Chinese social activities and socialist market economic activities. Pragmatic innovation and entrepreneurship meet the current needs of "mass entrepreneurship and innovation" and is also a spiritual resource urgently needed to optimize China's economic structure and realize industrial modernization. To further improve the return on private investment to develop and expand private enterprises, state-owned enterprises must vigorously promote the mixed ownership reform inseparable from investment and innovation.

But in retrospect. Due to the cultural bias of "emphasizing agriculture and suppressing business". China's commercial culture is not developed in China's long-standing feudal society, and entrepreneurship is even more difficult. Since the founding of the People's Republic of China, especially in the 40 years since the reform and opening up. A large number of a number of outstanding private enterprises and outstanding entrepreneurs in China. Whether private or state-owned. Entrepreneurship has seized the opportunity, opened up the market space, brought a lot of opportunities to the society, and effectively alleviated the employment problems of many Chinese families. Through the in-depth display of entrepreneurship, the important significance and status of entrepreneurship in modern China are further clarified. It will be conducive to more activating the new energy and vitality of the development of China's market economy, and will be conducive to further optimizing the economic structure and industry development trend. We will raise modern and civilized progress.

Keywords

the spirit of reform, opening up and innovation, enterprise innovation and innovative enterprise entrepreneurial environment.

1. The Role of entrepreneurs

The long river of history continues, and the development of a human civilized society must be inseparable from politicians, scientists, businessmen, and the broad masses of the people. Politicians determine the development of the country, with a certain political vision and talent, focusing on the welfare of the people and the development of the country. Scientists have a great role in promoting China's economic and social development, and science and technology is the primary productive force. Without science, with no progress, they allow us to reunderstand the world again. Businessmen also shoulder important responsibilities in their

social development. Where there are successful entrepreneurs, where there is a successful economy. They should continue to bring forth new products and study new products, but also to maintain a good corporate image, but also to pay attention to the user experience from the perspective of consumers, and indirectly promote social progress.

At the end of the Spring and Autumn Period, Fan Li was an early business theorist in China. After quitting the political circle, he became rich and became a rich businessman. His idea of "advancing profit at the end of the agriculture" not only promoted the development of agriculture but also promoted the development of industry and commerce.

China's trade development has been unable to make good progress compared with Western European countries. Business activities also remained at the lower level until the reform and opening up.

In 1978. The situation has changed dramatically. From 1978 to the rapid development of China is inseparable from the development of industry and commerce. From the beginning of the household joint contract responsibility system. By the four special economic zones beginning in 1980, some people with bold brains became the big money of the time, and the rapid development of China's socialist market economy was also closely related to these entrepreneurs. So in my opinion, Chinese entrepreneurs are the key subjects of market activity. The "reform and opening up" just mentioned is a historic event in China's economic history. Before the reform and opening up, China's socialist economic system was dominated by those owned by the whole people and collective ownership, except for some small private enterprises with public-private joint ventures. Capitalists can get some interest beyond that. Most enterprises receive wages at institutional levels. There were very few capitalists then, let alone calling them "entrepreneurs." The economic outlook presents a stagnant pool, and the economic development has reached a bottleneck. At this time, an old man waved his big hand and drew a circle in the South China Sea. The establishment of Shenzhen Special Economic Zone, so countless future entrepreneurs filled with knowledge and dreams poured in. To Shenzhen this place to show their ambition, great plans.

Entrepreneurs establish enterprises, with the support of national policies, showing a thriving momentum. They have created a large number of jobs, reduced social conflicts, promoted economic development, and raised their overall national strength. The core of an enterprise is entrepreneurs. The development and growth of an enterprise stands out from many enterprises and cannot be separated from the correct strategic ideas of entrepreneurs. An outstanding entrepreneur must also have the excellent learning ability. Decided whether the enterprise can keep pace with The Times, not conventional: broad vision. You can have a keen thinking, have an accurate prediction of the future development trend of forward-looking ideas cannot be missing: a broad heart will not because of small profits and be swayed by considerations of gain and loss. The three also have the qualification to become outstanding entrepreneurs. At the same time, the employment strategy of entrepreneurs determines the enterprise atmosphere, reflects the vitality of an enterprise, and is also an important aspect of the success of entrepreneurs

2. the growth environment of entrepreneurs

Since the reform and opening up, the impact of domestic and foreign environment of countless domestic and foreign companies has promoted the rapid development and growth. However, when China entered the WTO in 2001, domestic and foreign companies should not only consider the competition at home and abroad, but also combine to deal with the global international competition in the same industry. The addition of the international market forces domestic enterprises to open up the pattern and broaden their horizons. This also makes the

rapid rise of Chinese enterprises, the development situation is thriving, China's economic rapid development. Some leading enterprises, originally in the domestic thriving, found their own small and the gap with foreign enterprises after entering the international market. So the development environment of the enterprise has entered a never before the tense situation.

The development of enterprises is inseparable from the management of entrepreneurs. However, China's business development is late, and the theoretical knowledge is relatively scarce, and China also lacks the enterprise managers in this respect. From an international point of view, Chinese enterprises are struggling. It is just because of the poor growth environment of Chinese entrepreneurs.

2.1. Restricted by the government

All businesses are the same, are constantly changing strategies to adapt to the market changes, and thus develop. And China's market changes are mainly limited by the government. Most of the national enterprise managers are held by the government departments, and also the majority of the national operating resources are in the hands of the government departments, which is the center of the national business field, which requires that private enterprises can only revolve around the government departments to obtain good development prospects without independent power and independent status. These soft constraints also restrict the development and growth of enterprises, and they may also cause entrepreneurs to fear when running a business, which is not conducive to the growth of their own capabilities.

