

# A Study on the Self-motivation Path of Rural College Students Returning to Their Hometowns for Entrepreneurship in the New Era



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**Abstract:** At present, college or university student from rural areas are not confident enough to start their own businesses, social recognition is not high, therefore, self-motivation needs to be strengthened. The self-motivation of rural college students returning to their hometowns for entrepreneurship contains its unique connotations and advantages. It is the motive source, belief support and the key factor to bring into full play of the rural college students' entrepreneurial success. In order to make the self-motivation measures for rural college students returning to their hometowns for entrepreneurship targeted, timely, and effective, there are four paths should be implemented: "self-motivation should be achieved by formulating career plans, self-motivation should be achieved by establishing a strong belief in returning to their hometowns, helping to revitalize rural areas, self-motivation should be achieved by adjusting their employment and entrepreneurship concepts, and self-motivation should be achieved by using advanced entrepreneurial figures as examples, Boosting the success of rural college students' homecoming entrepreneurship in the field of self-motivation.

**Keywords:** New Era; Rural College Students; Returning Home and Start Their Own Businesses; Self-Motivation

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## 1 Introduction

Entering the new era, with the comprehensive promotion and deepening of the two major strategies of "national entrepreneurship, innovation" and "rural revitalization", the rural economy and society have achieved significant development. However, the revitalization of rural industries and talents is still a weak link. Rural college students are rooted in the countryside, have a strong "local sentiment", and this "local sentiment" is not only a nostalgia for their hometown, It is also a sense of identity and responsibility towards one's

hometown, a spiritual force that comes from the heart and has a significant positive impact on the return of rural college students to their hometowns for employment and entrepreneurship [1] This "rural sentiment" can stimulate the willingness of rural college students to return to their hometowns and start businesses, encourage them to be willing to return to their hometowns and start businesses after achieving academic success, promote the revitalization of rural industries, and promote the revitalization of rural talents. This not only solves their

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own employment problems, but also drives others to find employment, participate in hometown construction, and promote the comprehensive revitalization and modernization process of rural areas. It is a good thing that benefits the country, the people, and the family with one stroke [2]. However, the social recognition of rural college students returning home to start a business is not high, and the self-confidence of rural college students themselves is not enough, therefore due to the secular prejudice and the low success rate of starting a business, it is necessary to strengthen the self-motivation of rural college students in order to help them go back to their hometown and start their own businesses.

## **2 The Unique Connotation and Advantages of Self-Motivation of College Students from Rural Areas**

The self-motivation of college students from rural areas not only has its profound connotation, but also has its own advantages.

### **2.1 The Connotation of Self-Motivation of College Students from Rural Areas in Starting Their Own Businesses**

Self-motivation is a type of motivation that the roles of the subject and the object are undertaken by the members of the same organization. It emphasizes individual self-control. The initiation, monitoring, evaluation, reward and punishment of individual behavior are all completed by the individual. [3] College students from rural areas are the elite of rural areas, are a small number of people who can go out of the rural culture, usually regarded as promising local talent, they bear the hopes and expectations of rural parents. But in colleges and universities, they are relatively disadvantaged groups from rural areas, a group of college students with the flavor of agricultural culture and local plot, compared with urban college students to start their own businesses in rural areas, college students from rural areas have more natural advantages, such as geography, blood relationship and popularity, as Xiao-tong Fei says, "Chinese society is local, and China has always been a society of blood and geography, especially in rural areas." [4] The

self-motivation of college students from rural areas is the self-motivation of the special group of college students from rural areas in the process of starting businesses in their hometown, self-awareness, self-awareness and rational self-awareness, through self-awareness, applied science methods, constantly urge and encourage themselves, in order to stimulate their entrepreneurial confidence, temper their entrepreneurial capabilities, and put into practice, keeping entrepreneurial behavior has the dynamic process of inspiring spirit, inspiring morale, improving work efficiency and benefit. Self-motivation is one of the most effective ways to motivate college students from rural areas to return home and start their own businesses, to improve the comprehensive quality and work efficiency of rural college students is great significance.

