

EDUCATIONAL MANAGEMENT STRATEGIES TO PROMOTE  
THE SUSTAINABLE DEVELOPMENT OF ENTREPRENEURSHIP  
OF STUDENTS IN HIGHER VOCATIONAL COLLEGES

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A thesis paper submitted in partial fulfillment of the requirements for the  
Degree of Doctor of Philosophy Program in Educational Management for  
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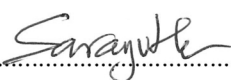
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**Thesis Title** Educational Management Strategies to Promote the Sustainable Development of Entrepreneurship of Students in Higher Vocational Colleges

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## ABSTRACT

The objectives of this research were 1) To study the current situation, expected situation, and influencing factors of the sustainable development of entrepreneurship among students in higher vocational colleges; 2) To formulate educational management strategies aimed at promoting the sustainable development of entrepreneurship among students in higher vocational colleges, 3) To evaluate the adaptability and feasibility of educational management strategies designed to promote sustainable entrepreneurial development among students in higher vocational colleges. This research was mix method The sample for this study included 10 vocational colleges in Guangdong Province, with a total of 400 students. Additionally, 12 experts were interviewed, 12 experts participated in focus group discussions, and 5 experts evaluated the strategies. All experts had over 10 years of experience in vocational education, and purposive sampling was employed for selection. The research instruments included: 1) questionnaires, 2) interviews, 3) strategic frameworks, and 4) evaluation forms. Data were analyzed using percentages, means, standard deviations, the Modified Priority Needs Index (PNI<sub>modified</sub>), and content analysis.

The research results indicate that: 1) Studying the current situation, expected situation and influencing factors of sustainable development of entrepreneurship

among students in higher vocational colleges. 2) Educational management strategies to promote sustainable entrepreneurial development among higher vocational students were formulated. These strategies encompassed nine factors and twenty-four specific measures, including entrepreneurial knowledge, entrepreneurial teams, entrepreneurial practice, financial support, entrepreneurial skills, market environment, educational and management environment, policy and legal environment, and family environment. 3) The educational management strategies designed to promote sustainable entrepreneurial development among higher vocational students were evaluated. The evaluation results reveal that the adaptability and feasibility of these strategic measures have reached high to the highest levels, suggesting that the strategies were both adaptable and feasible.

**Keywords:** Educational Management Strategies; Sustainable Development; Entrepreneurship; Vocational Colleges

ชื่อเรื่อง	กลยุทธ์การจัดการการศึกษาเพื่อส่งเสริมการพัฒนาที่ยั่งยืนของผู้ประกอบการของนักเรียนในวิทยาลัยอาชีวศึกษาที่สูงขึ้น
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### บทคัดย่อ

วัตถุประสงค์ของการวิจัยครั้งนี้คือ 1) เพื่อศึกษาสถานการณ์ปัจจุบันและปัจจัยที่มีอิทธิพลต่อการจัดการศึกษาเพื่อการพัฒนาอย่างยั่งยืนของผู้ประกอบการในวิทยาลัยอาชีวศึกษา 2) เพื่อกำหนดกลยุทธ์การจัดการศึกษาเพื่อส่งเสริมการพัฒนาอย่างยั่งยืนของผู้ประกอบการในหมู่นักศึกษาในวิทยาลัยอาชีวศึกษา 3) เพื่อประเมินความสามารถในการปรับตัวและความเป็นไปได้ของกลยุทธ์ การจัดการศึกษาเพื่อส่งเสริมการพัฒนาอย่างยั่งยืนของผู้ประกอบการในวิทยาลัยอาชีวศึกษา กลุ่มตัวอย่างในการศึกษาครั้งนี้ ได้แก่ วิทยาลัยอาชีวศึกษาในมณฑลกวางตุ้ง จำนวน 10 แห่ง มีนักศึกษา 400 คน รวมถึงการสัมภาษณ์ผู้เชี่ยวชาญ 12 คน การจัดกลุ่มสนทนาเชิงลึกกับผู้เชี่ยวชาญ 12 คน และการประเมินกลยุทธ์โดยผู้เชี่ยวชาญ 5 คน ซึ่งทั้งหมดมีประสบการณ์การทำงานในด้านอาชีวศึกษามากกว่า 10 ปี โดยใช้การสุ่มตัวอย่างแบบเจาะจง เครื่องมือในการวิจัย ได้แก่ 1) แบบสอบถาม 2) การสัมภาษณ์ 3) กลยุทธ์ และ 4) แบบประเมิน สถิติที่ใช้ในการวิเคราะห์ข้อมูล ได้แก่ ร้อยละ ค่าเฉลี่ย ค่าเบี่ยงเบนมาตรฐาน ค่าดัชนีลำดับความสำคัญที่ปรับปรุงแล้ว (PNI modified) และการวิเคราะห์เนื้อหา

ผลการวิเคราะห์มีดังนี้ กลยุทธ์การจัดการการศึกษาเพื่อส่งเสริมการพัฒนาผู้ประกอบการอย่างยั่งยืนในหมู่นักศึกษาในวิทยาลัยอาชีวศึกษา สะท้อนให้เห็นส่วนใหญ่ใช้กลยุทธ์การปรับปรุงปัจจัยส่วนบุคคลและการปรับปรุงสภาพแวดล้อมให้เหมาะสม กลยุทธ์ทั้งสองประกอบด้วย 9 ด้านและ 24 มาตรการ ดังนี้ 1) ความรู้เกี่ยวกับผู้ประกอบการ 2) ทีมผู้ประกอบการ 3) การปฏิบัติตนเป็นผู้ประกอบการ 4) การสนับสนุนทางการเงิน 5) ทักษะการเป็นผู้ประกอบการ 6) สภาพแวดล้อมการตลาด 7) สภาพแวดล้อมการจัดการการศึกษา 8) สภาพแวดล้อมทางนโยบายและกฎหมาย

9) สภาพแวดล้อมของครอบครัว ผลการประเมินความสามารถในการปรับตัวและความเป็นไปได้ของ  
มาตรการเชิงกลยุทธ์เหล่านี้อยู่ในระดับสูงและระดับสูงสุด

**คำสำคัญ:** กลยุทธ์การจัดการศึกษา; การพัฒนาอย่างยั่งยืน; ผู้ประกอบการ; วิทยาลัย  
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# Chapter 1

## Introduction

### Rationale

In the era of globalization and information technology, innovation and entrepreneurship have become important driving forces for social and economic development. With the rapid development of science and technology and the intensification of market competition, entrepreneurial activities have become increasingly active, making significant contributions to economic growth and employment. Therefore, in such an era, higher vocational colleges should enhance their entrepreneurial education levels and quality, boost entrepreneurial willingness, and consequently elevate the national reserve of entrepreneurial talent resources. (LI, 2018)

Entrepreneurship education for college students in foreign countries has become increasingly mature, especially in developed countries such as the United States, which has established a relatively comprehensive entrepreneurial education system for college students. Meanwhile, as society's understanding of entrepreneurial education for college students deepens, it has formed a relatively stable character in both theoretical research and practical development. (Martínez-Fierro et al., 2020)

First, entrepreneurship education for college students was highly valued by governments worldwide. Entrepreneurship education in the United States has been incorporated into the national education system. The National Standards for Entrepreneurship Education, published in 2001 (Clayton-Christensen, 2012), not only stipulates the curriculum for entrepreneurship education in the United States but also clearly expounds the connotation and competence standards of the curriculum. The German government has made it clear that higher education should become a melting pot for entrepreneurs. The Ministry of Technical Training and Skills

Development of Kenya has mandated the establishment of entrepreneurship education laboratories and small business centers in all qualified vocational colleges.

Second, the government, universities, and society have formed a positive interactive relationship. Foreign entrepreneurship education has a relatively solid social foundation, with a clear and tacit division of labor regarding the responsibility for college students' entrepreneurship education. For example, the United States has formed a responsibility pattern of "government guidance, social leadership, and university assistance" in the social support system for entrepreneurship education. To ensure the effectiveness of entrepreneurship education for university students, the British government funded the establishment of the British Entrepreneurship Center and the National College Student Entrepreneurship Committee. Additionally, through the Higher Education Association and the Higher Education Funding Council for England, they actively promote changes in the education mode, method, and attitude of entrepreneurship education. In Germany, the employment of college students was not only a matter for schools but for the whole society. The government, universities, and social intermediaries have their own division of labor in this process, with the government system as the main channel, enterprises and students as the main body, schools as the intermediary, and private consultation and introduction as supplementary competition. (Tian, 2013)

Third, there was a systematic and mature theoretical and practical curriculum system for college students' entrepreneurship education. American universities have a well-developed curriculum for entrepreneurship education, covering the knowledge and skills needed for entrepreneurial projects in different fields. Australia further improved the reform and adjustment of its curriculum system based on the original entrepreneurship education, resulting in four sets of modular textbooks, including comprehensive basic textbooks, industrial textbooks, business development textbooks, and distance education textbooks. In 1994, Japanese colleges and universities introduced a "comprehensive discipline" course, with "Industrial Society and People" as a compulsory entrepreneurship course. (Iriani, 2023)

Fourth, the diversity of entrepreneurship education teachers was an important feature of foreign college students' entrepreneurship education. It involves building a diversified teaching staff with different backgrounds and a combination of full-time and part-time positions. In addition to full-time teachers with high honors and outstanding achievements, the instructors of entrepreneurship education in American universities also hire successful entrepreneurs, investors, and government officials from enterprises, government agencies, and social organizations to jointly conduct entrepreneurship education. (Herman, 2022)

Fifth, college students' entrepreneurship education has sufficient financial support. To support college students' entrepreneurship, developed countries in Europe and the United States have their own credit plans and funds. To encourage and support college students' entrepreneurship, the US government has set up a special entrepreneurship teaching fund. Additionally, relevant social organizations and private venture capital institutions also provide substantial funds to support university entrepreneurship projects. In the UK, the government's Youth Entrepreneurship Scheme provides bond-style startup funds for young people. Furthermore, in 2011, the British government launched the Higher Education Innovation Fund, which focuses on funding the establishment of various scientific and technological network groups around universities and also supports university teachers and students in carrying out entrepreneurial activities within the university. (Konda et al., 2015)

In summary, after more than 60 years of development, foreign college students' entrepreneurship education continues to mature and rationalize. Entrepreneurship education has become an indispensable part of college talent training, and its entrepreneurial theory research continues to deepen. Entrepreneurship education extends from the classroom to extracurricular activities, forming a relatively scientific and perfect entrepreneurial education teaching and research system. (Wijaya et al., 2023)

(Zhou & Xu, 2012) The development of entrepreneurship education in China can be divided into three stages. The first stage (at the end of the 20th century) was



the initial phase of innovation and entrepreneurship education. In 1998, the "Action Plan for the Revitalization of Education for the 21st Century" document officially introduced the relevant concept of "entrepreneurship education for college students." Relevant competitions were also held at universities such as Tsinghua, but the overall influence was relatively small given the development situation at that time. The second stage (from the end of the 20th century to the beginning of the 21st century) was the construction phase of innovation and entrepreneurship education. In early 2002, China's Ministry of Education established the first batch of innovation and entrepreneurship education pilot programs. Throughout the early 21st century, a series of relevant meetings were held to lay the groundwork for the subsequent development of innovation and entrepreneurship education. The third stage (early 21st century - present) was the growth phase of innovation and entrepreneurship education. In May 2015, the General Office of the State Council issued the "Implementation Opinions on Deepening the Reform of Innovation and Entrepreneurship Education in Institutions of Higher Learning," which clearly stated: "Deepening the reform of innovation and entrepreneurship education in institutions of higher learning was an urgent need for the country to implement the innovation-driven development strategy and promote economic quality and efficiency. It was an important measure to advance the comprehensive reform of higher education and foster higher-quality entrepreneurship and employment among college graduates." The release of these implementation opinions signifies that entrepreneurship education has been incorporated into the national government's development strategy, guiding the entrepreneurship education of college students into a pivotal period of deepened development and ushering in a new era of nationwide entrepreneurship education.

We should face up to the position and function of entrepreneurship education in higher vocational colleges. First of all, completely different from general education, vocational education was an educational activity aimed at enabling the educated to acquire a certain vocational technology and skill, in order to engage in specific social production labor. Secondly, the biggest similarities and differences

between higher vocational education and secondary vocational and undergraduate education lie in that higher vocational education places greater emphasis on the combination with posts and occupations, and emphasizes the application of skills. This requires higher vocational college educators to take innovation and entrepreneurship education as a breakthrough, improve the educational level and basic abilities of slightly disadvantaged higher vocational students, and find a path to innovation that conforms to the characteristics of students and campus culture. Finally, in higher vocational education, both basic courses and professional courses prioritize the cultivation of students' ability to carry out effective practical operations within the vocational environment. Based on this, higher vocational colleges should strive to create learning situations that were closely integrated with vocational positions, provide students with sufficient independent space and exploration opportunities, encourage students to actively participate, and develop students' entrepreneurial spirit and abilities through diverse post tasks.

Through the above analysis, the development of entrepreneurship education in Chinese universities lagged slightly behind that in Western countries such as the United States, and compared to them, it was still in its embryonic stage. (Eesley et al. 2016) put forward many constructive suggestions in their *Comparative Analysis of Entrepreneurial Environments of Chinese and American College Students*, based on the comparisons and differences between China and the United States. (Seymour and Topazly 2017), in their study titled *Experience and Inspiration of Innovation and Entrepreneurship Education in Foreign Universities*, examined the successful experiences of Germany, extracted its essence, and constructed a path suitable for the development of entrepreneurship education in Chinese universities. (Zhou and Xu 2012) studied the innovation and entrepreneurship education model and enlightenment of American college students, including the typical cases of Stanford University and the Wharton School of the University of Pennsylvania. They believed that, while entrepreneurship education in China has reached a good stage of development compared to the United States, its level still lags behind the rapidly growing entrepreneurial needs of Chinese college students and the development of

the innovative economy. Therefore, the key to advancing entrepreneurship education in China lies in gradually enhancing the content of entrepreneurship education and vigorously implementing entrepreneurship education with practical significance and pertinence.

By studying the current situation of entrepreneurship among students in higher vocational colleges in Guangdong Province and the factors affecting the management of entrepreneurship education, this paper analyzes the problems and causes of the management of entrepreneurship education for students in higher vocational colleges in Guangdong Province. Finally, it develops a strategy for entrepreneurship education management by improving policies and regulations, the management organization system, curriculum provision, and other aspects. The aim was to realize the healthy, orderly, and sustainable development of entrepreneurship education in higher vocational colleges in Guangdong Province.

### **Research Question**

1. What were the current situation, expected situation, and influencing factors for the sustainable development of entrepreneurship among students in higher vocational colleges?
2. What were the educational management strategies to promote the sustainable development of entrepreneurship among students in higher vocational colleges?
3. What was the adaptability and feasibility of the educational management strategies used to promote sustainable entrepreneurial development among students in higher vocational colleges?

## Research Objective

1. To study the current situation, expected situation, and influencing factors of the sustainable development of entrepreneurship among students in higher vocational colleges.

2. To formulate educational management strategies to promoting the sustainable development of entrepreneurship among students in higher vocational colleges.

3. To evaluate the adaptability and feasibility of educational management strategies to promote sustainable entrepreneurial development among students in higher vocational colleges.

## Scope of the Research

This research was divided into 3 phases:

**Phase 1:** Studying the current situation, expected situation and influencing factors of sustainable development of entrepreneurship among students in higher vocational colleges.

**Phase 2:** formulating educational management strategies to promote sustainable development of entrepreneurship among students in higher vocational colleges.

**Phase 3:** evaluating the adaptability and feasibility of educational management strategies to promote sustainable development of entrepreneurship among students in higher vocational colleges.

The details as follows:

**Phase 1: Studying the Current Situation, Expected Situation, and Influencing Factors of the Sustainable Development of Entrepreneurship Among Students in Higher Vocational Colleges.**

### **Population**

There were 93 higher vocational colleges in Guangdong Province, with 1.5 million experts in education management, students, teachers and students of higher vocational colleges who had succeeded in entrepreneurship.

### **The sample group**

The sample group was conducted by using the sampling table of Krejcie and Morhan (1970), which multi stage randomly sampled 400 students from 10 of 93 higher vocational colleges in Guangdong Province, The current situation and influencing factors were analyzed through questionnaire survey.

### **Phase 2: Formulate Educational Management Strategies to Promote the Sustainable Development of Entrepreneurship Among Students in Higher Vocational Colleges.**

The quantitative data of the first stage and the qualitative data of the second stage were combined to develop the education management strategy to promote the sustainable development of students' entrepreneurship in higher vocational colleges.

### **Target Group**

A focus group of 12 experts, who will be invited to a focus group discussion, will be comprised of experts from schools and enterprises. The requirements for these experts were: (1) more than 10 years of work experience, and (2) holding a senior title or senior leadership position.

### **Phase 3: Evaluating the Adaptability and Feasibility of Educational Management Strategies to Promote the Sustainable Development of Entrepreneurship Among Students in Higher Vocational Colleges.**

### **Target Group**

Assessment by 5 Experts: Invite 5 teachers with senior professional titles and leaders who hold senior positions in schools to evaluate the adaptability and feasibility of strategies to promote the sustainable development of employability

among students in higher vocational colleges. The requirements for these experts were: (1) more than 15 years of work experience, and (2) holding a senior title or senior leadership position.

### **The variable**

#### **Independent Variables**

Sustainable development of entrepreneurship among students in higher vocational colleges.

#### **Dependent Variable**

Educational management strategies to promote the sustainable development of entrepreneurship among students in higher vocational colleges.

#### **Time**

The research period is from December 2023 to December 2024 and is divided into the following stages:

1. Write the first three chapters of the proposal and defend it in January 2024.
2. Conduct a questionnaire survey from March to May 2024 to understand the current situation and influencing factors.
3. Hold an expert focus group discussion in June 2024 to propose revisions to the draft strategy.
4. From July to October 2024, invite experts to evaluate the strategy and propose the final strategy.
5. Summarize the research results, complete the paper, and publish it in November 2024.
6. In December 2024, the final defense.

### **Advantages**

1. For schools, the reform and innovation ideas of education management in higher vocational colleges can be expanded, and the course design of entrepreneurship was more targeted and the guidance of students' entrepreneurship was more accurate.

2. For teachers, through the participation of teachers, they can had a deeper grasp of the professional knowledge of entrepreneurship, improve their professional ability, and promote the entrepreneurial spirit better.

3. For students, it can enhance their entrepreneurial ability and gain useful experience in their future career, thus improving the success rate of entrepreneurship.

### Definition of Terms

**Educational management**, was the management of educational organization and educational process, which involves many aspects and was the key to ensure the quality and effect of education. It mainly includes: management objectives, management system, resource allocation, teaching quality, management efficiency, laws and regulations, evaluation and feedback, social responsibility and other aspects.

**Strategy**, involves the formulation of means and methods to achieve goals. In education management, strategy refers to a series of measures and methods adopted in the process of managing education to achieve goals and improve efficiency. These measures and methods may include the adjustment of organizational structure, the management of teaching quality, and the allocation of human resources. Educational management strategy was an important tool to guide the work of educational administrators, helping them achieve educational goals more effectively and improving the efficiency and quality of education.

The steps and methods of formulating strategies in this article are mainly carried out in three stages: 1) Studying the current situation, expected situation and influencing factors of sustainable development of entrepreneurship among students in higher vocational colleges. 2) formulating educational management strategies to promote sustainable development of entrepreneurship among students in higher vocational colleges. 3) evaluating the adaptability and feasibility of educational management strategies to promote sustainable development of entrepreneurship among students in higher vocational colleges.

**Entrepreneurship**, American scholar Jeffrey Timmons emphasized in his book *Entrepreneurship* (1977) that "entrepreneurship was not only a method of thinking, reasoning, and action, but also a process of creating, improving, and realizing value, or regenerating value." In Chinese academic circles, the views on entrepreneurship can be roughly divided into two connotations: First, it mainly refers to the establishment of enterprises, which concretizes and visualizes the establishment process. Secondly, it was inclined towards creating a certain type of career, the scope of which can include the establishment of enterprises or companies, but also the creation of a new field or industry. The connotation of entrepreneurship in this second view was more abstract. This study was mainly aimed at the second point of view, where entrepreneurship was seen as an important practical activity for students in higher vocational colleges to expand and operate a career, and create new goods or new services in the process. These two factors include:

The components of an entrepreneurship education management strategy encompass the diverse factors and conditions essential for entrepreneurial endeavors. These elements collectively facilitate the successful implementation and progression of entrepreneurial projects throughout the entire entrepreneurial process. They include entrepreneurial knowledge, entrepreneurial teams, entrepreneurial practices, entrepreneurial funding, entrepreneurial skills, entrepreneurial projects, and other pertinent aspects.

The influencing factors of an entrepreneurship education management strategy pertain to the various internal and external conditions and factors that impact the entrepreneurial process, outcomes, and success. These factors encompass the market environment, educational and managerial environment, policy and legal framework, family environment, social environment, and other pertinent aspects. They collectively exert an influence on entrepreneurial activities and significantly affect the success of entrepreneurial ventures.

**Sustainable development**, refers to a development model that meets the economic, social and environmental needs of modern human beings while ensuring that natural ecosystems were not destroyed and natural resources were not

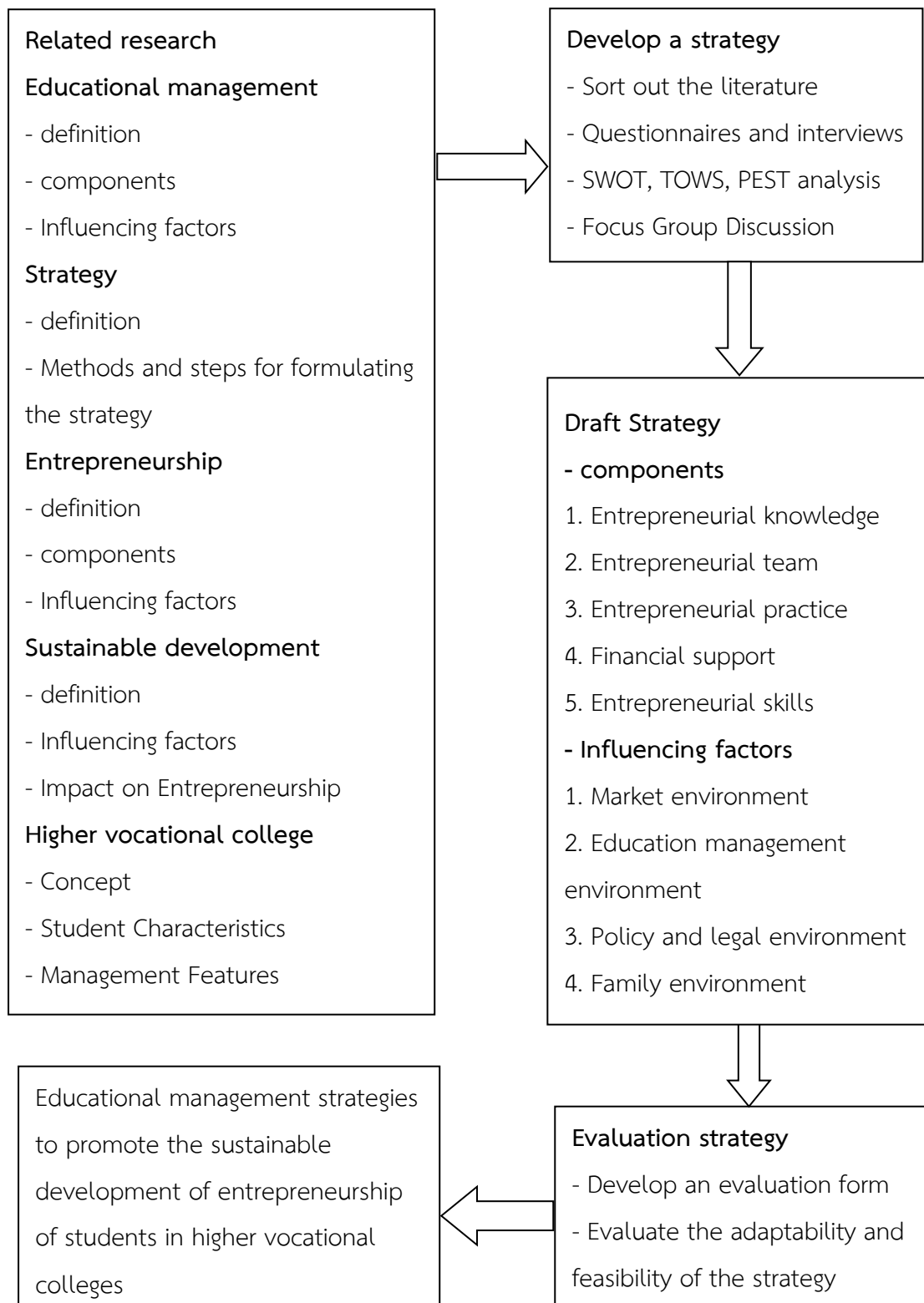


exhausted, so that future generations can also meet their economic, social and environmental needs. Sustainable development includes three aspects: economic sustainable development, social sustainable development and environmental sustainable development.

**Higher vocational colleges**, my country's higher vocational education mainly includes two levels: junior college and undergraduate. Among them, higher vocational and technical colleges are specialized general higher education institutions. They are a form of higher education that focuses on vocational and technical education and are a higher stage of vocational and technical education. The higher vocational colleges referred to in this article refer to junior college-level schools in my country's higher vocational education system, specifically higher vocational and technical colleges, usually referred to as higher vocational colleges.

### **Research Framework**

In the first step, this paper analyzed the current situation, expectations, and influencing factors of sustainable student entrepreneurship development in higher vocational colleges through questionnaire surveys and expert interviews. In the second step, SWOT, PEST, and TOWS matrix analyses were conducted based on the data analysis results. These analysis results were submitted to focus group discussions to obtain a draft strategy. In the third step, experts were tasked with evaluating the adaptability and feasibility of the draft strategy. Finally, an educational management strategy to foster the sustainable development of student entrepreneurship in higher vocational colleges was formulated.



**Figure 1.1** Conceptual Framework

## Chapter 2

### Literature Review

This article adopts the educational management strategy model to study the sustainable development of student entrepreneurship in higher vocational colleges in Guangdong Province, and studies the following literature:

1. Educational management
2. Strategy
3. Entrepreneurship
4. Sustainable development
5. Vocational College Theory
6. Related research

#### **Educational Management**

Educational management has been an educational phenomenon for a long time, but its recognition as a unique field of academic research and practical activities only began in the middle of the 20th century. There were various definitions of the concept of "educational management." (Akhatova, 2023), in his book "School Management," emphasized that school management should be considered as the management of school education. Educational management not only entails the management of materials and equipment but also the oversight of educational plans and activities.

Bansal (2018), in his book "Today's Educational Management," regarded educational management as the combination of management science and education. He believes that management involves the application of rational knowledge into organized activities. In modern industrialized societies, organizations and their management have strong penetration. Therefore, management constitutes a broad category of activities that, in some aspects, differ from business, public

relations, medicine, education, and other professions. We can thus consider management as a rational act based on general principles, incorporating both universal and specific components.

Al-Ababneh and Alrhaimi (2020), in their book "Modern Educational Management," proposed that educational management was a specific field of social management. To fulfill the functions of educational management, one must consider the most general and common functions prevalent in various fields of social management. Educational management also aims to cultivate individuals of a certain standard, regarding this as the goal and destination of its activities. The objects of management differ, the tasks and means vary, and the nature of the processes and laws determined by educational science were also distinct from other fields of social management.

Consequently, educational management refers to the process of applying management science and educational theory to fully utilize various resources in order to achieve educational goals. It primarily focuses on the organization and operational process of education, encompassing the design of educational plans, the guidance and monitoring of the educational process, the allocation of educational resources, and the evaluation of educational quality.

The development of educational management has undergone several stages, with several scholars' theories being particularly representative. Kydd (1997) proposed the early stages of educational management, which primarily focused on organization and daily operations. At this stage, the emphasis was on establishing school organizational structures, formulating curricula and teaching plans, and addressing common operational issues within schools.

Johnson (1995) introduced the learning organization and leadership management stages: In the 21st century, learning organization theory and leadership management theory have increasingly become focal points in the field of educational management. Learning organization theory emphasizes a school's learning capacity and knowledge management, focusing on internal learning, innovation, and adaptability. Leadership management theory focuses on the

leadership and influence of educational managers, emphasizing vision, encouragement, and the development of subordinates.

Kaya et al. (2011) described the scientific management stage: At the beginning of the 20th century, scientific management theory rapidly developed in the industrial sector and began to be applied to educational management. During this stage, educational management emphasized scientificity and systematization, with a focus on planning, organizing, guiding, and controlling management tasks. Educational administrators were encouraged to apply scientific methods to enhance the efficiency of educational processes and institutions.

Vorobieva and Chebotaryov (2021) introduced the administrative management stage: By the middle of the 20th century, traditional scientific management theory began to be replaced by administrative management theory. Administrative management theory focused on the administrative roles and functions of educational administrators, emphasizing the management of personnel, budgets, and resources. Innovations in administrative management included decision-making theory, leadership theory, and human resource management.

Zohriah et al. (2023) presented the system/organization management stage: In the 1960s, educational management theory evolved into system/organization management theory. This theory views schools as complex organizational systems that emphasize integrity, systems thinking, and social interaction. During this stage, educational management primarily focused on managing school goals, strategies, structures, cultures, and other aspects.

Based on the above, educational management refers to the management of educational organizations and educational processes. It encompasses numerous aspects and was crucial for ensuring the quality and effectiveness of education. It mainly includes: management objectives, management systems, resource allocation, teaching quality, management efficiency, laws and regulations, evaluation and feedback, social responsibility, and so forth.

## Components of Educational Management

Education management was a key component ensuring the effective operation of the education system, encompassing a series of activities and processes. These activities and processes collectively constitute the five main elements of educational management: planning and goals, organization and personnel, leadership and decision-making, control and evaluation, as well as innovation and development.

Fedorov et al. (2019) identified five key components of educational management:

1. **Plans and Goals:** Plans serve as the foundation of educational management, outlining the future direction and objectives of the organization. Planning encompasses both long-term strategic planning and short-term operational plans. These plans must be clear, achievable, and adaptable to changing circumstances. Clear educational goals act as a guiding beacon for the entire educational institution, directing all instructional activities and decisions.

2. **Organization and Personnel:** The organizational structure forms the backbone of educational management, determining the distribution of power, division of responsibilities, and flow of information. A well-structured organization can enhance the efficiency of the education system. Personnel management involves four key areas: selecting, training, deploying, and retaining personnel. It was vital to the success of educational institutions. By hiring qualified educators, providing ongoing professional development, and motivating and retaining talent, educational institutions can more effectively achieve their objectives.

3. **Leadership and Decision-Making:** Leadership was a crucial aspect of educational management. It involves guiding and motivating teams and making informed decisions in challenging situations. Effective leaders harness the potential of their teams and foster innovation and change. Decision-making involves choosing a course of action when confronted with a problem or opportunity and was a direct reflection of leadership. Decisions should be grounded in facts, data, and thorough analysis to ensure their quality and long-term impact.

4. Control and Evaluation: Control involves ensuring that educational institutions operate in accordance with established plans and goals. This includes monitoring the instructional process, quality assurance, and risk mitigation. Evaluation assesses the effectiveness of educational activities. It helps to determine the degree to which goals were met and identifies areas for improvement. Through effective control and evaluation, educational institutions can continually refine their processes and enhance the quality of education.

5. Coordination and Communication: Coordination establishes effective collaborative relationships within and outside the educational institution to ensure the optimal allocation of resources. Good coordination can eliminate work obstacles and improve the overall system's operational efficiency. Communication was the process of information sharing and understanding. It serves as the lubricant for organizational operations. Through effective communication, educational institutions can better understand external needs and expectations, and internal collaboration will be smoother.

Rais (2019) proposed that the components of educational management were planning, programming, organization, leadership, staffing, control, innovation and change. He believes that educational management was an interrelated and dynamic development process. Educational managers need to grasp the relationship between various components in order to better achieve educational goals. 1) Planning was the first step in educational management, involving the setting of educational goals, strategy formulation and resource allocation. The book emphasizes that effective educational management requires clear educational goals and formulating corresponding plans and strategies based on these goals. 2) Organization was the core link of educational management, involving the reasonable arrangement of educational resources, personnel and work tasks. The book mentions that educational managers need to establish an appropriate organizational structure to ensure the smooth realization of educational goals. 3) Leadership was a vital link in educational management, involving effective motivation, communication and coordination of the educational team. The book points out that educational

managers need to possess leadership, communication and interpersonal skills to promote the smooth progress of educational work. 4) Staffing was a key link in educational management, involving the selection, training and evaluation of educational staff. The book mentions that educational managers need to pay attention to human resource management to ensure that educational institutions have high-quality educators. 5) Control was an important link in the educational management process, involving the supervision, evaluation and adjustment of educational work. The book emphasizes that education managers need to establish a sound monitoring mechanism to ensure the quality and effectiveness of educational work. 6) Innovation and change play an important role in educational management. He pointed out that educational managers need to constantly explore new educational methods and means to adapt to changes in social development and educational needs.

Vasylenko (2022) Education management mainly includes 9 aspects:

- 1) Organizational management: Organizational management was the core of educational management, which involves the overall structure, system and culture of the organization. Specific tasks include creating effective organizational structures, developing and implementing policies and procedures, and maintaining the day-to-day operations of the organization.
- 2) Human Resource Management: Human Resource Management focuses on the recruitment, training, evaluation and motivation of faculty and staff. The goal was to build a highly qualified teaching staff, promote their professional development and increase job satisfaction.
- 3) Financial management: Education management also involves financial management, including budget preparation, financing, resource allocation, and cost control. Financial management was critical to ensuring the financial stability and continued growth of educational institutions.
- 4) Facilities Management: Facilities management involves the planning, construction, maintenance and management of campus facilities. This includes the maintenance and management of teaching buildings, laboratories, libraries and other facilities, as well as the rational use of space and equipment.
- 5) Curriculum Management: Curriculum management was a key component of



educational management, which involves curriculum design, implementation and evaluation. This includes developing lesson plans, organizing class schedules, assessing student progress, and adjusting teaching methods. 6) Student affairs management: Student affairs management covers student registration, student services, extracurricular activities, and student welfare. The goal was to provide students with support and services to promote their all-round development. 7) Evaluation and feedback: Evaluation and feedback was an important part of educational management, which involves regular evaluation and feedback of educational processes and results. Evaluate student learning outcomes, course quality, and organizational performance by collecting and analyzing data and providing recommendations for improvement. 8) Strategic planning and implementation: Strategic planning and implementation were key elements that guide the long-term development of educational institutions. It involves setting clear strategic objectives, analyzing the internal and external environment, formulating a strategic plan, and implementing and monitoring the effectiveness of the strategy. 9) Educational policy research and formulation: Educational management also involves the research and formulation of educational policies. This includes attention to domestic and international education trends, scientific basis for policy formulation, and the trial and promotion of new policies. Promote educational reform and development through research and practice

Huang (2024) The composition of higher education management has 9 parts

- 1) Academic management: Academic management was the core of higher education management. It involves curriculum design, academic standard formulation, teaching quality monitoring and other aspects. Academic management aims to ensure that higher education institutions provide high-quality academic programs that meet students' learning needs and development goals.
- 2) Resource management: Resource management involves the reasonable allocation and effective utilization of various resources of higher education institutions, including human resources, financial resources, material resources, etc. The goal of resource management was to optimize resource allocation, improve resource utilization efficiency, and provide strong

support for the development of higher education institutions. 3) Student affairs management: Student affairs management covers student registration, student services, student welfare, and extracurricular activities. The goal of student affairs management was to provide students with comprehensive and high-quality services, promote students' all-round development, and enhance students' learning experience. 4) Quality management: Quality management was a key link in higher education management, which involves the evaluation and monitoring of the quality of educational processes and results. Quality management aims to ensure that the quality of education in higher education institutions meets established standards and improves student learning outcomes and satisfaction. 5) Policy and regulations management: Policy and regulations management involves the research and compliance with policies and regulations related to higher education. This includes attention to domestic and international education policy developments, compliance review of regulatory requirements, and development of policies and regulations appropriate to the institution. 6) International exchange and cooperation management: International exchange and cooperation management involves exchanges and cooperation between higher education institutions and international partners. This includes the recruitment and management of international students, the organization of international academic exchange activities, and the development of cooperative education and scientific research projects. 7) Scientific research project management: Scientific research project management was an important aspect of higher education management. It involves the planning, organization, implementation and evaluation of scientific research projects. The goal of scientific research project management was to promote the development of scientific research in universities and improve the quality and influence of scientific research results. 8) Teacher development and management: Teacher development and management focus on the professional development of teachers and the improvement of work quality. This includes teacher recruitment and training, job evaluation and motivation, organization of professional development activities, etc. The goal of teacher development and management was to establish a team of high-

quality teachers and improve teaching quality and scientific research levels.

9) Information technology management: Information technology management involves the planning, construction and management of information systems in higher education institutions, including teaching management systems, student information systems, scientific research databases, etc. The goal of information technology management was to improve the informatization level of education management and promote the application of information technology in teaching, scientific research and management.

Based on the above, education management was a diversified and comprehensive field, covering various aspects such as organizational management, human resources management, and financial management. These aspects were interrelated and jointly influence the effective operation and development of educational institutions. By comprehensively considering these aspects, education administrators can develop comprehensive and effective strategies to promote improvement and innovation in the education system. As the social and educational environment changes, educational managers need to constantly update and adjust their management methods and strategies to adapt to new challenges and opportunities.

### **Factors affecting education management**

The factors affecting educational management were multifaceted and require comprehensive research and analysis from multiple perspectives. Through the study of these factors, we can better understand the current situation and problems of educational management, and provide useful reference and reference for improving the effect and quality of educational management.

Jedaman et al (2020) System construction was the foundation of educational management. The education management system was the most important factor related to the success or failure of school education management work, because as a system, it first provides a macro-level background for school management work. What kind of system was fundamentally important? Determines the school's educational management model and methods. The looseness or rigor of the

management system will affect the teaching quality of colleges and universities, and relevant education managers will use this to manage. In the final analysis, the education management system was the supervision and control of teaching quality and management quality. Through rigid constraints, it can urge relevant education management workers to arrange their work reasonably, which has an extremely important impact on the construction of all aspects of the school.

The external environment such as campus atmosphere was also an important factor related to the quality of educational management. As a soft resource of the school's objective environment, campus atmosphere subtly affects the school's learning environment and also determines the work of educational managers. For the development of a school, campus atmosphere refers to the style and attitude of the entire campus in all aspects such as teaching. What kind of campus atmosphere there was will be what kind of educational management environment, which to a large extent lays the foundation for the implementation of the power of educational managers. Therefore, for educational management work, it was necessary to start from soft strengths such as campus culture, improve competitiveness in this area, and continuously achieve progress and reform in educational management. (Zhao et al., 2022)

Aljoghaiman et al (2022) The performance appraisal method of educational work was the most important content of educational management work, or in other words, the performance appraisal method of educational work was a direct reflection of teaching management work. As a place for cultivating talents, schools have high requirements and constraints on teachers who teach classes or staff who were engaged in other management work. Therefore, they have high constraints on performance appraisal methods. Generally speaking, the more stringent the performance assessment method, the more it can greatly encourage relevant educators to enrich their knowledge reserves, strengthen their sense of responsibility and ability, and continuously promote the improvement of teaching quality. However, due to factors such as the expansion of school scale, this performance

appraisal method was not flexible enough, suppresses teachers' work enthusiasm and enthusiasm, and makes educational work rigid.

Troncoso et al (2022) pointed out that socioeconomic factors have an impact on educational management, pointing out that these factors play a key role in educational management. The specific manifestations of socioeconomic factors in educational management practice. Social and economic factors all play an important role in aspects such as education budget, allocation of educational resources, and formulation of educational policies. Social and economic factors have an important impact on educational management reform. In the process of educational management reform, the socioeconomic background needs to be fully considered to achieve the effectiveness and efficiency of educational management. The changing role of educational administrators under the influence of socioeconomic factors. Educational managers need to possess interdisciplinary knowledge and skills to cope with the complex and ever-changing socio-economic environment. Socioeconomic factors have an important impact on the evaluation of educational effectiveness. Li Xue proposed that educational effect evaluation should pay attention to the impact of socioeconomic factors to more accurately reflect the actual effects of educational management. Li Xue believes that the importance of social and economic factors in educational management should be fully recognized, theory and practice should be combined to promote the reform of educational management and improve the quality and level of educational management.

Ari Gunawan et al (2023) Policies and regulations were one of the most important factors affecting educational management. National policies and regulations stipulate school management systems, educational content, teaching standards, etc., and provide guidance for school education management. Under the guidance of policies and regulations, schools can better plan and manage educational resources and improve the quality and effectiveness of education and teaching.

To sum up, there were many factors that affect educational management, including policies and regulations, educational resources, teacher quality,

management models, student needs, social environment, technological development, organizational culture, etc. In actual education management, it was necessary to comprehensively consider the impact of various factors based on the actual situation, adopt scientific and reasonable management measures, improve the effect and quality of education management, and promote the overall development of the school.

## **Strategy**

Strategy was a comprehensive thinking and planning process that involves multiple considerations and decisions.

### **Definition of Strategy**

Arias et al (2010) Strategy was a broad concept that usually refers to a plan of action or strategy to achieve a goal. It involves considerations from many aspects, including but not limited to goals, resources, environment, risks and time.

Mishra & Mohanty (2022) Strategy was to achieve a certain goal. First, several corresponding plans were formulated in advance based on possible problems. In the process of achieving the goal, new plans were formulated according to the development and changes of the situation, or corresponding plans were selected according to the development and changes of the situation to finally achieve the goal.

### **Educational Management Strategy Definition and Theory**

Education management strategy refers to the sum of action guidelines, ways and methods formulated according to the needs of educational development and the requirements of management goals. It involves the comprehensive management and optimization of educational work, aiming to improve the quality and effectiveness of education. (Arias et al., 2010)

Arias et al (2010) proposed that educational managers should focus on combining strategic research with practice, and continuously explore and optimize educational management strategies and improve educational management levels through methods such as survey research, case analysis, and experience summary.

Saryanto et al (2020) believe that educational management strategy was a key means to achieve educational goals and improve educational quality. (Sutarman et al., 2020) defines educational management strategy as the action plan taken by educational managers to achieve educational goals in a specific environment. (Alfred et al., 2015) emphasized that educational management strategy was the key to achieving educational management goals. Education managers need to formulate and implement appropriate education management strategies based on the actual situation. (Mohamed Hashim et al., 2022) understood educational management strategies as effective measures and methods adopted according to actual conditions in the educational management process.

Amin & Alinur (2022) emphasized that the formulation of educational management strategies was a systematic process, including the following steps: clarifying goals, analyzing the current situation, predicting trends, formulating plans, evaluating effects, and adjusting strategies. In this process, educational leaders need to fully consider internal and external factors to ensure the effectiveness and feasibility of the strategy. The implementation of educational management strategies was a collaborative process that requires the participation of educational leaders, teachers, students and parents. In the process of implementing the strategy, educational leaders should give full play to their functions of organization, coordination, communication, and motivation to ensure that the strategy can be promoted smoothly.

H. Wang (2022) proposed that when formulating education management strategies, the following principles should be followed: clear goals and reality; systematic thinking and overall planning; innovation-driven and sustainable development; people-oriented and practical results; democratic participation, fairness and justice; timely adjustments, dynamic optimization. In the process of implementing the strategy, education managers should focus on the following aspects: strengthen organizational coordination to ensure the smooth implementation of the strategy; optimize resource allocation to provide guarantee for the implementation of the strategy; strengthen system construction to ensure the

long-term implementation of the strategy; pay attention to evaluation and feedback , and continuously improve the effectiveness of strategy implementation.

Ren (2023) believes that the formulation of educational management strategies should be based on a comprehensive analysis of the internal and external environment of the educational organization, including educational objectives, resource allocation, human resource management, education and teaching reform, etc. In addition, he also emphasized that educational management strategies should have a certain degree of flexibility to adapt to the changing educational environment.

(Iriani, 2023) Tony Sampson emphasized the importance of human resources in educational management and proposed human resource management strategies, including recruitment, training, motivation, evaluation, etc. These strategies were designed to increase educators' job satisfaction and stimulate their motivation, initiative, and creativity. Tony Sampson pointed out that financial management strategies were an important part of educational management. Education managers should allocate resources reasonably to ensure the financial health of educational organizations and provide strong support for education and teaching. Tony Sampson emphasized that the quality of education and teaching was the core goal of educational management. He proposed education and teaching management strategies, including curriculum management, teaching method reform, student assessment, etc. These strategies aim to improve the quality of education and teaching and promote the overall development of students. Tony Sampson believes that a good educational environment was the key to improving the quality of education and teaching. He proposed an educational environment management strategy, including campus cultural construction, facility and equipment updating, safety management, etc.

Arum (2023) proposed that the formulation of educational management strategies should follow the following principles: 1) Goal-oriented principle: Educational management strategies should clarify educational goals and ensure that the implementation of various measures can promote the realization of educational



goals. 2) The principle of seeking truth from facts: The formulation of education management strategies must be fully investigated and researched to understand the actual situation and ensure the feasibility and pertinence of the strategies. 3) System optimization principle: Education management strategies should focus on the synergy between various measures to form an organic whole and improve management effects. 4) Principle of continuous improvement: Educational management strategies should be continuously adjusted and improved according to actual conditions and development needs to adapt to new challenges in educational management.

To sum up, the formulation, implementation, evaluation and optimization of educational management strategies involve many aspects, including educational objectives, resource allocation, human resource management, education and teaching reform, etc. Educational management strategies should be flexible to adapt to the changing educational environment. At the same time, human resources, financial management and education and teaching quality were the core contents of education management. When formulating education management strategies, the principles of goal orientation, seeking truth from facts, system optimization and continuous improvement should be followed. The formulation process includes stages such as clear goals, status analysis, plan formulation, demonstration and evaluation, implementation plan, monitoring feedback and continuous improvement. In the formulation process, methods such as literature research method, survey research method, case analysis method, brainstorming method and system analysis method can be used. In the process of implementing education management strategies, attention should be paid to clear responsibilities, training and guidance, supervision and inspection, incentives and evaluation, etc. In addition, education managers also need to pay attention to the implementation of strategic planning and ensure the smooth realization of strategic goals through effective organization, coordination, communication, and incentives. In short, the formulation, implementation, evaluation and optimization of educational management strategies were the key to improving the level of educational management. Educational managers need to fully consider internal and external factors, and formulate and

implement effective education management strategies based on actual conditions to improve the quality of education and teaching and promote the all-round development of students. At the same time, educational managers also need to pay attention to the implementation of strategic planning to ensure the financial health of the educational organization and the realization of educational and teaching goals.

#### **Methods and steps to formulate educational management strategies**

There were many ways to formulate education management strategies, but the most widely used methods were SWOT analysis, TOWS matrix analysis and PEST analysis.

Phadermrod et al (2019) The SWOT analysis method was a systematic thinking tool, which aims to provide strong support for strategic planning and decision-making through comprehensive analysis of the internal and external conditions of the organization. Among them, "S" represents the advantages of Strength, referring to the strengths or favorable conditions of the interior of the organization, which can enhance the competitiveness of the organization and help organizations occupy an advantage in the market. The advantages may include brand awareness, technological innovation ability, cost control ability, high -quality human resources, etc. "W" represents the disadvantage of the disadvantages, refers to the shortcomings or weaknesses inside the organization, these disadvantages may weaken the competitiveness of the organization and restrict the development of the organization. The disadvantages may include lack of funds, backward technology, low management efficiency, and uneven employee quality. "O" representative opportunities, referring to the potential development opportunities provided by the external environment for the organization, these opportunities may come from changes in market demand, the relaxation of policies and regulations, and the rise of new technologies. Organizations should seize these opportunities, expand business areas, and enhance competitiveness. "T" represents threats, and the external environment may have a negative impact on the organization. These threats may come from the fierce competition of competitors, the tightening of policies and

regulations, and the shrinking market demand. Organizations should pay close attention to these threats, formulate response strategies, and reduce risks.

Puyt et al (2023) SWOT analysis was first proposed by Kennis Andrews in the classic book "Company Strategic Concept" published in 1971 in 1971. The match between the company (Can Do). The so -called "can do" was the opportunity and threat provided by the environment; "can do" was the company's own strengths and weaknesses. This was the famous SWOT analysis.

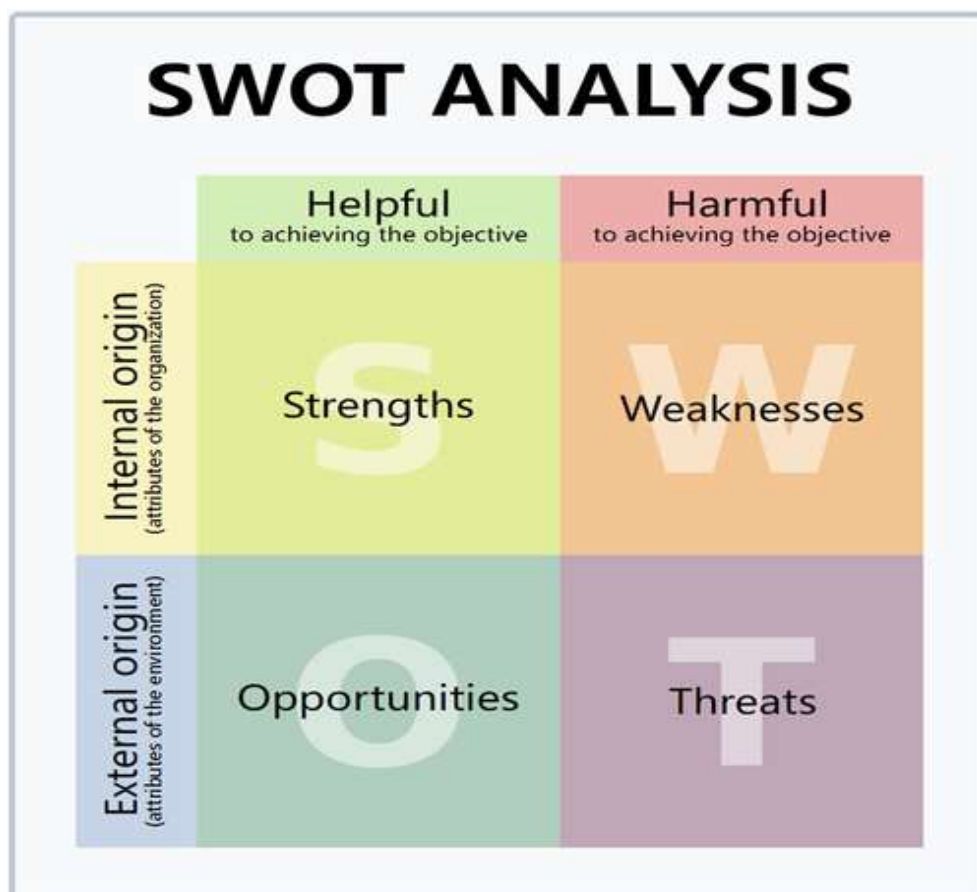


Figure 2.1 SWOT Analysis Chart

(Source: Puyt et al, 198)

In summary, SWOT analysis was widely used in strategic planning, market analysis, competitor analysis, etc. Through SWOT analysis, organizations can clearly understand their own strengths and weaknesses, grasp opportunities and threats in the external environment, enhance competitiveness, and achieve sustainable development.

Maity et al (2023) HEINZ Weirich, a professor of international management and behavior science at the University of San Francisco, developed a TOWS analysis method in the early 1980s. SWOT four English letters represent the advantages, Weakness, Opportunity, and Threats. Advantages and disadvantages were internal elements, and opportunities and threats were external elements. In order to make SWOT better applied to commercial warfare, Heinz Wilik was deformed into TOWS analysis. (Heinz Weirich of San Francisco's papers in 1982 The TOWS matrix: a Tool for Situational Analysis mentioned this. This was mentioned.)

