

Study on the Influence of entrepreneurial failure Learning on Opportunity Recognition ability of Migrant Workers

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Abstract. Failure experiences induce entrepreneurs to reflect and learn, and help them accumulate entrepreneurial experience. This paper constructs a theoretical model of the influence of entrepreneurial learning on opportunity recognition ability under the failure situation, and through the questionnaire survey of 305 migrant workers entrepreneurs who have failed experience, it is found that entrepreneurial failure learning positively promotes opportunity recognition ability after failure.

1 Introduction

With the rising tide of "mass entrepreneurship and innovation" in China, a large number of migrant workers have been engaged in entrepreneurial activities one after another. However, the failure rate of migrant workers is high, and the survival and development of entrepreneurial enterprises are difficult. Migrant workers entrepreneurs are not afraid of failure, continuous entrepreneurship deserves attention. As an old Chinese saying goes, "Failure is the mother of success." Perhaps this is why Chinese entrepreneurs are not afraid of failure. By 2016, China's Labour force dynamic survey data found that after more than 2 times entrepreneurial experience of migrant workers accounted for 37.1%, survey data on migrant workers found that after business failure, continue to choose the number of business accounted for 42.6% [1], so the "start up" study of migrant entrepreneurs are particularly important, after a failed, migrant entrepreneurs are learning how to failure? How does failure learning affect his ability to identify opportunities? Solving these problems is particularly important for promoting migrant workers to persist in entrepreneurship and developing rural economy.

With the increasing uncertainty and dynamics of the entrepreneurial environment, it is inevitable for entrepreneurs to encounter failures in the entrepreneurial process. Timely recovery from failures and effective learning from them are related to the survival and future development of subsequent entrepreneurial enterprises. At present, studies on entrepreneurship mainly focus on one-off entrepreneurship [3], and pay less attention to entrepreneurs who have many entrepreneurial experiences. First-time entrepreneurs' behaviors may be somewhat accidental, and serial entrepreneurs are more likely to show some stable characteristics and have more research value under the influence of previous entrepreneurial experience[4]. The existing research on entrepreneurship focuses on the research on entrepreneurial success and

ignores the research value of failure scenarios. Therefore, starting from the entrepreneurial failure itself, this paper studies the mechanism of entrepreneurial failure learning on opportunity identification ability, and then deduces how failure becomes a stepping stone to improve opportunity identification ability. Answering this question clearly is helpful to stimulate and protect entrepreneurs' entrepreneurial passion, improve the probability of entrepreneurial success, and promote continuous entrepreneurship.

2 Study Design

2.1 Research Hypothesis

Entrepreneurial failure stimulates entrepreneurs to reflect, innovate and explore, and enables them to re-examine the future entrepreneurial environment and their own ability and pursuit of value from a different perspective, which gradually becomes an important entry point for studying entrepreneurial learning behavior. Some scholars have proposed that entrepreneurial failure learning refers to the relatively lasting change of entrepreneurial behavior or behavioral potential obtained through entrepreneurial failure experience when entrepreneurs fail to achieve expected results. As for the current division of entrepreneurial learning modes, most scholars refer to the exploration of learning modes in the field of organizational learning indirectly mentioned the impact of failure on learning style[2][16]. The Luo mingzhong divided the entrepreneurial learning methods of farmers into two ways: exploratory learning and utilization learning[18]. This study adopts the classification method adopted by most scholars and divides the entrepreneurial failure learning methods of migrant workers into two dimensions: exploratory learning and utilization learning. Exploratory learning mainly brings new value through the study of novel information and technology, and utilization learning

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refers to the continuous use of current knowledge through full development, so as to realize the increase and expansion of value.

After encountering failure, entrepreneurs will have a more objective understanding of the difficulty of starting a business and make greater efforts in subsequent starting a business. Learning entrepreneurial failure helps entrepreneurs enrich entrepreneurial knowledge and relevant skills, and improve their ability to identify opportunities and evaluate opportunity values. Scholars believe that entrepreneurs' previous experience, such as industry experience, entrepreneurial experience, functional experience, has an impact on their ability to identify opportunities. Luo found that the entrepreneur's work experience affects the entrepreneur's ability to obtain and analyze information, thus affecting the entrepreneur's ability to identify opportunities[18].Zhang believe that working in various functional departments makes entrepreneurs more familiar with relevant management processes, more insightful, and easier to identify opportunities similar to previous jobs, thus improving their ability to identify opportunities[19]. Cai Li[20]found that entrepreneurial ability can bring entrepreneurs the most direct entrepreneurial information and knowledge, which is conducive to entrepreneurs' identification and acquisition of entrepreneurial opportunities, and has a significant impact on the formation and improvement of entrepreneurial ability.

