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Ways to Improve the Endogenous Motivation of Young Entrepreneurs' Innovation and Entrepreneurship in Old Districts —— Taking Yanfu Revolutionary Old Districts as an Example

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Abstract

Endogenous motivation refers to the spontaneous motivation generated by the internal survival and development of an organization, which is the driving force of all behavior mechanisms. 1Awakening the endogenous motivation of young entrepreneurs' innovation and entrepreneurship is an inevitable requirement of Socialism with Chinese characteristics in the new era, a surefire way to deal with the complicated economic forms and the best shortcut to promote the emergence of talents. The endogenous motivation of young entrepreneurs' innovation and entrepreneurship is influenced by the tendency of national policy, the wind direction of market environment and the individual ideology of entrepreneurs. The ways to awaken young entrepreneurs' creativity in Yanfu old district are divided into three points: first, consciously adjust the strategic direction to meet the call of national policy; second, insist on creating a broad market space by means of "attracting investment"; third, strengthen the publicity and guidance of public opinion and become the spiritual home for introducing talents.

Keywords

Endogenous power;Innovation and entrepreneurship;Yanfu Old Area

Introducion

In recent years, China's economic difficulties have been transformed into the growing demand of ordinary people for a better life, and the phenomenon of uncoordinated and imperfect market economy conflicts. However, the old revolutionary base areas are still the lifeline of the Communist Party of China (CPC) and the people's army2, and the broad masses of China people are still witnesses to the revolution, but many places are still in economically underdeveloped areas. Therefore, in the new historical stage, the strategic vision of the party and the country is to revitalize the old revolutionary base areas. On January 24, 2021, the General Office of the State Council issued "the Opinions on Supporting the Revitalization and Development of the Old Revolutionary Areas in the New Era"3, which clearly defined the planning orientation of the red former site, in which the former site of Yanfu is the reconstruction base of the New Fourth Army, and its red tourism history will be endless. In 2022, the GDP growth will rank first in Jiangsu, and we will always persist in doing practical work and strive for a new track of high-quality construction in order to write a' strong, rich and

beautiful' Jiangsu socialism.

Realistic needs of awakening the internal motivation of young entrepreneurs' innovation and entrepreneurship

The national strategy of rejuvenating the old revolutionary base areas is in urgent need of response. The former revolutionary site is an important carrier of great spiritual wealth and material wealth produced in the revolutionary activities under the guidance of the party, bearing revolutionary traditions, revolutionary deeds and revolutionary culture. The general offices of the Central Committee of the Communist Party of China and the State Council have always attached great importance to the revitalization and development of the old revolutionary base areas. Since the 18th National Congress of the Communist Party of China, Comrade General Secretary Xi Jinping, the Central Committee of General Secretary Xi Jinping, still cares about and attaches great importance to the revitalization and development of the old revolutionary base areas, and has given important instructions on the revitalization of the old revolutionary base areas several times. It profoundly explained the great significance and historical logic of the revitalization and development of the old revolutionary base areas, and made clear the guiding ideology, target concept and working methods for promoting the revitalization and development of the old revolutionary base areas in the new era. In the "Opinions on Supporting the Revitalization and Development of the Old Revolutionary Areas in the New Era" issued by the the State Council Municipal Government Office, it is pointed out: help the people in the old revolutionary areas to consolidate and expand the new achievements in the fight against poverty in the new construction period, create a new journey of socialist modernization, and enable the broad masses of people in the old revolutionary areas to gradually lead a richer and happier new life.

The urgent need to revitalize the economy in the old areas needs to be solved. Promoting the construction of old revolutionary areas and accelerating the pace of development is an important measure to thoroughly implement the essence of the Party's 20th Congress. Although in recent years, the prosperity and rapid development of old revolutionary areas has achieved remarkable achievements, there is still a long way to go for high-quality and rapid economic development, especially for the economic development of old revolutionary areas. In the process of China's basic modernization, the revolutionary struggle against the old areas is the most crucial. "Only when the people in the old liberated areas achieve a well-off society in an all-round way can everyone in the country truly achieve a well-off society; As long as the foundation of the old liberated areas is fully modernized, Jiangsu's foundation will be fully modernized. In the process of overall urban and rural development and urban integration, only by keeping pace with the times and caring for the old liberated areas can we promote the vigorous development of the whole country's economy and the old liberated areas, repay the great historical achievements of the people in the old liberated areas, and enable the people in the old liberated areas to share the fruitful achievements of reform and development. "4Since the reform and opening up, most of the old revolutionary areas have been at a disadvantage in economic development because of their remoteness, and have not achieved real high-quality development. Therefore, the outstanding cases, represented by 100 young entrepreneurs in the old Yanfu area, which played an important role in promoting the rapid economic development in the old area and had reference and promotion significance, were not summarized and promoted in time. Therefore, this practice is based on the realistic needs of high-quality economic development in the old areas.