	Strengths (S)	Weakness (W)
Opportunities (O)	<b>S-O strategies</b> <ul style="list-style-type: none"> <li>• S..O..</li> <li>• S..O..</li> <li>• S..O..</li> <li>• S..O..</li> <li>• S..O..</li> <li>• S..O..</li> <li>• S..O..</li> <li>• S..O..</li> </ul>	<b>W-O strategies</b> <ul style="list-style-type: none"> <li>• W..O..</li> <li>• W..O..</li> <li>• W..O..</li> <li>• W..O..</li> <li>• W..O..</li> <li>• W..O..</li> <li>• W..O..</li> <li>• W..O..</li> </ul>
Threats (T)	<b>S-T strategies</b> <ul style="list-style-type: none"> <li>• S..T..</li> <li>• S..T..</li> <li>• S..T..</li> <li>• S..T..</li> <li>• S..T..</li> <li>• S..T..</li> <li>• S..T..</li> <li>• S..T..</li> </ul>	<b>W-T strategies</b> <ul style="list-style-type: none"> <li>• W..T..</li> <li>• W..T..</li> <li>• W..T..</li> <li>• W..T..</li> <li>• W..T..</li> <li>• W..T..</li> <li>• W..T..</li> <li>• W..T..</li> </ul>

**Figure 2.2** TOWS matrix analysis chart

(Source: Maity et al, 177)

Its usage was simple, that was, the opportunities and threats listed in the SWOT matrix were combined with advantages and disadvantages. After listing all the combinations, many strategic proposals can be obtained. The opportunity and advantage combination can draw the "positive offensive" SO strategy. The combination of opportunities and disadvantages can draw the "weakness" WO strategy. The combination of threats and advantages can draw the "differentiation" ST strategy. The combination of threat and disadvantages can draw the "defense/retreat" WT strategy. For example, if the advantages and disadvantages, opportunities and threats have 5 definition elements, and each quadrant has 5x5 combinations, then 100 proposals will be obtained. Even after excluding meaningless combinations, there were many proposals left. The TOWS matrix was only a combination of business elements and the optional range of the measured measures slightly.

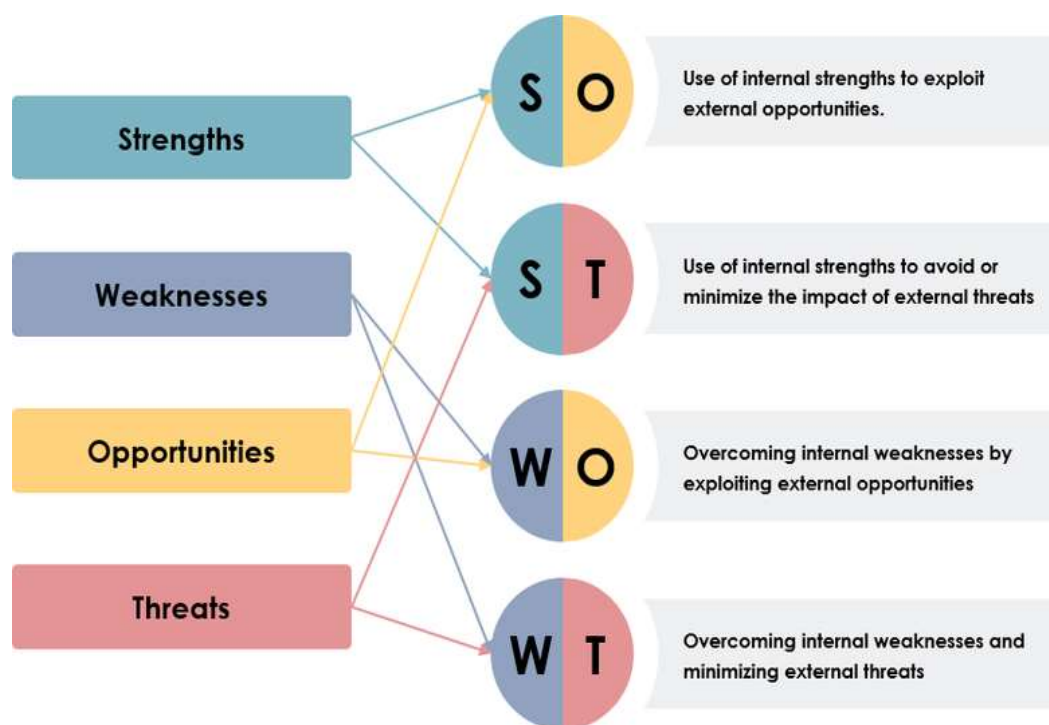
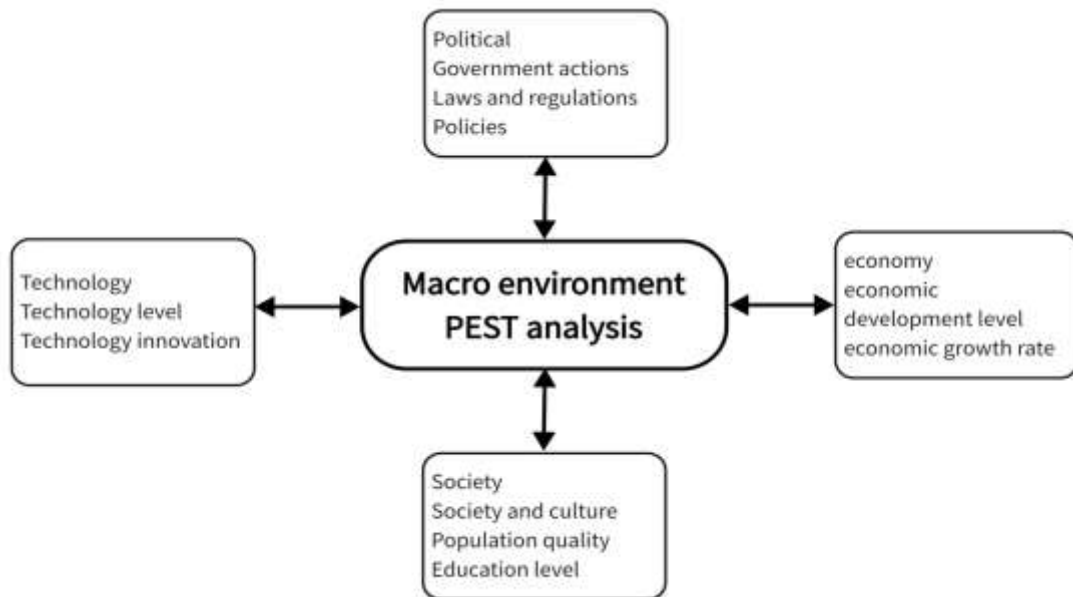


Figure 2.3 SWOT and TOWS combined analysis chart

(Source: Maity et al, 197)

Jurevicius (2013) PEST analysis was a commonly used environmental analysis tool that was commonly used in strategic planning. Through the four aspects of politics, Economic, Sociocultural, and technology, it helps the organization to formulate the background of the times in accordance with the background of the times Strategy with external environment requirements. In the field of education management, the PEST analysis method also has important application value, which can help educational institutions to identify and understand key factors affecting the decision -making of education management, so as to formulate a more reasonable and effective education management strategy. The following was a detailed explanation of the PEST analysis method of educational management strategies, including political factors, economic factors, social factors, technical factors, and policy stability, economic growth level, social and cultural background, and technological innovation influence on this basis Six detailed aspects.

Sammut-Bonnici & Galea (2015) The origin of PEST analysis dates back to the early 1970s, and Harvard Economics Professor Francis Joseph AGUILAR was proposed for the first time in his book "Scanning The Business Environment". He uses the order of "ETPS" to represent the external macro environmental factors: the economic, technological, political, and society. Subsequently, the Arnold Brown of the Life Insurance Association called it "STEP". By 1987, Hitt, IReland, Hoskisson proposed the PEST framework. Therefore, PEST analysis was not proposed by a single scholar, but gradually developed and improved based on the research of multiple scholars.



**Figure 2.4** PEST analysis Chart

(Source: Sammut-Bonnici & Galea, 211)

In summary, a comprehensive analysis of the external environmental factors of the education management strategy using the PEST analysis method can help educational institutions better understand the changes and development trends of the external environment and market demand. This understanding enables them to formulate a more reasonable and effective education management strategy. When formulating these strategies, educational institutions need to comprehensively consider influencing factors such as politics, economy, society, and technology, and adjust and optimize their strategies according to the actual situation.

#### **Education management strategy formulation steps**

The formulation of education management strategies was a systematic and detailed process, which aims to achieve the established educational goals through scientific planning and reasonable allocation of resources. Mainly formulated from the following aspects:

1. Formulate education management strategies. Through data analysis and expert discussions, we will formulate sustainable development strategies in combination with current actual situation. (Fajrin, 2018)

2. Investigate the needs of education. Through questionnaire surveys, interviews, focus discussions, data analysis and other means, in -depth understanding of the needs and expectations of students, teachers, parents, and society, including education content, teaching methods, and learning environment. (Jauhari, 2020)

3. Clarify the problems and goals. Clarifying the current problems of education and the goal of future development were the primary steps for formulating education management strategies. This requires educational institutions or managers to clearly define the long -term vision, mid -term goals and short -term tasks of education. Educational goals should cover multi -dimensional development such as students' knowledge, skills, emotional attitude values, etc. At the same time, they need to consider macro levels such as equity, quality improvement, and social contribution. (Hasanah et al., 2023)

4. Analyze educational resources. Analyzing the existing educational resources of education institutions, including but not limited to teachers, teaching facilities, fund budgets, information technology support, etc. The adequacy and rationality of resources directly affects the effective implementation of education management strategies. (Ohanyelu, 2023)

5. Evaluate the adaptability and feasibility of education management strategies. Invite experts to evaluate the adaptability and feasibility of the strategy, and finally have a planned implementation operation. (Arum, 2023)

### **Factors affecting educational management strategies**

The factors that affect education management strategies mainly include external factors and internal factors.

#### **external factors**

The formulation of educational management strategies needs to consider the influence of the external environment. Administrators need to pay close attention to



changes in the external environment and adjust and optimize management strategies according to actual conditions to ensure the quality and efficiency of education.

Gulden et al (2020) Competitive environment. The impact of the competitive environment on the innovation and entrepreneurship education management of college students cannot be ignored. In the fierce market competition, college students need to continuously improve their competitiveness and win market share through innovation and differentiation. At the same time, the competitive environment also prompts college students to pay more attention to market research and customer demand analysis in order to better meet market demand and seize business opportunities.

Alfiansyah et al (2020) Technological Environment. The technological environment was one of the key factors affecting the innovation and entrepreneurship education management of college students. With the rapid development of science and technology, new technologies continue to emerge, providing strong technical support for college students' innovation and entrepreneurship. College students can use new technologies to carry out innovative and entrepreneurial activities to improve the conversion rate of innovation results and the success rate of entrepreneurship. At the same time, changes in the technological environment also require college students to constantly update their knowledge and skills to adapt to market demand and technological development.

Palah et al (2022) Policy environment was an important factor affecting the management of college students' entrepreneurship education. The government can provide strong support for college students' innovation and entrepreneurship education by formulating relevant policies. For example, the government can formulate preferential policies to encourage college students to participate in innovation and entrepreneurship activities, and provide policy support such as entrepreneurial funds and tax incentives. In addition, the government can also formulate relevant regulations to protect the intellectual property rights of college students, maintain market order, and provide a good policy environment for the management of college students' innovation and entrepreneurship education.

Yohana et al (2022) The impact of the economic environment on the innovation and entrepreneurship education management of college students was also very significant. The state of economic development directly affects the demand and supply of innovation and entrepreneurship. With the development of the economy and the upgrading of the industrial structure, emerging industries and fields continue to emerge, providing a broad space for college students to innovate and start businesses. At the same time, economic prosperity has also brought more employment opportunities and entrepreneurial resources, providing strong support for college students' innovation and entrepreneurship education and management.

Safrawali & Rozi (2022) Social and cultural environment. The impact of the social and cultural environment on the innovation and entrepreneurship education management of college students cannot be ignored. Society's recognition and support for innovation and entrepreneurship directly affect college students' willingness and motivation to participate in innovation and entrepreneurship. A good social and cultural environment can stimulate college students' innovative spirit and entrepreneurial enthusiasm, and improve their enthusiasm and success rate in participating in innovation and entrepreneurship. In addition, social factors such as family, school, and media also have an impact on the management of innovation and entrepreneurship education for college students.

Halawa & Mulyanti (2023) International Environment. In the context of globalization, the international environment has an increasing impact on college students' innovation and entrepreneurship. College students should have international vision and cross-cultural communication skills, understand the needs and trends of the international market, actively expand the international market, and improve the international level of their own innovation and entrepreneurship. At the same time, we will strengthen exchanges and cooperation with international advanced technologies and ideas to provide more opportunities and development space for our own entrepreneurship.

### **Internal factors**

The internal factors that affect educational management were multifaceted and require comprehensive analysis and improvement from multiple perspectives. By optimizing the organizational culture and atmosphere, improving the capabilities and quality of managers, improving human resource management and incentive systems, standardizing management systems and rules and regulations, optimizing decision-making mechanisms and information communication, and improving resource allocation and utilization efficiency, we can improve Effectiveness and quality of educational management.

Ceulemans et al (2015) Organizational Structure and Institutional Environment. The successful implementation of innovation and entrepreneurship education in higher vocational colleges first relies on a reasonable organizational structure and institutional environment. Schools should set up a special innovation and entrepreneurship education management department to be responsible for formulating and implementing innovation and entrepreneurship education plans and providing related services. In addition, a sound institutional environment was also essential, including a credit system, a tutor system, an innovation achievement reward mechanism, etc., to encourage teachers and students to actively participate in innovation and entrepreneurship activities.

Taurina (2018) Innovation and Entrepreneurship Education Curriculum Design. Curriculum design was the core link of innovation and entrepreneurship education. Vocational colleges should design a curriculum system covering theoretical knowledge and practical skills based on industry needs and student characteristics. The curriculum should include innovative thinking training, entrepreneurship foundation, business management, product development and other contents to cultivate students' innovative spirit and entrepreneurial ability.

Yanto & Fathurrochman (2019) Teaching quality monitoring and evaluation. Teaching quality monitoring and evaluation were important means to ensure the quality of innovation and entrepreneurship education. Vocational colleges should establish and improve teaching quality monitoring and evaluation mechanisms,

regularly evaluate innovation and entrepreneurship education, identify problems in a timely manner and take improvement measures. At the same time, students should be encouraged to participate in teaching evaluation and play their main role.

My Nguyen et al (2021) Practical teaching and platform construction. Practical teaching was an important part of innovation and entrepreneurship education. Vocational colleges should strengthen cooperation with enterprises, establish practical teaching bases, and provide students with practical opportunities. At the same time, innovation and entrepreneurship platforms should be actively built, such as business incubators, maker spaces, etc., to encourage students to transform theoretical knowledge into practical results.

Budiya & Al Anshori (2022) Student Management and Service System. Students were the main body of innovation and entrepreneurship education. Schools should establish and improve student management and service systems to provide students with all-round support and services. Including psychological counseling, career planning guidance, entrepreneurial policy interpretation, etc. At the same time, activities such as entrepreneurship salons and entrepreneurship competitions should be actively carried out to stimulate students' entrepreneurial enthusiasm and innovative spirit.

Halim et al (2023) Teacher team construction and management. Teachers were the key factor in innovation and entrepreneurship education. Vocational colleges should attach great importance to the construction and management of teachers, and improve teachers' innovative awareness and entrepreneurial abilities through regular training and practical exercises. At the same time, teachers with corporate background or entrepreneurial experience should be actively introduced to optimize the structure of the teaching team.

Sammara & Hasbi (2023) Scientific research innovation and achievement transformation. Scientific research innovation and achievement transformation were extensions of innovation and entrepreneurship education. Vocational colleges should encourage teachers and students to carry out scientific research and innovation activities to provide support for the transformation of results. Schools can set up scientific research and innovation funds to provide financial support for outstanding

projects. At the same time, we should actively cooperate with enterprises to transform scientific research results into actual products or services to achieve economic value and social benefits.

Based on the above, the impact of external factors on educational management strategies was complex and far-reaching. College students should actively pay attention to and adapt to changes in these external environments in order to better achieve the goals of innovation and entrepreneurship. The construction of internal factors was a systematic project that needs to be approached from multiple aspects to form an organic whole. Only in this way can students' innovative spirit and entrepreneurial ability be truly improved and more outstanding talents be cultivated for society.

## **Entrepreneurship**

Entrepreneurship refers to the process by which an individual or team identifies and seizes business opportunities to create new businesses or projects to achieve value creation and economic growth.

### **Definition of entrepreneurship**

Hasanah et al (2023) Entrepreneurship refers to entrepreneurs through discovery, creation and utilization of appropriate entrepreneurial opportunities, with the help of effective business models to combine production factors, and create new causes to obtain the process or activity of business success. Entrepreneurship can be widely understood as a career, and narrowly understands as the founding of a enterprise. It was not only a way of labor, but also a behavior that requires entrepreneurs to organize management, use of services, technology, and tool operations. Ound.

Diandra & Azmy (2020) The core of entrepreneurship was innovation, and it was difficult to have lasting vitality without innovation. Entrepreneurs create greater economic or social value by optimizing and integrating resources. In the process of entrepreneurship, entrepreneurs need to have high ability, including knowledge, skills, experience and leadership ability.

Prince et al (2021) The forms of entrepreneurship were diverse, including leaders' entrepreneurship, entrepreneurial entrepreneurship, and college student entrepreneurship. Entrepreneurs realize their own value and obtain financial returns by establishing enterprises or engaging in business activities.

The definition of entrepreneurship was multidimensional. It not only involves economic activities, but was also closely related to social, cultural and technological progress. Over time, the connotation and practice of entrepreneurship were also constantly developing and evolving. This paper studies the entrepreneurship of students in higher vocational colleges.

### **Elements of Entrepreneurship**

Florina (2018) In today's society, college students have become a force that cannot be ignored. With the spirit of innovative thinking and daring to try, they have injected new vitality into social and economic development. However, the road to entrepreneurship was not a way, and successful college entrepreneurs need to have many elements. Including: entrepreneurial knowledge, creativity and project selection, market research and analysis, team formation and collaboration, capital preparation and management, entrepreneurial practice, skills and knowledge accumulation, policy and regulations, etc.

Pudjiarti (2018) The elements of college students' entrepreneurship can be analyzed from multiple dimensions, including the following key elements: entrepreneurial awareness and passion, professional knowledge and skills, innovation ability, risk management, fund raising, market analysis, entrepreneurial team, etc.

H. Liu et al (2021) If college students want to succeed in entrepreneurship, they must meet the following conditions: master certain entrepreneurial knowledge, carry out entrepreneurial practice activities, form a good entrepreneurial team, have financial support, and learn certain entrepreneurial skills.

Reichel et al (2022) There were many things that need to be done to start a business. Currently, college students' entrepreneurship has become a very popular topic, so there were also many controversies about college students' entrepreneurship. So what were the basic elements of college students'

entrepreneurship? Elements in terms of entrepreneurial awareness, entrepreneurial spirit, entrepreneurial knowledge, entrepreneurial practice, financial support, entrepreneurial team, entrepreneurial skills, etc.

In summary, there were many elements for college students to start their own business, among which the five most critical elements were entrepreneurial knowledge, entrepreneurial team, entrepreneurial practice, financial support and entrepreneurial skills. These were also the elements that contemporary college students most hope to improve and obtain in the process of starting their own business.

### **Factors that influence entrepreneurship**

Kequan (2024) There were many factors that affect college students' entrepreneurship, which can be analyzed from multiple dimensions such as personal, social, economic, and educational. They mainly include: market environment factors, educational management environment factors, policy and regulatory environment factors, family environment factors, etc.

X. Liu et al (2019) On the road of college students' entrepreneurship, multiple factors work together to affect their entrepreneurial decisions, progress and success rate. The factors that affect college students' entrepreneurship mainly include: the influence of market economy, the influence of school education management, the influence of social environment, the influence of family environment, the influence of policies and laws, etc.

Zhao et al (2022) With the rapid development of my country's economy and the continuous improvement of college entrepreneurship policies, college students have become a common phenomenon. College students have been affected by many factors, and they have faced many challenges. Understanding the influencing factors of college students and how to cope with these influencing factors was of great significance to college students' entrepreneurship. The influencing factors of this article mainly include: influencing factors: policy environment, educational background, social atmosphere, personal ability, market environment, and family environment.

Chilangwa et al (2023) College students' entrepreneurship was influenced by a combination of factors, including education and knowledge reserves, capital and resources, social environment and cultural background, emotions and psychological state, social networks and interpersonal relationships, market demand and competitive environment, legal and policy environment, and family environment.

To sum up, there were many factors that affect college students' entrepreneurship, but the most critical factors mentioned were market environment factors, education management environment factors, policy and legal environment factors, and family environment factors.

## **Sustainable Development**

Sustainable development refers to development that meets the needs of the present without compromising the ability of future generations to meet their needs.

### **Defining sustainable development**

Wilcox (1992) defines sustainable development as meeting the needs of contemporary people without harming the ability of future generations to meet their own needs. This concept was first proposed by the World Commission on Environment and Development (WCED) in its 1987 report titled "Our Common Future," also known as the Brundtland Commission Report. The report defines sustainable development as the ability to meet the needs of the present without compromising the ability of future generations to meet their own needs.

Klauer (1999) The core of sustainable development was three interconnected dimensions: economy, environment and society. These three dimensions were usually called "triple bottom lines"

1. Environmental Sustainability: Protect the ecosystem, biological diversity and natural resources to protect the earth, and ensure the reasonable use and regeneration of natural resources.

2. Economic Sustainability: Promote the fair distribution of economic growth and economic activities, improve employment, reduce poverty, and ensure the long-term feasibility of economic activities.



3. Social Sustainability: Improving social welfare, including education, health, social fairness, and community participation to ensure social inclusiveness and cultural diversity.

Ozili (2022) The goal of sustainable development was to achieve long-term, stable and comprehensive social development, while protecting the environment and natural resources to meet the current and future needs of human beings. This requires policy makers, enterprises, and individuals to consider long-term environment, social and economic influence during the decision-making process.

Smothers Marcello (2023) Sustainable development also involves intermediate equity, that was, the behavior of contemporary people should not damage the ability of future generations to meet their needs. In addition, sustainable development also emphasizes global cooperation, because environmental problems and resources distribution often surpass national borders and require global solutions and cooperation.

### **Factors Affecting Sustainable Development**

The factors that affect sustainable development can be analyzed from multiple dimensions. The following were some key factors:

1. Educational factors: Education plays an important role in sustainable development. It provides the ability to understand challenges, collective responsibilities and constructive cooperation, as well as the ability to learn, learn, learn, learn, and learn. (Saengchai et al., 2020)

2. Technology as a catalyst for change: Technology can reshape the industry, change consumer behavior, and change our lives and work. In sustainable development, technology has catalyzed positive changes in the aspects of renewable energy, sustainable agriculture, industry 4.0, and green technology. (Y. Cao et al., 2020)

3. Social factors: Social factors such as population growth, level of education and social welfare have an impact on sustainable development. For example, excessive population growth may lead to uneven resource distribution, and low

education levels may affect economic development and environmental protection. (Kousari et al., 2021)

4. Environmental factors: environmental problems such as climate change, environmental pollution and loss of biodiversity have a negative impact on human health, quality of life, and economic and social development. (Thu et al., 2022)

5. Economic factors: Economic development needs to be combined with environmental protection to achieve coordinated development of economic, social and environmental. The sustainable utilization of resources was also vital to avoid excessive resource consumption and depletion. (S. Wang et al., 2022)

6. Scientific and technological factors: Scientific and technological development was essential for sustainable development. New energy technology can reduce dependence on fossil fuels and reduce environmental pollution; agricultural technology progress can improve agricultural product output and quality and ensure food safety. (Hang et al., 2023)

7. Policy factors: Government policies and systems have an important impact on sustainable development. By formulating environmental protection policies and promoting the development of green economy, the government can guide and promote sustainable development. (Jassa, 2023)

8. Global cooperation: Sustainable development was a global wassue that requires cooperation between countries. International cooperation helps to cope with global challenges, such as climate change and resource shortage. (B. Wang et al., 2023)

9. ESG standard: Innovation and design sustainable technology should focus on ESG standards, and help enterprises and organizations meet ESG standards, including environmental, social and governance. (G. Liu et al., 2024)

Based on the above, these factors work together to sustainable development, which affects the balanced and coordinated development of the three dimensions of the environment, economy and society.

### **The impact of sustainable development on entrepreneurship**

The impact of sustainable development on entrepreneurship was mainly reflected in the following aspects:

1. Technology promotes sustainable: technology can reshape the industry, change consumer behavior, and change our lives and work. In sustainable development, technology has catalyzed positive changes in the aspects of renewable energy, sustainable agriculture, industry 4.0, and green technology. (Bolay et al., 2012)

2. Enhance corporate toughness: When facing uncertainty, crisis and disturbances, and the toughness after the popularity of COVID-19), sustainable development strategies were especially important for small and medium-sized enterprise. (Ivanović-đukić et al., 2022)

3. Supported ecosystem: Small enterprises were close to customers, which can quickly adapt to market changes and play a vital role in responding to social and economic challenges in the community. Many small companies have also promoted innovation by developing new products and services. Small enterprises have the potential for high growth, productivity improvement, and high -quality employment, which was essential for local implementation of sustainable development goals. (Neumann, 2022)

4. Digitalization of enterprise services: Enterprise administrative procedures online platform help small enterprises to start and operate enterprises, and make it easier to contact vulnerable entrepreneurs or entrepreneurs in remote areas. (Herman, 2022)

5. Promote economic growth and innovation: Entrepreneurship can make important contributions to sustainable development by creating employment, promoting economic growth and innovation, improving social conditions, and response to social and environmental challenges. (Singh et al., 2023)

7. Education and ability training: The goal of entrepreneurial education was to cultivate learners' key abilities and literacy, and lay the foundation for learners to better adapt to the rapid change of work and social environment and long -term sustainable development. (Zhu et al., 2023)

7. Policies and strategy formulation: formulate and implement the best practices in entrepreneurial policies, make full use of the linkage between regulatory framework, education, technology and innovation, financing, and improving understanding, and take positive measures to further coordinate and promote entrepreneurship. (Watson et al., 2023)

8. Social entrepreneur spirit: The spirit of social entrepreneurs and the role of small and medium -sized enterprises in socio-economic development was more important than ever before. (Apostu & Gigauri, 2023)

9. Sustainable Development Objective (SDGS): Among the 17 projects proposed by the United Nations Sustainable Development Objectives, two items emphasized the spirit of entrepreneurship. Entrepreneurship education was an important part of the sustainable development education of textbooks. (Wijaya et al., 2023)

10. Digitalization and market growth: Many enterprises in transformation economies including Africa and Central Asia have set a clear goal of new technologies, especially online sales and market growth. (Gupta et al., 2024)

Based on the above, these influences show that sustainable development not only provides new opportunities and challenges for entrepreneurship, but also provides a framework for entrepreneurs and policy makers to ensure that entrepreneurial activities were coordinated with social, environmental and economic goals.

## **Vocational College**

Vocational colleges, whose full name was higher vocational colleges, were an important type of higher education and an important part of my country's vocational education.

### **Definition of Higher Vocational Colleges**

High vocational colleges, full names as higher vocational colleges, were specialized schools that cultivate talents with certain higher education knowledge and technical knowledge. The literature pointed out that higher vocational colleges

have more prominently cultivating the cultivation of application technical practice capabilities in teaching, and aims to provide the society with high -quality skill talents with practical operation and innovation capabilities. These talents not only need to master solid theoretical knowledge, but also have skilled practical skills and good professionalism. (Gu et al., 2018)

The construction of the teaching staff of higher vocational education was the key to ensuring the quality of education. Higher vocational colleges focus on introducing and cultivating high-level teaching staff, including teachers and industry experts with rich practical experience and professional skills. These teachers not only have solid theoretical knowledge, but also can provide students with practical vocational skills training and practical guidance. (Xiong, 2017)

Gan & Wang (2020) The curriculum of higher vocational education focuses on practicality and pertinence. The course content was closely centered on industry needs and enterprise requirements, focusing on cultivating students' practical ability and professional quality. At the same time, the curriculum of higher vocational education was updated quickly, which can keep up with market changes and industrial development trends, and provide students with the latest knowledge and skills.

Higher vocational education includes two academic education levels: junior college and undergraduate. The junior college level was the main component of higher vocational education, aiming to provide students with practical vocational skills training. The undergraduate level focuses more on cultivating students' comprehensive qualities and innovative abilities to adapt to higher-level career needs. (P. Zhang, 2021)

Rahn & Fuhrmann (2023) The goal of higher vocational education was to cultivate high-quality skilled talents with innovative spirit and practical ability. These talents should be able to adapt to market demand, master advanced science and technology and professional knowledge, and have practical operation and problem-solving capabilities. At the same time, they should also have a high sense of social responsibility and professional ethics, and contribute to the country's economic development and social progress.

Chen et al (2023) The characteristics of higher vocational education were mainly reflected in the following aspects: first, highlighting practical teaching, focusing on cultivating students' practical ability and professional literacy; second, closely combining market demand, adjusting professional settings and curriculum content according to industry development trends and corporate needs; The third was to strengthen school-enterprise work, realize the in -depth integration of education and industry, and provide students with more internship and employment opportunities.

Based on the above, the full name of higher vocational colleges was higher vocational colleges. It was a type of higher education school and an educational institution that cultivates certain higher education knowledge and professional skills and technical knowledge for the society. China's higher vocational colleges already cover many professional fields, such as engineering technology, agricultural technology, medical technology, business management, etc. Higher vocational college education has become one of the important ways for China to cultivate technical talents and improve vocational skills.

#### **Characteristics of students in higher vocational colleges**

Self-consciousness was strong. Under the background of the new era, students in higher vocational colleges rely on information technology to achieve and interpret the social situation, foreign news and other content, which provides good conditions for students' self -development and consciousness. They were in the stage of key growth. Whether it was the "three views" shape and the improvement of capabilities, they will be affected by external factors, which makes self -awareness and a certain rebellion. It has an independent view of social events and development trends. (Bahri, 2022)

Active thinking and strong hands -on ability. Higher vocational students were more creative and self-expression than other students. They have strong understanding, active thinking, rich imagination, and fast receiving new things. Some students come from the junior college. These students have strong hands -on ability and skilled operation skills. In addition, the training of hands -on ability during higher

vocational learning has further improved their hands-on ability and driving other students. (Z. Cao & Wang, 2020)

Zhou (2020) Hobbies were widely, and personal specialty was prominent. Higher vocational students have a wide range of hobbies. Many students were prominent in entertainment and sports. They were active and enthusiastic and were the main forces of various cultural and sports activities. For example, some like to play and sing, some like sports, some like art painting, and some like to participate in academic activities or computer training organized by various community organizations.

Cultural level was generally low, and learning was difficult. Most of the higher vocational students were only children, and some of them were born in families with better family members. Parents were overly doting, making them develop bad habits such as waywardness and selfishness. Going alone, I do my best; too much family care makes them afraid of suffering, and it looks relatively weak in terms of independent living ability, autonomy, judgment, and adaptability. (Niu et al., 2022)

To sum up, these characteristics reflect the diversity and complexity of students in higher vocational colleges in the context of the new era, and put forward new challenges and requirements for the education and management of higher vocational colleges.

### **Characteristics of Educational Management in Higher Vocational Colleges**

Connect educational content with industry needs. Timely integrate the latest industry knowledge, technical standards and international practices into teaching content, and jointly develop curriculum standards and content with enterprises. (Fang et al., 2018)

Fan & Li (2021) The integration of production and education, school-enterprise cooperation. Higher vocational colleges emphasize the docking with industrial demand, implement the "talent training+standard output" model, and promote the "Chinese vocational education standards" to "international education standards". At the same time, higher vocational colleges have established an industry vocational education teaching guidance committee and vocational education group, covering 90%of high

vocational schools, deploying the pilot of modern apprenticeship systems, and exploring "enrollment, enrollment, entering the school, entering the factory, school -enterprise joint training "Modern apprenticeship training model.

Digital teaching resources and smart education platform. Vocational colleges continue to build high-quality digital teaching resources, such as professional teaching resource libraries, virtual simulation training bases, etc., and construct knowledge maps and skill maps, explore and develop digital education resources, and actively provide high-quality digital education resources to the national vocational education smart education platform. (Yin et al., 2022)

“Research on the Reform and Innovation of Ideological and Political Theories Teaching in All Courses under the Background of ‘Internet+Vocational Education,’” (2023) Reform of the recruitment system of classification examinations. As a pioneer and explorer of the National College Entrance Examination Admissions Reform, higher vocational education has carried out a variety of enrollment methods such as "Knowledge+Skills" enrollment, individual examination enrollment, and comprehensive evaluation enrollment based on the college entrance examination.

Based on the above, these characteristics reflect the modernization, systematic and marketization of education management of higher vocational colleges, and aims to improve the quality of education and cultivate high -quality technical and skillful talents that meet market demand.

## **Related Research**

Tian (2013) College student entrepreneurship funds can provide unsecured and unsecured credit loans to college students from banks and other financial institutions to support college students' entrepreneurship. College students can also participate in entrepreneurship competitions, where they can not only gain practical experience but also have the opportunity to win prizes. Many entrepreneurship competitions have attracted a large number of college students to participate, becoming an important way for them to obtain funds and support.



Huang (2014) The importance of students' entrepreneurial practice was reflected in multiple levels. The following were some key points:

1. Cultivate the spirit of innovation and practical ability: Entrepreneurship practice encourages college students to combine theoretical knowledge with practical operations to cultivate the ability and innovative thinking of problems and solve problems.

2. Responsible for national innovation -driven development strategies: the country encourages "mass entrepreneurship and innovation". College students' entrepreneurial practice was an important measure to respond to this strategy, which helps to promote socio -economic development and scientific and technological innovation.

3. Improve employment competitiveness: Entrepreneurship practice can help students adapt to the workplace in advance, improve their employment competitiveness, and even create employment opportunities.

4. Promote personal growth and development: Challenges and difficulties in the process of entrepreneurship help help the shape of personal quality, such as leadership, teamwork, time management, etc.

LI (2017) College students can improve their entrepreneurial ability through many ways of entrepreneurship practice, including: participating in entrepreneurship course training, participating in entrepreneurship competitions, participating in practical projects, learning from corporate practices, participating in the implementation of teachers' projects, and forming a team with classmates to improve their entrepreneurial ability.

LI (2017) In the management process of the entrepreneurial team, it was also very important to focus on team communication and adjustment. Effective communication among team members can avoid misunderstanding and conflict, and ensure the smooth realization of the team goals. With the development of the team, some problems that were not considered in the initial design may occur. At this time, the team needs to be adjusted and fused to ensure that the team always maintains efficiency and coordination.

Bejinaru (2018) Entrepreneurship skills were a high-level comprehensive ability, which can be divided into general skills and professional skills. General skills mainly include self-control ability, learning ability, communication ability, frustration ability, etc. These abilities help entrepreneurs to maintain calm, continuous learning, effective communication in the face of various challenges and difficulties, and recover from failure. Professional skills include planning capabilities, leadership ability, business ability, management ability, management ability, financial management ability, innovation ability, risk control ability, etc. These abilities were essential to entrepreneurs because they were directly related to the creation, operation and development of enterprises.

Starnawska (2018) Colleges and universities were gradually integrating innovation and entrepreneurship education, establishing an innovation and entrepreneurship education system that integrates classroom teaching, independent practice, and guidance and assistance to promote the high-quality development of graduates. By formulating relevant courses and training plans, the education management system helps students master entrepreneurial knowledge and skills and improve the success rate of entrepreneurship.

Martínez-Fierro et al (2020) Consumer demand was the foundation of a market economy, and entrepreneurs must accurately grasp the changes in market demand. The change of consumer demand will directly affect the market demand and market pricing of entrepreneurs' products or services. In a fast-demand growth and vibrant market environment, entrepreneurs have more opportunities to create unique products or services to obtain rapid market growth and brand reputation. However, if the market demand was not obvious or the market was saturated, entrepreneurs need to observe changes in market demand more carefully, and continuously improve and innovate products or services to meet the new needs of consumers.

Qin et al (2020) Establishing an effective incentive mechanism and institutional system for the entrepreneurial team was the key to maintaining the vitality of the team. By formulating a detailed reward and punishment system, reasonable interest distribution plan, and clear assessment standards, the enthusiasm

of members can be inspired to ensure that the team members see that with the realization of the entrepreneurial goals, their own interests will also be improved accordingly. In addition, the team's institutional system should be determined in a standardized written form to avoid unnecessary confusion.

Xi & He (2020) College students have tax discounts. Such as: exemption of corporate income tax, newly -run consulting industry, information industry, technical service industry and other enterprises or operating units to exempt corporate income tax for two years; new enterprises or operating units such as transportation, post and telecommunications, etc., The second year was half-levying. There was also a value-added tax deduction. If college graduates engage in individual operations during the graduation year, the value-added tax, urban maintenance construction tax, educational costs, local education additional and personal income tax will be deducted according to the limit of 12,000 yuan per household per year essence.

Azizah & Pahlevi (2021) Family values can also affect entrepreneurial choices. If family members generally believe that entrepreneurship was a stable and reliable source of income, entrepreneurs may be more inclined to choose entrepreneurship. This kind of support can stimulate the enthusiasm and motivation of entrepreneurs and help them overcome difficulties and challenges in the entrepreneurial process.

Maaodhah et al (2021) Market competition was one of the main challenges facing entrepreneurs. In a fiercely competitive market, new entrepreneurs need to face competition from existing enterprises. These companies usually have more resources and market share. Therefore, entrepreneurs must have a unique competitive advantage in order to stand out in the market. In addition, entrepreneurs need to continue to pay attention to the dynamics of competitors and adjust their business strategies in time to cope with market competition.

Rustiana et al (2022) The mastery of entrepreneurial knowledge was crucial for entrepreneurs because it reflects the cultural quality of entrepreneurs. The higher the cultural quality, the higher the probability of entrepreneurial success. In addition, entrepreneurial knowledge also includes strategies for dealing with risks and challenges that may be encountered during the entrepreneurial process, as well as knowledge on how to effectively use resources and manage teams.

X. Liu & Li (2022) Policy changes have provided rich resource support to entrepreneurs, including key resources such as funds, technology, and talents. By building platforms and providing subsidies, the government helps entrepreneurs to easily obtain these resources, enhance the comprehensive strength of entrepreneurial enterprises, and promote the rapid growth of entrepreneurial projects. In addition, the government also encourages entrepreneurs to develop an innovative entrepreneurial platform on incubators and crowdsourcing space to provide convenient venue services.

H. Zhang et al (2022) With the continuous improvement of policies, the prevention and control measures for entrepreneurial risks were also increasingly strengthened, and a sound entrepreneurial risk protection mechanism was established to provide entrepreneurs with a safer entrepreneurial environment. These measures have enhanced the confidence of entrepreneurs and provided them with a solid backing.

Mukson et al (2022) Family background has an important impact on the direction of entrepreneurship. If a family has been engaged in a certain industry for many years, entrepreneurs may be easier to obtain the resources and experience of the industry, thus starting a business in the field. In addition, the quality of family conditions will also affect the self-confidence and entrepreneurial activities of entrepreneurs. Entrepreneurs with better family conditions may be easier to meet key characters, get more support and help.

Li & Zhang (2023) The geographical factor has a significant impact on college students' entrepreneurship, and the success rate of college students' entrepreneurship and intensity of entrepreneurial willingness were significantly affected by geographical areas. Entrepreneurs' interpersonal communication, problem solving, and corporate management capabilities have a great impact on entrepreneurial achievements, followed by learning ability, human resources management capabilities and entrepreneurial policies. At present, the quality of entrepreneurial education in colleges and universities was not high, so the impact of entrepreneurial education on college students' entrepreneurship was relatively small.

Iriani (2023) Entrepreneurship knowledge refers to the knowledge system and structure of individuals that were meaningful to the entrepreneurial practice process,

mainly including professional knowledge, management knowledge, comprehensive knowledge, etc. The narrow sense of entrepreneurial knowledge refers to the specific knowledge of the entrepreneurial process, steps, methods, etc., such as the choice of the timing of college students, the search for entrepreneurial opportunities, how to write an entrepreneurial plan, how to open a small enterprise, how to register industrial and commercial, how to loans from banks wait.

Pattanayak & Maji (2023) The education management system can regulate the innovation and entrepreneurship behavior of college students, avoid bad behavior and unfair competition, and protect the legitimate rights and interests of students in entrepreneurship. It can also provide college students with more entrepreneurial resources and support, such as innovation and entrepreneurship incubators and entrepreneurship bases, to promote the sustainable development of innovation and entrepreneurship.

Nugroho et al (2023) Family support was one of the key factors for entrepreneurs to succeed. If family members understand and support the entrepreneur's ideas, they may provide help and support, making it easier for entrepreneurs to achieve their goals. Family support includes not only financial assistance, but also emotional encouragement and spiritual support, which can significantly enhance the confidence and motivation of entrepreneurs.

Malinda et al (2024) Improve entrepreneurial skills include: study related knowledge, learn professional knowledge, absorb the experience of predecessors, exercise comprehensive analysis ability, and quickly improve entrepreneurial ability. Practice was a way to improve the ability of entrepreneurship, accumulate experience through entrepreneurial practice, and cultivate awareness of entrepreneurial and success. Quickly improve yourself, seize various opportunities, and continuously improve your quality and entrepreneurial ability. Be good at grasping opportunities, opportunities can help entrepreneurs find breakthroughs and even succeed. Understand relevant laws, master relevant legal knowledge, protect your own rights and interests, and ensure long-term development.

## Chapter 3

### Research Methodology

This paper analyzes the current situation, expected situation, influencing factors, etc. of the sustainable development of student entrepreneurship in higher vocational colleges, formulates and evaluates the management strategy of entrepreneurship education in higher vocational colleges, aiming to promote the sustainable development of student entrepreneurship. The researcher divided the research into three stages:

Phase 1: Studying the current situation, expected situation and influencing factors of sustainable development of entrepreneurship among students in higher vocational colleges.

Phase 2: Formulate educational management strategies to promote sustainable development of entrepreneurship among students in higher vocational colleges.

Phase 3: Evaluate the adaptability and feasibility of educational management strategies to promote sustainable entrepreneurial development of students in higher vocational colleges.

The details of the research methodology were as follows:

**Phase 1: Studying the current situation, expected situation and influencing factors of sustainable development of entrepreneurship among students in higher vocational colleges.**

The population / the sample group

**Population**

There are 93 higher vocational colleges in Guangdong Province, with 1,663,500,000 education management experts, teachers and students. (Data source: Guangdong Provincial Department of Education, China, 2023 website)

### The Sample Group

The sample group was selected using Krejcie and Morhan (1970) sampling table, and simple random sampling was used to select 10 higher vocational colleges out of the 93 higher vocational colleges in Guangdong Province, 12 experts and 400 students as the research subjects.

### Interviewer

The interviewees for this study were 8 entrepreneurship mentors and 4 entrepreneurs. The qualifications of the interviewees were as follows: Entrepreneurship mentors 1) had obtained the entrepreneurship mentor qualification certificate and 2) had more than 10 years of work experience. Entrepreneurs 1) had a certain reputation and influence in their enterprises and 2) also had more than 10 years of work experience.

### Questionnaire

The subjects of this study were 200 students majoring in liberal arts and 200 students majoring in science from 10 higher vocational colleges among the 93 in Guangdong Province through random sampling. The Population and samples was as follows Table 3.1.

**Table 3.1** Population and Sample

NO	School name	Population	Samples
1	ShenZhen Polytechnic University	27,000	71
2	HuiZhou Economics And Polytechnic College	9,800	26
3	YangJiang Polytechnic	11,100	29
4	QingYuan Polytechnic	16,414	43
5	HeYuan Polytechnic	17,725	47
6	Shanwei Institute of Technology	10,039	27
7	JieYang Polytechnic	7433	20
8	LuoDing Polytechnic	12,000	32
9	MaoMing Polytechnic	16,000	42
10	GuangZhou Institute of Technology	24,000	63
<b>Total</b>		<b>151,511</b>	<b>400</b>

**Table 3.2** Statistics of interview experts

NO	Category	Samples
1	Education Expert	8
2	Entrepreneur	4
<b>Total</b>		<b>12</b>

### Expert Assessment

The educational experts studied in the paper were 5 experts from Thailand. The qualifications of the experts were: 1) working for more than 15 years, 2) having senior professional titles, and 3) senior leaders.

### Research Instruments

#### 1. Review existing literature, policies, and regulations.

Through platforms such as Mendeley and CNKI, we collect entrepreneurship-related papers, books, policies and regulations from home and abroad, and analyze the current situation of entrepreneurship.

#### 2. Questionnaire survey

1) The data collection tool for the first goal is a questionnaire survey, which studies the current situation, expected situation and influencing factors of the sustainable development of entrepreneurship among students in higher vocational colleges. The budget design is based on the following nine factors: 1) Entrepreneurial knowledge, 2) Entrepreneurial team, 3) Entrepreneurial practice, 4) Financial support, 5) Entrepreneurial ability, 6) Educational environment, 7) (missing factors, please add, such as "market environment"), 8) Policy and legal environment, 9) Family environment. Among them, there are 3 questions about entrepreneurial knowledge, 5 questions about entrepreneurial team, 3 questions about entrepreneurial practice, 4 questions about entrepreneurial funds, 8 questions about entrepreneurial ability, 5 questions about market environment (here it is assumed that the missing factors are added), 10 questions about educational management environment, 3 questions about policy and legal environment, and several questions about family environment, totaling 44 questions.

2) Build the process of questionnaire



**Step 1:** Through literature review, concepts, theories and analysis, questionnaire design and interview content, this paper studies the current situation, expectations and influencing factors of sustainable development of entrepreneurship among students in higher vocational colleges.

**Step 2:** The questioning of the survey was to the this instructor, and the questionnaire content was reviewed and modified according to their suggestions.

**Step 3:** There were 5 experts testing the objective consistency index (IOC) of the questionnaire. The target consistency index (IOC) was 0.67-1.00.

**Step 4:** Modify the questionnaire according to expert suggestions

**Step 5:** Questionnaires to 400 students, conducting questionnaires.

### **3. Interview**

Based on the questionnaire survey and data analysis, the current situation, expectations and influencing factors of entrepreneurship among students in higher vocational colleges in Guangdong Province were discussed, and an interview outline was summarized and designed to form a structured interview format.

#### **Data Collection**

Researchers collect data based on the types and procedures of the research tools. details as follows:

#### **Questionnaire**

1. Questionnaire design: Researchers receive the instructor's guidance based on the design of the design of the first research, and then submit it to the Graduate School for review and determination.

2. Questionnaire distribution: Researchers issued questionnaires from June to July 2024.

3. Questionnaire follow-up: Follow up on the sample size of the questionnaire. Stop the questionnaire distribution when the sample size is satisfied, and proceed to the next stage of questionnaire data analysis.

4. Questionnaire data sorting out: Organize the collected questionnaire, check the integrity of the questionnaire, and analyze the complete and effective questionnaire data.

### **Interview**

1. Analyze of the current situation, expected situation and influencing factors of sustainable development of entrepreneurship among students in higher vocational colleges, and formulate interview content based on the analysis results.

2. Distribute interview outlines to 5 experts.

3. Interview data analysis. After the interview, the content of the interview was organized.

### **Data Analysis**

According to the data analysis in this study, the researchers analyze the data through the packaging program. The details were as follows:

**Step 1:** Analyze the frequency and percentage of the personal information of the respondents, and classify it according to gender and profession.

**Step 2:** The current situation, expected situation and influencing factors of sustainable development education management strategies for students in higher vocational colleges in Guangdong Province were analyzed using mean and standard deviation analysis.

**Step 3:** Analysis of the structured interview with the educational management strategies that promote the sustainable development of students in high vocational colleges in Guangdong Province.

**Phase 2: Formulate educational management strategies to promote sustainable development of entrepreneurship among students in higher vocational colleges.**

#### **Step 1: Focus Group Discussion**

Invite 12 experts to conduct focus group discussions on the questionnaire and interview data. Of these, 8 were education experts and 4 were entrepreneurs. Qualifications for education experts included: 1) having obtained the entrepreneurship mentor qualification certificate, and 2) having worked for more than 10 years. For entrepreneurs, the qualifications were: 1) having a certain reputation and influence in their enterprises, and 2) having worked for more than 10 years.

## **Research Instruments**

### **Content Synthesis Form**

1. Summarize the analysis results of the questionnaire and interviews, and formulate an outline of questions for the focus group discussion.
2. Send the focus group discussion questions to the thesis advisor, and review and revise the discussion questions according to the advisor's suggestions.

### **Data Collection**

The researcher collects data based on the type of research instrument and procedures. Details are as follows:

1. Researchers will screen and invite qualified personnel.
2. Conduct online focus groups and post discussion outlines.

### **Data Analysis**

1. Analyze the results of the focus group discussion.
2. Discuss the focus group discussions, combine SWOT, TOWS, and PEST analyses, and develop a draft education management strategy to promote sustainable entrepreneurial development among higher vocational students.

**Step 2: Combine the quantitative data from the first phase with the qualitative data from the second phase to develop educational management strategies to promote the sustainable development of entrepreneurship among students in higher vocational colleges.**

### **Key Informants**

Invite 12 experts to conduct focus group discussions on the questionnaire and interview data. Of these, 8 were education experts and 4 were entrepreneurs. Qualifications for education experts included: 1) having obtained the entrepreneurship mentor qualification certificate, and 2) having worked for more than 10 years. For entrepreneurs, the qualifications were: 1) having a certain reputation and influence in their enterprises, and 2) having worked for more than 10 years.

### **Research Instruments**

Synthesize documentation and develop management strategies for entrepreneurial education to promote sustainable entrepreneurial development.

### **Data Collection**

1. Study the analysis of research documents and the synthesis of internal and external environmental information matrices to promote the sustainable development of entrepreneurship.

2. Use SWOT analysis, TOWS matrix analysis, and PEST matrix analysis.

3. Submit the draft strategy to mentors, educational experts, and successful entrepreneurs for review. Consider the comprehensiveness and consistency of research purposes, and incorporate their suggestions for improvement to make it more perfect.

### **Data Analysis**

Data analysis content analysis and descriptive statistics were used to analyze the data, and the statistics were mean ( $\bar{X}$ ) and percentage (%).

## **Phase 3: Evaluate the adaptability and feasibility of educational management strategies to promote sustainable entrepreneurial development of students in higher vocational colleges.**

### **Target groups**

Assessment by 5 Experts: Five teachers with senior professional titles, as well as leaders who held senior positions in schools, were invited to evaluate the applicability and feasibility of strategies aimed at promoting the sustainable development of employability for students in higher vocational colleges. The selection criteria were: (1) possessing more than 15 years of work experience, and (2) holding a senior title or occupying a senior leadership position.

### **Research Instruments**

#### **Evaluation Form**

Based on the results of the questionnaire survey, interview form, and focus discussion content analysis, an educational management strategy aimed at promoting the sustainable development of entrepreneurship among higher vocational students was proposed. A strategy implementation evaluation form was designed, and evaluation experts were invited to assess the adaptability and feasibility of the strategy.

### **Data Collection**

Collect data using group dialogue, organize the analysis evaluation table data, and evaluate education management strategies in terms of feasibility, consistency, and usefulness.

### **Assessment table**

According to the results of the questionnaire and interview form, the educational management strategy of the sustainable development of students in Guangdong Province's higher vocational colleges was proposed, designing the evaluation form implemented by the strategy, and inviting the evaluation experts

4.51-5.00 Highest level

3.51-4.49 High level

2.51-3.49 moderate level

1.51-2.49 Low level

1.00-1.49 minimum level

### **Evaluation Steps**

Step 1: Design an evaluation form and check its feasibility and applicability.

Step 2: Invite experts to participate in the strategy evaluation.

Step 3: After the evaluation is completed, analyze and revise the evaluation content and data.

### **Data Analysis**

Mean and standard deviation analysis was used to evaluate the adaptability and feasibility of educational management strategies aimed at promoting the sustainable development of entrepreneurship among students in higher vocational colleges in Guangdong Province.