### **2.2 The Self-Advantage of Self-Motivation of College Students from Rural Areas**

Self-motivation has the characteristics of internality, initiative, subjectivity, spirituality and persistence. The rural college students who return to their hometown to start a business have the advantages of using self-motivation effectively according to these characteristics: Firstly, the rural college students can induce and drive themselves through self-motivation in the goal of starting a business, Secondly, rural college students are better able to formulate business plan scientifically and arrange time reasonably in accordance with rural reality, we should select business start-up models, put them into practice, check the progress of business start-up in time, and strive to achieve business start-up results in terms of time arrangement and route choice. Thirdly, college students from rural areas are familiar with the rural situation, they can quickly integrate into the rural society, adapt to the local environment in time, learn from the local example, deal with the relationship with local leaders, peers, colleagues, etc in terms of environmental adaptation. Finally, college students from rural areas can actively and timely self-monitoring, self-examination, self-evaluation of the effectiveness of entrepreneurship, rural college students can also give full play to their subjective role, to maintain a sustained upward entrepreneurial vitality. [5]

### **3 The Practical Significance of Self-motivation of College Students from Rural Areas in Starting Their Own Businesses**

The self-motivation of rural college students returning home to start their own business not only has its own advantages, but also keeps a warm pillow for the improvement of rural college students to start their own business, it is also of great practical significance to overcome difficulties and obstacles in the process of starting a business and to stimulate one's own potential.

#### **3.1 Self-motivation Is the Motive Source of the Rural College Students' SUCCESS in Starting an Undertaking**

Maintaining a high degree of enthusiasm for returning home to start a business through self-motivation is the driving force behind the success of entrepreneurship among university students from rural areas. When College students from rural areas make the decision to return home and start their own businesses, they realize clearly the purpose and significance of their return home and start their own businesses, this drive will drive rural college students to return home to start a business with a high degree of enthusiasm, only to maintain this high degree of pillow can not be outside the gossip, sarcasm, frustrations, short-term failure to cool down, etc. and it won't break you. To maintain a high degree of enthusiasm for home entrepreneurship, entrepreneurship to obtain inexhaustible motivation, but also help to reduce the business process of all kinds of anxiety, so as to ease and resolve all kinds of work pressure through self-motivation.

#### **3.2 Self-motivation Is the Belief Support of the Rural College Students' Success in Starting an Undertaking**

The Fundamental Guarantee for the Success of Rural University Students in Starting Their Own Businesses Is to Maintain a Firm Belief in Overcoming the Risks and Challenges in the Process of Starting Their Own Businesses by Means of Self-motivation. The New Era is full of opportunities, but the risks and challenges of going

home and starting a business co-exist at the same time, variables may occur in all aspects of raw materials and fuels, production, circulation, trading, management, and so on. There may even be unexpected incidents. Pressure, frustration, slander, slander, and even grievance may come suddenly, only through self-motivation, adhere to overcome the entrepreneurial process of the various risks and challenges of the persistent belief, in order to hone the perseverance, the courage of the strong will.

#### **3.3 Self-motivation Is a Key Factor for Rural College Students to Develop Their Entrepreneurial Potential**

The Realization of Their Full Potential Through Self-Motivation Is a Key Factor in the Success of Entrepreneurship Among University Students from Rural Areas. The process of rural college students returning home to start their own businesses is not only full of various risks and challenges, but also has to face many practical difficulties, such as lack of entrepreneurial knowledge, lack of entrepreneurial capacity, lack of proficiency in key technologies, differences in management decision-making, etc., in this case, the external motivation is short-term or some aspect, only self-motivation is holding, sustainable, comprehensive. At this point, it is better to rely on oneself than on others. Only by self-motivation, even if you fail, can you motivate yourself to Resurrecting the Champ. Once again, after many efforts, your ability can be developed, their entrepreneurial potential can be brought into full play, difficulties can be constantly overcome, success will be closer and closer. As Harvard professor William James found in empirical research on motivation research, a person can only develop 20-30% of his potential abilities if he is not motivated, and if he is properly and adequately motivated, can Play 80% -90% of the potential capacity, or even higher. [6]