Based on the theory of entrepreneurial process, entrepreneurs' thinking and decision-making process will change after their failure, especially their knowledge, thinking and ability[2]. Entrepreneurial failure cause entrepreneurs to update the entrepreneurial cognition, through reflection, failure of entrepreneurial learning, the ability to relate to promote new opportunities in the learning process and operation management ability, more objective evaluation and identification, use of entrepreneurial opportunities, more accurate interpretation of the new business environment, perfect entrepreneurial decision again[3], make it more matching with the external environment, improve the quality of decisions. Cognitive pattern and behavior directly determine their future development potential. After entrepreneurial failure, entrepreneurs can update their existing cognitive models by learning, reflecting, summarizing entrepreneurial failure experience, acquiring entrepreneurial knowledge[4][5] and improving their ability to identify opportunities. Therefore, based on the research of organizational learning theory, this paper uses exploratory learning and utilization learning to measure entrepreneurial learning, and puts forward the following hypothesis on the relationship between entrepreneurial failure learning and opportunity recognition ability.

H1: Entrepreneurship failure learning is positively correlated with opportunity recognition ability

H1a: Exploratory learning is positively correlated with opportunity recognition ability;

H1b: There is a positive correlation between exploitative learning and opportunity recognition ability.

To sum up, this study believes that different entrepreneurial learning styles help entrepreneurs to improve the ability of opportunity recognition. The

conceptual model studied in this paper is shown in Figure 1.

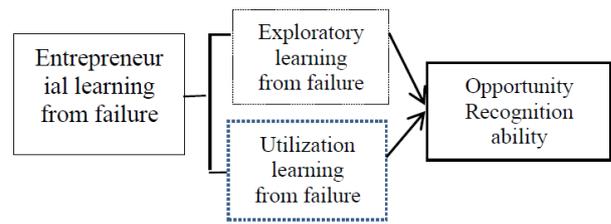


Fig1. Conceptual model

2.2 Research samples and data collection

The research object of this paper is limited to migrant workers who have entrepreneurial failure experience. From August to December 2019, a total of 481 questionnaires were collected, including 305 valid questionnaires. Through the analysis of 305 migrant workers entrepreneurs who have failed in starting a business, it is found that the proportion of male and female entrepreneurs is 62.5% and 37.5%, the proportion of individuals under 30 years old is 32%, the proportion of individuals between 30 and 35 years old is 36.5%, and the proportion of those over 35 years old is 31.5%. In terms of education level, the proportion of individuals in primary schools and below was 9.2%; The proportion of individuals below junior high school is 39.1%, and those above senior high school account for 51.7%. The sample distribution is representative and random to a certain extent. Specific description is shown in Table 1 below.

2.3 Variables and measurement

(1) Business failure learning. This paper mainly refers to the failure learning style measurement scale in the organizational context, and at the same time, according to the interview contents of 8 entrepreneurs with entrepreneurial failure experience, the scale is improved. The scale consists of five questions, such as "After failure, I attach great importance to searching for new techniques, products and services that are different from the past". Exploitative learning such as "After failure, I search for information that will ensure continuous improvement in the efficiency and service of existing outputs".