The conclusions of the research methodology were as follows:

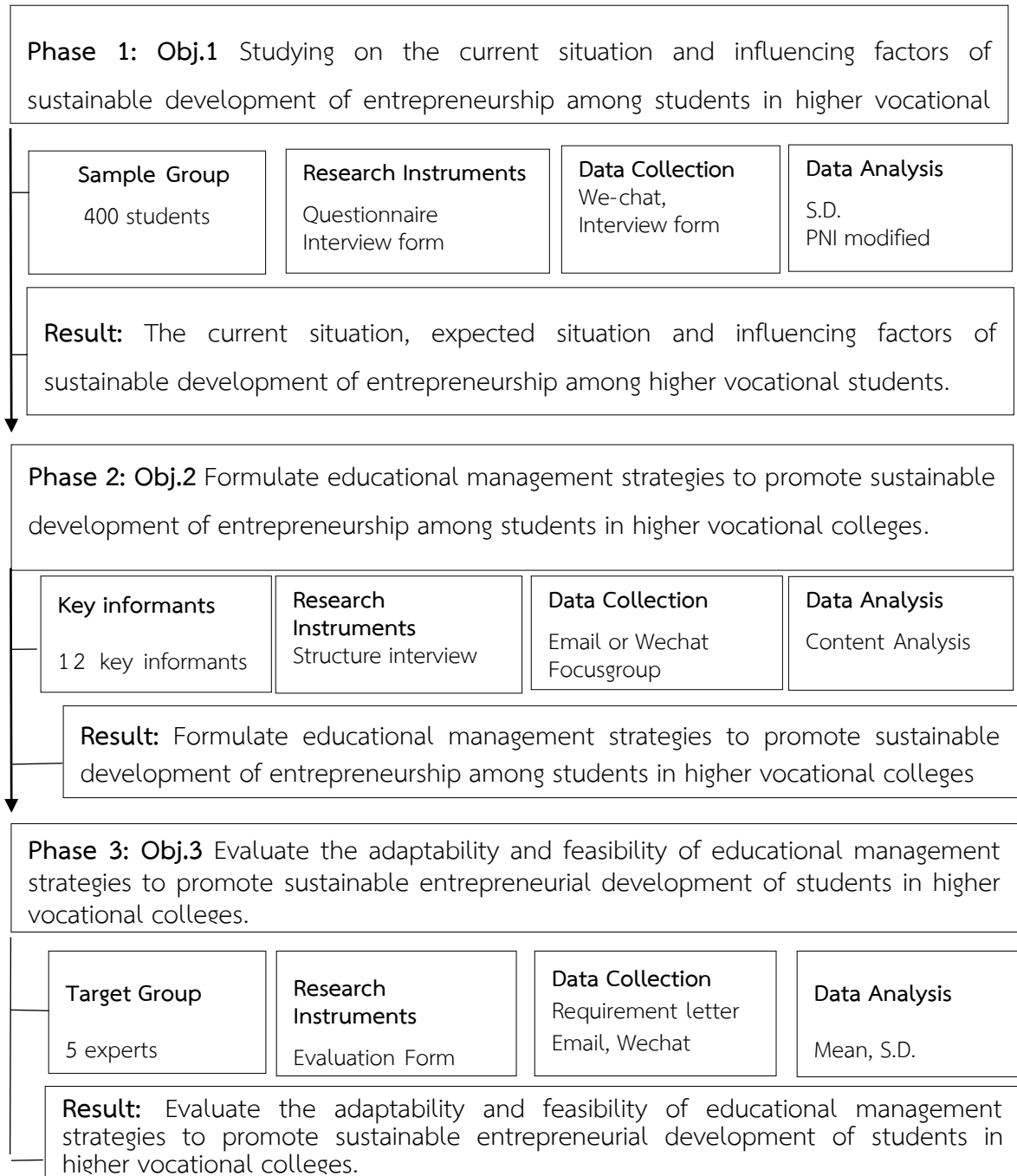


Figure 3.1 Research steps diagram

# Chapter4

## Results of Analysis

According to the research objectives, this paper puts forward the educational management strategies to promote the sustainable development of students' entrepreneurship in higher vocational colleges: 1) To Study the current situation, expected situation and influencing factors of sustainable development of entrepreneurship among students in higher vocational colleges. 2) To formulate educational management strategies to promote sustainable development of entrepreneurship among students in higher vocational colleges. 3) To evaluate the adaptability and feasibility of educational management strategies to promote sustainable entrepreneurial development of students in higher vocational colleges.

The researchers sent questionnaires to the sample group of this study, conducted expert interviews, formed a strategy draft and invited experts to focus on the discussion, and finally sent evaluation forms to the experts for evaluation. The data analysis and research results were as follows:

1. Symbols and abbreviations
2. Presentation of Data Analysis
3. Results of data analysis

The specific contents were as follows.

### **Symbols and abbreviations**

N	Refers to sample
$\bar{X}$	Refers to average value
S.D.	Refers to standard deviation
PNI	Refers to the wassues that most students were concerned about

## Presentation of Data Analysis

**Phase 1:** Studying the current situation, expected situation and influencing factors of sustainable development of entrepreneurship among students in higher vocational colleges.

**Phase 2:** formulating educational management strategies to promote sustainable development of entrepreneurship among students in higher vocational colleges.

**Phase 3:** evaluating the adaptability and feasibility of educational management strategies to promote sustainable development of entrepreneurship among students in higher vocational colleges.

## Results of Data Analysis

The researcher analyzed the data in 3 sections as follows:

**Phase 1: Studying the current situation, expected situation and influencing factors of sustainable development of entrepreneurship among students in higher vocational colleges.**

1. The Analyze of the current status and expected situation of sustainable development education management strategies for students in higher vocational colleges.

1) The analysis information of the respondents. The respondents were provided by gender, grade and major, and the results were analyzed by frequency and percentage.



**Table 4.1** Population size and percentage of respondents

(n=400)

	Personal information	n	percentage (%)
Gender	male	250	62.50
	Female	150	37.50
	<b>Total</b>	<b>400</b>	<b>100.00</b>
Grader	First grade	50	12.50
	Second grade	50	12.50
	Third grade	300	75.00
	<b>Total</b>	<b>400</b>	<b>100.00</b>
Subject classification	Science	200	50.00
	Liberal Arts	200	50.00
	<b>Total</b>	<b>400</b>	<b>100.00</b>

Table 4.1 shows that this study involved 400 valid participants. Among the respondents, there were 250 male students, accounting for 62.50%, and 150 female students, accounting for 37.50%. There were 50 freshmen, accounting for 12.50%, 50 sophomores, accounting for 12.50%, and 300 juniors, accounting for 75%. There were 200 science students, accounting for 50.00%, and 200 liberal arts students, accounting for 50.00%.

2) The current status of the five dimensions of sustainable development of entrepreneurship among students in higher vocational colleges was analyzed, and the results were analyzed in the form of mean values and standard deviations.

**Table 4.2** The mean and standard deviation of the current status and expected situation of sustainable entrepreneurial development among students in higher vocational colleges.

(n=400)

Important factors in starting a business	Current Situations			Expected Situations			PNI modified	Rank
	$\bar{X}$	S.D.	level	$\bar{X}$	S.D.	level		
Entrepreneurial knowledge	3.35	0.50	moderate	4.97	0.17	highset	0.33	3
Entrepreneurial team	3.12	0.45	moderate	4.95	0.20	highset	0.37	4
Entrepreneurial practice	3.89	0.56	high	5.00	0.16	highset	0.22	5
Financial support	3.68	0.53	high	4.98	0.18	highset	0.26	2
Entrepreneurial skills	3.03	0.39	moderate	4.94	0.21	highset	0.38	1
<b>Total</b>	<b>3.41</b>	<b>0.49</b>	<b>moderate</b>	<b>4.97</b>	<b>0.17</b>	<b>highest</b>	<b>0.31</b>	<b>-</b>

Table 4.2, the overall status of the surveyed students regarding the important components of entrepreneurship was at a relatively moderate level. ( $\bar{X}$ =3.41 S.D.=0.49) From the average value of the five dimensions of entrepreneurship, after the survey, each dimension was basically at a moderate level. The following was the ranking of each level from high to low: 1.entrepreneurial practice ( $\bar{X}$ =3.89 S.D.=0.56), 2. Financial support ( $\bar{X}$ =3.68 S.D.=0.53), 3. Entrepreneurial knowledge ( $\bar{X}$ =3.35 S.D.=0.50), 4. Entrepreneurial team ( $\bar{X}$ =3.12 S.D.=0.45), 5. Entrepreneurial skills ( $\bar{X}$ =3.03 S.D.=0.39). According to data analysis, PIN was at a moderate level (PIN=0.32). The higher the PIN value, the more likely students were to improve their performance. The following was a ranking from high to low:1. Entrepreneurial skills (PIN=0.38), 2. Entrepreneurial team (PIN=0.37) 3. Entrepreneurial knowledge (PIN=0.33) 4. Financial support (PIN=0.26) 5. Entrepreneurial practice (PIN=0.22).

The current status and expected status of entrepreneurial knowledge dimensions of students in higher vocational colleges were analyzed, and the results were analyzed in the form of mean and standard deviation.

**Table 4.3** The mean and standard deviation of the current and expected situation of entrepreneurial knowledge among students in higher vocational colleges.

(n=400)

Entrepreneurial knowledge	Current Situations			Expected Situations			PIN modified	Rank
	$\bar{X}$	S.D.	level	$\bar{X}$	S.D.	level		
1. Knowledge of corporate strategic planning	3.66	0.54	high	5.00	0.16	highest	0.27	3
2. Knowledge of marketing and logistics	3.43	0.52	moderate	5.00	0.16	highest	0.31	2
3. Knowledge of finance, law and economics	2.96	0.44	moderate	4.90	0.25	highest	0.40	1
<b>Total</b>	<b>3.35</b>	<b>0.50</b>	<b>moderate</b>	<b>4.97</b>	<b>0.19</b>	<b>highest</b>	<b>0.33</b>	<b>-</b>

Table 4.3, The current status of the respondents' understanding of the entrepreneurial knowledge dimensions of higher vocational college students was at a moderate level ( $\bar{X}$ =3.35 S.D.=0.48) From the survey results, the ranking from high to low was: 1. Knowledge of corporate strategic planning ( $\bar{X}$ =3.66 S.D.=0.53), 2. Knowledge of marketing and logistics ( $\bar{X}$ =3.43 S.D.=0.51) 3. Knowledge of finance, law and economics ( $\bar{X}$ =2.96 S.D.=0.41). According to data analysis, PIN was at a moderate level (PIN=0.32). The higher the PIN value, the more likely students were to improve their performance. The following was a ranking from high to low: 1. Knowledge of finance, law and economics (PIN=0.40). 2. Knowledge of marketing and logistics (PIN=0.31). 3. Knowledge of corporate strategic planning (PIN=0.27).

This paper analyzes of the current situation and expected situation of entrepreneurial teams of students in higher vocational colleges, and analyzes the results in the form of mean and standard deviation.

**Table 4.4** The mean and standard deviation of the current and expected situation of entrepreneurial teams of students in higher vocational colleges.

(n=400)

Entrepreneurial Team	Current Situations			Expected Situations			PNI modified	Rank
	$\bar{X}$	S.D.	level	$\bar{X}$	S.D.	level		
1. Entrepreneurship team must have a clear goal	3.21	0.48	moderate	4.92	0.25	highest	0.35	4
2. The key to entrepreneurial success was team members	3.18	0.47	moderate	4.93	0.23	highest	0.35	4
3. Role positioning was important in the team	3.14	0.45	moderate	4.95	0.20	highest	0.36	3
4. Team members should clarify their responsibilities and rights	3.06	0.43	moderate	5.00	0.16	highest	0.39	2
5. Entrepreneurship team needs operational plan	3.01	0.42	moderate	5.00	0.16	highest	0.40	1
<b>Total</b>	<b>3.12</b>	<b>0.45</b>	<b>moderate</b>	<b>4.96</b>	<b>0.20</b>	<b>highest</b>	<b>0.37</b>	<b>-</b>

Table 4.4, The current status of the respondents' understanding of the entrepreneurial team dimensions of higher vocational college students was at a moderate level ( $\bar{x}=3.12$  S.D.=0.49). From the survey results, the ranking from high to low was: 1. Entrepreneurship team must have a clear goal ( $\bar{x}=3.21$  S.D.=0.51), 2. The key to entrepreneurial success was team members ( $\bar{x}=3.18$  S.D.=0.50), 3. Role positioning was important in the team ( $\bar{x}=3.14$  S.D.=0.49), 4. Team members should clarify their responsibilities and rights ( $\bar{x}=3.06$  S.D.=0.47), 5. Entrepreneurship team needs operational plan ( $\bar{x}=3.01$  S.D.=0.46). According to data analysis, PIN was at a moderate level (PIN=0.37). The higher the PIN value, the more likely students were to improve their performance. The following was a ranking from high to low: 1. Entrepreneurship team needs operational plan (PIN=0.40), 2. Team members should clarify their responsibilities and rights (PIN=0.39), 3. Role positioning was important in the team (PIN=0.35), 4. Entrepreneurship team must have a clear goal (PIN=0.35) and The key to entrepreneurial success was team members (PIN=0.35).

The current status and expected situation of entrepreneurial practice dimensions of students in higher vocational colleges were analyzed, and the results were analyzed in the form of mean and standard deviation.

**Table 4.5** The mean and standard deviation of the current and expected situation of entrepreneurial practice of students in higher vocational colleges.

(n=400)

Entrepreneurial practice	Current Situations			Expected Situations			PNI	modified Rank
	$\bar{X}$	S.D.	level	$\bar{X}$	S.D.	level		
1. Participated in entrepreneurship training	3.89	0.56	high	5.00	0.16	highest	0.22	2
2. Participated in entrepreneurship competition and won awards	3.69	0.52	high	4.98	0.18	highest	0.26	1
3. Participated in social practice	4.09	0.61	high	4.80	0.32	highest	0.15	3
<b>Total</b>	<b>3.89</b>	<b>0.56</b>	<b>high</b>	<b>4.92</b>	<b>0.22</b>	<b>highest</b>	<b>0.21</b>	<b>-</b>

Table 4.5, The current status of the respondents' understanding of the entrepreneurial practice dimensions of higher vocational college students was at a moderate level ( $\bar{X}$ =3.89 S.D.=0.56) From the survey results, the ranking from high to low was: 1. Participated in social practice ( $\bar{X}$ =4.09 S.D.=0.61), 2. Participated in entrepreneurship training ( $\bar{X}$ =3.89 S.D.=0.56) 3. Participated in entrepreneurship competition and won ( $\bar{X}$ =3.69 S.D.=0.52). According to data analysis, PIN was at a moderate level (PIN=0.32). The higher the PIN value, the more likely students were to improve their performance. The following was a ranking from high to low: 1. Participated in entrepreneurship competition and won (PIN=0.26). 2. Participated in entrepreneurship training (PIN=0.22). 3. Participated in social practice (PIN=0.15).

This paper analyzes of the current status and expected situation of financial support dimensions for students in higher vocational colleges, and analyzes the results in the form of mean and standard deviation.

**Table 4.6** The mean and standard deviation of the current and expected situation of financial support of students in higher vocational colleges.

(n=400)

Financial Support	Current Situations			Expected Situations			PNI	modified	Rank
	$\bar{X}$	S.D.	level	$\bar{X}$	S.D.	level			
1. Having wealthy families were supportive	4.12	0.58	high	4.60	0.48	highest	0.10		4
2. Having self-financing or financing	3.91	0.56	high	4.80	0.32	highest	0.19		3
3. Having bank loan	3.56	0.51	high	5.00	0.16	highest	0.29		2
4. Having support from government or school	3.13	0.47	moderate	5.00	0.16	highest	0.37		1
<b>Total</b>	<b>3.68</b>	<b>0.53</b>	<b>high</b>	<b>4.85</b>	<b>0.28</b>	<b>highest</b>	<b>0.24</b>		<b>-</b>

Table 4.6, The current status of the respondents' understanding of the financial support dimensions of higher vocational college students was at a high level ( $\bar{X}$ =3.68 S.D.=0.54) From the survey results, the ranking from high to low was: 1. Having wealthy families were supportive ( $\bar{X}$ =4.12 S.D.=0.59), 2. Having self-financing or financing ( $\bar{X}$ =3.91 S.D.=0.57) 3. Having bank loan ( $\bar{X}$ =3.56 S.D.=0.52). 4. Having support from government or school ( $\bar{X}$ =3.13 S.D.=0.48). According to data analysis, PIN was at a lowest level (PIN=0.28). The higher the PIN value, the more likely students were to improve their performance. The following was a ranking from high

to low:1. Having support from government or school (PIN=0.37). 2. Having bank loan (PIN=0.29). 3. Having self-financing or financing (PIN=0.19). 4. Having wealthy families were supportive (PIN=0.10).

**Table 4.7** The mean and standard deviation of the current and expected situation of entrepreneurial skill of students in higher vocational colleges.

(n=400)

Entrepreneurial skills	Current Situations			Expected Situations			PIN modified	Rank
	$\bar{X}$	S.D.	level	$\bar{X}$	S.D.	level		
1. Have social skills	3.73	0.44	high	5.00	0.16	highest	0.25	8
2. Enhance leadership execution	3.06	0.41	moderate	5.00	0.16	highest	0.39	5
3. Have sustainable learning ability	3.64	0.42	high	5.00	0.16	highest	0.27	7
4. Master information technology and AI technology	3.39	0.41	moderate	5.00	0.16	highest	0.32	6
5. Master operational management capabilities	2.98	0.38	moderate	5.00	0.16	highest	0.40	4
6. Learn to analyze risk control capabilities	2.42	0.37	low	5.00	0.16	highest	0.52	2
7. Have the ability to innovate	2.67	0.38	moderate	5.00	0.16	highest	0.47	3
8. Master financial management skills	2.33	0.31	low	5.00	0.16	highest	0.53	1
<b>Total</b>	<b>3.03</b>	<b>0.39</b>	<b>moderate</b>	<b>5</b>	<b>0.16</b>	<b>highest</b>	<b>0.39</b>	<b>-</b>



Table 4.7, The current status of the respondents' understanding of the entrepreneurial skill dimensions of higher vocational college students was at a moderate level ( $\bar{X}=3.03$  S.D.=0.40) From the survey results, the ranking from high to low was: 1. Have social skills ( $\bar{X}=4.73$  S.D.=0.46), 2. Have sustainable learning ability ( $\bar{X}=3.64$  S.D.=0.44) 3. Master information technology and AI technology ( $\bar{X}=3.39$  S.D.=0.42). 4. Enhance leadership execution ( $\bar{X}=3.06$  S.D.=0.42). 5. Master operational management capabilities ( $\bar{X}=2.98$  S.D.=0.39) 6. Have the ability to innovate ( $\bar{X}=2.67$  S.D.=0.39) 7. Learn to analyze risk control capabilities ( $\bar{X}=2.42$  S.D.=0.38) 8. Master financial management skills ( $\bar{X}=2.33$  S.D.=0.32). According to data analysis, PIN was at a moderate level (PIN=0.39). The higher the PIN value, the more likely students were to improve their performance. The following was a ranking from high to low: 1. Master financial management skills (PIN=0.53). 2. Learn to analyze risk control capabilities (PIN=0.52). 3. Have the ability to innovate (PIN=0.47). 4. Master operational management capabilities (PIN=0.40). 5. Enhance leadership execution (PIN=0.39). 6. Master information technology and AI technology (PIN=0.32). 7. Have sustainable learning ability (PIN=0.27). 8. Have social skills (PIN=0.25).

According to the analysis results of the current status and expected situation of the five important factors of entrepreneurship, it can be seen that entrepreneurial knowledge, entrepreneurial team and entrepreneurial practice were currently well mastered by students, which have certain advantages. Financial support and entrepreneurial skills were what students want to help and improve, which were the current disadvantages. The following SWOT analysis was conducted on the five factors:

**Table 4.8** SWOT Analysis of 5 Important Factors for Entrepreneurship

S	W
<p><b>S1.</b> Knowledge of corporate strategic planning</p> <p><b>S2.</b> Entrepreneurship team needs operational plan</p> <p><b>S3.</b> Participated in entrepreneurship competition and won awards</p> <p><b>S4.</b> Having wealthy families were supportive</p> <p><b>S5.</b> Having support from government or school</p> <p><b>S6.</b> Have the ability to innovate</p>	<p><b>W1.</b> Knowledge of finance, law and economics</p> <p><b>W2.</b> Entrepreneurship team must have a clear goal</p> <p><b>W3.</b> Team members should clarify their responsibilities and rights</p> <p><b>W4.</b> Participated in social practice</p> <p><b>W5.</b> Master operational management capabilities</p> <p><b>W6.</b> Learn to analyze risk control capabilities</p>
O	T
<p><b>O1.</b> Knowledge of marketing and logistics</p> <p><b>O2.</b> Role positioning was important in the team</p> <p><b>O3.</b> Participated in entrepreneurship training</p> <p><b>O4.</b> Having bank loan</p> <p><b>O5.</b> Enhance leadership execution</p> <p><b>O6.</b> Master information technology and AI technology</p>	<p><b>T1.</b> The key to entrepreneurial success was team members</p> <p><b>T2.</b> Having self-financing or financing</p> <p><b>T3.</b> Have social skills</p> <p><b>T4.</b> Master financial management skills</p>

3) The analysis of factors influencing the sustainable development of entrepreneurship among students in higher vocational colleges.

**Table 4.9** The analysis of the current status of factors affecting the sustainable development of entrepreneurship among students in higher vocational colleges, with the results analyzed in terms of mean and standard deviation.

(n=400)				
Influencing Factors	$\bar{X}$	S.D.	level	Rank
Market environment	4.21	0.58	high	2
Education management environment	4.38	0.60	high	1
Policy and legal environment	3.82	0.46	high	4
Family environment	4.15	0.53	high	3
<b>Total</b>	<b>4.14</b>	<b>0.54</b>	<b>high</b>	<b>-</b>

Table 4.9, Through investigation and analysis, the factors influencing the sustainable development of entrepreneurship among students in higher vocational colleges were generally at a high level. ( $\bar{X}$ = 4.14 S.D.=0.54). Among the factors affecting the sustainable development of entrepreneurship among students in higher vocational colleges the educational environment was the most important ( $\bar{X}$ = 4.38 S.D.=0.60), the market environment was the second most important factor ( $\bar{X}$ = 4.21 S.D.=0.58), the family environment was the third most important factor ( $\bar{X}$ = 4.15 S.D.=0.53), and the policy and legal environment was the fourth most important factor ( $\bar{X}$ = 3.82 S.D.=0.46).

The following was an analysis of each influencing factor that promotes the sustainable development of entrepreneurship among students in higher vocational colleges, with the results analyzed in terms of mean and standard deviation.

**Table 4.10** The analysis of factors affecting the market environment, with results analyzed using mean and standard deviation.

(n=400)				
Market Environment	$\bar{X}$	S.D.	level	Rank
1. Market competition will affect entrepreneurship	4.04	0.54	high	4
2. Different consumption concepts will affect entrepreneurship	4.12	0.57	high	3
3. The good or bad economic environment will affect entrepreneurship	4.56	0.68	high	1
4. Innovation in science and technology will affect entrepreneurship	4.34	0.61	high	2
5. Different urban environments affect entrepreneurship	3.99	0.50	high	5
<b>Total</b>	<b>4.21</b>	<b>0.58</b>	<b>high</b>	<b>-</b>

Table 4.10, Through investigation and analysis, the factors affecting the market environment were generally at a high level ( $\bar{X}=4.21$  S.D.=0.46). Among the factors affecting the market environment, The quality of the economic environment will affect entrepreneurship was the most important influencing factor ( $\bar{X}= 4.56$  S.D.=0.68). Innovation of science and technology will affect entrepreneurship was the second important factor influencing factor ( $\bar{X}=4.34$  S.D.=0.61). Different consumption concepts will affect entrepreneurship and was the third most important factor ( $\bar{X}=4.12$  S.D.=0.57). Market competition will affect entrepreneurship was the fourth important influencing factor ( $\bar{X}=4.04$  S.D.=0.54). Different urban environments will affect entrepreneurship was the fifth important influencing factor ( $\bar{X}=3.99$  S.D.=0.50).

**Table 4.11** The analysis of factors affecting the education management environment, with results analyzed using mean and standard deviation.

(n=400)				
Education Management Environment	$\bar{X}$	S.D.	level	Rank
1. Diversified entrepreneurial courses were conducive to improving entrepreneurial skills	4.21	0.57	high	9
2. The higher the level of the entrepreneurial teaching team, the better the education quality	4.33	0.58	high	5
3. The school provides students with more entrepreneurial practice bases	4.24	0.57	high	7
4. Invite successful entrepreneurs to teach and guide students	4.48	0.61	high	4
5. Organize students to carry out social practice in excellent enterprises	4.09	0.56	high	10
6. Teachers will give students research and development results to students' entrepreneurial practice and give guidance	4.31	0.59	high	6
7. Hold more entrepreneurial competitions for more students to participate	4.77	0.68	high	1
8. More entrepreneurial mentors establish an entrepreneurial studio to serve students	4.58	0.63	high	2
9. The school set up an entrepreneurial fund to help students start a business	4.56	0.63	high	3
10. Create a good entrepreneurial atmosphere in the school	4.23	0.58	high	8
<b>Total</b>	<b>4.38</b>	<b>0.60</b>	<b>high</b>	<b>-</b>

Table 4.11, Through investigation and analysis, the factors affecting the education management environment were generally at a high level ( $\bar{x}=4.38$  S.D.=0.61). In the environmental factors of education management, Holding more entrepreneurial competitions for more students to participate was the first important influencing factor ( $\bar{x}=4.77$  S.D.=0.70). More entrepreneurial mentors to establish a entrepreneurial studio serving students were the second important factors for influencing factor ( $\bar{x}=4.58$  S.D.=0.64). The establishment of an entrepreneurial fund for schools to help students start a business was the third important influencing factor ( $\bar{x}=4.56$  S.D.=0.64). Invite successful entrepreneurs to school to teach and guide students for the fourth important factors of influencing factors. ( $\bar{x}=4.48$  S.D.=0.62). The higher the level of the entrepreneurial teacher team, the better the quality of education was the fifth important influencing factor ( $\bar{x}=4.33$  S.D.=0.59). Teachers will give students business practice and give guidance to the sixth important influencing factor ( $\bar{x}=4.31$  S.D.=0.60). The school with more entrepreneurial practice bases for students was the seventh important factors ( $\bar{x}=4.24$  S.D.=0.58). Creating a good entrepreneurial atmosphere in schools was the eighth important factors ( $\bar{x}=4.23$  S.D.=0.59). Diversified entrepreneurial courses were conducive to improving entrepreneurial skills was the ninth important influencing factor ( $\bar{x}=4.21$  S.D.=0.58). It was the tenth important influencing factor organizing students to carry out social practice in excellent enterprises ( $\bar{x}=4.09$  S.D.=0.57).

**Table 4.12** The analysis of factors affecting the policy and legal environment, with results analyzed using mean and standard deviation.

(n=400)				
Policy and Legal Environment	$\bar{X}$	S.D.	level	Rank
1. There were policies to support college students' entrepreneurship	3.96	0.48	high	1
2. There were laws to protect college students' entrepreneurship	3.58	0.42	high	3
3. The government and schools support college students' entrepreneurship	3.92	0.47	high	2
<b>Total</b>	<b>3.82</b>	<b>0.46</b>	<b>high</b>	<b>-</b>

Table 4.12, Through investigation and analysis, the factors affecting the Policy and legal environment were generally at a moderate level ( $\bar{X}=3.82$  S.D.=0.46). Among the factors affecting the legal and policy environment, Policy support for college students' entrepreneurship was the most important factor ( $\bar{X}=3.96$  S.D.=0.48). Government and school support for college students' entrepreneurship was the second most important influencing factor ( $\bar{X}=3.92$  S.D.=0.47). Legal protection for college students' entrepreneurship was the third most important factor ( $\bar{X}=3.58$  S.D.=0.42).

**Table 4.13** The analysis of factors affecting the family environment, with results analyzed using mean and standard deviation.

(n=400)				
Family Environment	$\bar{X}$	S.D.	level	Rank
1. Family entrepreneurship education and guidance helps to form and implement entrepreneurial ideas	4.23	0.54	high	2
2. Starting a business at home can influence one's own entrepreneurial awareness	4.51	0.60	high	1
3. Wealthy families can lay the foundation for their own entrepreneurship	3.71	0.45	high	3
<b>Total</b>	<b>4.15</b>	<b>0.53</b>	<b>high</b>	<b>-</b>

Table 4.13 Through investigation and analysis, the factors affecting the family environment were generally at a high level ( $\bar{X}=4.15$  S.D.=0.55). Influencing factors of family environment, The most important factor affecting the entrepreneurial consciousness of the family was that the family has entrepreneurs. ( $\bar{X}=4.51$  S.D.=0.61). Family entrepreneurship education and guidance help to form and implement one's own entrepreneurial ideas, which was the second most important influencing factor ( $\bar{X}=4.23$  S.D.=0.56). The third most important factor was that wealthy families can lay the foundation for their own entrepreneurship ( $\bar{X}=3.71$  S.D.=0.47).

Based on the above, from Table 4.9-Table 4.12 analysis results, it can be seen that in the market environment, the good and bad factor of the economic environment affects entrepreneurship of college students was the most important factor. In the environmental factors of education management, the level of teachers, the service of entrepreneurial mentors, and the establishment of school entrepreneurial funds were all issues that college students pay special attention to, and they also want to improve the level of school education management. In policy and legal environmental factors, college students hope to have more and better



policies to support entrepreneurship. Among the family environmental factors, families who have founded enterprises have the greatest influence on themselves.

According to the analysis results of the four aspects of the factors affecting entrepreneurship, a SWOT analysis was conducted on the four factors:

**Table 4.14** SWOT analysis of influencing factors

S	W
<b>S1.</b> Market competition will affect entrepreneurship	<b>W1.</b> More entrepreneurial mentors establish an entrepreneurial studio to serve students
<b>S2.</b> Innovation in science and technology will affect entrepreneurship	<b>W2.</b> The school set up an entrepreneurial fund to help students start a business
<b>S3.</b> Diversified entrepreneurial courses were conducive to improving entrepreneurial skills	<b>W3.</b> Create a good entrepreneurial atmosphere in the school
<b>S4.</b> The school provides students with more entrepreneurial practice bases	<b>W4.</b> Organize students to carry out social practice in excellent enterprises
<b>S5.</b> Hold more entrepreneurial competitions for more students to participate	<b>W5.</b> There were policies to support college students' entrepreneurship
<b>S6.</b> Family entrepreneurship education and guidance helps to form and implement entrepreneurial ideas	<b>W6.</b> There were laws to protect college students' entrepreneurship

Table 4.14 (Continued)

O	T
<p><b>O1.</b> The good or bad economic environment will affect entrepreneurship</p> <p><b>O2.</b> Invite successful entrepreneurs to teach and guide students</p> <p><b>O3.</b> Teachers will give students research and development results to students' entrepreneurial practice and give guidance</p> <p><b>O4.</b> The government and schools support college students' entrepreneurship</p> <p><b>O5.</b> Starting a business at home can influence one's own entrepreneurial awareness</p>	<p><b>T1.</b> Different urban environments affect entrepreneurship</p> <p><b>T2.</b> The higher the level of the entrepreneurial teaching team, the better the education quality</p> <p><b>T3.</b> Wealthy families can lay the foundation for their own entrepreneurship</p>

2. Expert interview analysis on the current status and expected situation of sustainable development education management strategies for students in higher vocational colleges.

This study invited 12 experts from Guangdong Province as interviewees. Among them, 8 were education experts, all of whom have worked in entrepreneurship or management for more than 15 years and have obtained entrepreneurship mentor qualification certificates. 4 were business experts, all of whom have founded their own businesses and served as senior managers in their companies for more than 10 years. The interviews were conducted one-on-one, face-to-face. The researcher recorded the content of the interviews. Each interview lasted approximately 30 minutes. The interview records were shown in Appendix C.

The following was the content analysis of the interviewees:

**Table 4.15** Basic information of the interviewees was obtained and the results were analyzed in the form of frequency and percentage.

(n=12)

Personal Information		n	Percentage (%)
Gender	Male	11	99.02
	Female	1	0.08
	<b>Total</b>	<b>12</b>	<b>100.00</b>
Work Experience(years)	15-20	7	58.00
	20>	5	42.00
	<b>Total</b>	<b>12</b>	<b>100.00</b>
Educational Background	Bachelor's degree	2	17.00
	Master's degree	2	17.00
	Doctor's degree	8	66.00
<b>Total</b>	<b>12</b>	<b>100.00</b>	
Identity	Education expert	8	67.00
	Enterprise experts	4	33.00
	<b>Total</b>	<b>12</b>	<b>100.00</b>

Table 4.15, through data analysis, 11 of the 12 interviewees have 11 men, accounting for 99.08 %, and 1 woman, accounting for 0.08 %. In the work experience, seven experts have worked for 15-20 years, accounting for 58.00 %, and 5 experts have worked for more than 20 years, accounting for 42.00 %. In terms of education, two experts were bachelor's degrees, accounting for 17.00 %. Two experts were graduate degrees, accounting for 17.00 %, and 8 experts were PhD, accounting for 66.00 %. Among their identities, eight experts were experts engaged in entrepreneurship or management in the educational session and obtained the qualification certificate of entrepreneurial mentors. 4 experts were experts who have founded their own enterprises and served as senior positions in the enterprise.

**Table 4.16** Interviews were conducted on the important components and influencing factors of the educational management strategy for sustainable entrepreneurial development of students in higher vocational colleges, and the results were analyzed by frequency and percentage.

(n=12)

NO	Composition factors and influencing factors	Interviewer 1	Interviewer 2	Interviewer 3	Interviewer 4	Interviewer 5	Interviewer 6	Interviewer 7	Interviewer 8	Interviewer 9	Interviewer 10	Interviewer 11	Interviewer 12	n	Percentage (%)
1	Entrepreneurial knowledge	√		√	√	√		√	√		√		√	8	66.67
2	Entrepreneurial team	√	√	√		√	√	√		√	√	√	√	10	83.33
3	Entrepreneurial practice		√	√	√	√		√		√	√	√	√	10	83.33
4	Financial support		√		√		√		√	√	√	√	√	9	75.00
5	Entrepreneurial skills	√	√	√	√	√	√	√	√	√	√	√	√	12	100.00
6	Market environment	√	√		√	√	√	√	√	√	√	√	√	11	91.67
7	Education management environment	√	√	√	√	√	√	√	√	√	√	√	√	12	100.00
8	Policy and legal environment	√	√	√			√	√	√		√		√	8	66.67
9	Family environment	√	√	√	√	√	√	√	√	√	√	√	√	12	100.00
<b>Total</b>		<b>7</b>	<b>8</b>	<b>8</b>	<b>7</b>	<b>7</b>	<b>7</b>	<b>8</b>	<b>7</b>	<b>7</b>	<b>6</b>	<b>7</b>	<b>9</b>	-	-

Table 4.16, From the analysis results, the 9 factors that promote the sustainable development of entrepreneurship among students in higher vocational colleges appear frequently, with entrepreneurial skills, educational management environment and family environment being the highest (12 times, accounting for 100.00%).the second was the market environment (11 times, 91.67%), and the third was the entrepreneurial team and entrepreneurial practice (10 times, accounting for 83.33%), and the fourth was funding support (9 times, accounting for 75.00%), the last was entrepreneurial knowledge and policy and legal environment (8 times, accounting for 66.67%).

**Table 4.17** Analyzes the problems existing in the sustainable development of entrepreneurship among students in higher vocational colleges, and analyzes the results in terms of frequency and percentage.

(n=12)

Problems	Interviewer 1	Interviewer 2	Interviewer 3	Interviewer 4	Interviewer 5	Interviewer 6	Interviewer 7	Interviewer 8	Interviewer 9	Interviewer 10	Interviewer 11	Interviewer 12	n	Percentage (%)
<b>Personal factors</b>														
1. Poor continuous learning ability and lack of motivation for entrepreneurial learning	√	√		√			√	√		√	√		7	58.33
2. Entrepreneurial knowledge was not comprehensive and in-depth enough	√	√	√		√	√	√			√		√	8	66.67
3. Inadequate team management and leadership			√		√		√		√	√	√		6	50.00
4. Lack of teamwork skills		√		√		√			√	√	√	√	7	58.33
5. The forms of entrepreneurial practice were relatively simple and not diversified enough	√	√	√	√	√					√	√		7	58.33
6. There were not enough entrepreneurial practice platforms	√	√		√	√				√	√			6	50.00

Table 4.17 (Continued)

Problems	Interviewer 1	Interviewer 2	Interviewer 3	Interviewer 4	Interviewer 5	Interviewer 6	Interviewer 7	Interviewer 8	Interviewer 9	Interviewer 10	Interviewer 11	Interviewer 12	n	Percentage (%)
<b>Personal factors</b>														
7. Lack of start-up capital		√	√	√	√	√	√	√					6	50.00
8. It was difficult to apply for startup funds and the procedures were complicated		√	√			√	√	√					5	41.67
9. Weak entrepreneurial skills	√	√	√	√			√		√	√	√	√	9	75.00
10. Weak innovation capabilities	√	√	√		√	√	√		√	√	√	√	10	83.33
<b>Environmental factor</b>														
11. Misunderstanding of market demand						√			√	√	√	√	5	41.67
12. Poor market development capabilities	√						√		√	√	√	√	6	50.00
13. Not enough attention paid to entrepreneurship education	√	√		√	√	√	√	√	√		√	√	10	83.33
14. The level of entrepreneurial mentors was not high enough	√	√	√	√	√	√	√	√	√	√	√		11	91.67

Table 4.17 (Continued)

Problems	Interviewer 1	Interviewer 2	Interviewer 3	Interviewer 4	Interviewer 5	Interviewer 6	Interviewer 7	Interviewer 8	Interviewer 9	Interviewer 10	Interviewer 11	Interviewer 12	n	Percentage (%)
<b>Envirnmental factor</b>														
15. Policies were not fully implemented from top to bottom	√	√	√			√		√		√		√	7	58.33
16. Policies and laws were not fully publicized and students do not fully understand them.		√		√	√	√		√	√	√		√	8	66.67
17. Insufficient family education and influence	√	√	√	√	√				√	√	√	√	9	75.00
18. Insufficient family support		√	√		√	√		√	√		√	√	8	66.67
<b>Total</b>	<b>11</b>	<b>15</b>	<b>12</b>	<b>10</b>	<b>12</b>	<b>11</b>	<b>10</b>	<b>8</b>	<b>13</b>	<b>14</b>	<b>13</b>	<b>12</b>	<b>-</b>	<b>-</b>



Table 4.17, From the analysis results, among the 18 existing problems in the sustainable development of entrepreneurship among students in higher vocational colleges, the personal factors were as follows from largest to smallest: Weak innovation ability (n=10 times, accounting for 83.33%), Strengthening entrepreneurial professional skills (n=9, accounting for 75.00%), The entrepreneurial knowledge was not comprehensive and in-depth (n=8 times, accounting for 66.67%), Poor continuous learning ability and lack of motivation for entrepreneurial learning (n=7 times, accounting for 58.33%) and The lack of teamwork ability (n=7 times, accounting for 58.33%) and the single form of entrepreneurial practice (n=7 times, accounting for 58.33%) were the same. Insufficient team management and leadership (n=6 times, accounting for 50.00%) and Insufficient entrepreneurial practice platform (n=6 times, accounting for 50.00%) and lack of entrepreneurial funds (n=6 times, accounting for 50.00%) were the same. Difficulty in obtaining entrepreneurial capital and complicated procedures (n=5 times, accounting for 41.67%). Environmental factors from largest to smallest were: The level of entrepreneurial mentors was not high (n=11 times, accounting for 91.67%), Not paying enough attention to entrepreneurship education (n=10 times, accounting for 83.33%), Insufficient family education and influence (n=9 times, accounting for 75.00%), Inadequate publicity of policies and laws, insufficient understanding of students (n=8 times, accounting for 66.67%) and insufficient family support (n=8 times, accounting for 66.67%) were the same. Policies were not fully implemented from top to bottom (n=7 times, accounting for 58.33%), Poor market development capabilities (n=6 times, accounting for 50.00%), Misunderstanding of market demand (n=5 times, accounting for 41.67%).

Based on the compilation and statistics of the interview content, the educational management strategies and improvement strategies to promote the sustainable development of entrepreneurship among students in higher vocational colleges were analyzed, and the results were analyzed in terms of frequency and percentage.

**Table 4.18** The educational management strategies and promotion strategies to promote the sustainable development of entrepreneurship among students in higher vocational colleges were analyzed, and the results were analyzed in terms of frequency and percentage.

(n=12)

NO	Composition factors and influencing factors	Interviewer 1	Interviewer 2	Interviewer 3	Interviewer 4	Interviewer 5	Interviewer 6	Interviewer 7	Interviewer 8	Interviewer 9	Interviewer 10	Interviewer 11	Interviewer 12	n	Percentage (%)
1	Standardize study plans and clarify learning goals	√	√	√	√	√		√	√	√	√		√	10	83.33
2	Create a good learning atmosphere and stimulate interest in learning	√		√		√	√			√				5	41.67
3	Strengthen theoretical study and case analysis		√	√	√							√	√	5	41.67
4	Practice simulation exercises with guidance from instructors or experts		√	√		√	√	√	√	√			√	8	66.67
5	Decision-making efficiency and wisdom		√			√			√	√			√	5	41.67
6	Risk Management and Response		√	√	√	√	√	√	√	√	√	√	√	11	91.67
7	Team building and division of labor		√				√			√	√		√	5	41.67

Table 4.18 (Continued)

NO	Composition factors and influencing factors	Interviewer 1	Interviewer 2	Interviewer 3	Interviewer 4	Interviewer 5	Interviewer 6	Interviewer 7	Interviewer 8	Interviewer 9	Interviewer 10	Interviewer 11	Interviewer 12	n	Percentage(%)
8	Communication and trust building	√	√	√	√	√	√	√	√	√	√	√	√	12	100.00
9	Planning of diversified entrepreneurial projects	√	√	√						√			√	5	41.67
10	Conduct a survey on college students' entrepreneurial needs	√		√		√				√	√			5	41.67
11	Strengthen school-enterprise cooperation and provide more practical opportunities	√	√	√	√	√		√	√	√		√	√	10	83.33
12	Use the Internet and information technology to build a practical network platform	√	√	√		√	√	√	√	√	√	√	√	11	91.67
13	The government and schools set up entrepreneurship funds to protect college students' entrepreneurship	√	√	√	√	√	√	√	√	√	√	√	√	12	100.00

Table 4.18 (Continued)

NO	Composition factors and influencing factors	Interviewer 1	Interviewer 2	Interviewer 3	Interviewer 4	Interviewer 5	Interviewer 6	Interviewer 7	Interviewer 8	Interviewer 9	Interviewer 10	Interviewer 11	Interviewer 12	n	Percentage (%)
14	Seek cooperation with multiple platforms to achieve resource sharing and complementary advantages		√		√						√		√	4	33.33
15	Improve the quality of entrepreneurial projects and gain core competitiveness	√	√		√	√				√	√	√	√	8	66.67
16	Simplify the application process for startup funding		√		√					√		√		4	33.33
17	Understand the current business model and verify its feasibility and effectiveness	√	√	√						√	√	√	√	7	58.33
18	Build connections with corporate elites and get support and help				√					√		√		3	25.00
19	Stimulate entrepreneurial thinking through training and participation in events	√	√	√		√	√	√	√	√	√	√		10	83.33

Table 4.18 (Continued)

NO	Composition factors and influencing factors	Interviewer 1	Interviewer 2	Interviewer 3	Interviewer 4	Interviewer 5	Interviewer 6	Interviewer 7	Interviewer 8	Interviewer 9	Interviewer 10	Interviewer 11	Interviewer 12	n	Percentage (%)
20	Organize students to exchange and learn in other schools or enterprises to stimulate entrepreneurial thinking							√	√	√	√	√		5	41.67
21	Deeply understand market demand and analyze competition situation	√	√	√					√	√	√	√	√	8	66.67
22	Formulate emergency plans and strengthen multi-party communication and coordination	√		√							√	√		4	33.33
23	Develop marketing strategies to increase brand awareness and market share			√	√	√				√	√	√	√	7	58.33
24	Conduct market demand research and analysis to provide a basis for marketing and product positioning	√									√		√	3	25.00

Table 4.18 (Continued)

NO	Composition factors and influencing factors	Interviewer 1	Interviewer 2	Interviewer 3	Interviewer 4	Interviewer 5	Interviewer 6	Interviewer 7	Interviewer 8	Interviewer 9	Interviewer 10	Interviewer 11	Interviewer 12	n	Percentage (%)
25	Improve the institutionalization of entrepreneurial mentors		√	√	√	√	√	√	√	√		√		10	83.33
26	The school established an innovation and entrepreneurship institution	√	√	√	√	√	√	√	√	√	√	√	√	12	100.00
27	Entrepreneurship mentors develop career plans and the school provides support	√	√	√	√	√	√	√	√	√		√		10	83.33
28	Entrepreneurial mentors were often assigned to work in enterprises for training		√			√			√		√		√	5	41.67
29	Guiding students in entrepreneurial projects and entrepreneurial competitions	√	√	√	√	√	√	√	√	√	√	√	√	12	100.00
30	The government should clarify the details and long-term goals of its entrepreneurship policy		√		√		√				√		√	5	41.67

Table 4.18 (Continued)

NO	Composition factors and influencing factors	Interviewer 1	Interviewer 2	Interviewer 3	Interviewer 4	Interviewer 5	Interviewer 6	Interviewer 7	Interviewer 8	Interviewer 9	Interviewer 10	Interviewer 11	Interviewer 12	n	Percentage (%)
32	Widely publicize through government websites, media, press conferences and other channels	√	√	√	√	√	√	√	√	√	√			10	83.33
33	Invite experts to provide face-to-face interpretation						√				√			2	16.67
34	Parents should establish entrepreneurial values and let their children realize that entrepreneurship was a career choice	√	√	√	√	√	√	√	√	√	√	√	√	12	100.00
35	Parents can introduce their business friends to communicate with their children						√			√	√	√	√	5	41.67
36	Parents provide the necessary resources and support to help their children realize their entrepreneurial dreams		√	√	√					√	√			5	41.67

Table 4.18 (Continued)

NO	Composition factors and influencing factors	Interviewer 1	Interviewer 2	Interviewer 3	Interviewer 4	Interviewer 5	Interviewer 6	Interviewer 7	Interviewer 8	Interviewer 9	Interviewer 10	Interviewer 11	Interviewer 12	n	Percentage (%)
37	Continuous encouragement and feedback from parents was an effective way to stimulate children's entrepreneurial enthusiasm			√	√	√	√	√	√	√	√	√		9	75.00
	<b>Total</b>	<b>20</b>	<b>26</b>	<b>25</b>	<b>21</b>	<b>21</b>	<b>18</b>	<b>16</b>	<b>18</b>	<b>29</b>	<b>27</b>	<b>22</b>	<b>24</b>	<b>-</b>	<b>-</b>

Table 4.18, According to the analysis results, among the 37 educational management strategy suggestions for sustainable development of entrepreneurship put forward by the interview experts, 20 strategies have a frequency percentage of more than 50.00%, and the highest frequency was "12", accounting for 100.00%.



3. According to the analysis results of the questionnaire survey and expert interviews, combined with the SWOT analysis of component factors and influencing factors, SWOT, PEST matrix analysis and TOWS matrix analysis were conducted on the educational management strategies to promote the sustainable development of entrepreneurship among students in higher vocational colleges.

**Table 4.19** SWOT analysis

Strengths	Weaknesses
S1. Knowledge and skills: College students usually receive systematic professional education and possess rich professional knowledge and skills, which can provide technical support and innovation capabilities for entrepreneurship.	W1. Lack of practical experience: College students usually lack practical experience and have insufficient foresight into the problems and difficulties that may be encountered during the entrepreneurial process.
S2. Entrepreneurial enthusiasm and innovation ability: College students were usually passionate about entrepreneurship and have innovative thinking, able to come up with novel ideas and solutions.	W2. Funding constraints: College students' initial funding for entrepreneurship was usually limited, which may limit the scope and speed of business development.
S3. Flexibility and adaptability: College students were young and energetic, have active thinking, were easy to accept new things, and have strong adaptability and resilience.	W3. Insufficient human resources: In the early stages of a business, there may be a lack of human resources, such as team members and management talent.
S4. Policy support: The government and schools usually provide policy support and preferential treatment for college students to start their own businesses, such as start-up subsidies, tax incentives, and start-up training.	W4. Fierce market competition: There were already many competitors in the market, and you need to stand out in the fierce market competition.

Table 4.19 (Continued)

Opportunities	Threats
<p>O1. Emerging industries and new technologies: The development of emerging industries and new technologies provides many opportunities for college students to start their own businesses, such as the Internet, artificial intelligence, biotechnology, etc.</p>	<p>T1. Market volatility and economic downturn: Market volatility and economic downturn may affect consumer purchasing power and entrepreneurial investment.</p>
<p>O2. E-commerce and online business: The rise of e-commerce and online business has provided college students with a broader market and sales channels for entrepreneurship.</p>	<p>T2. Competitive pressure and competition for market share: The increase in competitors in the market may put pressure on college students to start their own businesses and compete for market share.</p>
<p>O3. Campus resources and social relationships: You can use campus resources and social relationships to explore market needs and partners.</p>	<p>T3. Technological upgrading: Rapid technological upgrading may have an impact on college students' entrepreneurship, and they need to constantly update their entrepreneurial knowledge and skills.</p>
<p>O4. International market and overseas expansion: The development of globalization provides college students with opportunities to expand into international markets and overseas.</p>	

Table 4.20 PEST Analysis

P (Political)	Policy guidance and support	<p>The entrepreneurial policies formulated by the government were an important driving force for college students to start their own businesses. Preferential tax policies, entrepreneurial subsidies, loan guarantees and other measures can reduce the cost of starting a business and increase the success rate of starting a business.</p>
		<p>The perfect legal system provides legal protection for college students' entrepreneurship, regulates the market order, and reduces the uncertainty in the entrepreneurial process. At the same time, the protection of intellectual property rights also stimulates the innovation enthusiasm of entrepreneurs.</p>
	Political stability	<p>A stable political environment was a prerequisite for the continued development of entrepreneurial activities. Political turmoil may lead to frequent policy changes, increase entrepreneurial risks, and affect investor confidence.</p>

Table 4.20 (Continued)

E (Economic)	Economic growth and market demand	Economic growth has driven consumption upgrades, providing a broad market space for college students to start their own businesses. As residents' income levels rise, consumers' demand for high-quality, personalized products and services continues to increase, providing a market demand foundation for college students' entrepreneurial projects.
		The adjustment of economic structure and industrial upgrading have also brought new opportunities for college students to start their own businesses. For example, in emerging fields such as digital economy and green economy, college students' entrepreneurship has great development potential.
	Economic Fluctuations and Risks	Economic cyclical fluctuations may have an impact on college students' entrepreneurship. During economic recessions, market demand declines and investor confidence was insufficient, which increases the difficulty and risk of entrepreneurship.
		The quality of the financing environment was directly related to the success or failure of college students' entrepreneurial projects. Problems such as single financing channels and high costs may restrict the development of entrepreneurial projects.

Table 4.20 (Continued)

S (Sociocultural)	Social perception and recognition	The society's recognition of entrepreneurship and innovation has increased, forming a positive entrepreneurial atmosphere that can inspire college students' entrepreneurial enthusiasm and encourage them to try bravely.
		Colleges and universities and social training institutions have been paying more and more attention to entrepreneurship education, providing college students with systematic entrepreneurship knowledge and skills training, which helps to improve college students' entrepreneurship ability and success rate.
	Consumer Behavior and Culture	Changes in consumer demand have a significant impact on college students' entrepreneurship. Understanding and meeting consumer demand was the key to entrepreneurial success.
		The cultural backgrounds and values of different regions may affect consumers' consumption habits and preferences. College students' entrepreneurial projects need to fully consider the impact of cultural factors and develop marketing strategies suitable for the local market.

Table 4.20 (Continued)

T (Technological)	Technological progress and innovation	<p>The rapid development of technologies such as the Internet, big data, and artificial intelligence has provided strong technical support for college students' entrepreneurship. College students can use these technologies to reduce entrepreneurship costs, improve operational efficiency, or develop innovative products.</p>
		<p>The rapid technological update also brings about the problem of technological barriers. College students need to constantly learn new technologies and master new skills in the process of entrepreneurship to maintain their competitiveness, otherwise they may face the risk of being eliminated by the market.</p>
	Technology application and integration	<p>The integrated application of different technologies provides more possibilities for college students to start their own businesses. For example, combining artificial intelligence technology with traditional industries can develop innovative products and services.</p>
		<p>With the widespread application of technology, technological ethics and security issues have become increasingly prominent. University student entrepreneurship projects need to pay attention to technological ethics and security issues to ensure the legality and security of technological applications.</p>

**Table 4.21** Combining SWOT and PEST Matrix to Analyze TOWS Matrix analysis

<div style="text-align: center;">Internal factors</div> <div style="text-align: center;">External factors</div>	INTERNAL STRENGTH	INTERNAL WEAKNESS
EXTERNAL OPPORTUNITY	<p>SO.1.Utilize knowledge resources and innovative thinking to develop market-competitive products or services.</p> <p>SO.2.With the help of policy support and market demand, rapidly expand market share.</p> <p>SO.3.Utilize social resources, establish stable partnerships, and jointly promote project development.</p>	<p>WO.1. Accumulate business experience and management skills by participating in entrepreneurship training, internships, etc.</p> <p>WO.2.Actively seek external investment or cooperation to alleviate the problem of capital shortage.</p> <p>WO.3.Enhance psychological endurance and develop detailed business plans and risk response strategies to cope with possible challenges and failures.</p>
EXTERNAL THREAT	<p>ST.1.Leverage the advantages of knowledge resources and innovative thinking to develop products or services with differentiated competitive advantages.</p> <p>ST.2. Pay close attention to market dynamics and technological development trends, and adjust strategic direction in a timely manner.</p> <p>ST.3.Strengthen communication and cooperation with government departments and industry associations to meet the challenges brought about by policy changes</p>	<p>WT.1.Improve and enhance one's own weaknesses, such as enhancing business experience and management capabilities through learning and practice.</p> <p>WT.2.Choose entrepreneurial fields and projects carefully, and avoid entering fields where competition was too fierce or technology was updated too quickly.</p> <p>WT.3. Seek external support and help, such as mentorship, teamwork, etc., to mitigate the impact of one's own weaknesses and threats.</p>

According to the analysis results of the questionnaire survey and expert interviews, more than 50.00% of the strategies were selected, and the matrix analysis of SWOT and PEST was combined. Finally, the strategy analysis of TOWS matrix was conducted. After comprehensive analysis, the draft of the education management strategy to promote the sustainable development of entrepreneurship among students in higher vocational colleges was obtained. The specific draft was as follows:

**Table 4.22** A draft of educational management strategy to promote sustainable development of entrepreneurship among students in higher vocational colleges

NO	Aspects of Strategies	Numbers of Measures
1	Strategies to strengthen personal factors	10
2	Strategies to optimize environmental factors	10
<b>Total</b>	<b>2</b>	<b>20</b>

Table 4.21 The draft of the educational management strategy to promote the sustainable development of entrepreneurship among students in higher vocational colleges includes strategies in two aspects: 1. There were 10 measures to strengthen personal factors, and 2. There were 10 measures to optimize environmental factors, for a total of 20 measures.