2.2. Interaction with the products

Entrepreneurs run and operate a company, is a unique labor resource, which must be reflected in the product. The product is supported by a large number of consumer groups, so the entrepreneur should also be successful. Some of his decisions must lead the enterprise to a bright and happy road. But at the same time, whether the product is supported by consumer groups also depends on entrepreneurs, when the news of Liu Qiangdong's suspected sexual assault was reported, JD's stock fell sharply. Therefore, the entrepreneurs themselves should also have a good image, to properly operate, they will have a good reputation, this will have their own brand, the enterprise will better develop.

2.3. Lack of education and training

As the China's economic market has flourished in recent decades, the quality of the company's manager team has also developed. The structure has also been improved accordingly. This is the big situation, but there are also many managers who lack this knowledge and the idea of learning knowledge. High-quality personnel are the backbone driving force of the enterprise, but once the high-quality personnel can not thrive with the rapid and healthy development of the economy and nature together, it will be difficult to meet the vigorous requirements of the socialist market. Henry Fayor, the "father of the workflow", believes that human business management can be achieved through teaching. Can but should work in college and then in the factory.

In general, entrepreneurs are the managers, organizers of enterprises and the leaders. In order to enable enterprises to stand out and occupy a place in the world environment, we must optimize the growth environment of entrepreneurs and create strong conditions for the development of enterprises.

3. The relationship between entrepreneurs and enterprise innovation

Whether an enterprise has resilience, whether it can persevere in the torrent of The Times is inseparable from the innovation of this enterprise. And the enterprise innovation depends on

whether the entrepreneur is innovative spirit. Since the 18th CPC National Congress to the present, General Secretary Xi has put forward the "Chinese entrepreneurial culture spirit" in several major speeches, enough to see the importance the country attaches to the group of entrepreneurs.

Science is the first human social productive force, and science is the main driving force for promoting vigorous economic and social development. "The scientific practice of Chinese entrepreneurs is the most important technical means to promote China's innovative growth." China's innovative entrepreneurs should be practitioners, organizations, guide the innovative growth of Chinese enterprises and have the courage to carry out production organization reform and innovation, process and technology and market economy reform of Chinese enterprises ". President Xi said. In order to maintain the high speed and high-quality development of the national economy, we need to adhere to the basic concept of technological innovation based on technological innovation. We will vigorously carry forward the spirit of technological innovation, cultivate large entrepreneurs with technological innovation spirit, and establish innovative enterprises. Although Zong Qinghou said that everything came from "focus," I think some of his initiatives were undoubtedly an innovation for the market at the time. If the enterprise wants to grow, the following points should be done.

1. Improve the entrepreneurial spirit and innovation awareness of entrepreneurs. Entrepreneurs are the leader in business development. Entrepreneurs are very creative. It directly affects the enthusiasm of employees to start businesses and determines how the enterprise to establish an innovative company. Entrepreneurs must take technological innovation as a long-term pursuit, enhance their confidence in innovation, pursue the spirit of bold challenges, become the world first, dare to take risks. Creating excellent new products and services is pushing the company to the top of the industrial and value chain.

2. Enhance the innovative means and ability of entrepreneurs. An enterprise's innovation ability depends on the innovation ability. The advanced technology prepared by the enterprise and some equipment determine whether the product is competitive: the application of Internet technology. Selection of the optimal resources. Business model innovation and cost reduction: redistribution of capital investment. A large amount of resources should be inclined to technological innovation, especially the treatment of scientific and technological talents. Improve its enthusiasm, to improve the enterprise innovation ability on the same aspect. Entrepreneurs should also keep up with international trends. We will grasp the direction of international innovation. Thus, it determines the enterprise innovation and development strategy.

3. Cultivate innovative entrepreneurs. Competition between enterprises is basically the innovation competition for entrepreneurs. We will improve the retention system for rewarding talents. We will guide and support more technicians with innovative and entrepreneurship talents, and cultivate a number of outstanding innovative entrepreneurs who are brave and innovative through innovation and entrepreneurship. Comprehensively plan the construction of Chinese entrepreneurs, actively do relevant education and training; pay more attention to the positive role of technical entrepreneurs. We will gradually form a more perfect dialogue and consultation system on the innovation capabilities of Chinese enterprises and actively attract more Chinese entrepreneurs to participate in innovation and development policies, plans, management norms, standards formulation and special evaluation. epilogue

In the process of the development of market economy, enterprises become one of the main market entities and play an indispensable role, which has had a huge impact on the whole

development process of market economy. And entrepreneurs are also the core of a private enterprise and leading the direction of one enterprise. Play a vital role. From ancient times to the present, there have been many innovative businessmen or entrepreneurs in every era, and their advanced thinking helped them succeed in that era. Nowadays, in this era of opportunities and challenges coexist, we need and need more innovative spirit, more entrepreneurs with these spirit, need them to go to the front line, establish enterprises, ambition, advance in the tide of The Times, and strive to create their own world. At the same time, the country should also strive to create an environment suitable for the development of these entrepreneurs to provide domestic demand with their fair competition and optimize the supply-side structure. At the same time, set a good example and then train the next generation of innovative entrepreneurs to form a virtuous cycle. This is the way that the long-term policy of national economic development.