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The continuation of the red gene is waiting for the right time. Yancheng, as a revolutionary old city with red genes, has a wide distribution, high level and many kinds of red resources. There are 248 traces of major revolutionary struggles in its territory, and there are 128 towns and villages named after revolutionary martyrs, which bear the brilliant spirit of the New Fourth Army and deep patriotic feelings. It is one of the famous revolutionary struggle sites in China. In 2022, Yancheng's GDP growth rate ranked first in Jiangsu Province, and a group of outstanding young entrepreneurs who took root in the old revolutionary areas for innovation and entrepreneurship fully demonstrated the shaping role of the revolutionary culture of hard struggle and pioneering spirit for the vast number of young people, which has strong research significance.

Successful experience of inspiring young entrepreneurs' internal motivation for innovation and entrepreneurship in Yanfu old district

consciously adjust the strategic direction to meet the call of national policies.

Inheriting red genes and innovating green development, the development mode of "red-green integration" has opened up green income-increasing channels for the people in the old revolutionary base areas, and made the inheritance of red culture have a more solid public opinion base. Yuncai Village is the birthplace of the first democratic regime in Xiangshui, and it is also a national forest village, a provincial health village and a rural village with provincial characteristics. Yuncai Village Party History Education Base is a "red landmark" in Yuncai Village and surrounding villages and towns. The museum displays the glorious deeds of martyrs such as Zhu Yuncai, Liu Zhengquan, Ma Kaiwen and Niu Yubiao in Chen Zhe. Wu Peibao, a 97-year-old veteran of the Anti-Japanese War, has long served as a propagandist of the village's red cultural obligations. The yellow peaches, seedlings, flowers, vegetables and other bases on 8,000 mu of land around the village are arranged in an orderly manner and full of vitality. The village-level accumulation and per capita income increase year by year. In 2020, the village collective income will be 240,000 yuan. The old course of the Yellow River is the main gathering area of Yancheng's red cultural landscape, and it is also an ecological corridor to enrich the people, which is gradually becoming a demonstration area for the development of "red and green integration". Yancheng issued "Several Opinions on Accelerating the Rural Revival in the Old Road Area of the Yangtze River", which deeply integrated China's red civilization and natural environment, and made great efforts to build a modern green transition economic development road that integrates revolutionary struggle, party spirit practice teaching, real-life feeling, rural leisure, modern agriculture and green ecological leisure.

Insist on "attracting investment" and other means to create a broad market.

Attracting investment is the "lifeline" of the economy and the "source of strength" to promote high-quality growth. While attracting investment to promote economic development, the local government does not forget to stick to the bottom line, formulate investment rules step by step, and create a fair, orderly and vibrant market environment. It clearly defines the investment direction of enterprises, puts forward the "three main points" of focusing on key industries, aiming at key areas and closely following key links, strengthens chain

investment, and closely cooperates with domestic and foreign regions, so as to "stay here" and "get out". Actively do a good job in the strategic connection with the economies of the Yangtze River Delta, Pearl River Delta and advanced regions such as South Korea, Japan, Europe and the United States, and focus on the key, weak links and shortcomings in the process of industrial chain construction, and strive to attract a large number of major projects with strong technical content, high added value rate and high energy consumption management level, so as to empower the sustainable and rapid growth of the local economy. Specialized people should do special things, form a full-time investment promotion team, improve the professional level of investment promotion, and form a talent mechanism for investment promotion. Strengthen the cohesion of attracting investment, that is, strengthen organizational management, strengthen communication and contact, and clarify objectives and tasks.5

Strengthen the propaganda and guidance of public opinion and become the spiritual home for introducing talents.

Carry out characteristic cultural education in the old areas and build up the hometown feelings of young people in the old areas.

Excavate vivid examples and shape landmarks of spiritual civilization in the new era. The old red areas have also nurtured a new generation of ancient mythological heroes, such as Sha Jinmao, who had a party age of 71 years and was the former secretary of the advanced municipal party committee and the former secretary of Dongtai county party committee; Wang Qiang, a visiting professor of Yancheng Normal School who was awarded the "Excellent Teacher in the Province" and the "Fourth Recommended Award for Professional Ethics Model in the Province" posthumously; Bian Kangquan, the third guardian of the Wutiaoling Martyrs Cemetery, who was selected as the "China Good Man List". They all came from different backgrounds.

Innovating means of communication and building a new media carrier with mainstream value. The system innovation and transformation of red culture creation and communication, Yancheng grasps the red theme, reflects the voice of the society, and successfully creates a number of red cultural information media products with depth and heat, temperature and accuracy, such as telling the history in oral form: the eternal story, flying to read Yancheng Hongzhen Village, the clean government culture of the New Fourth Army, and the centenary of Yancheng Red Culture, which has a strong market response. In September, 2019, a news coverage activity of "Follow the footsteps of the Iron Army, Keep in mind the initial mission" was launched in Yancheng. It lasted for 58 days, spanning eight provinces and one city, with a cumulative distance of more than 11,000 kilometers. Twenty-seven full-page issues were published, with more than 200 pictures and 48 videos. The total number of readings on the news transmission network exceeded 50 million, and the number of readings of a single message on the Xinhua News Agency client exceeded 10,000. Building a new media carrier with mainstream value.