**Table 4.23** Specific contents of the draft educational management strategy to promote the sustainable development of higher vocational students' entrepreneurship

Strategies	How to
Strategies to strengthen personal factors	<b>Entrepreneurial knowledge</b>
	<ol style="list-style-type: none"> <li>1. Standardize study plans and clarify learning goals.</li> <li>2. Practice simulation exercises with guidance from instructors or experts.</li> </ol>
	<b>Entrepreneurial team</b>
	<ol style="list-style-type: none"> <li>1. Risk Management and Response.</li> <li>2. Communication and trust building.</li> </ol>
	<b>Entrepreneurial practice</b>
	<ol style="list-style-type: none"> <li>1. Strengthen school-enterprise cooperation and provide more practical opportunities.</li> <li>2. Use the Internet and information technology to build a practical network platform.</li> </ol>
<b>Financial support</b>	
<ol style="list-style-type: none"> <li>1. The government and schools set up entrepreneurship funds to protect college students' entrepreneurship.</li> <li>2. Improve the quality of entrepreneurial projects and gain core competitiveness.</li> </ol>	
<b>Entrepreneurial skills</b>	
<ol style="list-style-type: none"> <li>1. Understand the current business model and verify its feasibility and effectiveness.</li> <li>2. Stimulate entrepreneurial thinking through training and participation in events.</li> </ol>	

Table 4.23 (Continued)

Strategies	How to
Strategies to optimize environmental factors	<b>Market environment.</b>
	1. Deeply understand market demand and analyze competition situation.
	2. Develop marketing strategies to increase brand awareness and market share.
	<b>Education management environment</b>
	1. Improve the institutionalization of entrepreneurial mentors.
	2. The school established an innovation and entrepreneurship institution.
	3. Entrepreneurship mentors develop career plans and the school provides support.
	4. Guiding students in entrepreneurial projects and entrepreneurial competitions.
	<b>Policy and legal environment</b>
	1. Strengthen supervision and inspection of policy implementation, and severely punish those who fail to implement the policy.
	2. Widely publicize through government websites, media, press conferences and other channels.
	<b>Family environment</b>
1. Parents should establish entrepreneurial values and let their children realize that entrepreneurship was a career choice.	
2. Continuous encouragement and feedback from parents was an effective way to stimulate children's entrepreneurial enthusiasm.	

Table 4.23 The draft of the educational management strategy to promote the sustainable development of entrepreneurship in higher vocational colleges includes 2 strategies and 20 measures. The strategy of strengthening personal factors has 10 measures, and the strategy of optimizing environmental factors has 10 measures.

**Phase 2: Formulating educational management strategies to promote sustainable development of entrepreneurship among students in higher vocational colleges.**

Twelve experts were invited to conduct a focus group discussion on the draft educational management strategy for promoting sustainable development of entrepreneurship among students in higher vocational colleges, and the results were analyzed by frequency and percentage.

**Table 4.24** Basic information of the expert

		(n=12)	
	Personal information	N	Percentage(%)
Gender	male	11	99.02
	Female	1	0.08
	<b>Total</b>	<b>12</b>	<b>100.00</b>
work experience(years)	15-20	7	58.00
	20>	5	42.00
	<b>Total</b>	<b>12</b>	<b>100.00</b>
Educational background	Bachelor's degree	2	17.00
	Master's degree	2	17.00
	Doctor's degree	8	66.00
	<b>Total</b>	<b>12</b>	<b>100.00</b>
Identity	Education expert	8	67.00
	Enterprise experts	4	33.00
	<b>Total</b>	<b>12</b>	<b>100.00</b>

Table 4.24, through data analysis, 11 of the 12 interviewers have 11 men, accounting for 99.08 %, and 1 woman, accounting for 0.08 %. In the work experience, seven experts have worked for 15-20 years, accounting for 58.00 %, and 5 experts have worked for more than 20 years, accounting for 42.00 %. In terms of education, two experts were bachelor's degrees, accounting for 17.00 %. Two experts were graduate degrees, accounting for 17.00 %, and 8 experts were PhD, accounting for 66.00 %. Among their identities, eight experts were experts engaged in entrepreneurship or management in the educational session and obtained the qualification certificate of entrepreneurial mentors. 4 experts were experts who have founded their own enterprises and served as senior positions in the enterprise.

**Table 4.25** Focus group discussion analysis of the draft educational management strategy to promote sustainable development of students' entrepreneurship in higher vocational colleges

Questions and Answers	Interviewer 1	Interviewer 2	Interviewer 3	Interviewer 4	Interviewer 5	Interviewer 6	Interviewer 7	Interviewer 8	Interviewer 9	Interviewer 10	Interviewer 11	Interviewer 12	(n=12)		
													n	Percentage(%)	
<b>Do you think the 2 strategies, 9 factors and 20 measures proposed in the draft strategy were effective?</b>															
1. Strategies to strengthen personal factors	√	√	√	√	√	√	√	√	√	√	√	√	√	12	100.00
2. Strategies to optimize environmental factors	√	√	√	√	√	√	√	√	√	√	√	√	√	12	100.00
<b>What measures do you think need to be improved in the educational management strategies to promote the sustainable development of entrepreneurship among students in higher vocational colleges?</b>															
<b>Strategies to strengthen personal factors</b>															
Mastering and applying technologies such as the Internet, big data, artificial intelligence, and AI technology provides strong technical support for college students' entrepreneurship. College students can use these technologies to reduce entrepreneurial costs, improve operational efficiency, or develop innovative products.	√	√	√	√	√	√	√	√	√	√	√	√	√	12	100.00

Table 4.25 (Continued)

Questions and Answers	Interviewer 1	Interviewer 2	Interviewer 3	Interviewer 4	Interviewer 5	Interviewer 6	Interviewer 7	Interviewer 8	Interviewer 9	Interviewer 10	Interviewer 11	Interviewer 12	n	Percentage (%)
Strengthen mental health education and enhance psychological endurance to cope with possible challenges and failures.	√	√	√	√	√	√	√	√	√	√	√	√	12	100.00
<b>Strategies to optimize environmental factors</b>														
A business start-up curriculum system combining compulsory and elective courses was established. The compulsory courses focus on cultivating students' basic innovation and entrepreneurship capabilities, while the elective courses provide more personalized choices.	√	√	√	√	√	√	√	√	√	√	√	√	12	100.00
Strengthening exchanges and cooperation among alumni can provide valuable experience and resource support for college students' entrepreneurship. Through alumni associations, alumni entrepreneurship forums, etc., they can get in touch with successful people from all walks of life and learn from their entrepreneurial experience and business wisdom.	√	√	√	√	√	√	√	√	√	√	√	√	12	100.00

Table 4.25 From the analysis results, 12 experts in the draft education management strategies of students to promote the sustainable development of students in higher vocational colleges and universities were considered effective. Four measures to improve, of which the strategy of strengthening personal factors has increased two measures, and the optimization of environmental factors has added two measures. After analysis, the strategy was finally obtained.

**Table 4.26** Educational management strategies to promote sustainable development of entrepreneurship among students in higher vocational colleges

NO	Aspects of Strategies	Numbers of Measures
1	Strategies to strengthen personal factors	12
2	Strategies to optimize environmental factors	12
<b>Total</b>	<b>2</b>	<b>24</b>

Table 4.26 The draft of the educational management strategy to promote the sustainable development of entrepreneurship among students in higher vocational colleges includes strategies in two aspects: 1. There were 12 measures to strengthen personal factors, and 2. There were 12 measures to optimize environmental factors, for a total of 24 measures.

**Table 4.27** Educational management strategies to promote sustainable development of entrepreneurship among students in higher vocational colleges

Strategies	How to
Strategies to strengthen personal factors	<p><b>Entrepreneurial knowledge</b></p>
	<ol style="list-style-type: none"> <li>1. Standardize study plans and clarify learning goals.</li> <li>2. Practice simulation exercises with guidance from instructors or experts.</li> <li>3. Strengthen mental health education and enhance psychological endurance to cope with possible challenges and failures.</li> </ol>
	<p><b>Entrepreneurial team</b></p>
	<ol style="list-style-type: none"> <li>1. Risk Management and Response.</li> <li>2. Communication and trust building.</li> </ol>
	<p><b>Entrepreneurial practice</b></p>
<ol style="list-style-type: none"> <li>1. Strengthen school-enterprise cooperation and provide more practical opportunities.</li> <li>2. Use the Internet and information technology to build a practical network platform.</li> </ol>	
<p><b>Financial support</b></p>	
<ol style="list-style-type: none"> <li>1. The government and schools set up entrepreneurship funds to protect college students' entrepreneurship.</li> <li>2. Improve the quality of entrepreneurial projects and gain core competitiveness.</li> </ol>	
<p><b>Entrepreneurial skills</b></p>	
<ol style="list-style-type: none"> <li>1. Understand the current business model and verify its feasibility and effectiveness.</li> <li>2. Stimulate entrepreneurial thinking through training and participation in events.</li> </ol>	

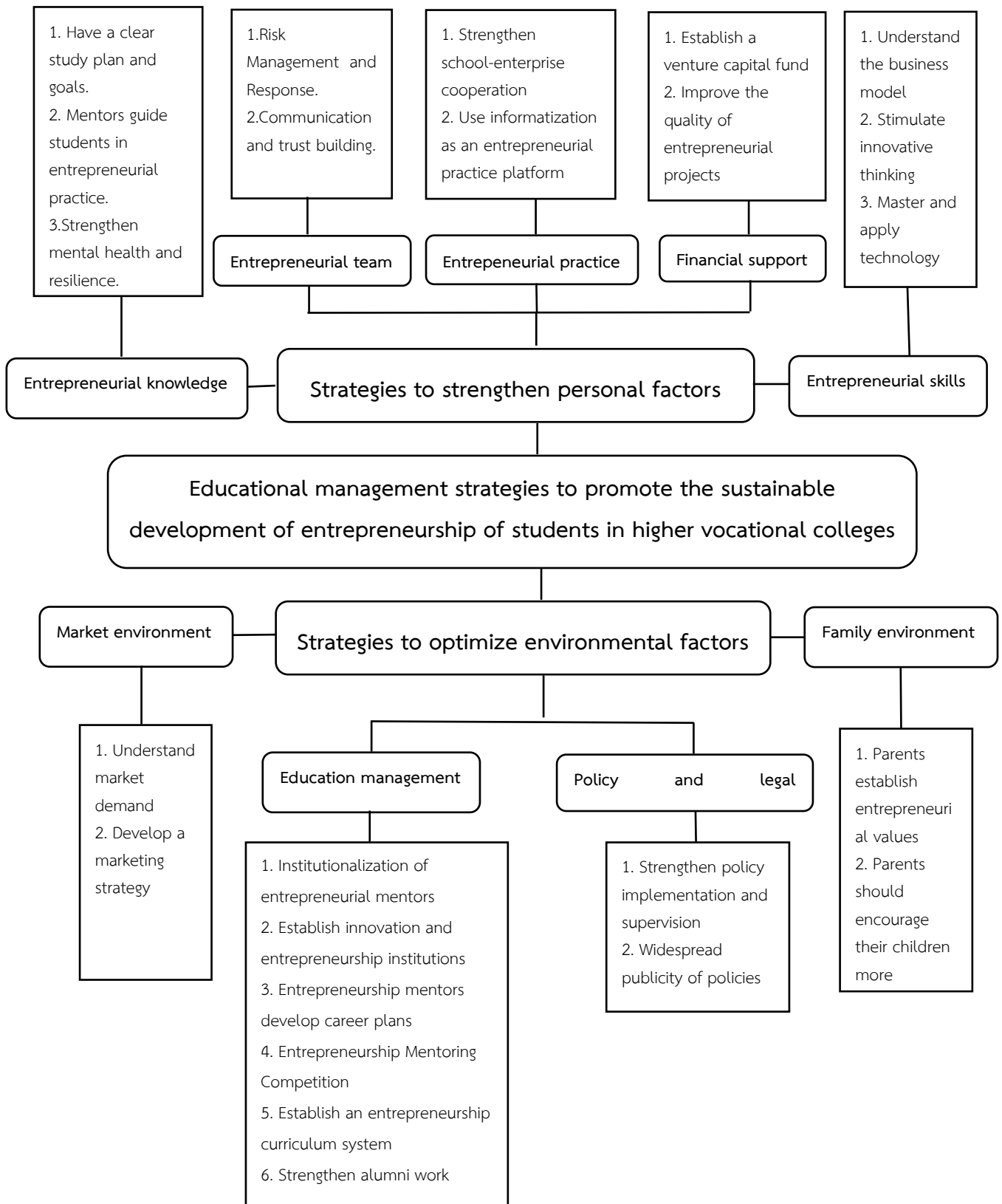


Table 4.27 (Continued)

Strategies	How to
<p><b>Strategies to strengthen personal factors</b></p>	<p>3. Mastering and applying technologies such as the Internet, big data, artificial intelligence, and AI technology provides strong technical support for college students' entrepreneurship. College students can use these technologies to reduce entrepreneurial costs, improve operational efficiency, or develop innovative products.</p>
<p><b>Strategies to optimize environmental factors</b></p>	<p><b>Market environment.</b></p> <ol style="list-style-type: none"> <li>1. Deeply understand market demand and analyze competition situation.</li> <li>2. Develop marketing strategies to increase brand awareness and market share.</li> </ol> <p><b>Education management environment</b></p> <ol style="list-style-type: none"> <li>1. Improve the institutionalization of entrepreneurial mentors.</li> <li>2. The school established an innovation and entrepreneurship institution.</li> <li>3. Entrepreneurship mentors develop career plans and the school provides support.</li> <li>4. Guiding students in entrepreneurial projects and entrepreneurial competitions.</li> <li>5. A business start-up curriculum system combining compulsory and elective courses was established. The compulsory courses focus on cultivating students' basic innovation and entrepreneurship capabilities, while the elective courses provide more personalized choices.</li> </ol>

Table 4.27 (Continued)

Strategies	How to
	<p>6. Strengthening exchanges and cooperation among alumni can provide valuable experience and resource support for college students' entrepreneurship. Through alumni associations, alumni entrepreneurship forums, etc., they can get in touch with successful people from all walks of life and learn from their entrepreneurial experience and business wisdom.</p>
<p><b>Strategies to optimize environmental factors</b></p>	<p><b>Policy and legal environment</b></p>
	<p>1. Strengthen supervision and inspection of policy implementation, and severely punish those who fail to implement the policy.</p> <p>2. Widely publicize through government websites, media, press conferences and other channels.</p>
	<p><b>Family environment</b></p> <p>1. Parents should establish entrepreneurial values and let their children realize that entrepreneurship was a career choice.</p> <p>2. Continuous encouragement and feedback from parents was an effective way to stimulate children's entrepreneurial enthusiasm.</p>



Figures 4.1 Strategy Structure Diagram

Based on the research, it will be necessary to explore the suitability and feasibility of these strategies in relation to the school's wishes, mission and goals.

Here was a detailed methodology to consider.

### **1) Vision:**

1. Building a comprehensive entrepreneurship education ecosystem: This ecosystem should include theoretical teaching, practical operation, entrepreneurship incubation, financial support, and consulting services, forming a closed-loop entrepreneurship support system. Through this system, students can receive comprehensive guidance and support from idea generation to business operation.

2. Strengthening practice-oriented teaching reform: Through cooperation between schools and enterprises, integration of education and production, students' theoretical learning and practical operation can be closely combined. At the same time, encourage students to participate in real entrepreneurial projects or simulated entrepreneurial activities to enhance their entrepreneurial ability and practical experience.

3. Cultivating entrepreneurs' comprehensive qualities: In addition to professional skills, also pay attention to cultivating students' innovative thinking, team cooperation, communication and expression skills, etc. In addition, strengthen students' sense of social responsibility education, guide them to pay attention to hot social issues and actively participate in public welfare activities.

4. Establishing a long-term tracking and feedback mechanism: Conduct long-term tracking surveys on entrepreneurial students to understand their career development and business operation situations. By collecting feedback, continuously optimize educational management strategies, and improve the targeted and effective nature of entrepreneurship education.

In summary, the vision of promoting sustainable development of entrepreneurship education management strategies for vocational college students was to build a comprehensive, practice-oriented, and comprehensively-trained entrepreneurship education ecosystem with a long-term tracking and feedback mechanism. This vision aims to provide solid support and assurance for students'

entrepreneurial journey and promote their all-round development and career success.

## **2) Mission:**

The mission of educational and management strategies to promote sustainable entrepreneurship among vocational college students was to create a comprehensive, efficient, and sustainable support and growth environment for students by focusing on the following core aspects:

1. Cultivating entrepreneurial spirit and innovative thinking: The primary mission was to ignite students' entrepreneurial passion and innovative thinking by educating them to recognize that entrepreneurship was not only a solution to employment problems, but also an important way to realize self-value and contribute to society. This requires integrating the teaching of innovative concepts into educational strategies, encouraging students to challenge tradition and try new things, and cultivating problem-solving abilities.

2. Providing practice and incubation platforms: Educational and management strategies should aim to provide students with practice and incubation platforms, including laboratories, entrepreneurship centers, and incubators, so that they can transform theoretical knowledge into actual projects. By cooperating with enterprises and industry organizations, providing internship and training opportunities, students can learn and grow in a real work environment, laying a solid foundation for future entrepreneurship.

3. Strengthening entrepreneurial education and professional training: To ensure that students have the necessary skills and knowledge for entrepreneurship, educational and management strategies should cover a systematic entrepreneurial education curriculum, including market research, financial analysis, team building, and marketing strategies. At the same time, customized entrepreneurial skills training should be provided in conjunction with the students' majors to enhance their industry competitiveness.

4. Building resource and support networks: Build a resource pool consisting of mentors, alumni, and industry experts to provide students with entrepreneurial

consulting, fund matching, and legal support services. In addition, by organizing entrepreneurship forums, lectures, workshops, etc., information exchange and cooperation opportunities can be promoted to create a good entrepreneurial atmosphere.

5. Focusing on entrepreneurial ecology and sustainable development: Educational and management strategies should emphasize the social responsibility and sustainability of entrepreneurial activities, encouraging students to pay attention to environmental issues and promote green

### **3) Goals:**

The educational and management strategies for promoting sustainable development of vocational college students' entrepreneurship were mainly focused on the following aspects to provide a comprehensive, efficient and beneficial entrepreneurship education and support system for students:

#### 1. Cultivating entrepreneurial talents

Firstly, enhance entrepreneurial awareness and ability. Strengthen students' entrepreneurial awareness and ignite their entrepreneurial passion. Enhance students' entrepreneurial management ability, including market analysis, project planning, team building and coordination, and financial management.

Secondly, cultivate innovative thinking and practical ability. Cultivate students' innovative thinking and practical operation ability through case teaching, simulated entrepreneurship, project training and other methods. Encourage students to participate in innovation and entrepreneurship competitions to train their project presentation and roadshow skills.

#### 2. Entrepreneurship education ecosystem

Firstly, entrepreneurship education curriculum system. Set up entrepreneurship foundation courses, practical courses, and expansion courses to build a multi-level, wide-ranging entrepreneurship education curriculum system. Pay attention to updating and adjusting the curriculum content, and introduce the latest entrepreneurial concepts, methods and technologies in a timely manner.

Secondly, faculty team construction. Strengthen the training and introduction of entrepreneurship faculty, and build a faculty team with rich entrepreneurial practical experience and theoretical knowledge. Invite entrepreneurs and entrepreneurs to serve as part-time teachers, and send teachers to participate in entrepreneurship training and on-site inspections to enhance their entrepreneurial education ability.

Thirdly, entrepreneurship practice platform. Set up entrepreneurship practice bases to provide students with entrepreneurship practice venues and facilities. Hold entrepreneurship competitions and entrepreneurship forums to provide students with a platform for display and exchange.

### 3. Deep integration of education, industry and research

Firstly, school-enterprise cooperation. Enterprises establish close cooperative relationships to jointly develop entrepreneurship education programs and provide students with internships, practical training and employment opportunities. Encourage enterprises to invest in entrepreneurship projects to provide financial support for students.

Secondly, technology transfer. Encourage students to transform their innovative results into practical projects, promote the integration of education, industry and research, and facilitate the transfer of scientific and technological achievements. Establish a technology transfer and transformation platform to provide students with technical support and legal assistance.

### 4. Entrepreneurial environment and services

Firstly, entrepreneurial consulting services. Establish entrepreneurial consulting service agencies to provide students with policy consultation, market information analysis, project evaluation and other services. Invite entrepreneurship mentors to provide one-on-one guidance to help students solve problems encountered in the entrepreneurship process.

Secondly, entrepreneurial support system. Establish a sound support system for entrepreneurship, including financial support, tax preferences, and entrepreneurial incubation. Strengthen psychological counseling and entrepreneurial culture

construction for entrepreneurial students, and create a good entrepreneurial atmosphere.

#### 5. Social influence of entrepreneurial education

Firstly, connecting with various sectors of society. Establish extensive contacts with the government, enterprises, industry organizations, etc. to jointly promote the development of entrepreneurial education. Actively participate in social entrepreneurship activities to showcase the achievements and influence of entrepreneurial education in vocational colleges.

Secondly, internationalization of entrepreneurial education. Strengthen exchanges and cooperation with internationally renowned universities to introduce advanced innovative and entrepreneurial education concepts and resources. Encourage students to participate in international entrepreneurship competitions and exchange activities to enhance their international vision and competitiveness.

In summary, the educational management strategy for sustainable development of entrepreneurship among vocational college students aims to cultivate high-quality talents with innovative and entrepreneurial spirits and practical abilities, build a complete entrepreneurial education ecosystem.

### **Phase 3: evaluating the adaptability and feasibility of educational management strategies to promote sustainable development of entrepreneurship among students in higher vocational colleges.**

An analysis of the adaptability and feasibility of educational and management strategies for sustainable development of entrepreneurship among vocational college students. To this end, we invited 5 experts from Thailand to evaluate the adaptability and feasibility of the implementation of these strategies. The analysis results at this stage, were evaluated by an evaluation team consisting of 5 experts who have been engaged in educational administration in universities for more than 10 years and hold professional of associate professor or above (Table 4.28). They mainly used the form of a five-level scoring table, namely highest, high, average, low, and lowest. Each expert can only choose one level.



**Table 4.28** List of strategies evaluation experts

<b>NO</b>	<b>Name-Surname</b>	<b>Position</b>
1	Associate Professor Dr. Jittawisut Wimuttipanya	Ph.D. Curriculum and Instruction of Bansomdejchaopraya Rajabhat University.
2	Associate Professor Dr. Narongwat Mingmit	Ph.D. Education for locality Development of Bansomdejchaopraya Rajabhat University
3	Assistant Professor Dr. Chaiyos Damrongkitkoston	Ph.D. Research and Curriculum Development of Industrial Technology College, King Mongkut's University of Technology North Bangkok
4	Assistant Professor Dr. Phadet KaKham	Ph.D. Education for locality Development of Bansomdejchaopraya Rajabhat University
5	Assistant Professor Dr. Sarayut Setthakhoncharoen	Ph.D. Educational Administration of Bansomdejchaopraya Rajabhat University

Table 4.29 Analysis results of strategies evaluation.

(n=5)

Educational and Management Strategies for Sustainable Entrepreneurship Development of Students in Guangdong Higher Vocational Colleges	Adaptability			Feasibility		
	$\bar{X}$	S.D.	level	$\bar{X}$	S.D.	level
	<b>Strategies to strengthen personal factors</b>					
1. Entrepreneurial knowledge	4.52	0.36	highest	4.67	0.38	highest
2. Entrepreneurial team	4.61	0.39	highest	4.63	0.36	highest
3. Entrepreneurial practice	4.71	0,38	highest	4.72	0.40	highest
4. Financial support	4.48	0.35	high	4.53	0.33	highest
5. Entrepreneurial skills	4.88	0.42	highest	4.72	0.34	Highest
<b>Strategies to optimize environmental factors</b>						
1. Market environmen	4.77	0.36	highest	4.73	0.34	highest
2. Education management	4.92	0.43	highest	4.93	0.39	highest
3. Policy and legal environment	4.35	0.31	high	4.43	0.35	high
4. Family environment	4.55	0.33	highest	4.51	0.31	highest
<b>Total</b>	<b>4.64</b>	<b>0.37</b>	<b>highest</b>	<b>4.65</b>	<b>0.36</b>	<b>highest</b>

According to Table 4.27 he data analysis results, the average adaptability and feasibility of the nine educational management elements that promote sustainable development of vocational college students in Guangdong Province were between 4.43 and 4.92 respectively, with average values at a high and highest level, indicating that the research strategy has high adaptability and feasibility.

**Table 4.30** Evaluation and Analysis Results of Entrepreneurial Knowledge in the Strategy of Strengthening Personal Factors

(n=5)

Assessment checklist	Adaptability			Feasibility		
	$\bar{X}$	S.D.	level	$\bar{X}$	S.D.	level
1. Have a clear study plan and goals.	4.58	0.39	highest	4.77	0.39	highest
2. Mentors guide students in entrepreneurial practice.	4.50	0.35	high	4.64	0.39	highest
3. Strengthen mental health and resilience.	4.48	0.34	high	4.60	0.36	highest
<b>Total</b>	<b>4.52</b>	<b>0.36</b>	<b>highest</b>	<b>4.67</b>	<b>0.38</b>	<b>highest</b>

According to Table 4.30, from the analysis results, the average adaptability of entrepreneurial knowledge in the strategy of strengthening personal factors was between 4.48 and 4.58, and the average feasibility was between 4.60 and 4.77, indicating that the adaptability and feasibility of entrepreneurial knowledge were relatively high.

**Table 4.31** Results of Entrepreneurial team Data Analysis

(n=5)

Assessment checklist	Adaptability			Feasibility		
	$\bar{X}$	S.D.	level	$\bar{X}$	S.D.	level
1. Risk Management and Response.	4.60	0.39	highest	4.59	0.36	highest
2. Communication and trust building.	4.62	0.39	highest	4.67	0.36	highest
<b>Total</b>	<b>4.61</b>	<b>0.39</b>	<b>highest</b>	<b>4.63</b>	<b>0.36</b>	<b>highest</b>

According to Table 4.31, from the analysis results, the average value of entrepreneurial team adaptability in the strategy of strengthening personal factors was between 4.60 and 4.62, and the average value of feasibility was between 4.59

and 4.67, indicating that the adaptability and feasibility of entrepreneurial knowledge were relatively high.

**Table 4.32** Results of Entrepreneurial practice Data Analysis

(n=5)

Assessment checklist	Adaptability			Feasibility		
	$\bar{X}$	S.D.	level	$\bar{X}$	S.D.	level
1. Strengthen school-enterprise cooperation	4.73	0.40	highest	4.76	0.42	highest
2. Use informatization as an entrepreneurial practice platform	4.69	0.36	highest	4.68	0.38	highest
<b>Total</b>	<b>4.71</b>	<b>0,38</b>	<b>highest</b>	<b>4.72</b>	<b>0.40</b>	<b>highest</b>

According to Table 4.32, from the analysis results, the average adaptability of entrepreneurial Shi 'J in the strategy of strengthening personal factors was between 4.69 and 4.73, and the average feasibility was between 4.68 and 4.76, which indicates that the adaptability and feasibility of entrepreneurial knowledge were relatively high.

**Table 4.33** Results of Financial support Data Analysis

(n=5)

Assessment checklist	Adaptability			Feasibility		
	$\bar{X}$	S.D.	level	$\bar{X}$	S.D.	level
1. Establish a venture capital fund	4.48	0.35	high	4.50	0.31	high
2. Improve the quality of entrepreneurial projects	4.48	0.35	high	4.56	0.34	highest
<b>Total</b>	<b>4.48</b>	<b>0.35</b>	<b>high</b>	<b>4.53</b>	<b>0.33</b>	<b>highest</b>

According to Table 4.33 from the analysis results, the average adaptability of venture capital in the strategy of strengthening personal factors was between 4.48, and the average feasibility was between 4.50 and 4.56, indicating that the adaptability and feasibility of entrepreneurial knowledge were relatively high.

**Table 4.34** Results of Entrepreneurial skills Data Analysis

(n=5)

Assessment checklist	Adaptability			Feasibility		
	$\bar{X}$	S.D.	level	$\bar{X}$	S.D.	level
1. Understand the business model	4.86	0.38	highest	4.66	0.31	highest
2. Stimulate innovative thinking	4.90	0.48	highest	4.76	0.35	highest
3. Master and apply technology	4.88	0.40	highest	4.74	0.34	highest
<b>Total</b>	<b>4.88</b>	<b>0.42</b>	<b>highest</b>	<b>4.72</b>	<b>0.34</b>	<b>highest</b>

According to Table 4.34, from the analysis results, the average adaptability of entrepreneurial skills in the strategy of strengthening personal factors was between 4.86 and 4.90, and the average feasibility was between 4.66 and 4.76, indicating that the adaptability and feasibility of entrepreneurial knowledge were relatively high.

**Table 4.35** Optimization Strategies for Environmental Factors Based on Market Environment Data Analysis Results

(n=5)

Assessment checklist	Adaptability			Feasibility		
	$\bar{X}$	S.D.	level	$\bar{X}$	S.D.	level
1. Understand market demand	4.72	0.33	highest	4.70	0.33	highest
2. Develop a marketing strategy	4.82	0.39	highest	4.76	0.35	highest
<b>Total</b>	<b>4.77</b>	<b>0.36</b>	<b>highest</b>	<b>4.73</b>	<b>0.34</b>	<b>highest</b>

According to Table 4.35, from the analysis results, the average value of market environment adaptability in the strategy of optimizing environmental factors was between 4.72 and 4.82, and the average value of feasibility was between 4.70 and 4.76, indicating that the adaptability and feasibility of entrepreneurial knowledge were relatively high.

**Table 4.36** Results of Education management Data Analysis

(n=5)

Assessment checklist	Adaptability			Feasibility		
	$\bar{X}$	S.D.	level	$\bar{X}$	S.D.	level
1. Institutionalization of entrepreneurial mentors	4.90	0.40	highest	4.90	0.35	highest
2. Establish innovation and entrepreneurship institutions	4.91	0.41	highest	4.92	0.38	highest
3. Entrepreneurship mentors develop career plans	4.95	0.46	highest	4.97	0.44	highest
4. Entrepreneurship Mentoring Competition	4.95	0.46	highest	4.97	0.44	highest
5. Establish an entrepreneurship curriculum system	4.91	0.41	highest	4.92	0.38	highest
6. Strengthen alumni work	4.90	0.40	highest	4.90	0.35	highest
<b>Total</b>	<b>4.92</b>	<b>0.43</b>	<b>highest</b>	<b>4.93</b>	<b>0.39</b>	<b>highest</b>

According to Table 4.36, from the analysis results, the average value of educational management adaptability in the optimization of environmental factors strategy was between 4.90 and 4.95, and the average value of feasibility was also between 4.90 and 4.97, indicating that the adaptability and feasibility of entrepreneurial knowledge were relatively high.

**Table 4.37** Results of Policy and legal environment Data Analysis

(n=5)

Assessment checklist	Adaptability			Feasibility		
	$\bar{X}$	S.D.	level	$\bar{X}$	S.D.	level
1. Strengthen policy implementation and supervision	4.30	0.30	high	4.40	0.33	high
2. Widespread publicity of policies	4.40	0.32	high	4.46	0.37	high
<b>Total</b>	<b>4.35</b>	<b>0.31</b>	<b>high</b>	<b>4.43</b>	<b>0.35</b>	<b>high</b>

According to Table 4.35, from the analysis results, the average values of policy and legal environment adaptability and feasibility in the optimization of environmental factors strategy were between 4.30 and 4.40, indicating that the adaptability 4.40 and 4.46 feasibility of entrepreneurial knowledge were relatively high.

**Table 4.38** Results of Family environment Data Analysis

(n=5)

Assessment checklist	Adaptability			Feasibility		
	$\bar{X}$	S.D.	level	$\bar{X}$	S.D.	level
1. Parents establish entrepreneurial values	4.53	0.32	highest	4.51	0.31	highest
2. Parents should encourage their children more	4.57	0.34	highest	4.51	0.31	highest
<b>Total</b>	<b>4.55</b>	<b>0.33</b>	<b>highest</b>	<b>4.51</b>	<b>0.31</b>	<b>highest</b>

According to Table 4.38, from the analysis results, the average value of family environment adaptability in the optimization of environmental factors strategy was between 4.53 and 4.57, and the average value of feasibility was also between 4.51, indicating that the adaptability and feasibility of entrepreneurial knowledge were relatively high.

This study focuses on enhancing personal factors strategies and optimizing environmental factors strategies. The personal factors strategies were enhanced from five aspects of entrepreneurial knowledge, entrepreneurial team, entrepreneurial practice, entrepreneurial funding, and entrepreneurial skills. The adaptability was 4.48-4.88, and the feasibility was 4.53-4.72. The environmental factors strategies were optimized from four aspects of market environment, educational management, policy and legal environment, and family environment. The adaptability was 4.35-4.37, and the feasibility was 4.43-4.93. The data analysis indicates that the strategies studied have high adaptability and feasibility.



## Chapter 5

### Conclusion Discussion and Recommendations

Research on The Educational management strategies to promote the sustainable development of entrepreneurship of students in higher vocational colleges was: 1. To study the current situation, expected situation and influencing factors of sustainable development of entrepreneurship among students in higher vocational colleges. 2. To develop educational management strategies to promote the sustainable development entrepreneurship of student in higher vocational colleges 3. To evaluate the adaptability and feasibility of educational management strategies to promote sustainable entrepreneurial development of students in higher vocational colleges.

The sample group of this study was a random sample of 400 students from 10 higher vocational colleges in Guangdong Province, and 12 experts who had worked for more than 10 years were invited to interview them. The research tools include literature analysis, questionnaire survey and structured interview. Data analysis and statistics were percentages, averages, and standard deviations. The conclusions, discussions and recommendations of the study were as follows:

#### Conclusion

Research on educational management strategies to promote the sustainable development of students' entrepreneurship in higher vocational colleges, the researcher divides the research conclusions into three parts:

**Phase 1:** Studying the current situation, expected situation and influencing factors of sustainable development of entrepreneurship among students in higher vocational colleges.

**Phase 2:** formulating educational management strategies to promote sustainable development of entrepreneurship among students in higher vocational colleges.

**Phase 3:** evaluating the adaptability and feasibility of educational management strategies to promote sustainable development of entrepreneurship among students in higher vocational colleges.

**Phase 1: Studying the current situation, expected situation and influencing factors of sustainable development of entrepreneurship among students in higher vocational colleges.**

There were 5 important factors and 4 expected situation and influencing factors in the current situation of students' sustainable development of entrepreneurship in higher vocational colleges. The 5 important factors were ranked from the highest level to the bottom as entrepreneurial practice, financial support, entrepreneurial knowledge, entrepreneurial team and entrepreneurial skills. The four influencing factors were ranked from the highest level to the bottom: education management environment, market environment, family environment, policy and legal environment. Specific conclusions were as follows:

The current state of entrepreneurial knowledge was in the medium level. From the analysis of the research results, the levels were as follows: the highest was enterprise strategic planning knowledge, followed by marketing and logistics knowledge, and the lowest was finance, law and economics knowledge.

The entrepreneurial team was currently in a medium state. From the analysis of the research results, the levels were as follows: the highest was that the entrepreneurial team needs an operation plan; the second was that the team members should clarify their responsibilities and rights; the third was that role positioning was very important in the team; the fourth was that the key to entrepreneurial success was the team members; the lowest was that the entrepreneurial team must had a clear goal.

Entrepreneurial practice was currently at an intermediate level. From the analysis of the research results, the highest level was to participate in entrepreneurship competitions and win awards, followed by participation in entrepreneurship training, and the lowest participation in social practice.

Financial support was currently at a moderate level. From the analysis of the research results, the highest level was the support of the government or school, followed by bank loans, the third was self-financing or financing, and the lowest was family support.

Entrepreneurial skills were currently at an intermediate level. From the analysis of the research results, the levels were as follows: The highest was to master financial management skills, the second was to learn to analyze risk control ability, the third was to had innovation ability, the fourth was to master operation management ability, the fifth was to strengthen leadership and executive ability, the sixth was to master information technology and AI technology, the seventh was to had sustainable learning ability, and the lowest was to had social skills.

Market environment factors were at a high level. From the analysis of the research results, the highest level was that the economic environment will affect entrepreneurship, the second was that technological innovation will affect entrepreneurship, the third was that different consumption concepts will affect entrepreneurship, the fourth was that market competition will affect entrepreneurship, and the lowest was that the environment of different cities will affect entrepreneurship.

The environmental factors of education management were at a high level. From the analysis of the research results, the levels were as follows: The highest was to hold more entrepreneurship competitions and let more students participate in them; the second was to had more entrepreneurship mentors set up entrepreneurship studios to serve students; the third was to set up entrepreneurship funds to help students start businesses; the fourth was to invite successful entrepreneurs and professors to guide students; the fifth was that the higher the level of entrepreneurship teaching team, the better the quality of education. The sixth was that teachers give students scientific research results for entrepreneurial practice and guidance; the seventh was that the school provides more entrepreneurial practice bases for students; the eighth was that the school creates a good entrepreneurial atmosphere; the ninth was that diversified entrepreneurial

courses were conducive to improving entrepreneurial skills; the lowest was to organize students to carry out social practice in excellent enterprises.

Policy and legal environment factors were at a moderate level. From the analysis of the research results, the highest level was that there were policies to support college students' entrepreneurship, the second was that the government and schools support college students' entrepreneurship, and the lowest was that there were laws to protect college students' entrepreneurship.

Family factors were at a high level. From the analysis of the research results, the levels from the highest to the bottom were as follows: the highest family entrepreneurship will affect the entrepreneurial consciousness; the second was the family entrepreneurship education and guidance will help the formation and implementation of entrepreneurial consciousness; the lowest was the rich family can lay the foundation for entrepreneurship.

## **Phase 2: formulating educational management strategies to promote sustainable development of entrepreneurship among students in higher vocational colleges.**

The research on educational management strategies for the sustainable development of students' entrepreneurship in higher vocational colleges was based on the data analysis of the current situation, influencing factors and interviews, and the strategies were formulated by combining the results of SWOT, PEST and TOWS matrix analysis. Details were as follows:

### 2.1 Vision

It mainly focuses on building a comprehensive, efficient, collaborative and sustainable entrepreneurial ecosystem, aiming to stimulate students' entrepreneurial potential, cultivate their innovative spirit and practical ability, realize their own personal and social value, and adapt to the needs of economic development in the new era. It mainly includes improving the education management system, building a platform for industry-university-research cooperation, optimizing the market environment, providing better entrepreneurial policies and legal protection and

creating a good entrepreneurial atmosphere, providing comprehensive support and guidance for students to start businesses, and contributing to social progress and economic development.

## 2.2 Mission

2.2.1 Cultivate entrepreneurial awareness: stimulate students' entrepreneurial enthusiasm, cultivate their ability to identify and grasp business opportunities, and had the courage to take risks.

2.2.2 Improve entrepreneurial skills: Through courses and practical activities, students were taught the basic skills needed for entrepreneurship, such as market analysis, financial planning, team building, project management, etc.

2.2.3 Construct entrepreneurship curriculum system: Develop and implement a series of entrepreneurship education courses, including theoretical courses and practical courses, to meet the needs and interests of different students.

2.2.4 Strengthen the construction of entrepreneurship teachers: strengthen teacher training to improve their professional quality and practical ability of innovation and entrepreneurship education. Teachers were encouraged to participate in corporate practice and scientific research projects to broaden their horizons and experience.

2.2.5 Promote teamwork: Teamwork was the key to entrepreneurial success. Education management should strengthen the cultivation of teamwork and communication ability, enhance mutual understanding and trust among students through team building activities and project cooperation, so that they can effectively integrate resources in the process of entrepreneurship, face challenges together, and achieve win-win results.

2.2.6 Realizing self-worth: Ultimately, the goal of college students' entrepreneurship was not only the accumulation of material wealth, but more importantly, the realization of personal growth and the maximization of self-worth. Educational management should guide students to establish correct values, encourage them to constantly break through themselves through entrepreneurial practice, realize the full exploitation of personal potential, contribute their own

strength to the society, and at the same time, gain a sense of accomplishment and happiness in the entrepreneurial journey.

### 2.3 Goals

2.3.1 Entrepreneurship education aims to cultivate students' innovative thinking. This way of thinking emphasizes the ability to thought independently, solve problems and face challenges in order to cultivate outstanding talents with innovative spirit.

2.3.2 Education also aims to cultivate students' entrepreneurial awareness. This includes sensitivity to market needs as well as insight into business opportunities, enabling students to actively identify and seize entrepreneurial opportunities.

2.3.3 Entrepreneurship education pays attention to the cultivation of students' entrepreneurial skills. This covers practical skills in market analysis, business plan writing, team building, fundraising and financing, marketing and risk management.

2.3.4 Cultivating students' teamwork ability was also one of the important goals of education. Students need to learn how to collaborate effectively in diverse teams, including coordinating the work and perspectives of different members, as well as improving communication and negotiation skills.

2.3.5 Innovation and entrepreneurship education also emphasizes the cultivation of students' ability to continue learning. In the context of the ever-changing and competitive field of innovation and entrepreneurship, students need to had the learning ability to constantly update their knowledge and skills in order to adapt to the changing social and market needs.

## 2.4 Analysis for Strategic Planning

Discuss whether the proposed strategy was feasible in conjunction with the vision, mission, and goals

### 2.4.1 Entrepreneurial knowledge

- 1) Standardize study plans and clarify learning goals.
- 2) Practice simulation exercises with guidance from instructors or experts.

3) Strengthen mental health education and enhance psychological endurance to cope with possible challenges and failures.

#### **2.4.2 Entrepreneurial team**

- 1) Risk Management and Response.
- 2) Communication and trust building.

#### **2.4.3 Entrepreneurial practice**

- 1) Strengthen school-enterprise cooperation and provide more practical opportunities.
- 2) Use the Internet and information technology to build a practical network platform.

#### **2.4.4 Financial support**

- 1) The government and schools set up entrepreneurship funds to protect college students' entrepreneurship.
- 2) Improve the quality of entrepreneurial projects and gain core competitiveness.

#### **2.4.5 Entrepreneurial skills**

- 1) Understand the current business model and verify its feasibility and effectiveness.
- 2) Stimulate entrepreneurial thinking through training and participation in events.
- 3) Mastering and applying technologies such as the Internet, big data, artificial intelligence, and AI technology provides strong technical support for college students' entrepreneurship. College students can use these technologies to reduce entrepreneurial costs, improve operational efficiency, or develop innovative products.

#### **2.4.6 Market environment.**

- 1) Deeply understand market demand and analyze competition situation.
- 2) Develop marketing strategies to increase brand awareness and market share.

#### **2.4.7 Education management environmen**

- 1) Improve the institutionalization of entrepreneurial mentors.
- 2) The school established an innovation and entrepreneurship institution.
- 3) Entrepreneurship mentors develop career plans and the school provides support.
- 4) Guiding students in entrepreneurial projects and entrepreneurial competitions.
- 5) A business start-up curriculum system combining compulsory and elective courses was established. The compulsory courses focus on cultivating students' basic innovation and entrepreneurship capabilities, while the elective courses provide more personalized choices.
- 6) Strengthening exchanges and cooperation among alumni can provide valuable experience and resource support for college students' entrepreneurship. Through alumni associations, alumni entrepreneurship forums, etc., they can get in touch with successful people from all walks of life and learn from their entrepreneurial experience and business wisdom.

#### **2.4.8 Policy and legal environment**

- 1) Strengthen supervision and inspection of policy implementation, and severely punish those who fail to implement the policy.
- 2) Widely publicize through government websites, media, press conferences and other channels.

#### **2.4.9 Family environment**

- 1) Parents should establish entrepreneurial values and let their children realize that entrepreneurship was a career choice.
- 2) Continuous encouragement and feedback from parents was an effective way to stimulate children's entrepreneurial enthusiasm.



**Phase 3: evaluating the adaptability and feasibility of educational management strategies to promote sustainable development of entrepreneurship among students in higher vocational colleges.**

The adaptability and feasibility of 2 strategies, 9 aspects and 24 measures of educational management strategies to promote the sustainable development of students' entrepreneurship in higher vocational colleges were at a high and highest level.

3.1 The adaptability analysis results of 2 strategies, 9 aspects and 24 measures in the educational management strategies to promote the sustainable development of students' entrepreneurship in higher vocational colleges were between 4.35 and 4.92, which was at a high and highest level, indicating that these strategies had a high and highest level of adaptability.

3.2 The feasibility analysis results of 2 strategies, 9 aspects and 24 measures in the educational management strategies to promote the sustainable development of students' entrepreneurship in higher vocational colleges were between 4.43 and 4.93, which was at a high and highest level, indicating that these strategies had a high and highest level of feasibility.

## **Discussion**

From the research results of education management strategies to promote the sustainable development of students' entrepreneurship in higher vocational colleges, the research results can be discussed and classified according to the research objectives, which can be divided into three stages

**Phase 1:** Studying the current situation, expected situation and influencing factors of sustainable development of entrepreneurship among students in higher vocational colleges.

**Phase 2:** formulating educational management strategies to promote sustainable development of entrepreneurship among students in higher vocational colleges.

**Phase 3:** evaluating the adaptability and feasibility of educational management strategies to promote sustainable development of entrepreneurship among students in higher vocational colleges.

The details of the research discussion were as follow:

**Phase 1: Studying the current situation, expected situation and influencing factors of sustainable development of entrepreneurship among students in higher vocational colleges.**

This paper studies the status quo, expectation and influencing factors of education management to promote the sustainable development of students' entrepreneurship in higher vocational colleges, from the aspects of entrepreneurial knowledge, entrepreneurial team, entrepreneurial practice, financial support, entrepreneurial skills, market environment, educational management environment, policy and legal environment, family environment and so on.

In terms of entrepreneurial knowledge, including: 1) Knowledge of corporate strategic planning 2) Knowledge of marketing and logistics 3) Knowledge of finance, law and economics 3 aspects of content. 3 Students were at a medium level in all aspects, among which financial, legal and economic knowledge was the most needed for students to improve

In terms of the startup team, it includes: 1) Entrepreneurship team must had a clear goal 2) The key to entrepreneurial success was team members 3) Role positioning was important in the team 4) Team members should clarify their responsibilities and rights 5) Entrepreneurship team needs operational plan 5 aspects of content. All the five aspects were in the middle level, among which having a business team needs operation plan was the most needed improvement for students at present.

In terms of entrepreneurial practice, it includes: 1) Participated in entrepreneurship training 2) Participated in entrepreneurship competition and won awards 3) Participated in social practice 3 aspects of content. All the three aspects were in the middle level, among which the participation in entrepreneurship training was the most needed for students to improve.

In terms of financial it includes: 1) Having wealthy families were supportive 2) Having self-financing or financing 3) Having bank loan 4) Having support from government or school 4 aspects of content The eight aspects were in the lower and middle level, among which obtaining government or school support was the most needed for students to improve

In terms of entrepreneurial it includes: 1) had social skills 2) Enhance leadership execution 3) had sustainable learning ability 4) Master information technology and AI technology 5) Master operational management capabilities 6) Learn to analyze risk control capabilities 7) had the ability to innovate 8) Master financial management skills 8 aspects of content All the eight aspects were at the lower and middle level, among which learning to analyze risk control ability was the most needed for students to improve.

Factors affecting the market environment include: 1) Market competition will affect entrepreneurship 2) Different consumption concepts will affect entrepreneurship 3) The good or bad economic environment will affect entrepreneurship 4) Innovation in science and technology will affect entrepreneurship 5) Different urban environments affect entrepreneurship. Factors affecting the environment in education management include: 1) Diversified entrepreneurial courses were conducive to improving entrepreneurial skills 2) The higher the level of the entrepreneurial teaching team, the better the education quality 3) The school provides students with more entrepreneurial practice bases 4) Invite successful entrepreneurs to teach and guide students 5) Organize students to carry out social practice in excellent enterprises 6) Teachers will give students research and development results to students' entrepreneurial practice and give guidance 7) Hold more entrepreneurial competitions for more students to participate 8) More entrepreneurial mentors establish an entrepreneurial studio to serve students 9) The school set up an entrepreneurial fund to help students start a business 10) Create a good entrepreneurial atmosphere in the school. Factors influencing the policy and legal environment include: 1) There were policies to support college students' entrepreneurship 2) There were laws to protect college

students' entrepreneurship 3) The government and schools support college students' entrepreneurship. Factors affecting the home education environment include: 1) Family entrepreneurship education and guidance helps to form and implement entrepreneurial ideas 2) Starting a business at home can influence one's own entrepreneurial awareness 3) Wealthy families can lay the foundation for their own entrepreneurship. There were a total of 21 questions in the questionnaire, 5 questions about market environment, 10 questions about education management environment, 3 questions about policy and legal environment, 3 questions about family environment.

**Phase 2: formulating educational management strategies to promote sustainable development of entrepreneurship among students in higher vocational colleges.**

The results of the educational management strategy for the sustainable development of students' entrepreneurship in higher vocational colleges were discussed as follows:

**2.1 The effectiveness of entrepreneurial knowledge strategies**

2.1.1 Standardize study plans and define learning goals.

2.1.2 Practice simulation exercises with guidance from instructors or experts.

2.1.3 Strengthen mental health education and enhance psychological endurance to cope with possible challenges and failures.

The objectives of entrepreneurship basic education include knowledge objectives, ability objectives, quality objectives, and ideological and political objectives. The basic course of entrepreneurship should follow the laws of education and teaching, and adhere to the combination of theory teaching with case analysis, group discussion with role experience, and experiential teaching with entrepreneurial practice. In a word, clear learning objectives and strengthened simulation training could cultivate professionals with an innovative spirit and entrepreneurial ability. (H. Wang & Fan, 2024)

## **2.2 The effectiveness of entrepreneurial team strategies**

2.2.1 Risk Management and Response.

2.2.2 Communication and trust building.

The key to avoiding team risks in the process of entrepreneurship is to clarify team objectives, rationally allocate roles and responsibilities, strengthen communication and collaboration, establish transparent performance evaluation mechanisms, and select appropriate project management tools. At the same time, the importance of communication and interaction among team members, the principle of reciprocity in promoting the formation and maintenance of trust within entrepreneurial teams, as well as the positive impact of trust on team performance, cannot be overlooked. (Cao & Jiang, 2017)

## **2.3 The effectiveness of entrepreneurial practice strategies**

2.3.1 Strengthen school-enterprise cooperation and provide more practical opportunities.

2.3.2 Use the Internet and information technology to build a practical network platform.

The importance of school-enterprise cooperation in innovation and entrepreneurship education emphasizes the necessity of developing innovation and entrepreneurship education in combination with professional education, in response to the needs of national and social development (Jiang et al., 2022). Leveraging the impact of digital technology on digital entrepreneurship, including its enabling role, the spatial enabling effects, and the origins of entrepreneurial ecosystems, provides a theoretical basis for understanding the application of the Internet and information technology in entrepreneurial practice.

## **2.4 The effectiveness of financial support strategies**

2.4.1 The government and schools set up entrepreneurship funds to support college students' entrepreneurial activities.

2.4.2 Improve the quality of entrepreneurial projects to gain core competitiveness. Financial support policies can effectively increase the willingness of college students to start a business and enhance the success rate of

entrepreneurship. Continuously improving college students' entrepreneurial core competitiveness and project quality is conducive to increasing the success rate of their ventures. (X. Wang & Ding, 2023)

## **2.5 The effectiveness of entrepreneurial skills strategies**

2.5.1 Understand the current business model and verify its feasibility and effectiveness.

2.5.2 Stimulate entrepreneurial thinking through training and participation in events.

2.5.3 Mastering and applying technologies such as the Internet, big data, artificial intelligence, and AI technology provides strong technical support for college students' entrepreneurship. College students could use these technologies to reduce entrepreneurial costs, improve operational efficiency, or develop innovative products.