(2) Opportunity identification ability. By referring to the existing maturity scale, and according to the interview of migrant workers entrepreneurs who have experienced failure, the scale is improved. Likert's 5-point scale was adopted to measure the scale, with 5 for very agreement and 1 for disagreement. Chance-related skills such as "the ability to perceive unmet needs in the marketplace;" "Can identify and evaluate market opportunities by means of investigation, training and learning from peers" "can capture the development trend of the industry;"

Table1. Descriptive statistical results of sample characteristics

variable	category	The number	Percentage (%)
gender	male	212	69.5%
	female	93	30.5%
age	Under the age of 30,	98	32.0%
	31-35 years old	111	36.5%

	More than 35 years old	96	31.5%
The degree of education	Junior College and below	120	39.3%
	University degree	158	51.7%
	Master and above	27	9.0%
Now the establishment of the enterprise time	1-3 years	217	71.2%
	3 years and above	88	28.8%
Current enterprise scale	small	149	48.9%
	Partial small	115	37.8%
	Medium and above	41	13.3%
Time of business failure	The following 1 year	86	28.1%
	1 to 2 years	145	47.6%
	3 years and above	74	24.3%
Number of entrepreneurship	2 times	206	67.5%
	3 times or more	99	32.5%
Entrepreneurial industry transformation	consistent	208	68.2%
	Don't agree	97	31.8%

3 The empirical analysis

3.1 Reliability and validity analysis

First, reliability analysis was carried out on the five items of the entrepreneurial Failure Learning Scale. The results showed that Cronbach's coefficient was 0.784, indicating that the data fitting results were good and the scale had good construction validity. Secondly, the reliability and validity analysis of the opportunity recognition ability scale was carried out. The results showed that Cronbach's coefficient was 0.873, the factor load of each item was significant at the level of 0.01, and the minimum value of the factor load of the opportunity-related ability was 0.622, indicating that the scale had good structural validity.

3.2 Correlation analysis

As shown in Table 2 below, statistical results and correlation coefficients of all variables were described in this study. Among them, exploratory learning is significantly positively correlated with opportunity recognition ability, with a correlation coefficient of 0.518. The two dimensions of exploratory learning and exploitative learning and opportunity recognition are significantly positively correlated.

Table2. Descriptive statistics and correlation analysis of variables

variable	The mean	The standard deviation	1	2	3
Opportunity recognition ability	3.69	0.592	1		
Exploratory learning	3.688	0.56	0.518 **	1	
Utilization learning	3.723	0.54	0.373 **	0.36 **	1

Note: * means $P < 0.1$, ** means $P < 0.05$, *** means $P < 0.01$, the same as below.

3.3 Research hypothesis testing

Entrepreneurial failure learning and opportunity recognition ability. This paper USES multiple linear regression model to analyze the relationship between entrepreneurial learning and entrepreneurial performance under the situation of failure. The analysis results show that there is a significant positive correlation between exploratory learning and utilization learning and opportunity recognition ability. The regression coefficients of 0.349 and 0.248, respectively, H1, H1a and H1b are supported. From the perspective of regression coefficient, exploratory failure learning has a greater effect on opportunity recognition ability.

Table3. Results of multiple linear regression

variable	Model 1	Model 2
gender	0.068	0.068
age	0.055	0.059
Education level	0.142 *	0.093
Time of establishment	0.016	0.016
The enterprise scale	0.082	0.017
Industry change	0.073	0.045
Time of business failure	0.146 *	0.126 *
Exploratory learning		0.349 **
Utilization learning		0.248 **

4 Research results

The results show that the entrepreneurial failure learning of migrant workers can be divided into two dimensions: exploratory learning and utilization learning, and entrepreneurial failure learning has a significant positive impact on opportunity recognition ability. According to the survey results, entrepreneurs have a strong sense of failure learning. Through entrepreneurship failure learning, entrepreneurs have a great change in their cognition of industries, enterprises and their own advantages and disadvantages, and their opportunity-related abilities have been greatly improved. At the same time, it is found that the two different failure learning methods have different mechanisms of action on re-entrepreneurship performance.

After failure, migrant workers identify and analyze the causes of failure through utilizing learning, emphasize the modification or adjustment of original products and services, and help entrepreneurs extract the elements needed for success of re-entrepreneurship from existing failure experience, optimize their internal knowledge structure, and promote the improvement of opportunity identification ability[6]. The nature of leveraged learning is to refine and extend existing capabilities, techniques, and patterns, and its rewards are predictable. Exploratory learning, on the other hand, emphasizes the exploration of new possibilities. By summarizing failure experience, it constantly searches and learns externally, and introduces

new and heterogeneous knowledge into the existing knowledge base of entrepreneurship, so as to promote the improvement of entrepreneurs' opportunity recognition ability. The nature of exploratory learning is experimentation with new solutions, and its rewards are uncertain.

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