Countermeasures and suggestions for promoting the internal motivation of young entrepreneurs' innovation and entrepreneurship

Improve industrial support policies. Promote the scientific, standardized and institutionalized policies of government investment promotion, so as to improve the quality and efficiency of government investment promotion and improve the quality of government services. For major enterprises and key projects, the pol-

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icies and measures of "one enterprise, one policy, one thing, one discussion" and "one-stop" service will be implemented, and soft conditions will be built by hard measures. At the same time, adhere to the legal bottom line, improve policies and actively provide services to prevent business risks, promote the transformation and upgrading of traditional industries, cultivate and develop innovative enterprises, and establish a system of selecting the best and eliminating the worst in the market to promote the automatic transformation of traditional industrial organizations. We should attach importance to the cultivation of enterprise ecology, actively promote the development of company innovation by CUHK Group, further optimize the innovation environment and high-tech entrepreneurial atmosphere of small and medium-sized companies, form a good situation of diversified innovation and development cooperation among companies of different types and sizes around new technologies and emerging markets, form healthy competition, and effectively guide the research and development of "new" technologies and "new" products with industrial policies. We will actively guide the integration of general technology and new technologies with the advantages of government resources, and drive social market players to invest in the field of technological innovation. We will establish a long-term mechanism for strict protection of intellectual property rights through the legal system, accelerate the reform of the new factor market, and further improve the protection system.

Improve infrastructure and public services in the old areas. It has promoted the maintenance and construction of roads, railways, airports, electricity, water conservancy and other important facilities in the old Yanfu area. At the same time, it has done a good job in the construction of e-government and continued to promote the development of information interconnection. By improving the public service system and innovation system, it has effectively enhanced the ability of industrial innovation, collaborative innovation and open innovation. Strengthen the local medical and educational level, actively cultivate and gather talents, combine "blood transfusion" with "hematopoiesis", and cultivate the competitive advantage of strategic emerging industries. Optimize the compensation policy in the old areas and improve the normal growth mechanism. With the national education project as the platform, we will strengthen the tilting force of talent training in the old revolutionary base areas.

Strengthen the innovative loan support for college students. Open the "green loan" of innovative youth guarantee banks, reasonably prevent and control financial risks, and improve the application procedures, support means and repayment time of innovative guarantee banks. Innovative financial policies. Relying on bank credit, we will gradually form a diversified agricultural investment and financing structure with official capital investment as the main body, private enterprise capital investment as the support, and social financial capital and rural venture capital widely participating. Further improve rural insurance, and continuously expand the coverage of policy-based agricultural insurance according to the results of market risk assessment, providing corresponding guarantee support for rural entrepreneurial youth. Broaden the channels of social investment, and take the form of absorbing social capital cooperation and shareholding to alleviate the difficult situation of rural entrepreneurship development investment funds. Further improve rural insurance, expand the coverage of rural policy agricultural insurance according to the market risk assessment results, and provide corresponding guarantee support for rural entrepreneurial youth. Study the establishment of outstanding youth entrepreneurship fund for rural revitalization, and attract more outstanding young people to return to their hometowns by improving comprehensive funding measures such as rural finance, land, infrastructure and rural social insurance system, so as to provide fresh water for rural revitalization.

Broaden the ways of land circulation. Doing a lively plot article, revitalizing the space, and smoothing the "artery" of centralized and intensive agglomeration development. Guarantee the right of land contracting, release the right of land management, and promote "changing small fields into big fields". Adhere to the moder-

ately standardized management of agricultural production, vigorously develop efficient ecological agriculture, and take a road of sustainable development with good environment, prosperous industry and rich people.

Broaden the path of participating in the governance of old areas. Explore the mode of "Party building+grass-roots governance", make every effort to solve the pain points and difficulties of people's livelihood, and realize the innovative development of grass-roots governance. It has strengthened the deep-seated and wide-ranging cooperation within the organization, United the "red forces" of pluralistic governance, and carried out actions such as "three things in competition" (supporting the development office, being keen on public welfare and doing good things, and promoting harmonious and difficult problems) and "double belts" (leading the rich and leading the rich). Actively reach a cooperation consensus with the local enterprises in the old liberated areas, jointly promote the co-construction and co-construction of volunteer service with community organizations as the "core" and the participation of co-construction enterprise organizations, volunteer service groups, party member cadres and other people, and lead enterprises to enhance their sense of responsibility to the community by holding various social and cultural service projects. Encourage "fresh blood" to flood into the social governance of the old revolutionary base areas, enhance the sense of belonging and identity of young people, support returning college students and young entrepreneurs to participate in the election of village committees and neighborhood committees, guide youth groups to actively make suggestions for the development of the old revolutionary base areas, respond to the suggestions of the groups, extensively carry out spiritual civilization construction, promote young people to have the sense of "protagonist", reconstruct the network of old revolutionary base areas, and deepen the construction of rural customs in the old revolutionary base areas.

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