Understanding the current business model and verifying its feasibility and effectiveness is a key step to entrepreneurial success. Entrepreneurs need to use market research, competitive analysis, revenue model validation, and scalability analysis to fully evaluate the business model. At the same time, participation in entrepreneurship training courses, workshops, and seminars, as well as in entrepreneurship competitions, industry conferences, and exhibitions, could stimulate entrepreneurial thinking and enhance entrepreneurial abilities. (Qu, 2024)

## **2.6 The effectiveness of market environment. strategies**

2.6.1 Deeply understand market demand and analyze competition situation.

2.6.2 Develop marketing strategies to increase brand awareness and market share.

Market environment was an important factor that enterprises must consider when making strategies and marketing plans. The market demand and competition situation in the market environment were the important bases for enterprises to formulate marketing strategies. Through in-depth understanding of market demand and competitive situation, enterprises could develop marketing

strategies that were more in line with market demand and competitive environment, thus improving brand awareness and market share. (F. Wang, 2020)

## **2.7 The effectiveness of education management environment strategies**

2.7.1 Improve the institutionalization of entrepreneurial mentoring.

2.7.2 The school established an innovation and entrepreneurship institution.

2.7.3 Entrepreneurship mentors develop career plans, and the school provides support.

2.7.4 Guiding students in entrepreneurial projects and entrepreneurial competitions.

2.7.5 A business startup curriculum system combining compulsory and elective courses was established. The compulsory courses focus on cultivating students' basic innovation and entrepreneurship capabilities, while the elective courses provide more personalized choices.

2.7.6 Strengthening exchanges and cooperation among alumni could provide valuable experience and resource support for college students' entrepreneurship. Through alumni associations, alumni entrepreneurship forums, etc., they could get in touch with successful people from all walks of life and learn from their entrepreneurial experience and business wisdom.

In today's rapidly developing society, innovation and entrepreneurship have become an important force in promoting social progress and economic development. In order to cultivate students' innovative thinking and entrepreneurial abilities, the education management environment has been constantly improved to provide more comprehensive and effective support. By bringing in mentors with extensive entrepreneurial experience and industry knowledge, students have access to personalized entrepreneurial advice and resources. (Zhang et al., 2022) The sound institution of the school not only provides entrepreneurial training, project incubation, and other support services but also builds a platform for students to communicate with entrepreneurs, investors, and other people from all walks of life. At the same time, entrepreneurship mentors play a crucial role in students' career planning,

especially in guiding students' entrepreneurship projects and entrepreneurship competitions. In a word, the educational management environment creates favorable conditions for cultivating students' innovative thinking and entrepreneurial abilities. (Tao & Zhuang, 2024)

## **2.8 The effectiveness of Policy and legal environment strategies**

2.8.1 Strengthen supervision and inspection of policy implementation, and severely punish those who fail to implement the policy.

2.8.2 Widely publicize through government websites, media, press conferences, and other channels.

In terms of policy and legal environment, in order to ensure the effective implementation of policies and strict compliance with laws, the government and all sectors of society need to work together to create a just, transparent, and efficient policy and legal environment. In short, strengthening the supervision and inspection of policy implementation and widely publicizing policies and laws are important measures to create a good policy and legal environment. The government and all sectors of society should work together to ensure that policies are effectively implemented and laws are strictly observed, so as to provide a strong guarantee for economic and social development. (Zhang et al., 2022)

## **2.9 The effectiveness of Family environment strategies**

2.9.1 Parents should establish entrepreneurial values and let their children realize that entrepreneurship is a career choice.

2.9.2 Continuous encouragement and feedback from parents is an effective way

As children's first teachers and role models, parents' behavior and attitude have a subtle influence on children. Therefore, parents should actively establish entrepreneurial values and show their children that entrepreneurship is a positive, brave, and challenging career choice through their own actions and remarks. When children show interest in entrepreneurship or try to carry out some small entrepreneurial activities, parents should give positive encouragement and affirmation. This positive feedback could boost children's confidence and motivation,



making them more determined to pursue their entrepreneurial dreams. In conclusion, family environment plays an important role in cultivating children's entrepreneurial awareness. (Chen, 2018)

**Phase 3: evaluating the adaptability and feasibility of educational management strategies to promote sustainable development of entrepreneurship among students in higher vocational colleges.**

The analysis results of this part were reviewed by 5 experts, composed of Thai university education management professionals, university middle managers and teachers with senior professional titles. The evaluation results of adaptability and feasibility of the strategy were at the high level and the highest level respectively. This result shows that the strategies were developed according to an academic process and systematically evaluated by experts to ensure the adaptability and feasibility of the strategies.

## **Recommendations**

### **General recommendation**

In applying strategies that were research results, can be applied at many levels, including:

#### **1. Suggestions for schools**

##### **1.1 Improve the entrepreneurship education system:**

1.1.1 Make innovation and entrepreneurship education run through the whole process of personnel training, deepen the reform of innovation and entrepreneurship education in colleges and universities, and strengthen the construction of a curriculum system that deeply integrates innovation and entrepreneurship education with professional education.

1.1.2 Enhance teachers' teaching ability in innovation and entrepreneurship education, strengthen teacher training, and attract high-level professors, entrepreneurship trainers, well-known entrepreneurs and industry experts to serve as innovation and entrepreneurship mentors.

### 1.2 Strengthen the construction of entrepreneurship practice platform:

1.2.1 Build and strengthen innovation and entrepreneurship practice platforms in colleges and universities, such as university science park, college student pioneer Park, college student maker space, etc., to provide professional one-stop incubation services such as site security, entrepreneurial training, and entrepreneurial guidance for college students.

1.2.2 Strengthen school-enterprise cooperation and support the construction of off-campus practice education bases for college students in combination with the characteristics and advantages of school disciplines.

### 1.3 Provide start-up capital and resource support:

1.3.1 Establish a special fund for college students' entrepreneurship to provide start-up capital support for potential entrepreneurial projects.

1.3.2 Cooperate with venture capital institutions, banks and other financial institutions to provide diversified financing channels and preferential loan policies for college students to start businesses.

### 1.4 Create an entrepreneurial culture:

1.4.1 Hold activities such as entrepreneurial culture festival and entrepreneurial story sharing meeting to set up a typical entrepreneurial model of college students and give play to the leading role of role models.

1.4.2 Provide mental health counseling in the process of entrepreneurship to help students cope with pressure and challenges.

## **2. Recommendations to the Government**

### 2.1 Improve the entrepreneurial policy system:

2.1.1 Formulate and improve the policy system to encourage college students to start their own businesses, including tax incentives, financial support, entrepreneurship services, etc.

2.1.2 Ensure the continuity and stability of policies, form policy synergy, and guide capital, technology, talents, information and other development factors to flow into college students' entrepreneurial enterprises.

## 2.2 Strengthen policy publicity and implementation:

2.2.1 Use a variety of channels and platforms to strengthen the publicity and interpretation of college students' entrepreneurship policies and improve the awareness rate of policies.

2.2.2 Establish a monitoring and evaluation mechanism for policy implementation to ensure that policies were implemented and effective.

## 2.3 Optimize the entrepreneurial environment:

2.3.1 Simplify the registration process of entrepreneurship and lower the threshold of entrepreneurship.

2.3.2 Strengthen the protection of intellectual property rights and safeguard the legitimate rights and interests of entrepreneurs.

2.3.3 Hold entrepreneurial competitions, entrepreneurial salons and other activities to build communication platforms among entrepreneurs.

## 2.4 Guide social capital to support college students' entrepreneurship:

2.4.1 Encourage government investment guidance fund to invest in college students' start-up technology enterprises.

2.4.2 did a good job in the service and supervision of private equity and venture capital funds, guide and support private equity investment and venture capital funds to invest early, small and wise.

## **3. Suggestions for society**

### 3.1 Enhance social support:

3.1.1 Enterprises and social organizations should actively participate in supporting college students' entrepreneurship, providing internship opportunities, entrepreneurship guidance and financial support.

3.1.2 Build a school-enterprise cooperation platform, carry out the action of "revealing the list and taking the lead", support enterprises in various industries to publish enterprise demand lists for college students, and guide college students to make accurate innovation and entrepreneurship.

### 3.2 Create a good atmosphere:

3.2.1 The media and the public should pay attention to the entrepreneurial groups of college students, publicize successful cases and typical stories of entrepreneurship, and stimulate more college students' entrepreneurial enthusiasm.

3.2.2 Advocate the spirit of innovation and entrepreneurial culture, and form a social atmosphere that encourages entrepreneurship and tolerates failure.

### 3.3 Provide professional services:

3.3.1 Professional organizations such as business incubators and accelerators should provide all-round services and support for college students' entrepreneurship, including business plan polishing, market research, legal consultation, etc.

3.3.2 Establish a professional entrepreneurship consulting service team and performance evaluation mechanism to provide scientific and effective guidance and help for college students to start their own businesses.

To sum up, after formulating the strategy of college students' entrepreneurship, the joint efforts and cooperation of the school, the government and the society were needed to ensure the effective implementation of the strategy and the continuous optimization of the entrepreneurial environment.

### **Suggestions for further research**

For further research, the researchers believe that there are several suggestions:

Using the local industrial background to promote entrepreneurship education management:

1. Optimize teaching content to keep up with market demand: Entrepreneurship education should be closely integrated with the needs of local industrial development. Curriculum settings should be adjusted, and practical courses should be increased. For example, courses such as marketing, financial management, human resource management, and e-commerce should be added to allow students to master practical skills based on theoretical learning.

2. Strengthen practical links to improve the success rate of students' entrepreneurship: Establish a school-enterprise cooperation platform and broaden practical channels. Schools should cooperate with enterprises to provide students with internship and training opportunities. At the same time, create an entrepreneurial incubation base to provide students with entrepreneurial venues, funds, technical support, and so forth. Additionally, invite successful entrepreneurs to share their experiences and provide entrepreneurial guidance to students.

3. Utilize industrial resources to promote the integration of industry and education: Industrial resources are of great significance to the integration of industry and education. By introducing industrial resources, students can gain more opportunities for practical operation and directly engage with the latest industry technologies and practical projects, thereby enhancing their employability and market competitiveness. Vocational colleges and enterprises can cooperate in building laboratories, conducting joint research and development, and engaging in talent training, among other forms, to promote the integrated development of "industry, university, and research."

Using the Alumni Platform to Promote Entrepreneurship Education Management:

1. The value of alumni resources is evident: alumni resources encompass alumni's personal talent, financial capital, influence, information networks, cultural insights, and social material impact. These resources hold significant advantages in college innovation and entrepreneurship education. They can address the shortage of high-quality entrepreneurship guidance teachers in colleges and universities, while providing abundant professional knowledge, work experience, and entrepreneurial expertise.

2. Strengthen the interaction between alumni and colleges and universities: Vocational colleges can foster stronger connections between alumni and the school by organizing alumni homecoming events and establishing alumni network platforms. This not only deepens alumni's affection for their alma mater but also encourages them to actively engage in the school's entrepreneurship education, offering internships, employment, and entrepreneurial opportunities.

3. Utilize the successful experiences and resources of alumni: The successful experiences and resources of alumni can offer invaluable guidance to students and ignite their passion for innovation and entrepreneurship. By inviting outstanding alumni to return to campus to share their journeys, the entrepreneurial drive and enthusiasm of students can be significantly boosted.

Entrepreneurship Education Management Aligned with International Standards:

1. Build an International Exchange Platform: Governments of various countries can jointly invest in establishing an international entrepreneurship education exchange platform to enhance awareness of exchange and cooperation among universities worldwide. Through these platforms, universities in different countries can engage in activities such as student exchanges, project collaborations, and academic exchanges, thereby increasing the frequency and diversity of international entrepreneurship education interactions.

2. Diversify Cooperation Forms: Universities across countries can actively pursue student exchange programs, entrepreneurial project collaborations, and academic exchange activities. Student exchange programs enable students to gain insights into the entrepreneurial cultures of diverse nations and broaden their academic horizons; entrepreneurial project collaborations enhance students' entrepreneurial capabilities; and academic exchange activities facilitate the sharing of teaching methodologies and research findings.

3. Strengthen Teacher Training: Conduct teacher training in the field of entrepreneurship education to elevate teachers' instructional proficiency and professional competence. Through international exchanges and cooperation, teachers can gain from the advanced experiences and teaching methodologies of other countries, thereby improving the overall teaching quality.

4. Participate in International Science and Technology Competitions: Organize high-level science and technology competitions to ignite students' entrepreneurial vitality. By participating in these international competitions, students can hone their entrepreneurial skills through practical experience and exchange ideas with international peers.

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## Appendices



## Appendix A

### List of Specialists and Letters of Specialists Invitation for IOC Verification

### Experts of Validating the instruments

NO	Name of Experts	Position/Office
1	Assistant Professor Dr. Phadet KaKham	Ph.D. Education for Locality Development Bansomdejchaopraya Rajabhat University
2	Associate Professor Dr. Narongwat Mingmit	Ph.D. Education for Locality Development Bansomdejchaopraya Rajabhat University
3	Associate Professor Dr. Jittawisut Wimuttipanya	Ph.D. Curriculum and Instruction Bansomdejchaopraya Rajabhat University
4	Associate Professor Dr.Luo Kaiming	Ph.D. Educational Management, Dean, School of Innovation and Entrepreneurship Heyuan Polytechnic
5	Associate Professor Dr.Liang Ruiming	Ph.D. Business administration Heyuan Polytechnic

## Interview Expert

NO	Name of Experts	Position/Office
1	Associate Professor Dr.Luo Kaiming	Ph.D. Educational Management, Dean, School of Innovation and Entrepreneurship Heyuan Polytechnic
2	Associate Professor Dr.Liang Ruiming	Ph.D. Business administration Heyuan Polytechnic
3	Professor Dr.Huang Weixian	Ph.D economic management, Dean of the School of Innovation and Entrepreneurship. ShenZhen Polytechnic University
4	Professor Dr.Wang Ying	Ph.D economic management, Dean of the School of Economics ShenZhen Polytechnic University
5	Professor Dr.Jiang Hong	Ph.D management, Dean of School of Management ShenZhen Polytechnic University
6	Professor Dr.Li Puliang	Ph.D economic management, Dean of the School of Economics. Huizhou University
7	Professor Dr.Huang Jianghua	Ph.D management, Dean of the School of Innovation and Entrepreneurship. Huizhou University
8	Professor Dr.Li Huisheng	Ph.D Educational Management, Dean of the School of Innovation and Entrepreneurship Guangdong Project Polytechnic
9	He Xiansong	Executive Director, General Manager of Marketing Center. Nongfu Spring Heyuan Branch
10	Zhu Rongye	CEO. Heyuan City Bawanghua Group
11	Lai Guoming	Chairman. Jinji 100 Automobile Co., Ltd.
12	Zheng Rouhui	Chairman. Shantou Younai Engineering Construction Co., Ltd.

## Focus Group Discussion Experts

NO	Name of Experts	Position/Office
1	Associate Professor Dr.Luo Kaiming	Ph.D. Educational Management, Dean, School of Innovation and Entrepreneurship Heyuan Polytechnic
2	Associate Professor Dr.Liang Ruiming	Ph.D. Business administration Heyuan Polytechnic
3	Professor Dr.Huang Weixian	Ph.D economic management, Dean of the School of Innovation and Entrepreneurship. ShenZhen Polytechnic University
4	Professor Dr.Wang Ying	Ph.D economic management, Dean of the School of Economics ShenZhen Polytechnic University
5	Professor Dr.Jiang Hong	Ph.D management, Dean of School of Management ShenZhen Polytechnic University
6	6.Professor Dr.Li Puliang	Ph.D economic management, Dean of the School of Economics. Huizhou University
7	Professor Dr.Huang Jianghua	Ph.D management, Dean of the School of Innovation and Entrepreneurship. Huizhou University
8	Professor Dr.Li Huisheng	Ph.D Educational Management, Dean of the School of Innovation and Entrepreneurship Guangdong Project Polytechnic
9	He Xiansong	Executive Director, General Manager of Marketing Center. Nongfu Spring Heyuan Branch
10	Zhu Rongye	CEO. Heyuan City Bawanghua Group
11	Lai Guoming	Chairman. Jinji 100 Automobile Co., Ltd.
12	Zheng Rouhui	Chairman. Shantou Younai Engineering Construction Co., Ltd.

## List of Specialists Invitation for Strategies Evaluation

The following experts were invited as strategic evaluation experts to assess the adaptability and feasibility of educational management strategies to promote the sustainable development of entrepreneurship among students in higher vocational colleges.

NO	Name	Position
1	Associate Professor Dr. Jittawisut Wimuttipanya	Ph.D. Curriculum and Instruction of Bansomdejchaopraya Rajabhat University.
2	Associate Professor Dr. Narongwat Mingmit	Ph.D. Education for locality Development of Bansomdejchaopraya Rajabhat University
3	Assistant Professor Dr. Chaiyos Damrongkitkason	Ph.D. Research and Curriculum Development of Industrial Technology College, King Mongkut's University of Technology North Bangkok
4	Assistant Professor Dr. Phadet KaKham	Ph.D. Education for locality Development of Bansomdejchaopraya Rajabhat University
5	Assistant Professor Dr. Sarayut Setthakhoncharoen	Ph.D. Educational Administration of Bansomdejchaopraya Rajabhat University

Appendix B  
Official Letter

MHESI 0643.14/ 12 ๙ 7



Bansomdejchaopraya  
Rajabhat University  
1061 Soi Itsaraphap 15,  
Itsaraphap Road, Hiranruchi,  
Thonburi, Bangkok, Thailand  
10600

03 June 2024

Subject: Invitation to validate research instrument  
Dear Assistant Professor Dr. Phadet KaKham Ph.D. Education for Locality Development  
Bansomdejchaopraya Rajabhat University

Mr. Huang Liang is a Doctoral student in Educational Management for Sustainable Development of Bansomdejchaopraya Rajabhat University. He is undertaking research entitled "Educational management strategies to promote the sustainable development of entrepreneurship of students in higher vocational colleges".

The thesis advisory committee has considered that you are an expert in this topic. Your recommendations would be useful for further improvement of this research instrument.

With your expertise, we would like to ask your permission to validate the attached research instrument. In this regard, we would like to avail ourselves of this opportunity to express our sincere thanks and appreciation for your help.

Yours faithfully



(Asst. Prof. Dr. Tanaput Chanchaoren)

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1061 Soi Itsaraphap 15,  
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Thonburi, Bangkok, Thailand  
10600

03 June 2024

Subject: Invitation to validate research instrument  
Dear Associate Professor Dr. Narongwat Mingmit Ph.D. Education for Locality  
Development Bansomdejchaopraya Rajabhat University

Mr. Huang Liang is a Doctoral student in Educational Management for Sustainable Development of Bansomdejchaopraya Rajabhat University. He is undertaking research entitled "Educational management strategies to promote the sustainable development of entrepreneurship of students in higher vocational colleges".

The thesis advisory committee has considered that you are an expert in this topic. Your recommendations would be useful for further improvement of this research instrument.

With your expertise, we would like to ask your permission to validate the attached research instrument. In this regard, we would like to avail ourselves of this opportunity to express our sincere thanks and appreciation for your help.

Yours faithfully



(Asst. Prof. Dr. Tanaput Chanchaoren)

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MHESI 0643.14/ 12 ๓๑



Bansomdejchaopraya  
Rajabhat University  
1061 Soi Itsaraphap 15,  
Itsaraphap Road, Hiranruchi,  
Thonburi, Bangkok, Thailand  
10600

03 June 2024

Subject: Invitation to validate research instrument  
Dear Associate Professor Dr. Jittawisut Wimuttipanya Ph.D. Curriculum and Instruction  
Bansomdejchaopraya Rajabhat University

Mr. Huang Liang is a Doctoral student in Educational Management for Sustainable Development of Bansomdejchaopraya Rajabhat University. He is undertaking research entitled "Educational management strategies to promote the sustainable development of entrepreneurship of students in higher vocational colleges".

The thesis advisory committee has considered that you are an expert in this topic. Your recommendations would be useful for further improvement of this research instrument.

With your expertise, we would like to ask your permission to validate the attached research instrument. In this regard, we would like to avail ourselves of this opportunity to express our sincere thanks and appreciation for your help.

Yours faithfully



(Asst. Prof. Dr. Tanaput Chanchaen)

Vice Dean of Graduate School for Dean of Graduate School

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MHESI 0643.14/ 1290



Bansomdejchaopraya  
Rajabhat University  
1061 Soi Itsaraphap 15,  
Itsaraphap Road, Hiranruchi,  
Thonburi, Bangkok, Thailand  
10600

03 June 2024

Subject: Invitation to validate research instrument  
Dear Associate Professor Dr.Luo Kaiming Ph.D. Educational Management, Dean, School of Innovation and Entrepreneurship Heyuan Polytechnic

Mr. Huang Liang is a Doctoral student in Educational Management for Sustainable Development of Bansomdejchaopraya Rajabhat University. He is undertaking research entitled "Educational management strategies to promote the sustainable development of entrepreneurship of students in higher vocational colleges".

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MHESI 0643.14/ 1291



Bansomdejchaopraya  
Rajabhat University  
1061 Soi Itsaraphap 15,  
Itsaraphap Road, Hiranruchi,  
Thonburi, Bangkok, Thailand  
10600

03 June 2024

Subject: Invitation to validate research instrument  
Dear Associate Professor Dr.Liang Ruiming Ph.D. Business administration Heyuan Polytechnic

Mr. Huang Liang is a Doctoral student in Educational Management for Sustainable Development of Bansomdejchaopraya Rajabhat University. He is undertaking research entitled "Educational management strategies to promote the sustainable development of entrepreneurship of students in higher vocational colleges".

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E-mail: gradabsru.ac.th



Ref.No. MHESI 0643.14/ 1576

Bansomdejchaopraya  
Rajabhat University  
1061 Itsaraparb Hirunrujee  
Thonburi Bangkok 10600

July 2024

Subject: Invitation to interview  
Dear Zheng Rouhui

Mr. Huang Liang is a graduate student in Doctor of Philosophy Program in Educational Management for Sustainable Development of Bansomdejchaopraya Rajabhat University. He is undertaking research entitled "Educational management strategies to promote the sustainable development of entrepreneurship of students in higher vocational colleges", supervised by the thesis advisory committee as follows.

- |                                                      |               |
|------------------------------------------------------|---------------|
| 1. Assistant Professor Dr. Phatchareephorn Bangkheow | Major Advisor |
| 2. Assistant Professor Dr.Sarayuth Sethakhajorn      | Co-Advisor    |
| 3. Assistant Professor Dr. Phisanu Bangkheow         | Co-Advisor    |

The thesis advisory committee and the student have considered that you are an expert in this field. Therefore, Graduate School would like to invite you to interview to provide the student with suggestions for his research.

Thank you for your kind considerations.

Yours faithfully,

Assistant Professor Dr. Tanaput Chancharoen  
(Vice Dean of Graduate School for Dean of Graduate School)

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Ref.No. MHESI 0643.14/1575

Bansomdejchaopraya  
Rajabhat University  
1061 Itsaraparb Hirunrujee  
Thonburi Bangkok 10600

July 2024

Subject: Invitation to interview  
Dear Lai Guoming

Mr. Huang Liang is a graduate student in Doctor of Philosophy Program in Educational Management for Sustainable Development of Bansomdejchaopraya Rajabhat University. He is undertaking research entitled "Educational management strategies to promote the sustainable development of entrepreneurship of students in higher vocational colleges", supervised by the thesis advisory committee as follows.

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Thank you for your kind considerations.

Yours faithfully,

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Ref.No. MHESI 0643.14/1574

Bansomdejchaopraya  
Rajabhat University  
1061 Itsaraparb Hirunrujee  
Thonburi Bangkok 10600

July 2024

Subject: Invitation to interview  
Dear Zhu Rongye

Mr. Huang Liang is a graduate student in Doctor of Philosophy Program in Educational Management for Sustainable Development of Bansomdejchaopraya Rajabhat University. He is undertaking research entitled "Educational management strategies to promote the sustainable development of entrepreneurship of students in higher vocational colleges", supervised by the thesis advisory committee as follows.

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Ref.No. MHESI 0643.14/ 15 73

Bansomdejchaopraya  
Rajabhat University  
1061 Itsaraparb Hirunrujee  
Thonburi Bangkok 10600

July 2024

Subject: Invitation to interview  
Dear He Xiansong

Mr. Huang Liang is a graduate student in Doctor of Philosophy Program in Educational Management for Sustainable Development of Bansomdejchaopraya Rajabhat University. He is undertaking research entitled "Educational management strategies to promote the sustainable development of entrepreneurship of students in higher vocational colleges", supervised by the thesis advisory committee as follows.

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Ref.No. MHESI 0643.14/ 1572

Bansomdejchaopraya  
Rajabhat University  
1061 Itsaraparb Hirunrujee  
Thonburi Bangkok 10600

July 2024

Subject: Invitation to interview  
Dear Professor Dr.Li Huisheng

Mr. Huang Liang is a graduate student in Doctor of Philosophy Program in Educational Management for Sustainable Development of Bansomdejchaopraya Rajabhat University. He is undertaking research entitled "Educational management strategies to promote the sustainable development of entrepreneurship of students in higher vocational colleges", supervised by the thesis advisory committee as follows:

- |                                                      |               |
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| 3. Assistant Professor Dr. Phisanu Bangkheow         | Co-Advisor    |

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Thank you for your kind considerations.

Yours faithfully,

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Ref.No. MHESI 0643.14/ 1571

Bansomdejchaopraya  
Rajabhat University  
1061 Itsaraparb Hirunrujee  
Thonburi Bangkok 10600

July 2024

Subject: Invitation to interview  
Dear Professor Dr.Huang Jiangua

Mr. Huang Liang is a graduate student in Doctor of Philosophy Program in Educational Management for Sustainable Development of Bansomdejchaopraya Rajabhat University. He is undertaking research entitled "Educational management strategies to promote the sustainable development of entrepreneurship of students in higher vocational colleges", supervised by the thesis advisory committee as follows.

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| 3. Assistant Professor Dr. Phisanu Bangkheow         | Co-Advisor    |

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Ref.No. MHESI 0643.14/ 1576

Bansomdejchaopraya  
Rajabhat University  
1061 Itsaraparb Hirunrujee  
Thonburi Bangkok 10600

July 2024

Subject: Invitation to interview  
Dear Professor Dr.Li Puliang

Mr. Huang Liang is a graduate student in Doctor of Philosophy Program in Educational Management for Sustainable Development of Bansomdejchaopraya Rajabhat University. He is undertaking research entitled "Educational management strategies to promote the sustainable development of entrepreneurship of students in higher vocational colleges", supervised by the thesis advisory committee as follows.

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Ref.No. MHESI 0643.14/ 1569

Bansorndejchaopraya  
Rajabhat University  
1061 Itsaraparb Hirunrujee  
Thonburi Bangkok 10600

July 2024

Subject: Invitation to interview  
Dear Professor Dr.Jiang Hong

Mr. Huang Liang is a graduate student in Doctor of Philosophy Program in Educational Management for Sustainable Development of Bansorndejchaopraya Rajabhat University. He is undertaking research entitled "Educational management strategies to promote the sustainable development of entrepreneurship of students in higher vocational colleges", supervised by the thesis advisory committee as follows.

- |                                                      |               |
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Thank you for your kind considerations.

Yours faithfully,

Assistant Professor Dr. Tanaput Chancharoen  
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Ref.No. MHESI 0643.14/ 1668

Bansomdejchaopraya  
Rajabhat University  
1061 Itsaraparb Hirunrujee  
Thonburi Bangkok 10600

July 2024

Subject: Invitation to interview  
Dear Professor Dr.Wang Ying

Mr. Huang Liang is a graduate student in Doctor of Philosophy Program in Educational Management for Sustainable Development of Bansomdejchaopraya Rajabhat University. He is undertaking research entitled "Educational management strategies to promote the sustainable development of entrepreneurship of students in higher vocational colleges", supervised by the thesis advisory committee as follows.

- |                                                      |               |
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Yours faithfully,

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Ref.No. MHESI 0643.14/ 1567

Bansomdejchaopraya  
Rajabhat University  
1061 Itsaraparb Hirunrujee  
Thonburi Bangkok 10600

July 2024

Subject: Invitation to interview  
Dear Professor Dr,Huang Weixian

Mr. Huang Liang is a graduate student in Doctor of Philosophy Program in Educational Management for Sustainable Development of Bansomdejchaopraya Rajabhat University. He is undertaking research entitled "Educational management strategies to promote the sustainable development of entrepreneurship of students in higher vocational colleges", supervised by the thesis advisory committee as follows.

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Yours faithfully,

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Ref.No. MHESI 0643.14/ 1566

Bansomdejchaopraya  
Rajabhat University  
1061 Itsaraparb Hirunrujee  
Thonburi Bangkok 10600

July 2024

Subject: Invitation to interview  
Dear Associate Professor Dr.Liang Ruiming

Mr. Huang Liang is a graduate student in Doctor of Philosophy Program in Educational Management for Sustainable Development of Bansomdejchaopraya Rajabhat University. He is undertaking research entitled "Educational management strategies to promote the sustainable development of entrepreneurship of students in higher vocational colleges", supervised by the thesis advisory committee as follows.

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| 3. Assistant Professor Dr. Phisanu Bangkheow         | Co-Advisor    |

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Ref.No. MHESI 0643.14/1565

Bansomdejchaopraya  
Rajabhat University  
1061 Itsaraparb Hirunrujee  
Thonburi Bangkok 10600

July 2024

Subject: Invitation to interview  
Dear Associate Professor Dr.Luo Kaiming

Mr. Huang Liang is a graduate student in Doctor of Philosophy Program in Educational Management for Sustainable Development of Bansomdejchaopraya Rajabhat University. He is undertaking research entitled "Educational management strategies to promote the sustainable development of entrepreneurship of students in higher vocational colleges", supervised by the thesis advisory committee as follows.

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Ref.No. MHESI 0643.14/1564

Bansomdejchaopraya  
Rajabhat University  
1061 Itsaraparb Hirunrujee  
Thonburi Bangkok 10600

July 2024

Subject: Invitation to join a focus group discussion as an expert  
Dear Zheng Rouhui  
Attachment: A focus group discussion schedule

Mr. Huang Liang is a graduate student in Doctor of Philosophy Program in Educational Management for Sustainable Development of Bansomdejchaopraya Rajabhat University. He is undertaking research entitled "Educational management strategies to promote the sustainable development of entrepreneurship of students in higher vocational colleges", supervised by the thesis advisory committee as follows.

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| 3. Assistant Professor Dr. Phisanu Bangkheow         | Co-Advisor    |

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Ref.No. MHESI 0643.14/ 15 63

Bansomdejchaopraya  
Rajabhat University  
1061 Itsaraparb Hirunrujee  
Thonburi Bangkok 10600

July 2024

Subject: Invitation to join a focus group discussion as an expert  
Dear Lai Guoming  
Attachment: A focus group discussion schedule

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Ref.No. MHESI 0643.14/ 1542

Bansomdejchaopraya  
Rajabhat University  
1061 Itsaraparb Hirunrujee  
Thonburi Bangkok 10600

July 2024

Subject: Invitation to join a focus group discussion as an expert

Dear Zhu Rongye

Attachment: A focus group discussion schedule

Mr. Huang Liang is a graduate student in Doctor of Philosophy Program in Educational Management for Sustainable Development of Bansomdejchaopraya Rajabhat University. He is undertaking research entitled "Educational management strategies to promote the sustainable development of entrepreneurship of students in higher vocational colleges", supervised by the thesis advisory committee as follows.

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| 3. Assistant Professor Dr. Phisanu Bangkheow         | Co-Advisor    |

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Ref.No. MHESI 0643.14/1661

Bansomdejchaopraya  
Rajabhat University  
1061 Itsaraparb Hirunrujee  
Thonburi Bangkok 10600

July 2024

Subject: Invitation to join a focus group discussion as an expert  
Dear He Xiansong  
Attachment: A focus group discussion schedule

Mr. Huang Liang is a graduate student in Doctor of Philosophy Program in Educational Management for Sustainable Development of Bansomdejchaopraya Rajabhat University. He is undertaking research entitled "Educational management strategies to promote the sustainable development of entrepreneurship of students in higher vocational colleges", supervised by the thesis advisory committee as follows.

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Ref.No. MHESI 0643.14/ 1560

Bansomdejchaopraya  
Rajabhat University  
1061 Itsaraparb Hirunrujee  
Thonburi Bangkok 10600

July 2024

Subject: Invitation to join a focus group discussion as an expert  
Dear Professor Dr.Li Huisheng  
Attachment: A focus group discussion schedule

Mr. Huang Liang is a graduate student in Doctor of Philosophy Program in Educational Management for Sustainable Development of Bansomdejchaopraya Rajabhat University. He is undertaking research entitled "Educational management strategies to promote the sustainable development of entrepreneurship of students in higher vocational colleges", supervised by the thesis advisory committee as follows.

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Ref.No. MHESI 0643.14/ 1559

Bansomdejchaopraya  
Rajabhat University  
1061 Itsaraparb Hirunrujee  
Thonburi Bangkok 10600

July 2024

Subject: Invitation to join a focus group discussion as an expert  
Dear Professor Dr.Huang Jianghua  
Attachment: A focus group discussion schedule

Mr. Huang Liang is a graduate student in Doctor of Philosophy Program in Educational Management for Sustainable Development of Bansomdejchaopraya Rajabhat University. He is undertaking research entitled "Educational management strategies to promote the sustainable development of entrepreneurship of students in higher vocational colleges", supervised by the thesis advisory committee as follows.

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Ref.No. MHESI 0643.14/ 1558

Bansomdejchaopraya  
Rajabhat University  
1061 Itsaraparb Hirunrujee  
Thonburi Bangkok 10600

July 2024

Subject: Invitation to join a focus group discussion as an expert  
Dear Professor Dr.Li Puliang  
Attachment: A focus group discussion schedule

Mr. Huang Liang is a graduate student in Doctor of Philosophy Program in Educational Management for Sustainable Development of Bansomdejchaopraya Rajabhat University. He is undertaking research entitled "Educational management strategies to promote the sustainable development of entrepreneurship of students in higher vocational colleges", supervised by the thesis advisory committee as follows.

- |                                                      |               |
|------------------------------------------------------|---------------|
| 1. Assistant Professor Dr. Phatchareephorn Bangkheow | Major Advisor |
| 2. Assistant Professor Dr.Sarayuth Sethakhajorn      | Co-Advisor    |
| 3. Assistant Professor Dr. Phisanu Bangkheow         | Co-Advisor    |

The thesis advisory committee and the student have considered that you are an expert in this field. Therefore, Graduate School would like to invite you to be an expert to join the focus group discussion to provide the student with suggestions for his research.

Thank you for your kind considerations.

Yours faithfully,

Assistant Professor Dr. Tanaput Chanchaoren  
(Vice Dean of Graduate School for Dean of Graduate School)

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Ref.No. MHESI 0643.14/1557

Bansomdejchaopraya  
Rajabhat University  
1061 Itsaraparb Hirunrujee  
Thonburi Bangkok 10600

July 2024

Subject: Invitation to join a focus group discussion as an expert  
Dear Professor Dr.Jiang Hong  
Attachment: A focus group discussion schedule

Mr. Huang Liang is a graduate student in Doctor of Philosophy Program in Educational Management for Sustainable Development of Bansomdejchaopraya Rajabhat University. He is undertaking research entitled "Educational management strategies to promote the sustainable development of entrepreneurship of students in higher vocational colleges", supervised by the thesis advisory committee as follows.

- |                                                      |               |
|------------------------------------------------------|---------------|
| 1. Assistant Professor Dr. Phatchareephorn Bangkheow | Major Advisor |
| 2. Assistant Professor Dr.Sarayuth Sethakhajorn      | Co-Advisor    |
| 3. Assistant Professor Dr. Phisanu Bangkheow         | Co-Advisor    |

The thesis advisory committee and the student have considered that you are an expert in this field. Therefore, Graduate School would like to invite you to be an expert to join the focus group discussion to provide the student with suggestions for his research.

Thank you for your kind considerations.

Yours faithfully,

Assistant Professor Dr. Tanaput Chanchaoren  
(Vice Dean of Graduate School for Dean of Graduate School)

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Ref.No. MHESI 0643.14/ 1556

Bansomdejchaopraya  
Rajabhat University  
1061 Itsaraparb Hirunrujee  
Thonburi Bangkok 10600

July 2024

Subject: Invitation to join a focus group discussion as an expert  
Dear Professor Dr.Wang Ying  
Attachment: A focus group discussion schedule

Mr. Huang Liang is a graduate student in Doctor of Philosophy Program in Educational Management for Sustainable Development of Bansomdejchaopraya Rajabhat University. He is undertaking research entitled "Educational management strategies to promote the sustainable development of entrepreneurship of students in higher vocational colleges", supervised by the thesis advisory committee as follows.

- |                                                      |               |
|------------------------------------------------------|---------------|
| 1. Assistant Professor Dr. Phatchareephorn Bangkheow | Major Advisor |
| 2. Assistant Professor Dr.Sarayuth Sethakhajorn      | Co-Advisor    |
| 3. Assistant Professor Dr. Phisanu Bangkheow         | Co-Advisor    |

The thesis advisory committee and the student have considered that you are an expert in this field. Therefore, Graduate School would like to invite you to be an expert to join the focus group discussion to provide the student with suggestions for his research.

Thank you for your kind considerations.

Yours faithfully,

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(Vice Dean of Graduate School for Dean of Graduate School)

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Ref.No. MHESI 0643.14/ 1555

Bansomdejchaopraya  
Rajabhat University  
1061 Itsaraparb Hirunrujee  
Thonburi Bangkok 10600

July 2024

Subject: Invitation to join a focus group discussion as an expert  
Dear Professor Dr.Huang Weixian  
Attachment: A focus group discussion schedule

Mr. Huang Liang is a graduate student in Doctor of Philosophy Program in Educational Management for Sustainable Development of Bansomdejchaopraya Rajabhat University. He is undertaking research entitled "Educational management strategies to promote the sustainable development of entrepreneurship of students in higher vocational colleges", supervised by the thesis advisory committee as follows.

- |                                                      |               |
|------------------------------------------------------|---------------|
| 1. Assistant Professor Dr. Phatchareephorn Bangkheow | Major Advisor |
| 2. Assistant Professor Dr.Sarayuth Sethakhajorn      | Co-Advisor    |
| 3. Assistant Professor Dr. Phisanu Bangkheow         | Co-Advisor    |

The thesis advisory committee and the student have considered that you are an expert in this field. Therefore, Graduate School would like to invite you to be an expert to join the focus group discussion to provide the student with suggestions for his research.

Thank you for your kind considerations.

Yours faithfully,

Assistant Professor Dr. Tanaput Chanchaoren  
(Vice Dean of Graduate School for Dean of Graduate School)

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Ref.No. MHESI 0643.14/1559

Bansomdejchaopraya  
Rajabhat University  
1061 Itsaraparb Hirunrujee  
Thonburi Bangkok 10600

July 2024

Subject: Invitation to join a focus group discussion as an expert  
Dear Associate Professor Dr.Liang Ruiming  
Attachment: A focus group discussion schedule

Mr. Huang Liang is a graduate student in Doctor of Philosophy Program in Educational Management for Sustainable Development of Bansomdejchaopraya Rajabhat University. He is undertaking research entitled "Educational management strategies to promote the sustainable development of entrepreneurship of students in higher vocational colleges", supervised by the thesis advisory committee as follows.

- |                                                      |               |
|------------------------------------------------------|---------------|
| 1. Assistant Professor Dr. Phatchareephorn Bangkheow | Major Advisor |
| 2. Assistant Professor Dr.Sarayuth Sethakhajorn      | Co-Advisor    |
| 3. Assistant Professor Dr. Phisanu Bangkheow         | Co-Advisor    |

The thesis advisory committee and the student have considered that you are an expert in this field. Therefore, Graduate School would like to invite you to be an expert to join the focus group discussion to provide the student with suggestions for his research.

Thank you for your kind considerations.

Yours faithfully,

Assistant Professor Dr. Tanaput Chanchaoren  
(Vice Dean of Graduate School for Dean of Graduate School)

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Ref.No. MHESI 0643.14/ 1553

Bansomdejchaopraya  
Rajabhat University  
1061 Itsaraparb Hirunrujee  
Thonburi Bangkok 10600

July 2024

Subject: Invitation to join a focus group discussion as an expert  
Dear Associate Professor Dr.Luo Kairning  
Attachment: A focus group discussion schedule

Mr. Huang Liang is a graduate student in Doctor of Philosophy Program in Educational Management for Sustainable Development of Bansomdejchaopraya Rajabhat University. He is undertaking research entitled "Educational management strategies to promote the sustainable development of entrepreneurship of students in higher vocational colleges", supervised by the thesis advisory committee as follows.

- |                                                      |               |
|------------------------------------------------------|---------------|
| 1. Assistant Professor Dr. Phatchareephorn Bangkheow | Major Advisor |
| 2. Assistant Professor Dr.Sarayuth Sethakhajorn      | Co-Advisor    |
| 3. Assistant Professor Dr. Phisanu Bangkheow         | Co-Advisor    |

The thesis advisory committee and the student have considered that you are an expert in this field. Therefore, Graduate School would like to invite you to be an expert to join the focus group discussion to provide the student with suggestions for his research.

Thank you for your kind considerations.

Yours faithfully,

Assistant Professor Dr. Tanaput Chanchaoren  
(Vice Dean of Graduate School for Dean of Graduate School)

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MHESI 0643.14/2677



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Rajabhat University  
1061 Soi Itsaraphap 15,  
Itsaraphap Road, Hiranruchi,  
Thonburi, Bangkok, Thailand  
10600

30 August, 2024

Subject Request for evaluation of strategy  
Dear Assistant Professor Dr. Chaiyos Damrongkitkason Ph.D. Research and Curriculum  
Development Industrial Technology College, King Mongkut's University of  
Technology North Bangkok  
Attachment Evaluation sheets

Regarding Mr. Huang Liang with student code 6473139010, a doctoral student majoring in Sustainable Development Educational Management at Bansomdejchaopraya Rajabhat University. The thesis is entitled " Educational management strategies to promote the sustainable development of entrepreneurship of students in higher vocational colleges " The thesis committee is as follows:

- |                                                      |               |
|------------------------------------------------------|---------------|
| 1. Assistant Professor Dr. Phisanu Bangkheow         | Major Advisor |
| 2. Assistant Professor Dr. Phatchareephorn Bangkheow | Co-advisor    |
| 3. Assistant Professor Dr. Sarayuth Sethakhajorn     | Co-advisor    |

Educational management strategies to promote the sustainable development of entrepreneurship of students in higher vocational colleges is the focus of this research. Knowing you have experience in this field, the researcher would like to ask for your assistance in evaluating the strategies. Researchers are eager to hear your suggestions to promoting sustainable employability for vocational college students. Thank you very much for your positive response.

Thank you for your kind considerations.

Yours faithfully

(Asst. Prof. Dr. Tanaput Chanchaoren)  
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MHESI 0643.14/2676



Bansomdejchaopraya  
Rajabhat University  
1061 Soi Itsaraphap 15,  
Itsaraphap Road, Hiranruchi,  
Thonburi, Bangkok, Thailand  
10600

30 August, 2024

Subject Request for evaluation of strategy  
Dear Assistant Professor Dr. Phadet KaKham Ph.D. Education for locality Development  
Bansomdejchaopraya Rajabhat University  
Attachment Evaluation sheets

Regarding Mr. Huang Liang with student code 6473139010, a doctoral student majoring in Sustainable Development Educational Management at Bansomdejchaopraya Rajabhat University. The thesis is entitled " Educational management strategies to promote the sustainable development of entrepreneurship of students in higher vocational colleges " The thesis committee is as follows:

- |                                                      |               |
|------------------------------------------------------|---------------|
| 1. Assistant Professor Dr. Phisanu Bangkheow         | Major Advisor |
| 2. Assistant Professor Dr. Phatchareephorn Bangkheow | Co-advisor    |
| 3. Assistant Professor Dr. Sarayuth Sethakhajorn     | Co-advisor    |

Educational management strategies to promote the sustainable development of entrepreneurship of students in higher vocational colleges is the focus of this research. Knowing you have experience in this field, the researcher would like to ask for your assistance in evaluating the strategies. Researchers are eager to hear your suggestions to promoting sustainable employability for vocational college students. Thank you very much for your positive response.

Thank you for your kind considerations.

Yours faithfully

(Asst. Prof. Dr. Tanaput Chancharoen)  
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MHESI 0643.14/ 2675



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Itsaraphap Road, Hiranruchi,  
Thonburi, Bangkok, Thailand  
10600

30 August, 2024

Subject Request for evaluation of strategy  
Dear Associate Professor Dr. Narongwat Mingmit Ph.D. Education for locality  
Development Bansomdejchaopraya Rajabhat University  
Attachment Evaluation sheets

Regarding Mr. Huang Liang with student code 6473139010, a doctoral student majoring in Sustainable Development Educational Management at Bansomdejchaopraya Rajabhat University. The thesis is entitled " Educational management strategies to promote the sustainable development of entrepreneurship of students in higher vocational colleges " The thesis committee is as follows:

- |                                                      |               |
|------------------------------------------------------|---------------|
| 1. Assistant Professor Dr. Phisanu Bangkheow         | Major Advisor |
| 2. Assistant Professor Dr. Phatchareephorn Bangkheow | Co-advisor    |
| 3. Assistant Professor Dr. Sarayuth Sethakhajorn     | Co-advisor    |

Educational management strategies to promote the sustainable development of entrepreneurship of students in higher vocational colleges is the focus of this research. Knowing you have experience in this field, the researcher would like to ask for your assistance in evaluating the strategies. Researchers are eager to hear your suggestions to promoting sustainable employability for vocational college students. Thank you very much for your positive response.

Thank you for your kind considerations.

Yours faithfully

(Asst. Prof. Dr. Tanaput Chancharoen)  
Vice Dean of Graduate School for Dean of Graduate School

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MHESI 0643.14/ 2674

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Itsaraphap Road, Hiranruchi,  
Thonburi, Bangkok, Thailand  
10600

30 August, 2024

Subject Request for evaluation of strategy  
Dear Associate Professor Dr. Jittawisut Wimuttipanya Ph.D. Curriculum and Instruction  
Bansomdejchaopraya Rajabhat University  
Attachment Evaluation sheets

Regarding Mr. Huang Liang with student code 6473139010, a doctoral student majoring in Sustainable Development Educational Management at Bansomdejchaopraya Rajabhat University. The thesis is entitled " Educational management strategies to promote the sustainable development of entrepreneurship of students in higher vocational colleges " The thesis committee is as follows:

- |                                                      |               |
|------------------------------------------------------|---------------|
| 1. Assistant Professor Dr. Phisanu Bangkheow         | Major Advisor |
| 2. Assistant Professor Dr. Phatchareephorn Bangkheow | Co-advisor    |
| 3. Assistant Professor Dr. Sarayuth Sethakhajorn     | Co-advisor    |

Educational management strategies to promote the sustainable development of entrepreneurship of students in higher vocational colleges is the focus of this research. Knowing you have experience in this field, the researcher would like to ask for your assistance in evaluating the strategies. Researchers are eager to hear your suggestions to promoting sustainable employability for vocational college students. Thank you very much for your positive response.

Thank you for your kind considerations.

Yours faithfully

(Asst. Prof. Dr. Tanaput Chanchaoren)  
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MHESI 0643.14/ 2673



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Thonburi, Bangkok, Thailand  
10600

30 August, 2024

Subject Request for evaluation of strategy  
Dear Associate Professor Dr. Chollada Phongpattanayothin Ph.D. Education for locality  
Development Bansomdejchaopraya Rajabhat University.  
Attachment Evaluation sheets

Regarding Mr. Huang Liang with student code 6473139010, a doctoral student majoring in Sustainable Development Educational Management at Bansomdejchaopraya Rajabhat University. The thesis is entitled " Educational management strategies to promote the sustainable development of entrepreneurship of students in higher vocational colleges " The thesis committee is as follows:

- |                                                      |               |
|------------------------------------------------------|---------------|
| 1. Assistant Professor Dr. Phisanu Bangkheow         | Major Advisor |
| 2. Assistant Professor Dr. Phatchareephorn Bangkheow | Co-advisor    |
| 3. Assistant Professor Dr. Sarayuth Sethakhajorn     | Co-advisor    |

Educational management strategies to promote the sustainable development of entrepreneurship of students in higher vocational colleges is the focus of this research. Knowing you have experience in this field, the researcher would like to ask for your assistance in evaluating the strategies. Researchers are eager to hear your suggestions to promoting sustainable employability for vocational college students. Thank you very much for your positive response.

Thank you for your kind considerations.

Yours faithfully

(Asst. Prof. Dr. Tanaput Chanchaoren)  
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Appendix C  
Research Instrument



### Questionnaire

The current situation and influencing factors of sustainable development of entrepreneurship among students in higher vocational colleges

(For student)

---

#### Direction:

1. This questionnaire would like to study about the current situation and factors influencing in the entrepreneurial ability of higher vocational college students. It was as part of a doctoral dissertation of Educational Management for Sustainable Development in Bansomdejchaopraya Rajabhat University, Thailand. that research objectives including:

1) To Study the factors of educational management strategies that promote the sustainable development of student entrepreneurship in higher vocational colleges.

2) To Develop educational management strategies to promote the effectiveness of sustainable development of student entrepreneurship in higher vocational colleges

3) To Evaluate the feasibility of educational management strategies to promote the sustainable development of entrepreneurship among students in higher vocational colleges.

2. This questionnaire was designed for vocational college students to review. It was divided into 3 part 45 sub-assessment items, and recommendations.

3. Your comments on answering the questionnaire will be useful for the development of management strategies to promote sustainable development entrepreneurial ability among higher vocational college students. Responding to this

questionnaire will have no impact. per you individually. The proposed data will be of an overview and the researcher aims to use the data for research purposes only.

Thank you for your cooperation in answering this questionnaire.

HuangLiang  
student of Educational Management for Sustainable Development  
Bansomdejchaopraya Rajabhat University, Thailand

### Part I Information on the identity of students

1. Gender:

①  male                      ②  female

2. Grade:

①  First grade                      ②  Second grade                      ③  Third grade

### Part II Questionnaire of Current situation about components of entrepreneurial ability development of students in higher vocational colleges

**Direction:** Please read the following items carefully (questions 1-23) and consider to choose the one of five level that is based on your actual situation according to that qualifications in **Current situations** section, and choose the one of five level that you should be or have for promoting your employability development in **Expected situations**, details as follows ;

- 1 = lowest level,
- 2 = low level,
- 3 = medium level,
- 4 = high level,
- 5 = highest level



Assessment Items	Current situations					Expected situations				
	1	2	3	4	5	1	2	3	4	5
15. Government or school support										
Entrepreneurial skills										
16. Entrepreneurs have social skills										
17. Entrepreneurs have leadership										
18. Entrepreneurs have the spirit of learning, good at learning										
19. Entrepreneurs have good communication skills										
20. Good management ability to promote the stable development of enterprises										
21. Having the ability of risk control can reduce the loss of enterprises										
22. Management ability is the key to entrepreneurial success										
23. Financial management ability to control the profits and losses of enterprises										

### Part III Questionnaire of factors influencing in the entrepreneurial ability development of higher vocational college students.

**Direction:** Please read the following items carefully (questions 1-20) and consider to choose the one of five level that is according to your opinion that can promote the entrepreneurial ability development of higher vocational college students, details as follows;

- 1 = lowest level,      2 = low level,      3 = medium level,  
 4 = high level,      5 = highest level



### Questionnaire

The current situation and influencing factors of sustainable development of entrepreneurship among students in higher vocational colleges

(For expert)

---

#### Direction:

1. This assessment form for validity of questionnaire of the current situation and factors influencing in the employability development of higher vocational college students is form for experts to consider the consistency of the questionnair and take suggestion.

It was as part of a doctoral dissertation of Educational Management for Sustainable Development in Bansomdejchaopraya Rajabhat University, Thailand. that research objectives including:

1) To study the current situation and factors influencing in the employability development of higher vocational college students.

2) To develop management strategies to promote sustainable development employability among higher vocational college students.

3) To evaluate management strategies to promote sustainable development employability among higher vocational college students.

2. This assessment form for validity of questionnaire was divided into 3 part ..... questions and suggestion.

3. Your comments on assessment form for validity of questionnaire will be useful for the development of management strategies to promote sustainable development entrepreneurial ability among higher vocational college students. Responding to this questionnaire will have no impact per you individually. The

proposed data will be of an overview and the researcher aims to use the data for research purposes only.