### **4 The Path Choice of Self-motivation of Rural College Students Returning Home to Start Their Own Business**

To probe into the self-motivation of rural college

students returning home to start a business, we should not only explore the unique connotation of self-motivation, its own advantages and practical significance, but also base on the reality of rural college students returning home to start a business, explore the specific path of self-motivation, so that students from rural areas of self-motivation has a targeted, timely and effective.

## 4.1 Self-Motivation Through Career Planning

The motivation of self-motivation of college students from rural areas comes from their career planning. After all, the road of returning home to start a business is planned by themselves, it is a choice made on the premise of self-awareness and career test. It is based on objective, rational and comprehensive knowledge of one's own strengths and weaknesses, according to their own career development and the needs of national development, social development needs and the formulation of career planning, in order to plan the objectives of the plan can be achieved on schedule, it is necessary to use a variety of incentive methods and ways, encourage yourself to overcome difficulties and obstacles, plan carefully and gradually achieve short-term and long-term goals, phased goals and ultimate goals, Down to Earth, and encourage yourself to overcome difficulties, and according to the change of environment or condition, adjust the plan in time, take effective measures, move forward toward the goal continuously, achieve the goal finally, realize oneself the goal that the occupation plans set, for the country, for the society, for the rural areas, for others to make their due contribution, the courage to do worthy of the motherland, worthy of the people, worthy of the nation, worthy of home in the new era of responsible youth.

## 4.2 Give Back to the Hometown Through the Tree Dungeon, Help to Revitalize the Faith of Rural Self-motivation

College students from rural areas live in the countryside, grow up in the countryside, root in the countryside, have deep feelings and inextricably linked to their hometown, and have a strong "Local feelings" for their hometown, as some scholars have said: "Agricultural College students are mostly from rural areas or rural origin, they have an almost instinctive affinity for the countryside, they prefer

to go back to the countryside." [7] Indeed, college students from rural areas not only remember homesickness, but also see the gap between urban and rural areas. It is the common wish of every rural college student, and it is also the responsibility and sacred mission of rural college students in the new era, but this hope needs to be put into action. Rural College students should have this kind of national sentiment and use the actual actions of returning home to start their own businesses to build their hometown, return to their hometown, and contribute their own strength to the overall revitalization of the countryside, however, the road to return home and start a business is by no means a smooth road. Twists and turns, steep cliffs, dangerous shoals and undercurrents, climbing over the bumps are the norm, only with the persistent belief of returning home and rejuvenating the countryside, and constantly self-encouraging, can the rural college students overcome all kinds of difficulties and obstacles, even setbacks and failures in the process of starting a business. Only by giving back to the hometown through the tree dungeon, and striving to revitalize the rural persistent belief, can we drive and spur the rural college students to learn the entrepreneurial knowledge in a down-to-earth way at the university stage, actively participate in entrepreneurial activities, actively understand the economic and social development of home and frontier trends, constantly make up for their shortcomings and weaknesses, to constantly improve their entrepreneurial quality and ability. As the relevant data shows: rural college students of this "Local feelings" is "To mobilize the rural revitalization strategy of the main body to participate in the rural revitalization strategy of the intrinsic motivation [8].