Thank you for your cooperation in answering this interview form.

Huang Liang

student of Educational Management for Sustainable Development,  
Bansomdejchaopraya Rajabhat University, Thailand.

### Part I Information on the identity

Name:.....Position/ Position: .....

Name of school / institution:

.....

**Part II** This assessment form for validity of questionnaire of the current situation and factors influencing in the entrepreneurial ability development of higher vocational college students

#### Directions:

Please consider the consistency of the factors of the current situation and factors influencing in the entrepreneurial ability development of higher vocational college students. After considering it, please check in the corresponding box. Use the following criteria for consideration.

Rating is +1. There is an opinion that "Corresponds to definition."

Rating is 0. There is an opinion that "Not sure it corresponds to definition."

Rating is -1. There is an opinion that "Inconsistent with definition."

A: The current status of important components of sustainable development of entrepreneurship among students in higher vocational colleges.

Important components	Questions	Assessment result			Remarks
		-1	0	1	
Entrepreneurial knowledge	1. Expertise in entrepreneurship				
	2. Knowledge of operation and management				
	3. Have comprehensive knowledge of entrepreneurship, such as law, economics, mathematics, etc				
Entrepreneurial team	4. Have experience as a leader.				
	4. The startup team should have a clear goal				
	5. Team members are the key to entrepreneurial success				
	6. Teams need to define their roles and positions within the overall organizational structure				
	7. Teams need to be clear about their responsibilities and rights				
	8. Teams need actionable action plans				
Entrepreneurial practice	9. Participated in entrepreneurship training				
	10. Participated in entrepreneurship competition and won awards				
	11. Participated in social practice				
Financial support	12. Wealthy families are supportive				
	13. Self-financing or financing				
	14. Bank loan				



Important components	Questions	Assessment result			Remarks
		-1	0	1	
	15. Government or school support				
Entrepreneurial skills	16. Entrepreneurs have social skills				
	17. Entrepreneurs have leadership				
	18. Entrepreneurs have the spirit of learning, good at learning				
	19. Entrepreneurs have good communication skills				
	20. Good management ability to promote the stable development of enterprises				
	21. Having the ability of risk control can reduce the loss of enterprises				
	22. Management ability is the key to entrepreneurial success				
	23. Financial management ability to control the profits and losses of enterprises				

**B: The current situation of factors affecting the sustainable development of entrepreneurship among students in higher vocational colleges**

Influencing factors	Questions	Assessment result			Remarks
		-1	0	1	
<b>Market environment</b>	1. Market competition will affect entrepreneurship				
	2. Different consumption concepts will affect entrepreneurship				
	3. The good or bad economic environment will affect entrepreneurship				
	4. Innovation in science and technology will affect entrepreneurship				
	5. Different urban environments affect entrepreneurship				
<b>Education management environment</b>	1. Diversified entrepreneurial courses are conducive to improving entrepreneurial skills				
	2. The higher the level of the entrepreneurial teaching team, the better the education quality				
	3. The school provides students with more entrepreneurial practice bases				
	4. Invite successful entrepreneurs to teach and guide students				
	5. Organize students to carry out social practice in excellent enterprises				

Influencing factors	Questions	Assessment result			Remarks
		-1	0	1	
	6. Teachers will give students research and development results to students' entrepreneurial practice and give guidance				
	7. Hold more entrepreneurial competitions for more students to participate				
	8. More entrepreneurial mentors establish an entrepreneurial studio to serve students				
	9. The school set up an entrepreneurial fund to help students start a business				
	10. Create a good entrepreneurial atmosphere in the school				
Policy and legal environment	1. There are policies to support college students' entrepreneurship				
	2. There are laws to protect college students' entrepreneurship				
	3. The government and schools support college students' entrepreneurship				
Family environment	1. Family entrepreneurship education and guidance helps to form and implement entrepreneurial ideas				
	2. Starting a business at home can influence one's own				

Influencing factors	Questions	Assessment result			Remarks
		-1	0	1	
	entrepreneurial awareness				
	3. Wealthy families can lay the foundation for their own entrepreneurship				

**Suggestions**

.....

.....

.....

.....

Sign.....Assessor

(.....)

Date...../...../.....



### Interview Form

The current situation and influencing factors of sustainable development of entrepreneurship among students in higher vocational colleges

(For expert)

---

#### Direction:

1. This questionnaire would like to study about the current situation and factors influencing in the entrepreneurial ability of higher vocational college students. It was as part of a doctoral dissertation of Educational Management for Sustainable Development in Bansomdejchaopraya Rajabhat University, Thailand. that research objectives including:

1). To Study the factors of educational management strategies that promote the sustainable development of student entrepreneurship in higher vocational colleges.

2). To Develop educational management strategies to promote the effectiveness of sustainable development of student entrepreneurship in higher vocational colleges

3). To Evaluate the feasibility of educational management strategies to promote the sustainable development of entrepreneurship among students in higher vocational colleges.

2. This questionnaire was designed for vocational college students to review. It was divided into 3 part 45 sub-assessment items, and recommendations.

3. Your comments on answering the questionnaire will be useful for the development of management strategies to promote sustainable development entrepreneurial ability among higher vocational college students. Responding to this

questionnaire will have no impact. per you individually. The proposed data will be of an overview and the researcher aims to use the data for research purposes only.

Thank you for your cooperation in answering this questionnaire.

HuangLiang

student of Educational Management for Sustainable Development,  
Bansomdejchaopraya Rajabhat University, Thailand.

**Part I Information on the identity**

Name:.....Position/ Position: .....

Name of school / institution:

.....

**Part II : Factors influencing the sustainable development of entrepreneurship among students in higher vocational colleges**

The impact of important components of entrepreneurship
<p>1.Do you think entrepreneurial knowledge will affect the entrepreneurship of students in higher vocational colleges? How to improve entrepreneurial knowledge to promote the sustainable development of entrepreneurship among students in higher vocational colleges?</p> <p>.....</p> <p>.....</p> <p>.....</p>
<p>2. Do you think that entrepreneurial teams will affect the entrepreneurship of students in higher vocational colleges? How to improve entrepreneurial knowledge to promote the sustainable development of entrepreneurship among students in higher vocational colleges?</p> <p>.....</p> <p>.....</p> <p>.....</p>

3. Do you think entrepreneurial practice will affect the entrepreneurship of students in higher vocational colleges? How to improve entrepreneurial knowledge to promote the sustainable development of entrepreneurship among students in higher vocational colleges?

.....

.....

.....

4. Do you think that financial support will affect the entrepreneurship of students in higher vocational colleges? How to improve entrepreneurial knowledge to promote the sustainable development of entrepreneurship among students in higher vocational colleges?

.....

.....

.....

5. Do you think entrepreneurial skills will affect the entrepreneurship of students in higher vocational colleges? How to improve entrepreneurial knowledge to promote the sustainable development of entrepreneurship among students in higher vocational colleges?

.....

.....

.....

**The influence of entrepreneurial environment factors**

6. Do you think the market environment will affect the entrepreneurship of students in higher vocational colleges? How to improve entrepreneurial knowledge to promote the sustainable development of entrepreneurship among students in higher vocational colleges?

.....

.....

.....

7. Do you think the educational management environment will affect the entrepreneurship of students in higher vocational colleges? How to improve entrepreneurial knowledge to promote the sustainable development of entrepreneurship among students in higher vocational colleges?

.....

.....

.....

8. Do you think the policy and legal environment will affect the entrepreneurship of students in higher vocational colleges? How to improve entrepreneurial knowledge to promote the sustainable development of entrepreneurship among students in higher vocational colleges?

.....

.....

.....

9. Do you think the family environment will affect the entrepreneurship of students in higher vocational colleges? How to improve entrepreneurial knowledge to promote the sustainable development of entrepreneurship among students in higher vocational colleges?

.....

.....

.....

**suggestions.** .....

.....

.....

.....

.....

Thank you so much





Effectiveness evaluation form for interviews on factors affecting sustainable development of higher vocational students' entrepreneurship  
(For expert)

---

**Direction:**

1. This questionnaire would like to study about the current situation and factors influencing in the entrepreneurial ability of higher vocational college students. It was as part of a doctoral dissertation of Educational Management for Sustainable Development in Bansomdejchaopraya Rajabhat University, Thailand. that research objectives including:

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Thank you for your cooperation in answering this questionnaire.

HuangLiang  
student of Educational Management for Sustainable Development,  
Bansomdejchaopraya Rajabhat University, Thailand.

**Part I Information on the identity**

Name:.....Position/ Position: .....

Name of school / institution:

.....

**Part II Effectiveness evaluation form for interviews on factors affecting sustainable development of higher vocational students' entrepreneurship**

**Directions:**

Please consider the consistency of the factors of the factors promoting sustainable development employability of higher vocational college students and check in the corresponding box. Use the following criteria for consideration.

Rating is +1. There is an opinion that“Corresponds to definition.”

Rating is 0. There is an opinion that “Not sure it corresponds to definition.”

Rating is -1. There is an opinion that“Inconsistent with definition.”

Factors	Questions	Assessment			Remarks
		result			
		-1	0	1	
The impact of important components of entrepreneurship	Do you think entrepreneurial knowledge will affect the entrepreneurship of students in higher vocational colleges? How to improve entrepreneurial knowledge to promote the sustainable development of entrepreneurship among students in higher vocational colleges?				
	Do you think that entrepreneurial teams will affect the entrepreneurship of students in higher vocational colleges? How to improve the capabilities of entrepreneurial teams to promote the sustainable development of entrepreneurship among students in higher vocational colleges?				
	Do you think entrepreneurial practice will affect the entrepreneurship of students in higher vocational colleges? How can we provide more entrepreneurial practice to promote the sustainable development of entrepreneurship among students in higher vocational colleges?				
	Do you think that financial support will affect the entrepreneurship of students in higher vocational colleges? How can we obtain more entrepreneurial financial support to promote the sustainable development of entrepreneurship among students in higher vocational colleges?				

Factors	Questions	Assessment			Remarks
		result			
		-1	0	1	
	Do you think entrepreneurial skills will affect the entrepreneurship of students in higher vocational colleges? How to improve entrepreneurial skills to promote the sustainable development of entrepreneurship among students in higher vocational colleges?				
The influence of entrepreneurial environment factors	Do you think the market environment will affect the entrepreneurship of students in higher vocational colleges? How to optimize the market environment to promote the sustainable development of entrepreneurship among students in higher vocational colleges?				
	Do you think the educational management environment will affect the entrepreneurship of students in higher vocational colleges? How to optimize the educational management environment to promote the sustainable development of entrepreneurship among students in higher vocational colleges?				
	Do you think the policy and legal environment will affect the entrepreneurship of students in higher vocational colleges? How can more policies and laws be introduced to ensure the sustainable development of entrepreneurship among students in higher vocational colleges?				

Factors	Questions	Assessment result			Remarks
		-1	0	1	
	Do you think the family environment will affect the entrepreneurship of students in higher vocational colleges? How to optimize the family environment to promote the sustainable development of entrepreneurship among students in higher vocational colleges?				

**Suggestions**

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Sign.....Assessor

(.....)

Date...../...../.....



Adaptability and feasibility evaluation form of educational management strategies to promote sustainable development of entrepreneurship among students in higher vocational colleges

(For expert)

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**Direction:**

1. The evaluation form is intended to assess the adaptability and feasibility of educational management strategies to promote the sustainable development of entrepreneurship among students in higher vocational colleges. It was as part of a doctoral dissertation of Educational Management for Sustainable Development in Bansomdejchaopraya Rajabhat University, Thailand. that research objectives including:

1). To Study the factors of educational management strategies that promote the sustainable development of student entrepreneurship in higher vocational colleges.

2). To Develop educational management strategies to promote the effectiveness of sustainable development of student entrepreneurship in higher vocational colleges

3). To Evaluate the feasibility of educational management strategies to promote the sustainable development of entrepreneurship among students in higher vocational colleges.

2. This evaluation form contains 2 strategies, 24 measures and suggestions for evaluation.

3. Your comments on the adaptability and feasibility of the evaluation form will help promote the formation of educational management strategies for the sustainable development of entrepreneurship among students in higher vocational

colleges. Responding to this questionnaire will have no impact per you individually. The proposed data will be of an overview and the researcher aims to use the data for research purposes only.

Thank you for your cooperation in answering this evaluation form for validity.

HuangLiang  
student of Educational Management for Sustainable Development,  
Bansomdejchaopraya Rajabhat University, Thailand.

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The tool used this time is a questionnaire to evaluate educational management strategies to promote sustainable development of entrepreneurship among students in higher vocational colleges

Please consider the questionnaire to evaluate all aspects of educational management strategies to promote sustainable development of entrepreneurship among students in higher vocational colleges

Please check each comment box, the score is as follows:

- 5 indicates the highest adaptability and feasibility.
- 4 indicates high adaptability and feasibility.
- 3 indicates average adaptability and feasibility.
- 2 indicates low adaptability and feasibility;
- 1 indicates the lowest adaptability and feasibility.

Evaluation checklist	Adaptability					Feasibility				
<b>the impact of important components of entrepreneurship</b>										
<b>Entrepreneurial knowledge</b>										
1. Standardize study plans and clarify learning goals.										
2. Practice simulation exercises with guidance from instructors or experts.										
3. Strengthen mental health education and enhance psychological endurance to cope with possible challenges and failures.										
<b>Entrepreneurial team</b>										
1. Risk Management and Response.										
2. Communication and trust building.										
<b>Entrepreneurial practice</b>										
1. Strengthen school-enterprise cooperation and provide more practical opportunities.										
2. Use the Internet and information technology to build a practical network platform.										
<b>Financial support</b>										
1. The government and schools set up entrepreneurship funds to protect college students' entrepreneurship.										
2. Improve the quality of entrepreneurial projects and gain core competitiveness.										
<b>Entrepreneurial skills</b>										
1. Understand the current business										



Evaluation checklist	Adaptability					Feasibility				
model and verify its feasibility and effectiveness.										
2.Stimulate entrepreneurial thinking through training and participation in events.										
3. Mastering and applying technologies such as the Internet, big data, artificial intelligence, and AI technology provides strong technical support for college students' entrepreneurship. College students can use these technologies to reduce entrepreneurial costs, improve operational efficiency, or develop innovative products.										
<b>The influence of entrepreneurial environment factors</b>										
<b>Market environment.</b>										
1.Deeply understand market demand and analyze competition situation.										
2.Develop marketing strategies to increase brand awareness and market share.										
<b>Education management environment</b>										
1.Improve the institutionalization of entrepreneurial mentors.										
2.The school established an innovation and entrepreneurship institution.										
3.Entrepreneurship mentors develop career plans and the school provides										



Evaluation checklist	Adaptability					Feasibility				
2. Widely publicize through government websites, media, press conferences and other channels.										
<b>Family environment</b>										
1. Parents should establish entrepreneurial values and let their children realize that entrepreneurship is a career choice.										
2. Continuous encouragement and feedback from parents is an effective way to stimulate children's entrepreneurial enthusiasm.										

suggestions. ....

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Thank you so much

## Appendix D

# The Results of the Quality Analysis of Research Instruments

## The Quality Analysis Results of Research Instruments

Results of the consistency evaluation of the questionnaire survey on educational management strategies to promote the sustainable development of entrepreneurship among students in higher vocational colleges.

### 1.The quality analysis results of Questionnaire.

clause	The current situation of sustainable development of entrepreneurship among students in higher vocational colleges (component factors)	Experts					IOC	Conclusion
		1	2	3	4	5		
<b>Entrepreneurial knowledge</b>								
1	Knowledge of corporate strategic planning	1	1	1	1	1	1.00	consistent
2	Knowledge of marketing and logistics	1	1	1	1	1	1.00	consistent
3	Knowledge of finance, law and economics	1	1	1	1	1	1.00	consistent
<b>Entrepreneurial team</b>								
1	Entrepreneurship team must have a clear goal	1	1	1	1	1	1.00	consistent
2	The key to entrepreneurial success is team members	1	1	1	1	1	1.00	consistent
3	Role positioning is important in the team	1	1	1	1	1	1.00	consistent
4	Team members should clarify their responsibilities and rights	1	1	1	1	1	1.00	consistent
5	Entrepreneurship team needs operational plan	1	1	1	1	1	1.00	consistent
<b>Entrepreneurial practice</b>								
1	Participated in entrepreneurship training	1	1	1	1	1	1.00	consistent

clause	The current situation of sustainable development of entrepreneurship among students in higher vocational colleges (component factors)	Experts					IOC	Conclusion
		1	2	3	4	5		
2	Participated in entrepreneurship competition and won awards	1	1	1	1	1	1.00	consistent
3	Participated in social practice	1	1	1	1	1	1.00	consistent
<b>Financial support</b>								
1	Having wealthy families are supportive	1	1	1	1	1	1.00	consistent
2	Having self-financing or financing	1	1	1	1	1	1.00	consistent
3	Having bank loan	1	1	1	1	1	1.00	consistent
4	Having support from government or school	1	1	1	1	1	1.00	consistent
<b>Entrepreneurial skills</b>								
1	Have social skills	1	1	1	1	1	1.00	consistent
2	Enhance leadership execution	1	1	1	1	1	1.00	consistent
3	Have sustainable learning ability	1	1	1	1	1	1.00	consistent
4	Master information technology and AI technology	1	1	1	1	1	1.00	consistent
5	Master operational management capabilities	1	1	1	1	1	1.00	consistent
6	Learn to analyze risk control capabilities	1	1	1	1	1	1.00	consistent
7	Have the ability to innovate	1	1	1	1	1	1.00	consistent
8	Master financial management skills	1	1	1	1	1	1.00	consistent

clause	The current situation of sustainable development of entrepreneurship among students in higher vocational colleges (environmental factors)	Experts					IOC	Conclusion
		1	2	3	4	5		
<b>Market environment</b>								
1	Market competition will affect entrepreneurship	1	1	1	1	1	1.00	consistent
2	Different consumption concepts will affect entrepreneurship	1	1	1	1	1	1.00	consistent
3	The good or bad economic environment will affect entrepreneurship	1	1	1	1	1	1.00	consistent
4	Innovation in science and technology will affect entrepreneurship	1	1	1	1	1	1.00	consistent
5	Different urban environments affect entrepreneurship	1	1	1	1	1	1.00	consistent
<b>Education management environment</b>								
1	Diversified entrepreneurial courses are conducive to improving entrepreneurial skills	1	1	1	1	1	1.00	consistent
2	The higher the level of the entrepreneurial teaching team, the better the education quality	1	1	1	1	1	1.00	consistent
3	The school provides students with more entrepreneurial practice bases	1	1	1	1	1	1.00	consistent
4	Invite successful entrepreneurs to teach and guide students	1	1	1	1	1	1.00	consistent
5	Organize students to carry out social practice in excellent enterprises	1	1	1	1	1	1.00	consistent
6	Teachers will give students research and development results to students' entrepreneurial practice and give guidance	1	1	1	1	1	1.00	consistent
7	Hold more entrepreneurial competitions for	1	1	1	1	1	1.00	consistent

clause	The current situation of sustainable development of entrepreneurship among students in higher vocational colleges (environmental factors)	Experts					IOC	Conclusion
		1	2	3	4	5		
	more students to participate							
8	More entrepreneurial mentors establish an entrepreneurial studio to serve students	1	1	1	1	1	1.00	consistent
9	The school set up an entrepreneurial fund to help students start a business	1	1	1	1	1	1.00	consistent
10	Create a good entrepreneurial atmosphere in the school	1	1	1	1	1	1.00	consistent
<b>Policy and legal environment</b>								
1	There are policies to support college students' entrepreneurship	1	1	1	1	1	1.00	consistent
2	There are laws to protect college students' entrepreneurship	1	1	1	1	1	1.00	consistent
3	The government and schools support college students' entrepreneurship	1	1	1	1	1	1.00	consistent
<b>Family environment</b>								
1	Family entrepreneurship education and guidance helps to form and implement entrepreneurial ideas	1	1	1	1	1	1.00	consistent
2	Starting a business at home can influence one's own entrepreneurial awareness	1	1	1	1	1	1.00	consistent
3	Wealthy families can lay the foundation for their own entrepreneurship	1	1	1	1	1	1.00	consistent



## 2. The quality analysis results of Interview.

clause	The factors promoting development	Experts					IOC	Conclusion
		1	2	3	4	5		
1	Do you think entrepreneurial knowledge will affect the entrepreneurship of students in higher vocational colleges? How to improve entrepreneurial knowledge to promote the sustainable development of entrepreneurship among students in higher vocational colleges?	1	1	1	1	1	1.00	consistent
2	Do you think that entrepreneurial teams will affect the entrepreneurship of students in higher vocational colleges? How to improve the capabilities of entrepreneurial teams to promote the sustainable development of entrepreneurship among students in higher vocational colleges?	1	1	1	1	1	1.00	consistent
3	Do you think entrepreneurial practice will affect the entrepreneurship of students in higher vocational colleges? How can we provide more entrepreneurial practice to promote the sustainable development of entrepreneurship among students in higher vocational colleges?	1	1	1	1	1	1.00	consistent
4	Do you think that financial support will affect the entrepreneurship of students in higher vocational colleges? How can we obtain more entrepreneurial financial	1	1	1	1	1	1.00	consistent

clause	The factors promoting development	Experts					IOC	Conclusion
		1	2	3	4	5		
	support to promote the sustainable development of entrepreneurship among students in higher vocational colleges?							
5	Do you think entrepreneurial skills will affect the entrepreneurship of students in higher vocational colleges? How to improve entrepreneurial skills to promote the sustainable development of entrepreneurship among students in higher vocational colleges?	1	1	1	1	1	1.00	consistent
6	Do you think the market environment will affect the entrepreneurship of students in higher vocational colleges? How to optimize the market environment to promote the sustainable development of entrepreneurship among students in higher vocational colleges?	1	1	1	1	1	1.00	consistent
7	Do you think the educational management environment will affect the entrepreneurship of students in higher vocational colleges? How to optimize the educational management environment to promote the sustainable development of entrepreneurship among students in higher vocational colleges?	1	1	1	1	1	1.00	consistent
8	Do you think the policy and legal environment will affect the entrepreneurship of students in higher	1	1	1	1	1	1.00	consistent

clause	The factors promoting development	Experts					IOC	Conclusion
		1	2	3	4	5		
	vocational colleges? How can more policies and laws be introduced to ensure the sustainable development of entrepreneurship among students in higher vocational colleges?							
9	Do you think the family environment will affect the entrepreneurship of students in higher vocational colleges? How to optimize the family environment to promote the sustainable development of entrepreneurship among students in higher vocational colleges?	1	1	1	1	1	1.00	consistent

### 3.The quality analysis results of evaluation form.

clause	The factors promoting development	Experts					IOC	Conclusion
		1	2	3	4	5		
<b>Strategies to strengthen personal factors</b>								
<b>Entrepreneurial knowledge</b>								
1	Standardize study plans and clarify learning goals.	1	1	1	1	1	1.00	consistent
2	Practice simulation exercises with guidance from instructors or experts.	1	1	1	1	1	1.00	consistent
3	Strengthen mental health education and enhance psychological endurance to cope with possible challenges and failures.	1	1	1	1	1	1.00	consistent
<b>Entrepreneurial team</b>								
1	Risk Management and Response.	1	1	1	1	1	1.00	consistent

clause	The factors promoting development	Experts					IOC	Conclusion
		1	2	3	4	5		
2	Communication and trust building.	1	1	1	1	1	1.00	consistent
<b>Entrepreneurial practice</b>								
1	Strengthen school-enterprise cooperation and provide more practical opportunities.	1	1	1	1	1	1.00	consistent
2	Use the Internet and information technology to build a practical network platform.	1	1	1	1	1	1.00	consistent
<b>Financial support</b>								
1	The government and schools set up entrepreneurship funds to protect college students' entrepreneurship.	1	1	1	1	1	1.00	consistent
2	Improve the quality of entrepreneurial projects and gain core competitiveness.	1	1	1	1	1	1.00	consistent
<b>Entrepreneurial skills</b>								
1	Understand the current business model and verify its feasibility and effectiveness.	1	1	1	1	1	1.00	consistent
2	Stimulate entrepreneurial thinking through training and participation in events.	1	1	1	1	1	1.00	consistent
3	Mastering and applying technologies such as the Internet, big data, artificial intelligence, and AI technology provides strong technical support for college students' entrepreneurship. College students can use these technologies to reduce entrepreneurial costs, improve operational efficiency, or develop innovative products.	1	1	1	1	1	1.00	consistent

clause	The factors promoting development	Experts					IOC	Conclusion
		1	2	3	4	5		
<b>Strategies to optimize environmental factors</b>								
<b>Market environment.</b>								
1	Deeply understand market demand and analyze competition situation.	1	1	1	1	1	1.00	consistent
2	Develop marketing strategies to increase brand awareness and market share.	1	1	1	1	1	1.00	consistent
<b>Education management environment</b>								
1	improve the institutionalization of entrepreneurial mentors.	1	1	1	1	1	1.00	consistent
2	The school established an innovation and entrepreneurship institution.	1	1	1	1	1	1.00	consistent
3	Entrepreneurship mentors develop career plans and the school provides support.	1	1	1	1	1	1.00	consistent
4	Guiding students in entrepreneurial projects and entrepreneurial competitions.	1	1	1	1	1	1.00	consistent
5	A business start-up curriculum system combining compulsory and elective courses is established. The compulsory courses focus on cultivating students' basic innovation and entrepreneurship capabilities, while the elective courses provide more personalized choices.	1	1	1	1	1	1.00	consistent
6	Strengthening exchanges and cooperation among alumni can provide valuable experience and resource support for college students' entrepreneurship. Through alumni associations, alumni entrepreneurship forums, etc., they can get in touch with successful people from	1	1	1	1	1	1.00	consistent

clause	The factors promoting development	Experts					IOC	Conclusion
		1	2	3	4	5		
	all walks of life and learn from their entrepreneurial experience and business wisdom.							
<b>Policy and legal environment</b>								
1	Strengthen supervision and inspection of policy implementation, and severely punish those who fail to implement the policy.	1	1	1	1	1	1.00	consistent
2	Widely publicize through government websites, media, press conferences and other channels.	1	1	1	1	1	1.00	consistent
<b>Family environment</b>								
1	Parents should establish entrepreneurial values and let their children realize that entrepreneurship is a career choice.	1	1	1	1	1	1.00	consistent
2	Continuous encouragement and feedback from parents is an effective way to stimulate children's entrepreneurial enthusiasm.	1	1	1	1	1	1.00	consistent

## Reliability analysis of research instruments

### Results of variable reliability correlation analysis

Reliability

Scale: all variables

Case handling summary			
		N	%
case	effective	400	100
	Excluded <sup>a</sup>	0	0
	Total	400	100
a. List deletion based on all variables in this program.			

Reliability statistics		
Cronbach's Alpha	Based on standardized items Cronbachs Alpha	Number of terms
.954	.956	30

Interviewee

Interviewer 1

1. Do you think entrepreneurial knowledge will affect the entrepreneurship of students in higher vocational colleges? How to improve entrepreneurial knowledge to promote the sustainable development of entrepreneurship among students in higher vocational colleges?

I think entrepreneurial knowledge will affect the entrepreneurship of students in higher vocational colleges. Improving entrepreneurial knowledge mainly involves the following aspects:

1) Through standardized learning plans and clear learning objectives for each stage, college students can systematically improve the skills required for

entrepreneurship, from basic to advanced, and gradually move towards entrepreneurial success.

2) Creating a good learning atmosphere and stimulating college students' interest in learning are important ways to enhance their entrepreneurial ability and promote their entrepreneurial success.

**2. Do you think that entrepreneurial teams will affect the entrepreneurship of students in higher vocational colleges? How to improve the capabilities of entrepreneurial teams to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think the entrepreneurial team will affect the entrepreneurship of students in higher vocational colleges. Improving the ability of the entrepreneurial team is mainly from the following aspects: Effective communication can ensure smooth flow of information among team members and reduce misunderstandings and conflicts; a solid foundation of trust can stimulate the enthusiasm and creativity of team members and promote the long-term and stable development of the team.

**3. Do you think entrepreneurial practice will affect the entrepreneurship of students in higher vocational colleges? How can we provide more entrepreneurial practice to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think entrepreneurial practice will affect the entrepreneurship of students in higher vocational colleges. Provide more practical platforms mainly from the following aspects:

1) In the context of encouraging college students to innovate and start businesses, building a diversified entrepreneurial project planning system can not only stimulate college students' innovative thinking and practical ability, but also effectively improve the success rate of entrepreneurship and inject new vitality into the country's economic development.

2) In-depth understanding of their entrepreneurial needs is the key to formulating effective support policies. Through systematic surveys, we can collect information about the difficulties college students face in the entrepreneurial



process, the help they expect, and their views on the entrepreneurial environment, thereby providing a scientific basis for promoting college students' entrepreneurship.

3) School-enterprise cooperation, as an effective model, can not only combine the theoretical knowledge of universities with the practical experience of enterprises, but also provide more practical opportunities for college students, thereby accelerating the cultivation of their entrepreneurial ability and the incubation of entrepreneurial projects.

4) Building a network platform to support college students' entrepreneurial practices can not only break geographical restrictions and optimize resource allocation, but also promote the rapid incubation of ideas and effective connection with the market.

**4. Do you think that financial support will affect the entrepreneurship of students in higher vocational colleges? How can we obtain more entrepreneurial financial support to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think funding support will affect the entrepreneurship of students in higher vocational colleges. Obtaining more entrepreneurial funds support mainly from the following aspects:

1) The establishment of entrepreneurial funds by the government and schools is an important measure to protect and support college students' entrepreneurship. These funds are designed to provide financial support for college students' entrepreneurs, reduce entrepreneurial risks, and promote the successful implementation of entrepreneurial projects.

2) In the wave of entrepreneurship, improving the quality of entrepreneurial projects and thus acquiring core competitiveness is the key to ensuring that the projects can stand out and develop sustainably in the fierce market competition.

**5. Do you think entrepreneurial skills will affect the entrepreneurship of students in higher vocational colleges? How to improve entrepreneurial skills to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think entrepreneurial skills will affect the entrepreneurship of students in higher vocational colleges. Improving entrepreneurial skills mainly from the following aspects:

1) In today's rapid change of business environment, understanding and choosing the right business model is very important for college students to start their own business. The business model not only determines the profit method of the enterprise, but also about the company's market positioning, resource allocation and operating strategies. Therefore, college students should study the current business model in the early stage of entrepreneurship, and ensure their feasibility and effectiveness through a series of verification steps, thereby improving the success rate of entrepreneurship.

2) In today's globalized economic environment, cultivating entrepreneurial thinking can not only enhance employment competitiveness, but also stimulate personal potential and realize self-worth. Therefore, stimulating college students' entrepreneurial thinking through systematic training and rich activities has far-reaching significance for promoting college students' entrepreneurship.

**6. Do you think the market environment will affect the entrepreneurship of students in higher vocational colleges? How to optimize the market environment to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think the market environment will affect the entrepreneurship of students in higher vocational colleges. How to optimize the market environment, I think it is mainly from the following aspects:

1) In-depth understanding of market demand and accurate analysis of competition are the keys to project success. This can not only help entrepreneurs avoid market risks, but also provide them with clear market positioning and differentiation strategies, so that they can stand out in the fierce market competition.

2) In the process of college students' entrepreneurship, facing unforeseen risks and challenges such as market changes, capital shortages, and poor team collaboration, formulating emergency plans and strengthening multi-party

communication and coordination mechanisms are important strategies to ensure the steady progress of entrepreneurial projects and reduce negative impacts.

3) In-depth market demand research and analysis is an important cornerstone to ensure project success. This process can not only help entrepreneurs accurately understand the needs and preferences of the target market, but also provide a scientific basis for the formulation of marketing strategies and product positioning, thereby effectively improving market competitiveness.

**7. Do you think the educational management environment will affect the entrepreneurship of students in higher vocational colleges? How to optimize the educational management environment to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think the education management environment will affect the entrepreneurship of students in higher vocational colleges. How to optimize the education management environment, I think it is mainly from the following aspects:

1) The establishment of specialized innovation and entrepreneurship institutions in schools has become an important measure to promote entrepreneurship among college students. These institutions have built a good growth platform for college student entrepreneurs by providing resources, guidance and services.

2) It is crucial for college student entrepreneurs to formulate a scientific and reasonable career plan and implement it step by step with the support of the school.

3) Participating in entrepreneurial projects and entrepreneurial competitions is not only an effective way to improve personal abilities, but also an important attempt to realize self-worth and explore future career paths. Therefore, schools should give full play to their educational resource advantages and actively guide students to carry out entrepreneurial projects and participate in entrepreneurial competitions to stimulate college students' entrepreneurial enthusiasm and improve their entrepreneurial abilities.

**8. Do you think the policy and legal environment will affect the entrepreneurship of students in higher vocational colleges? How can more policies and laws be introduced to ensure the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think the policy and legal environment will affect the entrepreneurship of students of higher vocational colleges. How to improve more policies and laws to ensure entrepreneurship. I think it is mainly from the following aspects:

1) The government has introduced a series of preferential policies to lower the threshold for entrepreneurship, provide entrepreneurial support, and optimize the entrepreneurial environment. However, the formulation of policies is only the first step, and ensuring that the policies are effectively implemented is the key. Therefore, strengthening supervision and inspection of policy implementation and severely punishing behaviors that do not implement policies are of great significance to promoting college students' entrepreneurship.

2) In the process of promoting the entrepreneurship of college students, extensive and effective publicity is an indispensable part. Publicity through various channels such as government websites, media, and press conferences can not only enhance college students' awareness and understanding of entrepreneurial policies, but also stimulate the widespread concern and support of the society, create a better atmosphere of public opinion for college students entrepreneurship entrepreneurship. And external environment.

**9. Do you think the family environment will affect the entrepreneurship of students in higher vocational colleges? How to optimize the family environment to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think the family environment will affect the entrepreneurship of students in higher vocational colleges. How to optimize the family environment, I think it is mainly from the following aspects: Parents are their first teachers and role models, and their words and deeds have a profound impact on their children. Therefore, it is of great significance for parents to establish entrepreneurial values and let their children realize from an early age that entrepreneurship is a career choice, in order

to cultivate their children's innovative spirit, independent thinking ability and future career planning.

#### **Interviewer 2**

**1. Do you think entrepreneurial knowledge will affect the entrepreneurship of students in higher vocational colleges? How to improve entrepreneurial knowledge to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think entrepreneurial knowledge will affect the entrepreneurship of students in higher vocational colleges. Improving entrepreneurial knowledge mainly involves the following aspects:

1) Through standardized learning plans and clear learning objectives for each stage, college students can systematically improve the skills required for entrepreneurship, from basic to advanced, and gradually move towards entrepreneurial success.

2) The road to entrepreneurship is not an easy one. Entrepreneurs need to have a solid theoretical foundation, keen market insight and rich practical experience. Therefore, strengthening theoretical learning and case analysis is of great significance to improving college students' entrepreneurial ability and promoting their entrepreneurial success.

3) In the entrepreneurial journey of college students, simulation exercises, as an important practical teaching method, can help college students experience the entire process of entrepreneurship in a safe environment under the guidance of lecturers or experts, thereby effectively reducing entrepreneurial risks and increasing the success rate of entrepreneurship.

**2. Do you think that entrepreneurial teams will affect the entrepreneurship of students in higher vocational colleges? How to improve the capabilities of entrepreneurial teams to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think the entrepreneurial team will affect the entrepreneurship of students in higher vocational colleges. Improving the ability of the entrepreneurial team is mainly from the following aspects:

1) Decision-making efficiency and wisdom drive project success. Entrepreneurs need to make decisions quickly and wisely to seize opportunities, avoid risks, and ultimately achieve their entrepreneurial goals.

2) Risk management and response are an indispensable part of ensuring the sustainable and healthy development of the project and achieving the entrepreneurial goals. Faced with challenges in funding, market, team, law, technology products, etc., entrepreneurs need to have a keen sense of risk, take effective risk management measures, and move forward at a steady pace.

3) An efficient and harmonious team is the key to the success of a project. The team not only provides a platform for creative collision and resource sharing, but also jointly copes with challenges and opportunities in the entrepreneurial process through clear division of labor and collaboration.

4) Effective communication can ensure smooth flow of information among team members and reduce misunderstandings and conflicts; a solid foundation of trust can stimulate the enthusiasm and creativity of team members and promote the long-term and stable development of the team.

**3. Do you think entrepreneurial practice will affect the entrepreneurship of students in higher vocational colleges? How can we provide more entrepreneurial practice to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think entrepreneurial practice will affect the entrepreneurship of students in higher vocational colleges. Provide more practical platforms mainly from the following aspects:

1) In the context of encouraging college students to innovate and start businesses, building a diversified entrepreneurial project planning system can not only stimulate college students' innovative thinking and practical ability, but also effectively improve the success rate of entrepreneurship and inject new vitality into the country's economic development.

2) School-enterprise cooperation, as an effective model, can not only combine the theoretical knowledge of universities with the practical experience of enterprises, but also provide more practical opportunities for college students, thereby

accelerating the cultivation of their entrepreneurial ability and the incubation of entrepreneurial projects.

3) Building a network platform to support college students' entrepreneurial practices can not only break geographical restrictions and optimize resource allocation, but also promote the rapid incubation of ideas and effective connection with the market.

**4. Do you think that financial support will affect the entrepreneurship of students in higher vocational colleges? How can we obtain more entrepreneurial financial support to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think funding support will affect the entrepreneurship of students in higher vocational colleges. Obtaining more entrepreneurial funds support mainly from the following aspects:

1) The establishment of entrepreneurial funds by the government and schools is an important measure to protect and support college students' entrepreneurship. These funds are designed to provide financial support for college students' entrepreneurs, reduce entrepreneurial risks, and promote the successful implementation of entrepreneurial projects.

2) Seeking multi-platform cooperation has become an effective way to promote the development of college students' entrepreneurial projects, achieve resource sharing and complement each other's strengths. By establishing cooperative relationships with other institutions, enterprises, universities, etc., we can provide college students with more abundant resources, a broader market and more comprehensive support.

3) In the wave of entrepreneurship, improving the quality of entrepreneurial projects and thus acquiring core competitiveness is the key to ensuring that the projects can stand out and develop sustainably in the fierce market competition.

4) Start-up companies often face tedious processes, high time costs, and information asymmetry during the application of funds. This limits the enthusiasm and success rate of college students to entrepreneurship to a certain extent. In order to effectively promote the entrepreneurial of college students, I think that a series of

suggestions for simplifying the fund application process of startups are put forward to reduce the threshold for entrepreneurship and improve the efficiency of funds.

**5. Do you think entrepreneurial skills will affect the entrepreneurship of students in higher vocational colleges? How to improve entrepreneurial skills to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think entrepreneurial skills will affect the entrepreneurship of students in higher vocational colleges. Improving entrepreneurial skills mainly from the following aspects:

1) In today's rapid change of business environment, understanding and choosing the right business model is very important for college students to start their own business. The business model not only determines the profit method of the enterprise, but also about the company's market positioning, resource allocation and operating strategies. Therefore, college students should study the current business model in the early stage of entrepreneurship, and ensure their feasibility and effectiveness through a series of verification steps, thereby improving the success rate of entrepreneurship.

2) In today's globalized economic environment, cultivating entrepreneurial thinking can not only enhance employment competitiveness, but also stimulate personal potential and realize self-worth. Therefore, stimulating college students' entrepreneurial thinking through systematic training and rich activities has far-reaching significance for promoting college students' entrepreneurship.

**6. Do you think the market environment will affect the entrepreneurship of students in higher vocational colleges? How to optimize the market environment to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think the market environment will affect the entrepreneurship of students in higher vocational colleges. How to optimize the market environment, I think it is mainly from the following aspects: In-depth understanding of market demand and accurate analysis of competition are the keys to project success. This can not only help entrepreneurs avoid market risks, but also provide them with clear market



positioning and differentiation strategies, so that they can stand out in the fierce market competition.

**7. Do you think the educational management environment will affect the entrepreneurship of students in higher vocational colleges? How to optimize the educational management environment to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think the education management environment will affect the entrepreneurship of students in higher vocational colleges. How to optimize the education management environment, I think it is mainly from the following aspects:

1) The entrepreneurship mentor system is an important bridge connecting theory and practice and promoting the improvement of students' entrepreneurial ability. The improvement of its institutionalization level is of great significance to promoting college students' entrepreneurship.

2) The establishment of specialized innovation and entrepreneurship institutions in schools has become an important measure to promote entrepreneurship among college students. These institutions have built a good growth platform for college student entrepreneurs by providing resources, guidance and services.

3) It is crucial for college student entrepreneurs to formulate a scientific and reasonable career plan and implement it step by step with the support of the school.

4) Entrepreneurship mentors often go deep into enterprises to carry out practice and training activities, providing valuable practice opportunities and professional guidance for college student entrepreneurs, and helping them grow and develop.

5) Participating in entrepreneurial projects and entrepreneurial competitions is not only an effective way to improve personal abilities, but also an important attempt to realize self-worth and explore future career paths. Therefore, schools should give full play to their educational resource advantages and actively guide students to carry out entrepreneurial projects and participate in entrepreneurial

competitions to stimulate college students' entrepreneurial enthusiasm and improve their entrepreneurial abilities.

**8. Do you think the policy and legal environment will affect the entrepreneurship of students in higher vocational colleges? How can more policies and laws be introduced to ensure the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think the policy and legal environment will affect the entrepreneurship of students of higher vocational colleges. How to improve more policies and laws to ensure entrepreneurship. I think it is mainly from the following aspects:

1) In the process of promoting college students' entrepreneurship, the role of the government is crucial. In order to more effectively promote college students' entrepreneurship, the government not only needs to formulate comprehensive entrepreneurship policies, but also needs to clarify the details and long-term goals of these policies.

2) In the process of promoting the entrepreneurship of college students, extensive and effective publicity is an indispensable part. Publicity through various channels such as government websites, media, and press conferences can not only enhance college students' awareness and understanding of entrepreneurial policies, but also stimulate the widespread concern and support of the society, create a better atmosphere of public opinion for college students entrepreneurship entrepreneurship. And external environment.

**9. Do you think the family environment will affect the entrepreneurship of students in higher vocational colleges? How to optimize the family environment to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think the family environment will affect the entrepreneurship of students in higher vocational colleges. How to optimize the family environment, I think it is mainly from the following aspects:

1) Parents are their first teachers and role models, and their words and deeds have a profound impact on their children. Therefore, it is of great significance for parents to establish entrepreneurial values and let their children realize from an

early age that entrepreneurship is a career choice, in order to cultivate their children's innovative spirit, independent thinking ability and future career planning.

2) Parental support is an important guarantee for children to realize their entrepreneurial dreams. Parents can pave a road to successful entrepreneurship for their children by providing emotional and confidence support, practical resources and support, and cultivating entrepreneurial spirit and qualities.

### **Interviewer 3**

**1. Do you think entrepreneurial knowledge will affect the entrepreneurship of students in higher vocational colleges? How to improve entrepreneurial knowledge to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think entrepreneurial knowledge will affect the entrepreneurship of students in higher vocational colleges. Improving entrepreneurial knowledge mainly involves the following aspects:

1) Through standardized learning plans and clear learning objectives for each stage, college students can systematically improve the skills required for entrepreneurship, from basic to advanced, and gradually move towards entrepreneurial success.

2) Creating a good learning atmosphere and stimulating college students' interest in learning are important ways to enhance their entrepreneurial ability and promote their entrepreneurial success.

3) The road to entrepreneurship is not an easy one. Entrepreneurs need to have a solid theoretical foundation, keen market insight and rich practical experience. Therefore, strengthening theoretical learning and case analysis is of great significance to improving college students' entrepreneurial ability and promoting their entrepreneurial success.

4) In the entrepreneurial journey of college students, simulation exercises, as an important practical teaching method, can help college students experience the entire process of entrepreneurship in a safe environment under the guidance of lecturers or experts, thereby effectively reducing entrepreneurial risks and increasing the success rate of entrepreneurship.

**2. Do you think that entrepreneurial teams will affect the entrepreneurship of students in higher vocational colleges? How to improve the capabilities of entrepreneurial teams to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think the entrepreneurial team will affect the entrepreneurship of students in higher vocational colleges. Improving the ability of the entrepreneurial team is mainly from the following aspects:

1) Risk management and response are an indispensable part of ensuring the sustainable and healthy development of the project and achieving the entrepreneurial goals. Faced with challenges in funding, market, team, law, technology products, etc., entrepreneurs need to have a keen sense of risk, take effective risk management measures, and move forward at a steady pace.

2) Effective communication can ensure smooth flow of information among team members and reduce misunderstandings and conflicts; a solid foundation of trust can stimulate the enthusiasm and creativity of team members and promote the long-term and stable development of the team.

**3. Do you think entrepreneurial practice will affect the entrepreneurship of students in higher vocational colleges? How can we provide more entrepreneurial practice to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think entrepreneurial practice will affect the entrepreneurship of students in higher vocational colleges. Provide more practical platforms mainly from the following aspects:

1) In the context of encouraging college students to innovate and start businesses, building a diversified entrepreneurial project planning system can not only stimulate college students' innovative thinking and practical ability, but also effectively improve the success rate of entrepreneurship and inject new vitality into the country's economic development.

2) In-depth understanding of their entrepreneurial needs is the key to formulating effective support policies. Through systematic surveys, we can collect information about the difficulties college students face in the entrepreneurial

process, the help they expect, and their views on the entrepreneurial environment, thereby providing a scientific basis for promoting college students' entrepreneurship.

3) School-enterprise cooperation, as an effective model, can not only combine the theoretical knowledge of universities with the practical experience of enterprises, but also provide more practical opportunities for college students, thereby accelerating the cultivation of their entrepreneurial ability and the incubation of entrepreneurial projects.

4) Building a network platform to support college students' entrepreneurial practices can not only break geographical restrictions and optimize resource allocation, but also promote the rapid incubation of ideas and effective connection with the market.

**4.Do you think that financial support will affect the entrepreneurship of students in higher vocational colleges? How can we obtain more entrepreneurial financial support to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think funding support will affect the entrepreneurship of students in higher vocational colleges. Obtaining more entrepreneurial funds support mainly from the following aspects: The establishment of entrepreneurial funds by the government and schools is an important measure to protect and support college students' entrepreneurship. These funds are designed to provide financial support for college students' entrepreneurs, reduce entrepreneurial risks, and promote the successful implementation of entrepreneurial projects.

**5.Do you think entrepreneurial skills will affect the entrepreneurship of students in higher vocational colleges? How to improve entrepreneurial skills to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think entrepreneurial skills will affect the entrepreneurship of students in higher vocational colleges. Improving entrepreneurial skills mainly from the following aspects:

1) In today's rapid change of business environment, understanding and choosing the right business model is very important for college students to start their

own business. The business model not only determines the profit method of the enterprise, but also about the company's market positioning, resource allocation and operating strategies. Therefore, college students should study the current business model in the early stage of entrepreneurship, and ensure their feasibility and effectiveness through a series of verification steps, thereby improving the success rate of entrepreneurship.

2) In today's globalized economic environment, cultivating entrepreneurial thinking can not only enhance employment competitiveness, but also stimulate personal potential and realize self-worth. Therefore, stimulating college students' entrepreneurial thinking through systematic training and rich activities has far-reaching significance for promoting college students' entrepreneurship.

**6.Do you think the market environment will affect the entrepreneurship of students in higher vocational colleges? How to optimize the market environment to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think the market environment will affect the entrepreneurship of students in higher vocational colleges. How to optimize the market environment, I think it is mainly from the following aspects:

1) In-depth understanding of market demand and accurate analysis of competition are the keys to project success. This can not only help entrepreneurs avoid market risks, but also provide them with clear market positioning and differentiation strategies, so that they can stand out in the fierce market competition.

2) In the process of college students' entrepreneurship, facing unforeseen risks and challenges such as market changes, capital shortages, and poor team collaboration, formulating emergency plans and strengthening multi-party communication and coordination mechanisms are important strategies to ensure the steady progress of entrepreneurial projects and reduce negative impacts.

3) Building an effective marketing strategy is crucial to increasing brand awareness and expanding market share. This can not only help entrepreneurial projects quickly attract target customers, but also establish a unique brand image in a highly competitive market

7. Do you think the educational management environment will affect the entrepreneurship of students in higher vocational colleges? How to optimize the educational management environment to promote the sustainable development of entrepreneurship among students in higher vocational colleges?

I think the education management environment will affect the entrepreneurship of students in higher vocational colleges. How to optimize the education management environment, I think it is mainly from the following aspects:

1) The entrepreneurship mentor system is an important bridge connecting theory and practice and promoting the improvement of students' entrepreneurial ability. The improvement of its institutionalization level is of great significance to promoting college students' entrepreneurship.

2) The establishment of specialized innovation and entrepreneurship institutions in schools has become an important measure to promote entrepreneurship among college students. These institutions have built a good growth platform for college student entrepreneurs by providing resources, guidance and services.

3) It is crucial for college student entrepreneurs to formulate a scientific and reasonable career plan and implement it step by step with the support of the school.

4) Participating in entrepreneurial projects and entrepreneurial competitions is not only an effective way to improve personal abilities, but also an important attempt to realize self-worth and explore future career paths. Therefore, schools should give full play to their educational resource advantages and actively guide students to carry out entrepreneurial projects and participate in entrepreneurial competitions to stimulate college students' entrepreneurial enthusiasm and improve their entrepreneurial abilities.

8. Do you think the policy and legal environment will affect the entrepreneurship of students in higher vocational colleges? How can more policies and laws be introduced to ensure the sustainable development of entrepreneurship among students in higher vocational colleges?

I think the policy and legal environment will affect the entrepreneurship of students of higher vocational colleges. How to improve more policies and laws to ensure entrepreneurship. I think it is mainly from the following aspects:

1) The government has introduced a series of preferential policies to lower the threshold for entrepreneurship, provide entrepreneurial support, and optimize the entrepreneurial environment. However, the formulation of policies is only the first step, and ensuring that the policies are effectively implemented is the key. Therefore, strengthening supervision and inspection of policy implementation and severely punishing behaviors that do not implement policies are of great significance to promoting college students' entrepreneurship.

2) In the process of promoting the entrepreneurship of college students, extensive and effective publicity is an indispensable part. Publicity through various channels such as government websites, media, and press conferences can not only enhance college students' awareness and understanding of entrepreneurial policies, but also stimulate the widespread concern and support of the society, create a better atmosphere of public opinion for college students entrepreneurship. And external environment.

**9. Do you think the family environment will affect the entrepreneurship of students in higher vocational colleges? How to optimize the family environment to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think the family environment will affect the entrepreneurship of students in higher vocational colleges. How to optimize the family environment, I think it is mainly from the following aspects:

1) Parents are their first teachers and role models, and their words and deeds have a profound impact on their children. Therefore, it is of great significance for parents to establish entrepreneurial values and let their children realize from an early age that entrepreneurship is a career choice, in order to cultivate their children's innovative spirit, independent thinking ability and future career planning.

2) Parental support is an important guarantee for children to realize their entrepreneurial dreams. Parents can pave a road to successful entrepreneurship for



their children by providing emotional and confidence support, practical resources and support, and cultivating entrepreneurial spirit and qualities.

3) Parents' continuous encouragement and positive feedback are important forces to stimulate children's enthusiasm for entrepreneurship and strengthen their entrepreneurial beliefs. Parents can provide strong support and guarantee for their children's entrepreneurial journey by paying attention to their children's interests and strengths, providing specific feedback and suggestions, encouraging their children to think and solve problems independently, and sharing their own experiences and lessons.

#### **Interviewer 4**

**1. Do you think entrepreneurial knowledge will affect the entrepreneurship of students in higher vocational colleges? How to improve entrepreneurial knowledge to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think entrepreneurial knowledge will affect the entrepreneurship of students in higher vocational colleges. Improving entrepreneurial knowledge mainly involves the following aspects:

1) Through standardized learning plans and clear learning objectives for each stage, college students can systematically improve the skills required for entrepreneurship, from basic to advanced, and gradually move towards entrepreneurial success.

2) The road to entrepreneurship is not an easy one. Entrepreneurs need to have a solid theoretical foundation, keen market insight and rich practical experience. Therefore, strengthening theoretical learning and case analysis is of great significance to improving college students' entrepreneurial ability and promoting their entrepreneurial success.

**2. Do you think that entrepreneurial teams will affect the entrepreneurship of students in higher vocational colleges? How to improve the capabilities of entrepreneurial teams to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think the entrepreneurial team will affect the entrepreneurship of students in higher vocational colleges. Improving the ability of the entrepreneurial team is mainly from the following aspects:

1) Risk management and response are an indispensable part of ensuring the sustainable and healthy development of the project and achieving the entrepreneurial goals. Faced with challenges in funding, market, team, law, technology products, etc., entrepreneurs need to have a keen sense of risk, take effective risk management measures, and move forward at a steady pace.

2) Effective communication can ensure smooth flow of information among team members and reduce misunderstandings and conflicts; a solid foundation of trust can stimulate the enthusiasm and creativity of team members and promote the long-term and stable development of the team.

**3. Do you think entrepreneurial practice will affect the entrepreneurship of students in higher vocational colleges? How can we provide more entrepreneurial practice to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think entrepreneurial practice will affect the entrepreneurship of students in higher vocational colleges. Provide more practical platforms mainly from the following aspects: School-enterprise cooperation, as an effective model, can not only combine the theoretical knowledge of universities with the practical experience of enterprises, but also provide more practical opportunities for college students, thereby accelerating the cultivation of their entrepreneurial ability and the incubation of entrepreneurial projects.

**4. Do you think that financial support will affect the entrepreneurship of students in higher vocational colleges? How can we obtain more entrepreneurial financial support to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think funding support will affect the entrepreneurship of students in higher vocational colleges. Obtaining more entrepreneurial funds support mainly from the following aspects:

1) The establishment of entrepreneurial funds by the government and schools is an important measure to protect and support college students' entrepreneurship. These funds are designed to provide financial support for college students' entrepreneurs, reduce entrepreneurial risks, and promote the successful implementation of entrepreneurial projects.

2) Seeking multi-platform cooperation has become an effective way to promote the development of college students' entrepreneurial projects, achieve resource sharing and complement each other's strengths. By establishing cooperative relationships with other institutions, enterprises, universities, etc., we can provide college students with more abundant resources, a broader market and more comprehensive support.

3) In the wave of entrepreneurship, improving the quality of entrepreneurial projects and thus acquiring core competitiveness is the key to ensuring that the projects can stand out and develop sustainably in the fierce market competition.

4) Start-up companies often face tedious processes, high time costs, and information asymmetry during the application of funds. This limits the enthusiasm and success rate of college students to entrepreneurship to a certain extent. In order to effectively promote the entrepreneurial of college students, I think that a series of suggestions for simplifying the fund application process of startups are put forward to reduce the threshold for entrepreneurship and improve the efficiency of funds.

**5. Do you think entrepreneurial skills will affect the entrepreneurship of students in higher vocational colleges? How to improve entrepreneurial skills to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think entrepreneurial skills will affect the entrepreneurship of students in higher vocational colleges. Improving entrepreneurial skills mainly from the following aspects:

On the road to entrepreneurship, establishing connections with experienced business elites can not only provide college student entrepreneurs with valuable industry insights and practical experience guidance, but also bring support in many aspects

such as funding, resources and connections, which is of immeasurable value to the growth of start-ups.

**6.Do you think the market environment will affect the entrepreneurship of students in higher vocational colleges? How to optimize the market environment to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think the market environment will affect the entrepreneurship of students in higher vocational colleges. How to optimize the market environment, I think it is mainly from the following aspects: Building an effective marketing strategy is crucial to increasing brand awareness and expanding market share. This can not only help entrepreneurial projects quickly attract target customers, but also establish a unique brand image in a highly competitive market.

**7.Do you think the educational management environment will affect the entrepreneurship of students in higher vocational colleges? How to optimize the educational management environment to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think the education management environment will affect the entrepreneurship of students in higher vocational colleges. How to optimize the education management environment, I think it is mainly from the following aspects:

1) The entrepreneurship mentor system is an important bridge connecting theory and practice and promoting the improvement of students' entrepreneurial ability. The improvement of its institutionalization level is of great significance to promoting college students' entrepreneurship.

2) The establishment of specialized innovation and entrepreneurship institutions in schools has become an important measure to promote entrepreneurship among college students. These institutions have built a good growth platform for college student entrepreneurs by providing resources, guidance and services.

3) It is crucial for college student entrepreneurs to formulate a scientific and reasonable career plan and implement it step by step with the support of the school.

4) Participating in entrepreneurial projects and entrepreneurial competitions is not only an effective way to improve personal abilities, but also an important attempt to realize self-worth and explore future career paths. Therefore, schools should give full play to their educational resource advantages and actively guide students to carry out entrepreneurial projects and participate in entrepreneurial competitions to stimulate college students' entrepreneurial enthusiasm and improve their entrepreneurial abilities.

**8. Do you think the policy and legal environment will affect the entrepreneurship of students in higher vocational colleges? How can more policies and laws be introduced to ensure the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think the policy and legal environment will affect the entrepreneurship of students of higher vocational colleges. How to improve more policies and laws to ensure entrepreneurship. I think it is mainly from the following aspects:

1) In the process of promoting college students' entrepreneurship, the role of the government is crucial. In order to more effectively promote college students' entrepreneurship, the government not only needs to formulate comprehensive entrepreneurship policies, but also needs to clarify the details and long-term goals of these policies.

2) The government has introduced a series of preferential policies to lower the threshold for entrepreneurship, provide entrepreneurial support, and optimize the entrepreneurial environment. However, the formulation of policies is only the first step, and ensuring that the policies are effectively implemented is the key. Therefore, strengthening supervision and inspection of policy implementation and severely punishing behaviors that do not implement policies are of great significance to promoting college students' entrepreneurship.

3) In the process of promoting the entrepreneurship of college students, extensive and effective publicity is an indispensable part. Publicity through various

channels such as government websites, media, and press conferences can not only enhance college students' awareness and understanding of entrepreneurial policies, but also stimulate the widespread concern and support of the society, create a better atmosphere of public opinion for college students entrepreneurship entrepreneurship. And external environment.

**9.Do you think the family environment will affect the entrepreneurship of students in higher vocational colleges? How to optimize the family environment to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think the family environment will affect the entrepreneurship of students in higher vocational colleges. How to optimize the family environment, I think it is mainly from the following aspects:

1). Parents are their first teachers and role models, and their words and deeds have a profound impact on their children. Therefore, it is of great significance for parents to establish entrepreneurial values and let their children realize from an early age that entrepreneurship is a career choice, in order to cultivate their children's innovative spirit, independent thinking ability and future career planning.

2). Parents are their first teachers and role models, and their words and deeds have a profound impact on their children. Therefore, it is of great significance for parents to establish entrepreneurial values and let their children realize from an early age that entrepreneurship is a career choice, in order to cultivate their children's innovative spirit, independent thinking ability and future career planning.

3). Parents' continuous encouragement and positive feedback are important forces to stimulate children's enthusiasm for entrepreneurship and strengthen their entrepreneurial beliefs. Parents can provide strong support and guarantee for their children's entrepreneurial journey by paying attention to their children's interests and strengths, providing specific feedback and suggestions, encouraging their children to think and solve problems independently, and sharing their own experiences and lessons.

**Interviewer 5**

**1. Do you think entrepreneurial knowledge will affect the entrepreneurship of students in higher vocational colleges? How to improve entrepreneurial knowledge to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think entrepreneurial knowledge will affect the entrepreneurship of students in higher vocational colleges. Improving entrepreneurial knowledge mainly involves the following aspects:

1) Through standardized learning plans and clear learning objectives for each stage, college students can systematically improve the skills required for entrepreneurship, from basic to advanced, and gradually move towards entrepreneurial success.

2) Creating a good learning atmosphere and stimulating college students' interest in learning are important ways to enhance their entrepreneurial ability and promote their entrepreneurial success.

3) In the entrepreneurial journey of college students, simulation exercises, as an important practical teaching method, can help college students experience the entire process of entrepreneurship in a safe environment under the guidance of lecturers or experts, thereby effectively reducing entrepreneurial risks and increasing the success rate of entrepreneurship.

**2. Do you think that entrepreneurial teams will affect the entrepreneurship of students in higher vocational colleges? How to improve the capabilities of entrepreneurial teams to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think the entrepreneurial team will affect the entrepreneurship of students in higher vocational colleges. Improving the ability of the entrepreneurial team is mainly from the following aspects:

1) Decision-making efficiency and wisdom drive project success. Entrepreneurs need to make decisions quickly and wisely to seize opportunities, avoid risks, and ultimately achieve their entrepreneurial goals.

2) Risk management and response are an indispensable part of ensuring the sustainable and healthy development of the project and achieving the entrepreneurial goals. Faced with challenges in funding, market, team, law, technology products, etc., entrepreneurs need to have a keen sense of risk, take effective risk management measures, and move forward at a steady pace.

3) Effective communication can ensure smooth flow of information among team members and reduce misunderstandings and conflicts; a solid foundation of trust can stimulate the enthusiasm and creativity of team members and promote the long-term and stable development of the team.

**3. Do you think entrepreneurial practice will affect the entrepreneurship of students in higher vocational colleges? How can we provide more entrepreneurial practice to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think entrepreneurial practice will affect the entrepreneurship of students in higher vocational colleges. Provide more practical platforms mainly from the following aspects:

1) In-depth understanding of their entrepreneurial needs is the key to formulating effective support policies. Through systematic surveys, we can collect information about the difficulties college students face in the entrepreneurial process, the help they expect, and their views on the entrepreneurial environment, thereby providing a scientific basis for promoting college students' entrepreneurship.

2) School-enterprise cooperation, as an effective model, can not only combine the theoretical knowledge of universities with the practical experience of enterprises, but also provide more practical opportunities for college students, thereby accelerating the cultivation of their entrepreneurial ability and the incubation of entrepreneurial projects.

3) Building a network platform to support college students' entrepreneurial practices can not only break geographical restrictions and optimize resource allocation, but also promote the rapid incubation of ideas and effective connection with the market.



**4. Do you think that financial support will affect the entrepreneurship of students in higher vocational colleges? How can we obtain more entrepreneurial financial support to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think funding support will affect the entrepreneurship of students in higher vocational colleges. Obtaining more entrepreneurial funds support mainly from the following aspects:

1) The establishment of entrepreneurial funds by the government and schools is an important measure to protect and support college students' entrepreneurship. These funds are designed to provide financial support for college students' entrepreneurs, reduce entrepreneurial risks, and promote the successful implementation of entrepreneurial projects.

2) In the wave of entrepreneurship, improving the quality of entrepreneurial projects and thus acquiring core competitiveness is the key to ensuring that the projects can stand out and develop sustainably in the fierce market competition.

**5. Do you think entrepreneurial skills will affect the entrepreneurship of students in higher vocational colleges? How to improve entrepreneurial skills to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think entrepreneurial skills will affect the entrepreneurship of students in higher vocational colleges. Improving entrepreneurial skills mainly from the following aspects:

In today's globalized economic environment, cultivating entrepreneurial thinking can not only enhance employment competitiveness, but also stimulate personal potential and realize self-worth. Therefore, stimulating college students' entrepreneurial thinking through systematic training and rich activities has far-reaching significance for promoting college students' entrepreneurship.

**6. Do you think the market environment will affect the entrepreneurship of students in higher vocational colleges? How to optimize the market environment to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think the market environment will affect the entrepreneurship of students in higher vocational colleges. How to optimize the market environment, I think it is mainly from the following aspects: Building an effective marketing strategy is crucial to increasing brand awareness and expanding market share. This can not only help entrepreneurial projects quickly attract target customers, but also establish a unique brand image in a highly competitive market.

**7. Do you think the educational management environment will affect the entrepreneurship of students in higher vocational colleges? How to optimize the educational management environment to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think the education management environment will affect the entrepreneurship of students in higher vocational colleges. How to optimize the education management environment, I think it is mainly from the following aspects:

1) The entrepreneurship mentor system is an important bridge connecting theory and practice and promoting the improvement of students' entrepreneurial ability. The improvement of its institutionalization level is of great significance to promoting college students' entrepreneurship.

2) The establishment of specialized innovation and entrepreneurship institutions in schools has become an important measure to promote entrepreneurship among college students. These institutions have built a good growth platform for college student entrepreneurs by providing resources, guidance and services.

3) It is crucial for college student entrepreneurs to formulate a scientific and reasonable career plan and implement it step by step with the support of the school.

4) Entrepreneurship mentors often go deep into enterprises to carry out practice and training activities, providing valuable practice opportunities and professional guidance for college student entrepreneurs, and helping them grow and develop.

5) Participating in entrepreneurial projects and entrepreneurial competitions is not only an effective way to improve personal abilities, but also an important attempt to realize self-worth and explore future career paths. Therefore, schools should give full play to their educational resource advantages and actively guide students to carry out entrepreneurial projects and participate in entrepreneurial competitions to stimulate college students' entrepreneurial enthusiasm and improve their entrepreneurial abilities.

**8.Do you think the policy and legal environment will affect the entrepreneurship of students in higher vocational colleges? How can more policies and laws be introduced to ensure the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think the policy and legal environment will affect the entrepreneurship of students of higher vocational colleges. How to improve more policies and laws to ensure entrepreneurship. I think it is mainly from the following aspects:

1) In the process of promoting the entrepreneurship of college students, extensive and effective publicity is an indispensable part. Publicity through various channels such as government websites, media, and press conferences can not only enhance college students' awareness and understanding of entrepreneurial policies, but also stimulate the widespread concern and support of the society, create a better atmosphere of public opinion for college students entrepreneurship entrepreneurship. And external environment.

2) Inviting experts in related fields to conduct face-to-face interviews is an effective means of promoting entrepreneurial policies and legal protections. This interactive communication method can not only enhance the effectiveness of information transmission, but also enable college student entrepreneurs to have a deeper understanding of policy content and legal framework, so that they can embark on the road of entrepreneurship with greater confidence.

**9.Do you think the family environment will affect the entrepreneurship of students in higher vocational colleges? How to optimize the family environment to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think the family environment will affect the entrepreneurship of students in higher vocational colleges. How to optimize the family environment, I think it is mainly from the following aspects:

1) Parents are their first teachers and role models, and their words and deeds have a profound impact on their children. Therefore, it is of great significance for parents to establish entrepreneurial values and let their children realize from an early age that entrepreneurship is a career choice, in order to cultivate their children's innovative spirit, independent thinking ability and future career planning.

2). Parents' continuous encouragement and positive feedback are important forces to stimulate children's enthusiasm for entrepreneurship and strengthen their entrepreneurial beliefs. Parents can provide strong support and guarantee for their children's entrepreneurial journey by paying attention to their children's interests and strengths, providing specific feedback and suggestions, encouraging their children to think and solve problems independently, and sharing their own experiences and lessons.

#### **Interviewer 6**

**1. Do you think entrepreneurial knowledge will affect the entrepreneurship of students in higher vocational colleges? How to improve entrepreneurial knowledge to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think entrepreneurial knowledge will affect the entrepreneurship of students in higher vocational colleges. Improving entrepreneurial knowledge mainly involves the following aspects:

1) Creating a good learning atmosphere and stimulating college students' interest in learning are important ways to enhance their entrepreneurial ability and promote their entrepreneurial success.

2) In the entrepreneurial journey of college students, simulation exercises, as an important practical teaching method, can help college students experience the entire process of entrepreneurship in a safe environment under the guidance of lecturers or experts, thereby effectively reducing entrepreneurial risks and increasing the success rate of entrepreneurship.

**2. Do you think that entrepreneurial teams will affect the entrepreneurship of students in higher vocational colleges? How to improve the capabilities of entrepreneurial teams to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think the entrepreneurial team will affect the entrepreneurship of students in higher vocational colleges. Improving the ability of the entrepreneurial team is mainly from the following aspects:

1) Risk management and response are an indispensable part of ensuring the sustainable and healthy development of the project and achieving the entrepreneurial goals. Faced with challenges in funding, market, team, law, technology products, etc., entrepreneurs need to have a keen sense of risk, take effective risk management measures, and move forward at a steady pace.

2) An efficient and harmonious team is the key to the success of a project. The team not only provides a platform for creative collision and resource sharing, but also jointly copes with challenges and opportunities in the entrepreneurial process through clear division of labor and collaboration.

3) Effective communication can ensure smooth flow of information among team members and reduce misunderstandings and conflicts; a solid foundation of trust can stimulate the enthusiasm and creativity of team members and promote the long-term and stable development of the team.

**3. Do you think entrepreneurial practice will affect the entrepreneurship of students in higher vocational colleges? How can we provide more entrepreneurial practice to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think entrepreneurial practice will affect the entrepreneurship of students in higher vocational colleges. Provide more practical platforms mainly from the following aspects: Building a network platform to support college students' entrepreneurial practices can not only break geographical restrictions and optimize resource allocation, but also promote the rapid incubation of ideas and effective connection with the market.

**4. Do you think that financial support will affect the entrepreneurship of students in higher vocational colleges? How can we obtain more entrepreneurial financial support to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think funding support will affect the entrepreneurship of students in higher vocational colleges. Obtaining more entrepreneurial funds support mainly from the following aspects: The establishment of entrepreneurial funds by the government and schools is an important measure to protect and support college students' entrepreneurship. These funds are designed to provide financial support for college students' entrepreneurs, reduce entrepreneurial risks, and promote the successful implementation of entrepreneurial projects.

**5. Do you think entrepreneurial skills will affect the entrepreneurship of students in higher vocational colleges? How to improve entrepreneurial skills to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think entrepreneurial skills will affect the entrepreneurship of students in higher vocational colleges. Improving entrepreneurial skills mainly from the following aspects:

In today's globalized economic environment, cultivating entrepreneurial thinking can not only enhance employment competitiveness, but also stimulate personal potential and realize self-worth. Therefore, stimulating college students' entrepreneurial thinking through systematic training and rich activities has far-reaching significance for promoting college students' entrepreneurship.

**6. Do you think the market environment will affect the entrepreneurship of students in higher vocational colleges? How to optimize the market environment to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I believe that the market environment will affect the entrepreneurship of students in higher vocational colleges. I agree with other experts on how to optimize the market environment to promote entrepreneurship among students in higher vocational colleges.

7. Do you think the educational management environment will affect the entrepreneurship of students in higher vocational colleges? How to optimize the educational management environment to promote the sustainable development of entrepreneurship among students in higher vocational colleges?

I think the education management environment will affect the entrepreneurship of students in higher vocational colleges. How to optimize the education management environment, I think it is mainly from the following aspects:

1) The entrepreneurship mentor system is an important bridge connecting theory and practice and promoting the improvement of students' entrepreneurial ability. The improvement of its institutionalization level is of great significance to promoting college students' entrepreneurship.

2) The establishment of specialized innovation and entrepreneurship institutions in schools has become an important measure to promote entrepreneurship among college students. These institutions have built a good growth platform for college student entrepreneurs by providing resources, guidance and services.

3) It is crucial for college student entrepreneurs to formulate a scientific and reasonable career plan and implement it step by step with the support of the school.

29. Participating in entrepreneurial projects and entrepreneurial competitions is not only an effective way to improve personal abilities, but also an important attempt to realize self-worth and explore future career paths. Therefore, schools should give full play to their educational resource advantages and actively guide students to carry out entrepreneurial projects and participate in entrepreneurial competitions to stimulate college students' entrepreneurial enthusiasm and improve their entrepreneurial abilities.

8. Do you think the policy and legal environment will affect the entrepreneurship of students in higher vocational colleges? How can more policies and laws be introduced to ensure the sustainable development of entrepreneurship among students in higher vocational colleges?

I think the policy and legal environment will affect the entrepreneurship of students of higher vocational colleges. How to improve more policies and laws to ensure entrepreneurship. I think it is mainly from the following aspects:

1) In the process of promoting college students' entrepreneurship, the role of the government is crucial. In order to more effectively promote college students' entrepreneurship, the government not only needs to formulate comprehensive entrepreneurship policies, but also needs to clarify the details and long-term goals of these policies.

2) The government has introduced a series of preferential policies to lower the threshold for entrepreneurship, provide entrepreneurial support, and optimize the entrepreneurial environment. However, the formulation of policies is only the first step, and ensuring that the policies are effectively implemented is the key. Therefore, strengthening supervision and inspection of policy implementation and severely punishing behaviors that do not implement policies are of great significance to promoting college students' entrepreneurship.

3) In the process of promoting the entrepreneurship of college students, extensive and effective publicity is an indispensable part. Publicity through various channels such as government websites, media, and press conferences can not only enhance college students' awareness and understanding of entrepreneurial policies, but also stimulate the widespread concern and support of the society, create a better atmosphere of public opinion for college students entrepreneurship entrepreneurship. And external environment.

4) Inviting experts in related fields to conduct face-to-face interviews is an effective means of promoting entrepreneurial policies and legal protections. This interactive communication method can not only enhance the effectiveness of information transmission, but also enable college student entrepreneurs to have a deeper understanding of policy content and legal framework, so that they can embark on the road of entrepreneurship with greater confidence.

**9. Do you think the family environment will affect the entrepreneurship of students in higher vocational colleges? How to optimize the family environment**



**to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think the family environment will affect the entrepreneurship of students in higher vocational colleges. How to optimize the family environment, I think it is mainly from the following aspects:

1) Parents are their first teachers and role models, and their words and deeds have a profound impact on their children. Therefore, it is of great significance for parents to establish entrepreneurial values and let their children realize from an early age that entrepreneurship is a career choice, in order to cultivate their children's innovative spirit, independent thinking ability and future career planning.

2) Parents can introduce their business friends to their children, providing them with a window to understand the business world and stimulate their interest in entrepreneurship.

3) Parents' continuous encouragement and positive feedback are important forces to stimulate children's enthusiasm for entrepreneurship and strengthen their entrepreneurial beliefs. Parents can provide strong support and guarantee for their children's entrepreneurial journey by paying attention to their children's interests and strengths, providing specific feedback and suggestions, encouraging their children to think and solve problems independently, and sharing their own experiences and lessons.

**Interviewer 7**

**1. Do you think entrepreneurial knowledge will affect the entrepreneurship of students in higher vocational colleges? How to improve entrepreneurial knowledge to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think entrepreneurial knowledge will affect the entrepreneurship of students in higher vocational colleges. Improving entrepreneurial knowledge mainly involves the following aspects:

1) Through standardized learning plans and clear learning objectives for each stage, college students can systematically improve the skills required for

entrepreneurship, from basic to advanced, and gradually move towards entrepreneurial success.

2) In the entrepreneurial journey of college students, simulation exercises, as an important practical teaching method, can help college students experience the entire process of entrepreneurship in a safe environment under the guidance of lecturers or experts, thereby effectively reducing entrepreneurial risks and increasing the success rate of entrepreneurship.

**2.Do you think that entrepreneurial teams will affect the entrepreneurship of students in higher vocational colleges? How to improve the capabilities of entrepreneurial teams to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think the entrepreneurial team will affect the entrepreneurship of students in higher vocational colleges. Improving the ability of the entrepreneurial team is mainly from the following aspects:

1) Risk management and response are an indispensable part of ensuring the sustainable and healthy development of the project and achieving the entrepreneurial goals. Faced with challenges in funding, market, team, law, technology products, etc., entrepreneurs need to have a keen sense of risk, take effective risk management measures, and move forward at a steady pace.

2) Effective communication can ensure smooth flow of information among team members and reduce misunderstandings and conflicts; a solid foundation of trust can stimulate the enthusiasm and creativity of team members and promote the long-term and stable development of the team.

**3.Do you think entrepreneurial practice will affect the entrepreneurship of students in higher vocational colleges? How can we provide more entrepreneurial practice to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think entrepreneurial practice will affect the entrepreneurship of students in higher vocational colleges. Provide more practical platforms mainly from the following aspects:

1) School-enterprise cooperation, as an effective model, can not only combine the theoretical knowledge of universities with the practical experience of enterprises, but also provide more practical opportunities for college students, thereby accelerating the cultivation of their entrepreneurial ability and the incubation of entrepreneurial projects.

2) Building a network platform to support college students' entrepreneurial practices can not only break geographical restrictions and optimize resource allocation, but also promote the rapid incubation of ideas and effective connection with the market.

**4.Do you think that financial support will affect the entrepreneurship of students in higher vocational colleges? How can we obtain more entrepreneurial financial support to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think funding support will affect the entrepreneurship of students in higher vocational colleges. Obtaining more entrepreneurial funds support mainly from the following aspects: The establishment of entrepreneurial funds by the government and schools is an important measure to protect and support college students' entrepreneurship. These funds are designed to provide financial support for college students' entrepreneurs, reduce entrepreneurial risks, and promote the successful implementation of entrepreneurial projects.

**5.Do you think entrepreneurial skills will affect the entrepreneurship of students in higher vocational colleges? How to improve entrepreneurial skills to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think entrepreneurial skills will affect the entrepreneurship of students in higher vocational colleges. Improving entrepreneurial skills mainly from the following aspects:

1) In today's globalized economic environment, cultivating entrepreneurial thinking can not only enhance employment competitiveness, but also stimulate personal potential and realize self-worth. Therefore, stimulating college students'

entrepreneurial thinking through systematic training and rich activities has far-reaching significance for promoting college students' entrepreneurship.

2) Organizing students to exchange and study in other schools or enterprises is an effective way to stimulate entrepreneurial thinking, broaden their horizons and accumulate practical experience.

**6. Do you think the market environment will affect the entrepreneurship of students in higher vocational colleges? How to optimize the market environment to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I believe that the market environment will affect the entrepreneurship of students in higher vocational colleges. I agree with other experts on how to optimize the market environment to promote entrepreneurship among students in higher vocational colleges.

**7. Do you think the educational management environment will affect the entrepreneurship of students in higher vocational colleges? How to optimize the educational management environment to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think the education management environment will affect the entrepreneurship of students in higher vocational colleges. How to optimize the education management environment, I think it is mainly from the following aspects:

1) The entrepreneurship mentor system is an important bridge connecting theory and practice and promoting the improvement of students' entrepreneurial ability. The improvement of its institutionalization level is of great significance to promoting college students' entrepreneurship.

2) The establishment of specialized innovation and entrepreneurship institutions in schools has become an important measure to promote entrepreneurship among college students. These institutions have built a good growth platform for college student entrepreneurs by providing resources, guidance and services.

3) It is crucial for college student entrepreneurs to formulate a scientific and reasonable career plan and implement it step by step with the support of the school.

4) Entrepreneurship mentors often go deep into enterprises to carry out practice and training activities, providing valuable practice opportunities and professional guidance for college student entrepreneurs, and helping them grow and develop.

5) Participating in entrepreneurial projects and entrepreneurial competitions is not only an effective way to improve personal abilities, but also an important attempt to realize self-worth and explore future career paths. Therefore, schools should give full play to their educational resource advantages and actively guide students to carry out entrepreneurial projects and participate in entrepreneurial competitions to stimulate college students' entrepreneurial enthusiasm and improve their entrepreneurial abilities.

**8. Do you think the policy and legal environment will affect the entrepreneurship of students in higher vocational colleges? How can more policies and laws be introduced to ensure the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think the policy and legal environment will affect the entrepreneurship of students of higher vocational colleges. How to improve more policies and laws to ensure entrepreneurship. I think it is mainly from the following aspects: In the process of promoting the entrepreneurship of college students, extensive and effective publicity is an indispensable part. Publicity through various channels such as government websites, media, and press conferences can not only enhance college students' awareness and understanding of entrepreneurial policies, but also stimulate the widespread concern and support of the society, create a better atmosphere of public opinion for college students entrepreneurship entrepreneurship. And external environment.

**9. Do you think the family environment will affect the entrepreneurship of students in higher vocational colleges? How to optimize the family environment to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think the family environment will affect the entrepreneurship of students in higher vocational colleges. How to optimize the family environment, I think it is mainly from the following aspects:

1) Parents are their first teachers and role models, and their words and deeds have a profound impact on their children. Therefore, it is of great significance for parents to establish entrepreneurial values and let their children realize from an early age that entrepreneurship is a career choice, in order to cultivate their children's innovative spirit, independent thinking ability and future career planning.

2). Parents' continuous encouragement and positive feedback are important forces to stimulate children's enthusiasm for entrepreneurship and strengthen their entrepreneurial beliefs. Parents can provide strong support and guarantee for their children's entrepreneurial journey by paying attention to their children's interests and strengths, providing specific feedback and suggestions, encouraging their children to think and solve problems independently, and sharing their own experiences and lessons.

#### **Interviewer 8**

**1. Do you think entrepreneurial knowledge will affect the entrepreneurship of students in higher vocational colleges? How to improve entrepreneurial knowledge to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think entrepreneurial knowledge will affect the entrepreneurship of students in higher vocational colleges. Improving entrepreneurial knowledge mainly involves the following aspects:

1) Through standardized learning plans and clear learning objectives for each stage, college students can systematically improve the skills required for entrepreneurship, from basic to advanced, and gradually move towards entrepreneurial success.

2) In the entrepreneurial journey of college students, simulation exercises, as an important practical teaching method, can help college students experience the entire process of entrepreneurship in a safe environment under the guidance of lecturers or experts, thereby effectively reducing entrepreneurial risks and increasing the success rate of entrepreneurship.

**2. Do you think that entrepreneurial teams will affect the entrepreneurship of students in higher vocational colleges? How to improve the capabilities of entrepreneurial teams to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think the entrepreneurial team will affect the entrepreneurship of students in higher vocational colleges. Improving the ability of the entrepreneurial team is mainly from the following aspects:

1) Decision-making efficiency and wisdom drive project success. Entrepreneurs need to make decisions quickly and wisely to seize opportunities, avoid risks, and ultimately achieve their entrepreneurial goals.

2) Risk management and response are an indispensable part of ensuring the sustainable and healthy development of the project and achieving the entrepreneurial goals. Faced with challenges in funding, market, team, law, technology products, etc., entrepreneurs need to have a keen sense of risk, take effective risk management measures, and move forward at a steady pace.

3) Effective communication can ensure smooth flow of information among team members and reduce misunderstandings and conflicts; a solid foundation of trust can stimulate the enthusiasm and creativity of team members and promote the long-term and stable development of the team.

**3. Do you think entrepreneurial practice will affect the entrepreneurship of students in higher vocational colleges? How can we provide more entrepreneurial practice to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think entrepreneurial practice will affect the entrepreneurship of students in higher vocational colleges. Provide more practical platforms mainly from the following aspects:

1) School-enterprise cooperation, as an effective model, can not only combine the theoretical knowledge of universities with the practical experience of enterprises, but also provide more practical opportunities for college students, thereby accelerating the cultivation of their entrepreneurial ability and the incubation of entrepreneurial projects.

2) Building a network platform to support college students' entrepreneurial practices can not only break geographical restrictions and optimize resource allocation, but also promote the rapid incubation of ideas and effective connection with the market.

**4.Do you think that financial support will affect the entrepreneurship of students in higher vocational colleges? How can we obtain more entrepreneurial financial support to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think funding support will affect the entrepreneurship of students in higher vocational colleges. Obtaining more entrepreneurial funds support mainly from the following aspects: The establishment of entrepreneurial funds by the government and schools is an important measure to protect and support college students' entrepreneurship. These funds are designed to provide financial support for college students' entrepreneurs, reduce entrepreneurial risks, and promote the successful implementation of entrepreneurial projects.

**5.Do you think entrepreneurial skills will affect the entrepreneurship of students in higher vocational colleges? How to improve entrepreneurial skills to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think entrepreneurial skills will affect the entrepreneurship of students in higher vocational colleges. Improving entrepreneurial skills mainly from the following aspects:

1) In today's globalized economic environment, cultivating entrepreneurial thinking can not only enhance employment competitiveness, but also stimulate personal potential and realize self-worth. Therefore, stimulating college students'



entrepreneurial thinking through systematic training and rich activities has far-reaching significance for promoting college students' entrepreneurship.

2) Organizing students to exchange and study in other schools or enterprises is an effective way to stimulate entrepreneurial thinking, broaden their horizons and accumulate practical experience.

**6.Do you think the market environment will affect the entrepreneurship of students in higher vocational colleges? How to optimize the market environment to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think the market environment will affect the entrepreneurship of students in higher vocational colleges. How to optimize the market environment, I think it is mainly from the following aspects: In-depth understanding of market demand and accurate analysis of competition are the keys to project success. This can not only help entrepreneurs avoid market risks, but also provide them with clear market positioning and differentiation strategies, so that they can stand out in the fierce market competition.

**7.Do you think the educational management environment will affect the entrepreneurship of students in higher vocational colleges? How to optimize the educational management environment to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think the education management environment will affect the entrepreneurship of students in higher vocational colleges. How to optimize the education management environment, I think it is mainly from the following aspects:

1) The entrepreneurship mentor system is an important bridge connecting theory and practice and promoting the improvement of students' entrepreneurial ability. The improvement of its institutionalization level is of great significance to promoting college students' entrepreneurship.

2) The establishment of specialized innovation and entrepreneurship institutions in schools has become an important measure to promote entrepreneurship among college students. These institutions have built a good

growth platform for college student entrepreneurs by providing resources, guidance and services.

3) It is crucial for college student entrepreneurs to formulate a scientific and reasonable career plan and implement it step by step with the support of the school.

4) Entrepreneurship mentors often go deep into enterprises to carry out practice and training activities, providing valuable practice opportunities and professional guidance for college student entrepreneurs, and helping them grow and develop.

5) Participating in entrepreneurial projects and entrepreneurial competitions is not only an effective way to improve personal abilities, but also an important attempt to realize self-worth and explore future career paths. Therefore, schools should give full play to their educational resource advantages and actively guide students to carry out entrepreneurial projects and participate in entrepreneurial competitions to stimulate college students' entrepreneurial enthusiasm and improve their entrepreneurial abilities.

**8. Do you think the policy and legal environment will affect the entrepreneurship of students in higher vocational colleges? How can more policies and laws be introduced to ensure the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think the policy and legal environment will affect the entrepreneurship of students of higher vocational colleges. How to improve more policies and laws to ensure entrepreneurship. I think it is mainly from the following aspects: In the process of promoting the entrepreneurship of college students, extensive and effective publicity is an indispensable part. Publicity through various channels such as government websites, media, and press conferences can not only enhance college students' awareness and understanding of entrepreneurial policies, but also stimulate the widespread concern and support of the society, create a better atmosphere of public opinion for college students entrepreneurship entrepreneurship. And external environment.

**9. Do you think the family environment will affect the entrepreneurship of students in higher vocational colleges? How to optimize the family environment to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think the family environment will affect the entrepreneurship of students in higher vocational colleges. How to optimize the family environment, I think it is mainly from the following aspects:

1) Parents are their first teachers and role models, and their words and deeds have a profound impact on their children. Therefore, it is of great significance for parents to establish entrepreneurial values and let their children realize from an early age that entrepreneurship is a career choice, in order to cultivate their children's innovative spirit, independent thinking ability and future career planning.

2) Parents' continuous encouragement and positive feedback are important forces to stimulate children's enthusiasm for entrepreneurship and strengthen their entrepreneurial beliefs. Parents can provide strong support and guarantee for their children's entrepreneurial journey by paying attention to their children's interests and strengths, providing specific feedback and suggestions, encouraging their children to think and solve problems independently, and sharing their own experiences and lessons.

#### **Interviewer 9**

**1. Do you think entrepreneurial knowledge will affect the entrepreneurship of students in higher vocational colleges? How to improve entrepreneurial knowledge to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think entrepreneurial knowledge will affect the entrepreneurship of students in higher vocational colleges. Improving entrepreneurial knowledge mainly involves the following aspects:

1) Through standardized learning plans and clear learning objectives for each stage, college students can systematically improve the skills required for entrepreneurship, from basic to advanced, and gradually move towards entrepreneurial success.

2) Creating a good learning atmosphere and stimulating college students' interest in learning are important ways to enhance their entrepreneurial ability and promote their entrepreneurial success.

3) In the entrepreneurial journey of college students, simulation exercises, as an important practical teaching method, can help college students experience the entire process of entrepreneurship in a safe environment under the guidance of lecturers or experts, thereby effectively reducing entrepreneurial risks and increasing the success rate of entrepreneurship.

**2.Do you think that entrepreneurial teams will affect the entrepreneurship of students in higher vocational colleges? How to improve the capabilities of entrepreneurial teams to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think the entrepreneurial team will affect the entrepreneurship of students in higher vocational colleges. Improving the ability of the entrepreneurial team is mainly from the following aspects:

1) Decision-making efficiency and wisdom drive project success. Entrepreneurs need to make decisions quickly and wisely to seize opportunities, avoid risks, and ultimately achieve their entrepreneurial goals.

2) Risk management and response are an indispensable part of ensuring the sustainable and healthy development of the project and achieving the entrepreneurial goals. Faced with challenges in funding, market, team, law, technology products, etc., entrepreneurs need to have a keen sense of risk, take effective risk management measures, and move forward at a steady pace.

3) An efficient and harmonious team is the key to the success of a project. The team not only provides a platform for creative collision and resource sharing, but also jointly copes with challenges and opportunities in the entrepreneurial process through clear division of labor and collaboration.

4) Effective communication can ensure smooth flow of information among team members and reduce misunderstandings and conflicts; a solid foundation of trust can stimulate the enthusiasm and creativity of team members and promote the long-term and stable development of the team.

**3. Do you think entrepreneurial practice will affect the entrepreneurship of students in higher vocational colleges? How can we provide more entrepreneurial practice to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think entrepreneurial practice will affect the entrepreneurship of students in higher vocational colleges. Provide more practical platforms mainly from the following aspects:

1) In the context of encouraging college students to innovate and start businesses, building a diversified entrepreneurial project planning system can not only stimulate college students' innovative thinking and practical ability, but also effectively improve the success rate of entrepreneurship and inject new vitality into the country's economic development.

2) In-depth understanding of their entrepreneurial needs is the key to formulating effective support policies. Through systematic surveys, we can collect information about the difficulties college students face in the entrepreneurial process, the help they expect, and their views on the entrepreneurial environment, thereby providing a scientific basis for promoting college students' entrepreneurship.

3) School-enterprise cooperation, as an effective model, can not only combine the theoretical knowledge of universities with the practical experience of enterprises, but also provide more practical opportunities for college students, thereby accelerating the cultivation of their entrepreneurial ability and the incubation of entrepreneurial projects.

4) Building a network platform to support college students' entrepreneurial practices can not only break geographical restrictions and optimize resource allocation, but also promote the rapid incubation of ideas and effective connection with the market.

**4. Do you think that financial support will affect the entrepreneurship of students in higher vocational colleges? How can we obtain more entrepreneurial financial support to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think funding support will affect the entrepreneurship of students in higher vocational colleges. Obtaining more entrepreneurial funds support mainly from the following aspects:

1) The establishment of entrepreneurial funds by the government and schools is an important measure to protect and support college students' entrepreneurship. These funds are designed to provide financial support for college students' entrepreneurs, reduce entrepreneurial risks, and promote the successful implementation of entrepreneurial projects.

2) In the wave of entrepreneurship, improving the quality of entrepreneurial projects and thus acquiring core competitiveness is the key to ensuring that the projects can stand out and develop sustainably in the fierce market competition.

3) Start -up companies often face tedious processes, high time costs, and information asymmetry during the application of funds. This limits the enthusiasm and success rate of college students to entrepreneurship to a certain extent. In order to effectively promote the entrepreneurial of college students, I think that a series of suggestions for simplifying the fund application process of startups are put forward to reduce the threshold for entrepreneurship and improve the efficiency of funds.

**5.Do you think entrepreneurial skills will affect the entrepreneurship of students in higher vocational colleges? How to improve entrepreneurial skills to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think entrepreneurial skills will affect the entrepreneurship of students in higher vocational colleges. Improving entrepreneurial skills mainly from the following aspects:

1) In today's rapid change of business environment, understanding and choosing the right business model is very important for college students to start their own business. The business model not only determines the profit method of the enterprise, but also about the company's market positioning, resource allocation and operating strategies. Therefore, college students should study the current business model in the early stage of entrepreneurship, and ensure their feasibility and

effectiveness through a series of verification steps, thereby improving the success rate of entrepreneurship.

2) On the road to entrepreneurship, establishing connections with experienced business elites can not only provide college student entrepreneurs with valuable industry insights and practical experience guidance, but also bring support in many aspects such as funding, resources and connections, which is of immeasurable value to the growth of start-ups.

3) In today's globalized economic environment, cultivating entrepreneurial thinking can not only enhance employment competitiveness, but also stimulate personal potential and realize self-worth. Therefore, stimulating college students' entrepreneurial thinking through systematic training and rich activities has far-reaching significance for promoting college students' entrepreneurship.

4) Organizing students to exchange and study in other schools or enterprises is an effective way to stimulate entrepreneurial thinking, broaden their horizons and accumulate practical experience.

**6. Do you think the market environment will affect the entrepreneurship of students in higher vocational colleges? How to optimize the market environment to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think the market environment will affect the entrepreneurship of students in higher vocational colleges. How to optimize the market environment, I think it is mainly from the following aspects:

1) In-depth understanding of market demand and accurate analysis of competition are the keys to project success. This can not only help entrepreneurs avoid market risks, but also provide them with clear market positioning and differentiation strategies, so that they can stand out in the fierce market competition.

2) Building an effective marketing strategy is crucial to increasing brand awareness and expanding market share. This can not only help entrepreneurial projects quickly attract target customers, but also establish a unique brand image in a highly competitive market.

7. Do you think the educational management environment will affect the entrepreneurship of students in higher vocational colleges? How to optimize the educational management environment to promote the sustainable development of entrepreneurship among students in higher vocational colleges?

I think the education management environment will affect the entrepreneurship of students in higher vocational colleges. How to optimize the education management environment, I think it is mainly from the following aspects:

1) The entrepreneurship mentor system is an important bridge connecting theory and practice and promoting the improvement of students' entrepreneurial ability. The improvement of its institutionalization level is of great significance to promoting college students' entrepreneurship.

2) The establishment of specialized innovation and entrepreneurship institutions in schools has become an important measure to promote entrepreneurship among college students. These institutions have built a good growth platform for college student entrepreneurs by providing resources, guidance and services.

3) It is crucial for college student entrepreneurs to formulate a scientific and reasonable career plan and implement it step by step with the support of the school.

4) Participating in entrepreneurial projects and entrepreneurial competitions is not only an effective way to improve personal abilities, but also an important attempt to realize self-worth and explore future career paths. Therefore, schools should give full play to their educational resource advantages and actively guide students to carry out entrepreneurial projects and participate in entrepreneurial competitions to stimulate college students' entrepreneurial enthusiasm and improve their entrepreneurial abilities.

8. Do you think the policy and legal environment will affect the entrepreneurship of students in higher vocational colleges? How can more policies and laws be introduced to ensure the sustainable development of entrepreneurship among students in higher vocational colleges?



I think the policy and legal environment will affect the entrepreneurship of students of higher vocational colleges. How to improve more policies and laws to ensure entrepreneurship. I think it is mainly from the following aspects:

1) The government has introduced a series of preferential policies to lower the threshold for entrepreneurship, provide entrepreneurial support, and optimize the entrepreneurial environment. However, the formulation of policies is only the first step, and ensuring that the policies are effectively implemented is the key. Therefore, strengthening supervision and inspection of policy implementation and severely punishing behaviors that do not implement policies are of great significance to promoting college students' entrepreneurship.

2) In the process of promoting the entrepreneurship of college students, extensive and effective publicity is an indispensable part. Publicity through various channels such as government websites, media, and press conferences can not only enhance college students' awareness and understanding of entrepreneurial policies, but also stimulate the widespread concern and support of the society, create a better atmosphere of public opinion for college students entrepreneurship entrepreneurship. And external environment.

**9. Do you think the family environment will affect the entrepreneurship of students in higher vocational colleges? How to optimize the family environment to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think the family environment will affect the entrepreneurship of students in higher vocational colleges. How to optimize the family environment, I think it is mainly from the following aspects:

1) Parents are their first teachers and role models, and their words and deeds have a profound impact on their children. Therefore, it is of great significance for parents to establish entrepreneurial values and let their children realize from an early age that entrepreneurship is a career choice, in order to cultivate their children's innovative spirit, independent thinking ability and future career planning.

2) Parents can introduce their business friends to their children, providing them with a window to understand the business world and stimulate their interest in entrepreneurship.

3) Parental support is an important guarantee for children to realize their entrepreneurial dreams. Parents can pave a road to successful entrepreneurship for their children by providing emotional and confidence support, practical resources and support, and cultivating entrepreneurial spirit and qualities.

4) Parents' continuous encouragement and positive feedback are important forces to stimulate children's enthusiasm for entrepreneurship and strengthen their entrepreneurial beliefs. Parents can provide strong support and guarantee for their children's entrepreneurial journey by paying attention to their children's interests and strengths, providing specific feedback and suggestions, encouraging their children to think and solve problems independently, and sharing their own experiences and lessons.

#### **Interviewer 10**

**1. Do you think entrepreneurial knowledge will affect the entrepreneurship of students in higher vocational colleges? How to improve entrepreneurial knowledge to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think entrepreneurial knowledge will affect the entrepreneurship of students in higher vocational colleges. Improving entrepreneurial knowledge mainly involves the following aspects: Through standardized learning plans and clear learning objectives for each stage, college students can systematically improve the skills required for entrepreneurship, from basic to advanced, and gradually move towards entrepreneurial success.

**2. Do you think that entrepreneurial teams will affect the entrepreneurship of students in higher vocational colleges? How to improve the capabilities of entrepreneurial teams to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think the entrepreneurial team will affect the entrepreneurship of students in higher vocational colleges. Improving the ability of the entrepreneurial team is mainly from the following aspects:

1) Risk management and response are an indispensable part of ensuring the sustainable and healthy development of the project and achieving the entrepreneurial goals. Faced with challenges in funding, market, team, law, technology products, etc., entrepreneurs need to have a keen sense of risk, take effective risk management measures, and move forward at a steady pace.

2) An efficient and harmonious team is the key to the success of a project. The team not only provides a platform for creative collision and resource sharing, but also jointly copes with challenges and opportunities in the entrepreneurial process through clear division of labor and collaboration.

3) Effective communication can ensure smooth flow of information among team members and reduce misunderstandings and conflicts; a solid foundation of trust can stimulate the enthusiasm and creativity of team members and promote the long-term and stable development of the team.

**3. Do you think entrepreneurial practice will affect the entrepreneurship of students in higher vocational colleges? How can we provide more entrepreneurial practice to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think entrepreneurial practice will affect the entrepreneurship of students in higher vocational colleges. Provide more practical platforms mainly from the following aspects:

1) In-depth understanding of their entrepreneurial needs is the key to formulating effective support policies. Through systematic surveys, we can collect information about the difficulties college students face in the entrepreneurial process, the help they expect, and their views on the entrepreneurial environment, thereby providing a scientific basis for promoting college students' entrepreneurship.

2) Building a network platform to support college students' entrepreneurial practices can not only break geographical restrictions and optimize resource

allocation, but also promote the rapid incubation of ideas and effective connection with the market.

**4. Do you think that financial support will affect the entrepreneurship of students in higher vocational colleges? How can we obtain more entrepreneurial financial support to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think funding support will affect the entrepreneurship of students in higher vocational colleges. Obtaining more entrepreneurial funds support mainly from the following aspects:

1) The establishment of entrepreneurial funds by the government and schools is an important measure to protect and support college students' entrepreneurship. These funds are designed to provide financial support for college students' entrepreneurs, reduce entrepreneurial risks, and promote the successful implementation of entrepreneurial projects.

2) Seeking multi-platform cooperation has become an effective way to promote the development of college students' entrepreneurial projects, achieve resource sharing and complement each other's strengths. By establishing cooperative relationships with other institutions, enterprises, universities, etc., we can provide college students with more abundant resources, a broader market and more comprehensive support.

3) In the wave of entrepreneurship, improving the quality of entrepreneurial projects and thus acquiring core competitiveness is the key to ensuring that the projects can stand out and develop sustainably in the fierce market competition.

**5. Do you think entrepreneurial skills will affect the entrepreneurship of students in higher vocational colleges? How to improve entrepreneurial skills to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think entrepreneurial skills will affect the entrepreneurship of students in higher vocational colleges. Improving entrepreneurial skills mainly from the following aspects:

1) In today's rapid change of business environment, understanding and choosing the right business model is very important for college students to start their own business. The business model not only determines the profit method of the enterprise, but also about the company's market positioning, resource allocation and operating strategies. Therefore, college students should study the current business model in the early stage of entrepreneurship, and ensure their feasibility and effectiveness through a series of verification steps, thereby improving the success rate of entrepreneurship.

2) In today's globalized economic environment, cultivating entrepreneurial thinking can not only enhance employment competitiveness, but also stimulate personal potential and realize self-worth. Therefore, stimulating college students' entrepreneurial thinking through systematic training and rich activities has far-reaching significance for promoting college students' entrepreneurship.

3) Organizing students to exchange and study in other schools or enterprises is an effective way to stimulate entrepreneurial thinking, broaden their horizons and accumulate practical experience.

**6. Do you think the market environment will affect the entrepreneurship of students in higher vocational colleges? How to optimize the market environment to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think the market environment will affect the entrepreneurship of students in higher vocational colleges. How to optimize the market environment, I think it is mainly from the following aspects:

1) In-depth understanding of market demand and accurate analysis of competition are the keys to project success. This can not only help entrepreneurs avoid market risks, but also provide them with clear market positioning and differentiation strategies, so that they can stand out in the fierce market competition.

2) In the process of college students' entrepreneurship, facing unforeseen risks and challenges such as market changes, capital shortages, and poor team collaboration, formulating emergency plans and strengthening multi-party

communication and coordination mechanisms are important strategies to ensure the steady progress of entrepreneurial projects and reduce negative impacts.

3) Building an effective marketing strategy is crucial to increasing brand awareness and expanding market share. This can not only help entrepreneurial projects quickly attract target customers, but also establish a unique brand image in a highly competitive market.

4) In-depth market demand research and analysis is an important cornerstone to ensure project success. This process can not only help entrepreneurs accurately understand the needs and preferences of the target market, but also provide a scientific basis for the formulation of marketing strategies and product positioning, thereby effectively improving market competitiveness.

**7. Do you think the educational management environment will affect the entrepreneurship of students in higher vocational colleges? How to optimize the educational management environment to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think the education management environment will affect the entrepreneurship of students in higher vocational colleges. How to optimize the education management environment, I think it is mainly from the following aspects:

1) The establishment of specialized innovation and entrepreneurship institutions in schools has become an important measure to promote entrepreneurship among college students. These institutions have built a good growth platform for college student entrepreneurs by providing resources, guidance and services.

2) Entrepreneurship mentors often go deep into enterprises to carry out practice and training activities, providing valuable practice opportunities and professional guidance for college student entrepreneurs, and helping them grow and develop.

3) Participating in entrepreneurial projects and entrepreneurial competitions is not only an effective way to improve personal abilities, but also an important attempt to realize self-worth and explore future career paths. Therefore, schools

should give full play to their educational resource advantages and actively guide students to carry out entrepreneurial projects and participate in entrepreneurial competitions to stimulate college students' entrepreneurial enthusiasm and improve their entrepreneurial abilities.

**8. Do you think the policy and legal environment will affect the entrepreneurship of students in higher vocational colleges? How can more policies and laws be introduced to ensure the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think the policy and legal environment will affect the entrepreneurship of students of higher vocational colleges. How to improve more policies and laws to ensure entrepreneurship. I think it is mainly from the following aspects:

1) In the process of promoting college students' entrepreneurship, the role of the government is crucial. In order to more effectively promote college students' entrepreneurship, the government not only needs to formulate comprehensive entrepreneurship policies, but also needs to clarify the details and long-term goals of these policies.

2) The government has introduced a series of preferential policies to lower the threshold for entrepreneurship, provide entrepreneurial support, and optimize the entrepreneurial environment. However, the formulation of policies is only the first step, and ensuring that the policies are effectively implemented is the key. Therefore, strengthening supervision and inspection of policy implementation and severely punishing behaviors that do not implement policies are of great significance to promoting college students' entrepreneurship.

3) In the process of promoting the entrepreneurship of college students, extensive and effective publicity is an indispensable part. Publicity through various channels such as government websites, media, and press conferences can not only enhance college students' awareness and understanding of entrepreneurial policies, but also stimulate the widespread concern and support of the society, create a better atmosphere of public opinion for college students entrepreneurship entrepreneurship. And external environment.

4) Inviting experts in related fields to conduct face-to-face interviews is an effective means of promoting entrepreneurial policies and legal protections. This interactive communication method can not only enhance the effectiveness of information transmission, but also enable college student entrepreneurs to have a deeper understanding of policy content and legal framework, so that they can embark on the road of entrepreneurship with greater confidence.

**9. Do you think the family environment will affect the entrepreneurship of students in higher vocational colleges? How to optimize the family environment to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think the family environment will affect the entrepreneurship of students in higher vocational colleges. How to optimize the family environment, I think it is mainly from the following aspects:

1) Parents are their first teachers and role models, and their words and deeds have a profound impact on their children. Therefore, it is of great significance for parents to establish entrepreneurial values and let their children realize from an early age that entrepreneurship is a career choice, in order to cultivate their children's innovative spirit, independent thinking ability and future career planning.

2) Parents can introduce their business friends to their children, providing them with a window to understand the business world and stimulate their interest in entrepreneurship.