## 4.3 Self-Motivation Through Adjustment of Self-Employment and Entrepreneurship Concept

For a long time, the urban-rural dual structure has caused the huge contrast between urban and rural development in our country, most villagers, especially their parents, expect to work in the city after graduation and live a decent life in the city. If they still go back to the countryside after graduation, they will feel "Ashamed" and think that university is "Free". Relevant empirical survey data also shows: "82% of college students parents do not support their children to return home to start a

business.” [9] Many rural college students have witnessed the contrast between urban and rural development with their own experiences, and they have a deep understanding of it. If rural college students want to go back to their hometown to start their own businesses, they should not only disappoint the popular expectations of villagers, especially their parents, but also ridicule or oppose them. They should also destroy their original dream of "changing fate through knowledge and achieving urban work through university". They should also personally experience the contrast between urban and rural work and life at the present stage. In this situation, rural college students must stand high, establish feelings of home and country, organically combine their career ideal with the needs of the motherland and society, resolutely abandon the secular concept and utilitarian motive that studying in college is to "jump out of the farm gate", correct their attitude, calmly face the public's disapproval or cold remarks, rationally and comprehensively weigh the advantages and disadvantages of urban and rural employment and entrepreneurship. Establish the concept of no high or low career, take into account their own professional characteristics, career advantages and disadvantages, national policy advantages, orientation and needs [10], as well as their own rural situation and resources, accurately give their career positioning, understand that personal return to start a business not only concerns the personal future, but also relates to driving employment, helping hometown construction and national development. Frankly facing the reality that they were ridiculed and regarded as inadequate, I firmly believe that my return to start a business is a career plan made based on my own conditions, a simple intention to return home and build my hometown with feelings of home and country, and a concrete action to implement the two strategies of "entrepreneurship and innovation of the whole people" and "rural revitalization". I believe that rural revitalization is just around the corner, rural areas have a lot to do, and it is an honorable thing to go back home and start a business with the comprehensive promotion and in-depth development of urban-rural integration [11]. Under such circumstances, rural college students can only be self-motivated by adjusting their own employment and entrepreneurship concepts. To eliminate the mentality of others that returning home to start a business is "losing face", only by adjusting their own concept of employment and entrepreneurship for self-motivation [12], in order to constantly overcome and

overcome various difficulties and obstacles in the process of entrepreneurship, step by step closer to the success of entrepreneurship.

#### 4.4 Self-Motivation by Taking Advanced Entrepreneurs as Examples

The power of example is endless, endless, example is the benchmark, is the flag, it guides the direction of progress. The typical deeds of advanced entrepreneurial figures can not only infect people, spur people, inspire people, shock people, but also inspire people, model people, alert people, lead people; The role of example is invisible and silent [13], its vividness, exemplary, figurative and luminous performance can arouse learners' emotional resonance and psychological resonance. Intangible, it will inspire, lead and demonstrate learners, transform the external example and demonstration into the inspiring inner force [14], and inspire rural college students to burst out the high morale and confidence of success to return home and start businesses. And draw lessons from the successful methods of advanced entrepreneurial deeds, get inspiration, learn experience, compare to find their own shortcomings. In particular, in the process of returning home to start a business, rural college students should choose a typical example of entrepreneurship similar to their own situation and experience for in-depth study. In the process of starting a business, they should constantly motivate themselves not to be afraid of hardships and obstacles, keep calm, firm faith, look forward to a better future, never give up, and regard the example as a model. The example of advanced ideas and innovative ideas, excellent moral character and entrepreneurial style, successful experience and so on internalized in the mind, externalized in the practice, consciously and actively applied to their own work and life [15], so as to continue to carry out self-motivation, spur themselves to continue to break through obstacles, climb through obstacles, brave achievements in the journey of entrepreneurship.

### 5 Conclusion

In a word, the self-motivation of rural college students returning home to start their own businesses is the source power, fundamental guarantee and key factor of their entrepreneurial success. Through four ways of self-motivation, such as "making career planning,

strengthening the belief of returning home and helping revitalize the countryside, adjusting their own ideas of employment and entrepreneurship, and taking advanced entrepreneurs as examples", rural college students can be encouraged to return to their hometown and start businesses.

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## Biography

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