3) Parental support is an important guarantee for children to realize their entrepreneurial dreams. Parents can pave a road to successful entrepreneurship for their children by providing emotional and confidence support, practical resources and support, and cultivating entrepreneurial spirit and qualities.

4) Parents' continuous encouragement and positive feedback are important forces to stimulate children's enthusiasm for entrepreneurship and strengthen their entrepreneurial beliefs. Parents can provide strong support and guarantee for their children's entrepreneurial journey by paying attention to their children's interests and strengths, providing specific feedback and suggestions, encouraging their children



to think and solve problems independently, and sharing their own experiences and lessons.

**Interviewer 11**

**1. Do you think entrepreneurial knowledge will affect the entrepreneurship of students in higher vocational colleges? How to improve entrepreneurial knowledge to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think entrepreneurial knowledge will affect the entrepreneurship of students in higher vocational colleges. Improving entrepreneurial knowledge mainly involves the following aspects: The road to entrepreneurship is not an easy one. Entrepreneurs need to have a solid theoretical foundation, keen market insight and rich practical experience. Therefore, strengthening theoretical learning and case analysis is of great significance to improving college students' entrepreneurial ability and promoting their entrepreneurial success.

**2. Do you think that entrepreneurial teams will affect the entrepreneurship of students in higher vocational colleges? How to improve the capabilities of entrepreneurial teams to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think the entrepreneurial team will affect the entrepreneurship of students in higher vocational colleges. Improving the ability of the entrepreneurial team is mainly from the following aspects:

1) Risk management and response are an indispensable part of ensuring the sustainable and healthy development of the project and achieving the entrepreneurial goals. Faced with challenges in funding, market, team, law, technology products, etc., entrepreneurs need to have a keen sense of risk, take effective risk management measures, and move forward at a steady pace.

2) Effective communication can ensure smooth flow of information among team members and reduce misunderstandings and conflicts; a solid foundation of trust can stimulate the enthusiasm and creativity of team members and promote the long-term and stable development of the team.

**3. Do you think entrepreneurial practice will affect the entrepreneurship of students in higher vocational colleges? How can we provide more entrepreneurial practice to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think entrepreneurial practice will affect the entrepreneurship of students in higher vocational colleges. Provide more practical platforms mainly from the following aspects:

1) In-depth understanding of their entrepreneurial needs is the key to formulating effective support policies. Through systematic surveys, we can collect information about the difficulties college students face in the entrepreneurial process, the help they expect, and their views on the entrepreneurial environment, thereby providing a scientific basis for promoting college students' entrepreneurship.

2) Building a network platform to support college students' entrepreneurial practices can not only break geographical restrictions and optimize resource allocation, but also promote the rapid incubation of ideas and effective connection with the market.

**4. Do you think that financial support will affect the entrepreneurship of students in higher vocational colleges? How can we obtain more entrepreneurial financial support to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think funding support will affect the entrepreneurship of students in higher vocational colleges. Obtaining more entrepreneurial funds support mainly from the following aspects:

1) The establishment of entrepreneurial funds by the government and schools is an important measure to protect and support college students' entrepreneurship. These funds are designed to provide financial support for college students' entrepreneurs, reduce entrepreneurial risks, and promote the successful implementation of entrepreneurial projects.

2) In the wave of entrepreneurship, improving the quality of entrepreneurial projects and thus acquiring core competitiveness is the key to ensuring that the projects can stand out and develop sustainably in the fierce market competition.

3) Start-up companies often face tedious processes, high time costs, and information asymmetry during the application of funds. This limits the enthusiasm and success rate of college students to entrepreneurship to a certain extent. In order to effectively promote the entrepreneurial of college students, I think that a series of suggestions for simplifying the fund application process of startups are put forward to reduce the threshold for entrepreneurship and improve the efficiency of funds.

**5. Do you think entrepreneurial skills will affect the entrepreneurship of students in higher vocational colleges? How to improve entrepreneurial skills to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think entrepreneurial skills will affect the entrepreneurship of students in higher vocational colleges. Improving entrepreneurial skills mainly from the following aspects:

1) In today's rapid change of business environment, understanding and choosing the right business model is very important for college students to start their own business. The business model not only determines the profit method of the enterprise, but also about the company's market positioning, resource allocation and operating strategies. Therefore, college students should study the current business model in the early stage of entrepreneurship, and ensure their feasibility and effectiveness through a series of verification steps, thereby improving the success rate of entrepreneurship.

2) On the road to entrepreneurship, establishing connections with experienced business elites can not only provide college student entrepreneurs with valuable industry insights and practical experience guidance, but also bring support in many aspects such as funding, resources and connections, which is of immeasurable value to the growth of start-ups.

3) In today's globalized economic environment, cultivating entrepreneurial thinking can not only enhance employment competitiveness, but also stimulate personal potential and realize self-worth. Therefore, stimulating college students' entrepreneurial thinking through systematic training and rich activities has far-reaching significance for promoting college students' entrepreneurship.

4) Organizing students to exchange and study in other schools or enterprises is an effective way to stimulate entrepreneurial thinking, broaden their horizons and accumulate practical experience.

**6. Do you think the market environment will affect the entrepreneurship of students in higher vocational colleges? How to optimize the market environment to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think the market environment will affect the entrepreneurship of students in higher vocational colleges. How to optimize the market environment, I think it is mainly from the following aspects:

1) In-depth understanding of market demand and accurate analysis of competition are the keys to project success. This can not only help entrepreneurs avoid market risks, but also provide them with clear market positioning and differentiation strategies, so that they can stand out in the fierce market competition.

2) In the process of college students' entrepreneurship, facing unforeseen risks and challenges such as market changes, capital shortages, and poor team collaboration, formulating emergency plans and strengthening multi-party communication and coordination mechanisms are important strategies to ensure the steady progress of entrepreneurial projects and reduce negative impacts.

3) Building an effective marketing strategy is crucial to increasing brand awareness and expanding market share. This can not only help entrepreneurial projects quickly attract target customers, but also establish a unique brand image in a highly competitive market.

**7. Do you think the educational management environment will affect the entrepreneurship of students in higher vocational colleges? How to optimize the educational management environment to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think the education management environment will affect the entrepreneurship of students in higher vocational colleges. How to optimize the education management environment, I think it is mainly from the following aspects:

1) The entrepreneurship mentor system is an important bridge connecting theory and practice and promoting the improvement of students' entrepreneurial ability. The improvement of its institutionalization level is of great significance to promoting college students' entrepreneurship.

2) The establishment of specialized innovation and entrepreneurship institutions in schools has become an important measure to promote entrepreneurship among college students. These institutions have built a good growth platform for college student entrepreneurs by providing resources, guidance and services.

3) It is crucial for college student entrepreneurs to formulate a scientific and reasonable career plan and implement it step by step with the support of the school.

4) Participating in entrepreneurial projects and entrepreneurial competitions is not only an effective way to improve personal abilities, but also an important attempt to realize self-worth and explore future career paths. Therefore, schools should give full play to their educational resource advantages and actively guide students to carry out entrepreneurial projects and participate in entrepreneurial competitions to stimulate college students' entrepreneurial enthusiasm and improve their entrepreneurial abilities.

**8. Do you think the policy and legal environment will affect the entrepreneurship of students in higher vocational colleges? How can more policies and laws be introduced to ensure the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think the policy and legal environment will affect the entrepreneurship of students of higher vocational colleges. How to improve more policies and laws to ensure entrepreneurship. I think it is mainly from the following aspects: The government has introduced a series of preferential policies to lower the threshold for entrepreneurship, provide entrepreneurial support, and optimize the entrepreneurial environment. However, the formulation of policies is only the first step, and ensuring that the policies are effectively implemented is the key. Therefore, strengthening supervision and inspection of policy implementation and severely punishing

behaviors that do not implement policies are of great significance to promoting college students' entrepreneurship.

**9. Do you think the family environment will affect the entrepreneurship of students in higher vocational colleges? How to optimize the family environment to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think the family environment will affect the entrepreneurship of students in higher vocational colleges. How to optimize the family environment, I think it is mainly from the following aspects:

1) Parents are their first teachers and role models, and their words and deeds have a profound impact on their children. Therefore, it is of great significance for parents to establish entrepreneurial values and let their children realize from an early age that entrepreneurship is a career choice, in order to cultivate their children's innovative spirit, independent thinking ability and future career planning.

2) Parents can introduce their business friends to their children, providing them with a window to understand the business world and stimulate their interest in entrepreneurship.

3) Parents' continuous encouragement and positive feedback are important forces to stimulate children's enthusiasm for entrepreneurship and strengthen their entrepreneurial beliefs. Parents can provide strong support and guarantee for their children's entrepreneurial journey by paying attention to their children's interests and strengths, providing specific feedback and suggestions, encouraging their children to think and solve problems independently, and sharing their own experiences and lessons.

#### **Interviewer 12**

**1. Do you think entrepreneurial knowledge will affect the entrepreneurship of students in higher vocational colleges? How to improve entrepreneurial knowledge to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think entrepreneurial knowledge will affect the entrepreneurship of students in higher vocational colleges. Improving entrepreneurial knowledge mainly involves the following aspects:

1) Through standardized learning plans and clear learning objectives for each stage, college students can systematically improve the skills required for entrepreneurship, from basic to advanced, and gradually move towards entrepreneurial success.

2) The road to entrepreneurship is not an easy one. Entrepreneurs need to have a solid theoretical foundation, keen market insight and rich practical experience. Therefore, strengthening theoretical learning and case analysis is of great significance to improving college students' entrepreneurial ability and promoting their entrepreneurial success.

3) In the entrepreneurial journey of college students, simulation exercises, as an important practical teaching method, can help college students experience the entire process of entrepreneurship in a safe environment under the guidance of lecturers or experts, thereby effectively reducing entrepreneurial risks and increasing the success rate of entrepreneurship.

**2. Do you think that entrepreneurial teams will affect the entrepreneurship of students in higher vocational colleges? How to improve the capabilities of entrepreneurial teams to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think the entrepreneurial team will affect the entrepreneurship of students in higher vocational colleges. Improving the ability of the entrepreneurial team is mainly from the following aspects:

1) Decision-making efficiency and wisdom drive project success. Entrepreneurs need to make decisions quickly and wisely to seize opportunities, avoid risks, and ultimately achieve their entrepreneurial goals.

2) Risk management and response are an indispensable part of ensuring the sustainable and healthy development of the project and achieving the entrepreneurial goals. Faced with challenges in funding, market, team, law,

technology products, etc., entrepreneurs need to have a keen sense of risk, take effective risk management measures, and move forward at a steady pace.

3) An efficient and harmonious team is the key to the success of a project. The team not only provides a platform for creative collision and resource sharing, but also jointly copes with challenges and opportunities in the entrepreneurial process through clear division of labor and collaboration.

4) Effective communication can ensure smooth flow of information among team members and reduce misunderstandings and conflicts; a solid foundation of trust can stimulate the enthusiasm and creativity of team members and promote the long-term and stable development of the team.

**3. Do you think entrepreneurial practice will affect the entrepreneurship of students in higher vocational colleges? How can we provide more entrepreneurial practice to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think entrepreneurial practice will affect the entrepreneurship of students in higher vocational colleges. Provide more practical platforms mainly from the following aspects:

1) In the context of encouraging college students to innovate and start businesses, building a diversified entrepreneurial project planning system can not only stimulate college students' innovative thinking and practical ability, but also effectively improve the success rate of entrepreneurship and inject new vitality into the country's economic development.

2) School-enterprise cooperation, as an effective model, can not only combine the theoretical knowledge of universities with the practical experience of enterprises, but also provide more practical opportunities for college students, thereby accelerating the cultivation of their entrepreneurial ability and the incubation of entrepreneurial projects.

3) Building a network platform to support college students' entrepreneurial practices can not only break geographical restrictions and optimize resource allocation, but also promote the rapid incubation of ideas and effective connection with the market.



**4. Do you think that financial support will affect the entrepreneurship of students in higher vocational colleges? How can we obtain more entrepreneurial financial support to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think funding support will affect the entrepreneurship of students in higher vocational colleges. Obtaining more entrepreneurial funds support mainly from the following aspects:

1) The establishment of entrepreneurial funds by the government and schools is an important measure to protect and support college students' entrepreneurship. These funds are designed to provide financial support for college students' entrepreneurs, reduce entrepreneurial risks, and promote the successful implementation of entrepreneurial projects.

2) Seeking multi-platform cooperation has become an effective way to promote the development of college students' entrepreneurial projects, achieve resource sharing and complement each other's strengths. By establishing cooperative relationships with other institutions, enterprises, universities, etc., we can provide college students with more abundant resources, a broader market and more comprehensive support.

3) In the wave of entrepreneurship, improving the quality of entrepreneurial projects and thus acquiring core competitiveness is the key to ensuring that the projects can stand out and develop sustainably in the fierce market competition.

**5. Do you think entrepreneurial skills will affect the entrepreneurship of students in higher vocational colleges? How to improve entrepreneurial skills to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think entrepreneurial skills will affect the entrepreneurship of students in higher vocational colleges. Improving entrepreneurial skills mainly from the following aspects:

In today's rapid change of business environment, understanding and choosing the right business model is very important for college students to start their own business. The business model not only determines the profit method of the

enterprise, but also about the company's market positioning, resource allocation and operating strategies. Therefore, college students should study the current business model in the early stage of entrepreneurship, and ensure their feasibility and effectiveness through a series of verification steps, thereby improving the success rate of entrepreneurship.

**6. Do you think the market environment will affect the entrepreneurship of students in higher vocational colleges? How to optimize the market environment to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think the market environment will affect the entrepreneurship of students in higher vocational colleges. How to optimize the market environment, I think it is mainly from the following aspects:

1) In-depth understanding of market demand and accurate analysis of competition are the keys to project success. This can not only help entrepreneurs avoid market risks, but also provide them with clear market positioning and differentiation strategies, so that they can stand out in the fierce market competition.

2) Building an effective marketing strategy is crucial to increasing brand awareness and expanding market share. This can not only help entrepreneurial projects quickly attract target customers, but also establish a unique brand image in a highly competitive market.

3) In-depth market demand research and analysis is an important cornerstone to ensure project success. This process can not only help entrepreneurs accurately understand the needs and preferences of the target market, but also provide a scientific basis for the formulation of marketing strategies and product positioning, thereby effectively improving market competitiveness.

**7. Do you think the educational management environment will affect the entrepreneurship of students in higher vocational colleges? How to optimize the educational management environment to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think the education management environment will affect the entrepreneurship of students in higher vocational colleges. How to optimize the education management environment, I think it is mainly from the following aspects:

1) The establishment of specialized innovation and entrepreneurship institutions in schools has become an important measure to promote entrepreneurship among college students. These institutions have built a good growth platform for college student entrepreneurs by providing resources, guidance and services.

2) Entrepreneurship mentors often go deep into enterprises to carry out practice and training activities, providing valuable practice opportunities and professional guidance for college student entrepreneurs, and helping them grow and develop.

3) Participating in entrepreneurial projects and entrepreneurial competitions is not only an effective way to improve personal abilities, but also an important attempt to realize self-worth and explore future career paths. Therefore, schools should give full play to their educational resource advantages and actively guide students to carry out entrepreneurial projects and participate in entrepreneurial competitions to stimulate college students' entrepreneurial enthusiasm and improve their entrepreneurial abilities.

**8. Do you think the policy and legal environment will affect the entrepreneurship of students in higher vocational colleges? How can more policies and laws be introduced to ensure the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think the policy and legal environment will affect the entrepreneurship of students of higher vocational colleges. How to improve more policies and laws to ensure entrepreneurship. I think it is mainly from the following aspects:

1) In the process of promoting college students' entrepreneurship, the role of the government is crucial. In order to more effectively promote college students' entrepreneurship, the government not only needs to formulate comprehensive entrepreneurship policies, but also needs to clarify the details and long-term goals of these policies.

2) The government has introduced a series of preferential policies to lower the threshold for entrepreneurship, provide entrepreneurial support, and optimize the entrepreneurial environment. However, the formulation of policies is only the first step, and ensuring that the policies are effectively implemented is the key. Therefore, strengthening supervision and inspection of policy implementation and severely punishing behaviors that do not implement policies are of great significance to promoting college students' entrepreneurship.

**9. Do you think the family environment will affect the entrepreneurship of students in higher vocational colleges? How to optimize the family environment to promote the sustainable development of entrepreneurship among students in higher vocational colleges?**

I think the family environment will affect the entrepreneurship of students in higher vocational colleges. How to optimize the family environment, I think it is mainly from the following aspects:

1) Parents are their first teachers and role models, and their words and deeds have a profound impact on their children. Therefore, it is of great significance for parents to establish entrepreneurial values and let their children realize from an early age that entrepreneurship is a career choice, in order to cultivate their children's innovative spirit, independent thinking ability and future career planning.

2) Parents can introduce their business friends to their children, providing them with a window to understand the business world and stimulate their interest in entrepreneurship.

Appendix E  
Certificate of English

This is to certify that

***Mr. Liang Huang***

Achieved BSRU English Proficiency Test (BSRU-TEP) level

**C2**

Given on 12<sup>th</sup> February 2022



(Assistant Professor Dr Kulsirin Aphiratvoradej)  
Director

## Appendix F

The Document for Accept Research

**The Editorial Board of Higher Education Studies  
Canadian Center of Science and Education**

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December 17, 2024

**Dear Huang Liang,**

Thanks for your submission to *Higher Education Studies*.

We have the pleasure to inform you that your manuscript has been accepted for publication. It will be published in the issue of Vol. 15, No. 1, in March 2025.

Title: Educational management strategies to promote the sustainable development of entrepreneurship of students in higher vocational colleges

Authors: Huang Liang, Phatchareeporn Bangkheow, Sarayuth Sethakhajorn & Phisanu Bangkheow

If you have any questions, please do not hesitate to contact with us.

Sincerely,

*Sherry Lin*



On behalf of,  
The Editorial Board of *Higher Education Studies*  
Canadian Center of Science and Education



## Researcher Profile

**Name:** Huang Liang  
**Gender:** male  
**Date of birth:** January 3, 1982  
**Employer:** HEYUAN POLYTECHNIC  
**Mailing address:** Hongdacheng, Yuancheng District, Heyuan City  
**Position:** Teacher, HeYuan Polytechnic  
**Work experience:** Teacher, HeYuan Polytechnic

### Education background:

**- September 1998 – July 2001**

Guangdong Laolong Normal School  
Major: Teacher Education  
Qualification: Secondary Specialized

**- September 2004 – July 2008**

Wuhan University of Technology  
Major: Law Business Administration  
Degree: Bachelor's Degree

**- September 2008 – June 2011**

Nanchang University  
Major: Business Administration  
Degree: Master's Degree

**- December 2021 – December 2024**

Bansomdejchaopraya Rajabhat University  
Major: Education Management for Sustainable Development  
Degree: Doctoral Degree



MHESI 0643.05/0352

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12<sup>th</sup> December 2024

Subject: Acceptance Letter

Dear Huang liang, phatchareephorn bangkheow, sarayuth sethakhajorn, phisanu bangkheow and naphatsanan suwannawong

We are pleased to acknowledge the submission of your article to The 1st Bansomdejchaopraya National and International Conference (BS2C 2025) under the theme Synergy of Innovation, Technology and Creativity for Sustainable Prosperity. Following a thorough review process, the anonymous reviewers have highlighted that your paper is highly relevant to the conference theme and is expected to foster meaningful discussions and insights. Based on their recommendations, the Organizing Committee is delighted to inform you that your paper ID: **174-EN-EDU** in the title **Factors Influencing the Promotion of Sustainable Entrepreneurship Development Among Students in Higher Vocational Colleges** on January 17th, 2025 at The 1st Bansomdejchaopraya National and International Conference (BS2C 2025). Additionally, **your work will be published in the BS2C 2025 Proceedings.**

We look forward to your insightful presentation and your active participation in making the conference a success. For more details, please visit the conference website at <https://bs2c.bsru.ac.th>. If you require any assistance or additional information, do not hesitate to contact the conference secretariat at [research@bsru.ac.th](mailto:research@bsru.ac.th).

Yours faithfully,

(Assistant Professor Dr. Kiatikhon Sobhanabhorn)  
Director of Research and Development Institute  
Bansomdejchaopraya Rajabhat University



การประชุมวิชาการระดับชาติและนานาชาติบ้านสมเด็จเจ้าพระยา ครั้งที่ 1 (BS2C 2025)  
The 1<sup>st</sup> Bansomdejchaopraya National and International Conference (BS2C 2025)

## Factors Influencing the Promotion of Sustainable Entrepreneurship Development Among Students in Higher Vocational Colleges in Shandong Province

Huang Liang<sup>1\*</sup>, Phatchareeporn Bangkheow<sup>1\*</sup>, Sarayuth Sethakhajorn<sup>1</sup>, Phisanu Bangkheow<sup>1</sup>  
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Graduate School, Bansomdejchaopraya Rajabath University, Bangkok 10600, Thailand.

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### Abstract

This study aimed to explore factors influencing the promotion of sustainable entrepreneurship development among students in higher vocational colleges and to propose actionable approaches to achieve this goal. Employing a mixed-methods research design, the study integrated quantitative and qualitative methodologies for a comprehensive analysis. The quantitative phase involved 400 vocational students selected through stratified random sampling, ensuring representation across gender, academic grade, and field of study. Data collection utilized a structured questionnaire validated by experts and tested for reliability (Cronbach's alpha = 0.85). The qualitative phase comprised semi-structured interviews with 12 experts in entrepreneurship education and business management, offering in-depth insights. Quantitative data were analyzed using descriptive statistics, Pearson correlation, and multiple linear regression.

Results indicated that the education management environment was the most critical factor, followed by the market environment. Correlation analysis showed significant relationships, with the market environment and education management environment as the strongest predictors of sustainable entrepreneurship development. Regression analysis further confirmed the market environment as the most significant contributor, emphasizing the pivotal role of institutional and external factors. The findings highlighted the importance of integrating sustainability into entrepreneurship curricula, strengthening partnerships with industries, providing financial and policy support, and fostering innovation-driven ecosystems. Challenges included insufficient policy implementation, weak entrepreneurial skills, and limited family support. Recommendations included developing specialized entrepreneurship curricula, establishing mentorship programs, simplifying funding access, and promoting community engagement to create a sustainable entrepreneurial ecosystem. This research contributes to understanding the dynamics of sustainable entrepreneurship in vocational education, offering actionable strategies to enhance educational practices and align with global sustainability goals. The study underscores the importance of collaborative efforts among educators, policymakers, and communities in fostering entrepreneurial growth aligned with sustainability principles.

**Keywords:** Factors Influencing, Sustainable Entrepreneurship, Higher Vocational colleges.

## 1. Introduction

Entrepreneurship played a pivotal role in driving economic development, fostering innovation, and transforming societies, establishing itself as a cornerstone of modern economies. Within this landscape, sustainable entrepreneurship emerged as a critical focus, emphasizing the integration of environmental, social, and economic dimensions into entrepreneurial activities. As the global community increasingly prioritized sustainable development goals (SDGs), higher vocational colleges faced mounting expectations to equip their students with the knowledge, skills, and values required to contribute to these objectives (Gibb, 2002). Vocational colleges held a unique position in this context, serving as bridges between theoretical knowledge and practical application, making them ideal environments to cultivate entrepreneurial thinking that aligned with sustainable development. Despite this, challenges persisted in embedding sustainability into the entrepreneurial curricula and practices of vocational institutions. This highlighted the need to explore the factors influencing sustainable entrepreneurship development in such settings.

Research on entrepreneurship education provided valuable insights into the development of entrepreneurial intentions and competencies among students. Fayolle and Gailly (2008) demonstrated that well-designed educational programs significantly impacted students' entrepreneurial mindsets. Similarly, Zhao et al. (2005) identified individual and contextual factors, such as family support, institutional resources, and market dynamics, as key determinants of entrepreneurial success. Hall et al. (2010) expanded on these findings by emphasizing the critical role of sustainability, advocating for a holistic approach that incorporated social and environmental considerations. However, a significant gap existed in understanding how these factors operated within vocational colleges, where students often possessed unique needs, limited resources, and faced distinctive challenges, such as a lack of entrepreneurial mentorship or policy support. This research sought to address these gaps, building upon previous studies to investigate the dynamics of sustainable entrepreneurship in the context of higher vocational education.

To address these gaps, the literature has outlined various methods for measuring key variables in sustainable entrepreneurship. For example, Schaltegger and Wagner (2011) proposed a framework for evaluating sustainability integration in entrepreneurial practices, emphasizing the use of indicators such as environmental impact, social equity, and economic viability. Similarly, Fayolle and Gailly (2008) recommended assessing entrepreneurial intentions through validated scales that measure motivational and attitudinal factors. Zhao et al. (2005) highlighted the importance of using structured surveys to capture contextual influences, including family support and institutional resources. These approaches underscore the multidimensional nature of sustainable entrepreneurship and provide a foundation for the quantitative and qualitative methods employed in this study.

Sustainable entrepreneurship was not merely about achieving financial success; it was about creating value that aligned with societal and environmental priorities. Vocational students, equipped with practical skills and hands-on training, were particularly well-positioned to address real-world challenges. However, many lacked access to the critical resources, networks, and policy support required to initiate and sustain entrepreneurial ventures. Schaltegger and Wagner (2011) emphasized that integrating sustainability into entrepreneurship could act as a catalyst for societal transformation. They argued that fostering sustainable entrepreneurship was vital for addressing issues like climate change, resource scarcity, and economic inequality. Furthermore, promoting this mindset among vocational students could lead to localized solutions that had broader implications, creating opportunities for both economic advancement and environmental stewardship.

Vocational colleges played a central role in this mission, but there were notable gaps in the strategies they employed. For instance, many institutions lacked structured entrepreneurial programs that focused on sustainability, while others failed to provide adequate mentorship, funding, or real-world exposure. Additionally, family dynamics, market conditions, and unclear government policies often discouraged students from pursuing entrepreneurial careers. These limitations underscored the need for a comprehensive understanding of the factors that influenced sustainable entrepreneurship development. Such an understanding would enable the design of more effective strategies and interventions to promote entrepreneurship that aligned with both student aspirations and societal needs.

This research was particularly significant as it aimed to identify and analyze the factors influencing sustainable entrepreneurship development in higher vocational colleges, including the educational environment, market conditions, family support, and policy frameworks. By evaluating these factors and their interrelations, the study offered a comprehensive perspective on the challenges and opportunities in promoting sustainable entrepreneurship. Additionally, the research proposed actionable strategies that could be adopted by vocational institutions to enhance their educational practices and align them with global sustainability goals. These strategies included fostering mentorship networks, strengthening school-business partnerships, and developing policies to support entrepreneurship at local and institutional levels.

In conclusion, the researcher undertook this study to bridge critical gaps in understanding and practice regarding sustainable entrepreneurship in higher vocational colleges. The findings of the research held the potential to benefit multiple stakeholders, including educational institutions, students, policymakers, and communities. By empowering vocational students to become socially responsible entrepreneurs, this research contributed to building a more sustainable and equitable future, addressing both local and global challenges. This study underscored the importance of aligning entrepreneurship education with sustainability principles, ensuring that vocational colleges became incubators of innovation, drivers of social change, and agents of transformative economic progress.

## **2. Research Objectives**

1. To study the factors influencing the promotion of sustainable entrepreneurship development among students in higher vocational colleges.
2. To propose approaches for promoting sustainable entrepreneurship development among students in higher vocational colleges.

## **3. Research Hypotheses**

1. The factors influencing the promotion of sustainable entrepreneurship development among students in higher vocational colleges, such as educational environment, market environment, family environment, and policy and legal environment, have a significant and varying degree of impact.
2. Approaches for promoting of sustainable entrepreneurship development, including enhancing educational management, strengthening collaboration between institutions and businesses, and providing financial and mentorship support, significantly promote sustainable entrepreneurship development among students in higher vocational colleges.

## **4. Research Methodology**

This research employed a mixed-methods approach, combining quantitative and qualitative methodologies to comprehensively explore factors influencing the promotion of sustainable entrepreneurship development among students in higher vocational colleges. The study was divided into

distinct phases: quantitative data collection through structured questionnaires and qualitative insights gathered from expert interviews. The mixed-methods design ensured a robust understanding of the factors and their significance, providing depth and validity to the findings.

#### **Sample Selection**

The study targeted students from higher vocational colleges in Guangdong Province, China, as the primary respondents for the quantitative phase. A stratified random sampling technique was employed to ensure diversity across gender, academic grade, and field of study (science and liberal arts). A sample size of 400 students was determined to achieve statistically significant results, with proportions representing the actual student demographics: 62.5% male, 37.5% female, and equal representation of students from science and liberal arts streams. Each college contributed an equal proportion of students, ensuring balance across institutions. This distribution included 40 students from each of the 10 selected colleges, further ensuring representation from minor groups. For the qualitative phase, 12 experts were purposefully selected based on their expertise in entrepreneurship education or business management, ensuring comprehensive insights from both academic and industry perspectives.

#### **Development and Validation of Research Instruments**

A structured questionnaire was developed for the quantitative phase, incorporating items to assess various factors such as the educational environment, market dynamics, policy and legal frameworks, and family support. These items were measured on a 5-point Likert scale. The scale was interpreted as follows: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree. This interpretation ensured clarity in participants' responses. Content validity was ensured by consulting a panel of experts who reviewed the relevance and clarity of the items. A pilot study with 30 participants was conducted to test reliability, yielding a Cronbach's alpha of 0.85, indicating high internal consistency.

The four influencing factors were extracted through a combination of systematic literature review and exploratory factor analysis (EFA). The literature review identified potential dimensions of sustainable entrepreneurship development. The EFA was conducted on the pilot study data to confirm these factors, resulting in the selection of market environment, educational environment, policy and legal environment, and family environment as the most impactful.

For the qualitative phase, a semi-structured interview guide was created, focusing on the experts' perspectives on key factors and strategies for promoting sustainable entrepreneurship. Experts were selected using purposive sampling criteria: over 10 years of experience in entrepreneurship education or business management, involvement in entrepreneurial policymaking, or mentorship roles in vocational colleges. The interview topics included identifying barriers to sustainable entrepreneurship, evaluating existing support systems, and proposing practical strategies for improvement. These topics were designed to align with the research objectives. The guide was iteratively refined based on feedback from initial interviews to enhance clarity and depth.

#### **Data Collection**

Quantitative data were collected through in-person administration of the questionnaires to the selected sample, ensuring a high response rate. The interviews were conducted face-to-face with the experts, each lasting approximately 30 minutes, and were audio-recorded with consent for accurate transcription. The data collection process adhered to ethical research standards, including informed consent and confidentiality agreements.



### Data Analysis

For quantitative data, descriptive statistics were employed to analyze demographic characteristics and the current status of sustainable entrepreneurship development. Inferential statistics, including mean comparison and ranking analysis, were used to determine the importance of various influencing factors. Sustainable entrepreneurship was measured as a composite score derived from responses to items related to entrepreneurial skills, sustainability awareness, and practical applications. This composite score provided an overall indicator of the level of sustainable entrepreneurship development. [The results revealed that the educational environment ranked highest in importance (mean = 4.38, SD = 0.60), followed by market and family environments.

Qualitative data were analyzed using thematic analysis, focusing on patterns and themes that emerged from the expert interviews. Thematic coding was conducted to identify critical insights into the strategies and challenges in fostering sustainable entrepreneurship development. The analysis revealed recurring themes, such as the need for more entrepreneurial practice bases and mentorship programs.

### Procedures

The research process followed these steps:

- 1) Studying the factors influencing the promotion of sustainable entrepreneurship development among students in higher vocational colleges.
- 2) Proposing approaches for promoting sustainable entrepreneurship development among students in higher vocational colleges.

In conducting the research, the following actions were undertaken:

- 1) Initial Preparation: Identification of research objectives, development of instruments, and pilot testing.
- 2) Quantitative Phase: Distribution and collection of questionnaires, followed by statistical analysis of the responses.
- 3) Qualitative Phase: Conducting expert interviews, transcription, and thematic analysis of the content.
- 4) Integration of Findings: Synthesizing results from both quantitative and qualitative phases to provide comprehensive insights into the research problem.

## 5. Research Results and Discussion

The research results were reported in accordance with the study's objectives, the presentation was categorized based on key issues, including:

### 1) Research Results

(1) Studying the factors influencing the promotion of sustainable entrepreneurship development among students in higher vocational colleges.

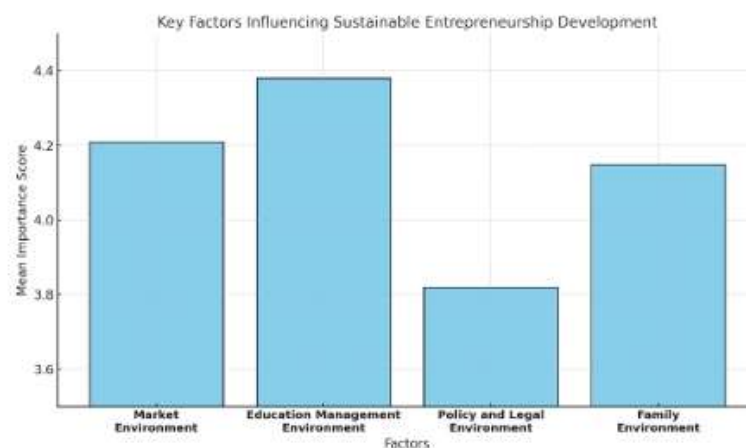
This study examined the factors influencing the promotion of sustainable entrepreneurship development among vocational college students, focusing on institutional and external elements such as education management, market environment, and policy support. The findings provide insights into enhancing entrepreneurial ecosystems through sustainability-oriented strategies. The details were as follows:

**Table 1:** Results of Key Factor Identification for Sustainable Entrepreneurship Development among Higher Vocational Students.

(n=400)

Influencing factors	$\bar{X}$	S.D.	level	Rank
Market environment	4.21	0.58	high Importance	2
Education management environment	4.38	0.60	high Importance	1
Policy and legal environment	3.82	0.46	moderate Importance	4
Family environment	4.15	0.53	high Importance	3
<b>total</b>	<b>4.14</b>	<b>0.54</b>	<b>high Importance</b>	<b>-</b>

Table 1 presented the descriptive statistics of key factors that influenced the promotion of sustainable entrepreneurship development among students in higher vocational colleges. The factors included the market environment, education management environment, policy and legal environment, and family environment. Among these, the education management environment had the highest mean score (Mean = 4.38, SD = 0.60), indicating its perceived importance in fostering sustainable entrepreneurship. The market environment followed closely (Mean = 4.21, SD = 0.58), highlighting its significant role in shaping entrepreneurial development. The policy and legal environment (Mean = 3.82, SD = 0.46) and family environment (Mean = 4.15, SD = 0.53) showed moderate levels of influence. These findings suggested that institutional and external environments, such as education and market conditions, were critical to promoting sustainable entrepreneurship, whereas familial and policy support might have played secondary roles. The research results could be presented in the form of a bar chart as follows:



**Figure 1.** Results of Key Factor Identification for Sustainable Entrepreneurship Development



**Table 2:** Results of Correlation Analysis of Key Factors Influencing Sustainable Entrepreneurship Development among Higher Vocational Students.

(n=400)

Factors	Market environment	Education management environment	Policy and legal environment	Family environment	Promotion of Sustainable Entrepreneurship Development
Market environment	1.00	-0.12	-0.03	0.03	.28*
Education management environment	-0.12	1.00	0.01	0.07	.25*
Policy and legal environment	-0.03	0.01	1.00	0.03	.15*
Family environment	0.03	0.07	0.03	1.00	.05
Promotion of Sustainable Entrepreneurship Development	0.28	0.25	0.15	0.06	1.00

\*Note: \* indicates statistical significance at  $p < .05$

Table 2 presented the correlation matrix showing the relationships between key factors influencing the promotion of sustainable entrepreneurship development among students in higher vocational colleges. The analysis revealed that the market environment exhibited the strongest positive correlation with sustainable entrepreneurship development ( $r = .284$ ,  $r = .284$ ,  $r = .284$ ), indicating that improvements in market conditions were likely to have a meaningful impact. The education management environment also demonstrated a moderate positive correlation ( $r = .249$ ,  $r = .249$ ,  $r = .249$ ), highlighting the role of institutional support and quality education in fostering entrepreneurship. The policy and legal environment ( $r = 0.155$ ,  $r = 0.155$ ,  $r = 0.155$ ) and family environment ( $r = 0.054$ ,  $r = 0.054$ ,  $r = 0.054$ ) showed weaker correlations, suggesting that while these factors were relevant, they might not have been as influential as market and educational contexts. These findings underscored the importance of prioritizing market and educational improvements to promote sustainable entrepreneurship. The research results could be presented in the form of a bar graph as follows:

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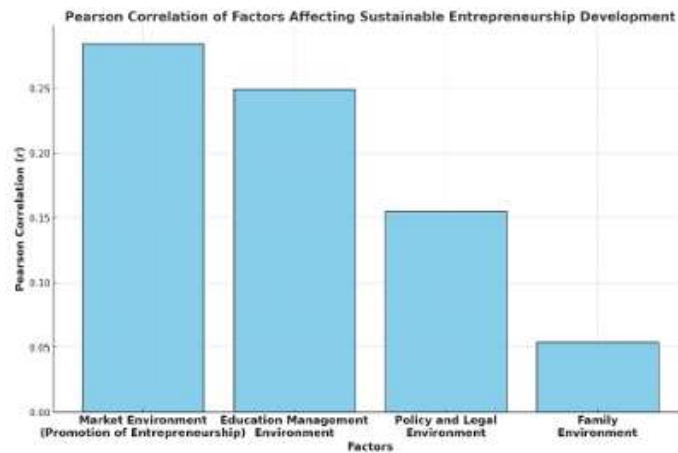


Figure 2 Results of Correlation Analysis of Key Factors Influencing Sustainable Entrepreneurship Development

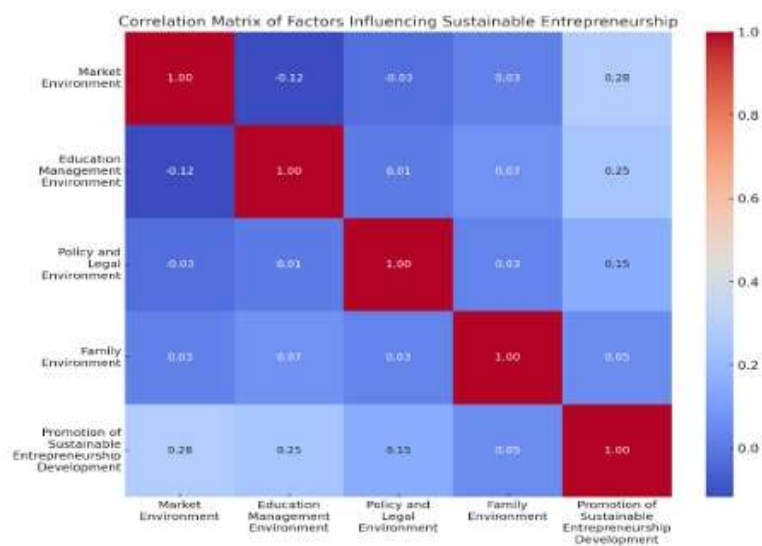


Figure 3 Correlation Matrix of Factors Influencing Sustainable Entrepreneurship Development

The correlation matrix displays the relationships between various factors influencing sustainable entrepreneurship development. It presents correlation values ranging from -1 to 1 and uses color coding to visually indicate the strength of these relationships. The details are as follows:

**Market Environment:** This factor shows the strongest positive correlation with sustainable entrepreneurship development ( $r=0.284$ ). It highlights the importance of market-related aspects, such as competitive opportunities and economic support systems, as the most significant contributors to fostering entrepreneurship.

**Education Management Environment:** This factor demonstrates a moderate correlation ( $r=0.249$ ), underscoring the role of educational management in providing training and mentorship within vocational institutions.

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Policy and Legal Environment: This factor exhibits a weaker correlation ( $r=0.155$ ), indicating that existing policies and legal frameworks may not have a prominent impact in this context.

Family Environment: This factor has the lowest correlation ( $r=0.054$ ), suggesting that family support plays a comparatively minor role compared to other factors.

Promotion of Sustainable Entrepreneurship Development: This represents the primary goal of the study. The correlations highlight the need for a multi-faceted approach, with particular emphasis on enhancing market conditions and educational support.

The results emphasize the critical importance of improving the market environment and educational management to promote sustainable entrepreneurship development. Meanwhile, policy and family factors have secondary effects. This information is vital for strategic planning and creating supportive environments for sustainable entrepreneurship.

**Table 3** Results of Multiple Linear Regression Analysis on Factors Influencing the Promotion of Sustainable Entrepreneurship Development

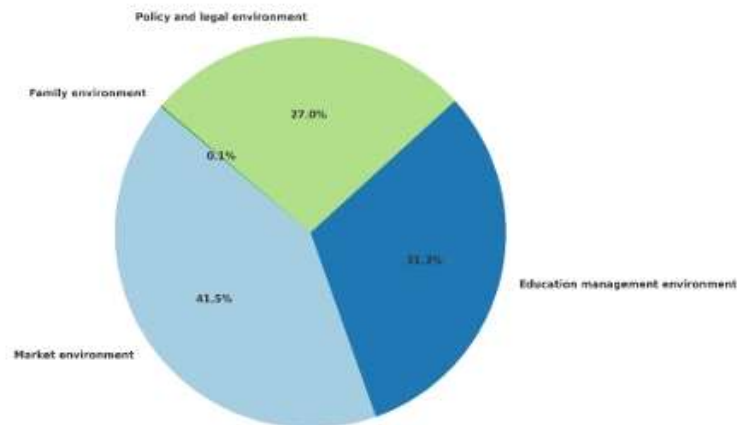
Factors	Coefficient	Standard Error	t-value	P-value
Market environment	0.31	0.05	6.24	.001*
Education management environment	0.24	0.05	4.71	.001*
Policy and legal environment	0.20	0.05	4.06	.001*
Family environment	0.00	0.05	0.02	.05

\*Note: \* indicates statistical significance at  $p < .05$

Table 3 presented the results of the Multiple Linear Regression analysis on the factors influencing the promotion of sustainable entrepreneurship development among students in higher vocational colleges. The analysis identified that the market environment ( $\beta = 0.312, p = 0.001$ ) was the most significant factor, followed by the education management environment ( $\beta = 0.235, p = 0.001$ ) and the policy and legal environment ( $\beta = 0.203, p = 0.001$ ). The family environment ( $\beta = 0.001, p = 0.05$ ) was found to have no significant impact. These findings highlighted the critical role of institutional and external factors over personal or familial influences in fostering sustainable entrepreneurship development. The research results could be presented in a pie chart as figure 3 Results of correlation analysis of key factors influencing sustainable entrepreneurship development.

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**Proportion of Impact by Factors on Sustainable Entrepreneurship Development**



**Figure 4** Results of Correlation Analysis of Key Factors Influencing Sustainable Entrepreneurship Development

**Overall Research Findings:** The results confirm that educational management and market environments play the most significant roles in promoting sustainable entrepreneurship development among vocational college students. Secondary factors, such as policy and family support, have a lesser influence. **Recommendations:** Efforts should focus on enhancing educational and market support systems to maximize long-term impacts on entrepreneurship.

The expert interviews provided valuable insights into the critical factors influencing sustainable entrepreneurship development among vocational students, as well as the barriers and potential approaches for promoting of sustainable entrepreneurship development among students in higher vocational colleges. **Key Findings:** factors promoting entrepreneurship: entrepreneurial skills, education management, and family environment were universally recognized as pivotal. This underscores the need for integrating entrepreneurship education into the curriculum and enhancing family involvement. **Challenges:** weak innovation abilities, insufficient entrepreneurial skills, and gaps in policy implementation were identified as primary obstacles. The low quality of entrepreneurial mentorship and limited institutional focus on entrepreneurship further hinder progress. **Significance:** the findings highlight the importance of a holistic approach involving individuals, institutions, and policymakers. A strong education management environment, coupled with supportive policies and family influence, can create a sustainable ecosystem for entrepreneurship. Addressing personal skill gaps and fostering an innovation-driven culture are essential for long-term success. **Implications:** these insights offer practical guidelines for educational institutions, government bodies, and entrepreneurs to collaborate effectively. By prioritizing the suggested strategies, stakeholders can enhance entrepreneurial capacities, overcome systemic barriers, and contribute to the development of sustainable entrepreneurship in vocational education.

## **(2) Propose approaches for promoting of sustainable entrepreneurship development among students in higher vocational colleges**

Based on the research results and objectives, here are proposed approaches for promoting sustainable entrepreneurship development among students in higher vocational colleges:

1. **Strengthen Educational Support:** Enhance entrepreneurship education and mentorship to equip students with essential skills.
2. **Foster Institutional Collaboration:** Build partnerships between schools and industries to provide practical learning opportunities.
3. **Improve Financial and Policy Accessibility:** Facilitate easier access to resources and increase awareness of supportive policies.
4. **Promote Innovation and Sustainability:** Encourage entrepreneurial initiatives aligned with sustainable development goals.
5. **Involve Families and Communities:** Strengthen family and community engagement to support student entrepreneurship.

These approaches aimed to address the key factors identified in the research, such as educational management, market environment, policy support, and family involvement, ensuring a comprehensive strategy to foster sustainable entrepreneurship development among vocational students.

## 2) Discussion

The findings of this research highlighted the significant role of education, policy, and external environmental factors in promoting sustainable entrepreneurship development among students in higher vocational colleges. These results aligned with recent studies and contributed to the evolving discourse on sustainable entrepreneurship education. There were details as follows:

### (1) Studying the factors influencing the promotion of sustainable entrepreneurship development among students in higher vocational colleges."

The research identified four key factors influencing the promotion of sustainable entrepreneurship development:

1. **Market Environment:** this was found to be the most significant factor influencing sustainable entrepreneurship development. A well-developed market environment, including competitive opportunities and supportive ecosystems, played a critical role in fostering entrepreneurial growth.
2. **Education Management Environment:** the second most influential factor, emphasizing the importance of educational systems in providing mentorship, entrepreneurial skills, and practical exposure. Effective education management significantly enhanced students' entrepreneurial capacities and intentions.
3. **Policy and Legal Environment:** Although less influential than market and educational factors, policies and regulations provided a foundation for sustainable entrepreneurship through incentives and legal frameworks. Gaps in policy awareness and implementation were identified as barriers.
4. **Family Environment:** This factor had the least impact, indicating that family support played a relatively minor role compared to institutional and external factors.

**Primary Factors:** The market and educational environments were pivotal in promoting sustainable entrepreneurship. These environments fostered essential skills, provided real-world exposure, and created opportunities for innovation.

**Supporting Factors:** Policy frameworks and family environments contributed to entrepreneurship development but had a less significant impact.

**Challenges:** The research highlighted barriers such as weak entrepreneurial skills, insufficient family support, and gaps in policy implementation.

The findings confirmed that institutional and external factors, particularly market and educational management environments, are critical for promoting sustainable entrepreneurship

development among vocational students. Efforts to strengthen these areas could significantly enhance the entrepreneurial ecosystem, leading to more sustainable outcomes.

Studies like Chahal et al. (2024) emphasized the critical importance of a sustainable entrepreneurial environment and education in fostering entrepreneurial motivation and intentions. Their findings aligned with this research, which underscored the role of educational management and market environments as pivotal factors influencing entrepreneurial outcomes. Both studies revealed the necessity of embedding sustainability into educational systems to enhance entrepreneurial aspirations and actions (Chahal et al., 2024).

The integration of sustainability into entrepreneurship courses was demonstrated to increase students' sustainability literacy and skills. Kaiser et al. (2024) showed that modifying entrepreneurship curricula to include sustainability content led to measurable improvements in entrepreneurial competencies and a better understanding of impact entrepreneurship. This echoed the findings here, where the need for curriculum innovation in higher vocational colleges was highlighted (Kaiser et al., 2024).

The findings of Dyantyi et al. (2024) reinforced the notion that entrepreneurship education catalyzed sustainable development by equipping students with creativity and resilience to address socio-economic challenges. This resonated with the current research, which emphasized the role of policy and legal environments in supporting entrepreneurial initiatives (Dyantyi et al., 2024).

The challenges identified in this research, such as insufficient family support and gaps in policy implementation, aligned with Ihsan et al. (2025), who noted similar barriers in achieving sustainability goals in technical and vocational education globally. The need for coordinated efforts among stakeholders to bridge these gaps was critical (Ihsan et al., 2025).

This research contributed to the growing evidence base supporting the integration of sustainability principles into entrepreneurship education. It emphasized a multifaceted approach, combining educational reforms, policy improvements, and community engagement to foster sustainable entrepreneurship.

By comparing and aligning findings with contemporary research, this study validated the importance of fostering a supportive ecosystem for sustainable entrepreneurship through innovative education and robust policy frameworks. Future studies could build on this foundation to explore more nuanced interventions tailored to specific cultural and institutional contexts.

## **(2) Propose approaches for promoting of sustainable entrepreneurship development among students in higher vocational colleges.**

The research identified practical and actionable approaches to promote sustainable entrepreneurship development, emphasizing the following key areas:

1. **Strengthening Educational Support:** Develop specialized curricula integrating sustainability principles into entrepreneurship education. Establish mentorship programs to provide practical guidance and real-world exposure to entrepreneurial practices.
2. **Enhancing Institutional Collaboration:** Foster partnerships between vocational colleges and industries to create opportunities for internships and hands-on learning. Develop entrepreneurship practice centers simulating real business environments to prepare students for challenges.
3. **Providing Financial and Policy Support:** Simplify access to financial resources by creating entrepreneurship funds. Increase awareness of existing policies and create new supportive frameworks to foster entrepreneurial activities.



4. **Fostering Innovation and Sustainability:** Promote interdisciplinary collaboration to encourage creative, sustainable business ideas. Integrate sustainability goals into all entrepreneurial initiatives to align with broader development objectives.

5. **Strengthening Family and Community Engagement:** Involve families in supporting students' entrepreneurial journeys. Collaborate with local communities to provide additional resources and platforms for entrepreneurial activities.

The proposed approaches aimed to address barriers such as gaps in education, financial constraints, and policy support. They provided a holistic framework that combined education, institutional collaboration, and community engagement to foster sustainable entrepreneurship development in vocational education settings.

The importance of integrating sustainability into entrepreneurship education was echoed in Baena-Navarro et al. (2024), who proposed models for integrating Information and Communication Technologies (ICT) into sustainability education. Their framework emphasized active pedagogy, community engagement, and inclusion - key elements that were also highlighted in this study's recommendations (Baena-Navarro et al., 2024).

The research aligned with the study by EL-Nwasany et al. (2024), which emphasized adapting technical education to industry 4.0 needs while embedding sustainability. The focus on integrating modern educational strategies supported the relevance of this study's recommendation to enhance curricula and mentorship programs (EL-Nwasany et al., 2024).

The findings from this research on financial and policy support aligned with recommendations by Mustafa et al. (2024), who emphasized leveraging collaborative funding mechanisms for sustainable educational models. Their focus on addressing financial constraints paralleled the importance of simplifying funding processes as highlighted in this study (Mustafa et al., 2024).

The strategies proposed in this research resonated with Ruiz-Vanoye et al. (2024), who explored sustainable urban strategies through innovative solutions. This alignment underscored the broader applicability of sustainability principles beyond education into entrepreneurial development (Ruiz-Vanoye et al., 2024).

This research confirmed that a combination of innovative educational reforms, institutional collaboration, financial support, and community engagement was essential for fostering sustainable entrepreneurship among vocational students. The proposed approaches aligned with global trends and provided actionable strategies for achieving sustainable development in vocational education. Further exploration of tailored interventions could have enhanced the effectiveness of these strategies.

## 6. Recommendations

From this research, the following recommendations were made:

**1. Implement Curriculum Reforms:** Vocational colleges should integrate sustainability principles into entrepreneurship curricula to ensure students develop the skills and mindset required for sustainable business practices. Collaboration with educational experts to design and implement these reforms is crucial.

**2. Strengthen Institutional Support:** Establish dedicated entrepreneurship centers equipped with mentorship programs and practical training opportunities. These centers should align with industry needs to provide students with real-world exposure.

**3. Enhance Policy Awareness and Accessibility:** Educational institutions and policymakers should collaborate to simplify the application process for financial assistance and raise awareness about supportive policies to reduce barriers for aspiring entrepreneurs.

**4. Prepare Stakeholders:** Ensure readiness among teachers, administrators, and policymakers through training and workshops on sustainable entrepreneurship education. This preparation will enhance the capacity to implement and monitor initiatives effectively.

**5. Exercise Caution in Implementation:** Avoid one-size-fits-all approaches, as cultural and institutional contexts vary. Tailor strategies to local needs and consider feedback from students and faculty to ensure relevance and impact.

By adhering to these recommendations, stakeholders can maximize the benefits of this research and contribute to the development of a robust, sustainable entrepreneurial ecosystem in vocational education.

## 7. Acknowledgments

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