Research on the theory of entrepreneurship Innovation at the individual level

Bai Mei^{1,*}

¹ Bai Mei 1 Xi'an International Studies University, Department of Tourist Management, Xi'an, Shaanxi China

Abstract. In recent years, entrepreneurship has increasingly become a hot topic for scholars to study innovation and other fields from the perspective of entrepreneurship, especially the research on the characteristics of entrepreneurship and the mechanism of innovation. These scholars are interested in innovation. Starting from the concept of entrepreneurship and the theory of entrepreneurship at the individual level, this paper discusses the innovation mechanism of entrepreneurship by summarizing and combing the research results of entrepreneurship at home and abroad. Based on the analysis of relevant theories, this paper enriches the relevant theories of entrepreneurship and innovation, and lays a theoretical foundation for exploring the research of entrepreneurship that affects innovation.

1 Introduction

The word "Entrepreneurship" comes from French at the earliest. In the 1830s, French economist Cantillon first proposed the concept of entrepreneur in his Introduction to the Nature of Business. He believed that Entrepreneurship was affected by the uncertainty of the environment. Able to take potential risks in an uncertain environment^[1].

At present, the study of entrepreneurship, much attention has been paid to both at home and abroad comes to economics, sociology, anthropology, and management, and other fields, due to the complexity of entrepreneurship, as well as research scholars research areas and the different Angle of view, the concept of entrepreneurship has not been a unified explanation, entrepreneur spirit appears diversification direction, based on the literature review, Representative Definitions (Table 1)

Table 1 representative definition of entrepreneurship at home and Abroad

On behalf of the scholar	Definition of entrepreneurship
Schumpeter (1912)	By summarizing the entrepreneurial function, the entrepreneur plays a key role in stimulating the vitality of the economy by using ideas and technological inventions, obtaining funding, and turning those ideas into technological, business, and organizational innovations. Its function is innovation.
Miller (1983)	It is believed that entrepreneur is not only a personal characteristic, but also a characteristic of enterprise behavior

Shane and Venkataraman's (2000)	Identifying, evaluating and exploiting opportunities is the most influential definition of entrepreneurship
Maguire (2004)	Describes entrepreneurship as "the activity of actors interested in specific institutional arrangements who use resources to create new institutions or transform existing ones.
Lumpkin (1996)	Adventure, innovation, independence, change and competitive attack are the five elements of entrepreneurship
Crecente-Romero (2016)	It is believed that entrepreneurs are people who create social value for the development of enterprises
Wang Dingding (1999)	Entrepreneurship is made up of innovation, dedication and collaboration
Ye Qin (2000)	As an internal force of enterprise transformation, entrepreneurship promotes great economic development
Lu Zhuanyi (2000)	Introducing entrepreneurship into economic growth theory, innovation is considered as the most basic role of entrepreneurship
Zhuang Ziyin (2003)	The importance of entrepreneurial decision making is identified by demonstrating the endogenous growth model of North-South trade
Shi Pengcheng, Xu lei (2006)	The system puts forward three levels of entrepreneurship, which are individual level, organization level and society level respectively, and establishes a framework among them

*Corresponding author. 1963898230@qq.com

Wing Min (2012)	Entrepreneurship spirit is composed of three elements: entrepreneurial spirit, learning spirit and responsibility spirit
Chen Liang (2021)	Based on the multi-dimensional perspective of entrepreneurship, entrepreneurship includes entrepreneurial ability, entrepreneurial vision and entrepreneurial attitude

While at home and abroad on the definition of the definition of entrepreneurship to unification, but according to the literature review, the total without innovation, adventure, dedication and cooperation of this a few words, in addition, entrepreneurship is divided into individual level, group level and social level, involving related fields such as economics, sociology, management, entrepreneurship is a research focus in the broad, Plays an important role in all aspects of entrepreneurship and enterprise. This paper holds that entrepreneurship includes the spirit carried by entrepreneurs themselves at the individual level, and the spiritual qualities learned and accumulated during the growth of entrepreneurs.

2 A review of the research on the individual level of entrepreneurship

Connotation of entrepreneurship research involves wide area, complex unification, but after a literature review found that entrepreneurship is rich level, summarized the most individual level, organization level and social level, and this is a process of evolution, entrepreneurship will be transferred from the individual level to the organizational level, further towards the transformation of society ^[2] ^[3]. The latter is further deepened and comprehensive on the basis of the former research. These three levels have commonality and heterogeneity among each other. Individual level is the source of entrepreneurship, which plays a fundamental role in the development of entrepreneurship in the future. In this regard, this paper only discusses the individual level of entrepreneurship.

2.1 Review of Foreign Studies

Entrepreneurship research of individual level, as is the description of the characteristics of successful entrepreneurs themselves, summarized successful entrepreneurs generally had the characteristics of different from others, before the entrepreneurial spirit, the scholars study is the entrepreneur, what is the entrepreneur, what is the trait known as entrepreneurs, Mainly from the individual personality, behavior and psychological factors, age and gender and other demographic characteristics, work experience, education and expertise, family background and social characteristics and other aspects to explore the differences between entrepreneurs and ordinary people, which is different from the others in the spirit of the entrepreneur have elements, through the literature, It is found that entrepreneurs have the roles of coordinator, undertaker, arbitrage, innovator and decision maker, etc. Scholars began to study entrepreneurship on the basis of the research on

entrepreneurship. At the beginning, they studied the individual entrepreneurship with human carrier. Low (1988) made a thoughtful and critical reflection on the personality characteristics of entrepreneurs, including the need for achievement, etc. Sources of control, propensity to take risks, ambiguity tolerance, autonomy, dominance, independence, or tolerance are important factors in understanding entrepreneurial strategic decisions. Hebert (1989) regards individual behavioral characteristics as the essence of entrepreneurs [4]. For example, the need for achievement, childhood experience and other influences on economic growth, entrepreneurs are considered to be risk-takers and tenacious individualists McGrath, Macmillan and Heineberg (1992). According to a European Commission definition, "entrepreneurship" refers to an individual's ability to put ideas into action. They include creativity, the ability to innovate, the ability to take risks, and the ability to plan projects and run projects to achieve planned goals. These definitions emphasize entrepreneurship as a personality trait.

2.2 Domestic Research Review

Domestic research on entrepreneurship is relatively late, on the basis of foreign research, mainly studied the following points: (1) Personality characteristics of entrepreneurs. Zhu Renhong (2004), through consulting core journals in the database, believes that common characteristics of successful entrepreneurs include entrepreneurial personality and psychological characteristics, opportunity discovery and utilization, entrepreneurial environment, and establishment of new organizations and new businesses ^[5]. (2) Entrepreneurial motivation of entrepreneurs. Hu Huaimin (2007) in the study of the theory of the female entrepreneurship in China is pointed out that affect women divided into the environmental impact, the lack of prospects to promote entrepreneurial motivation and self actualization needs the pull factors of three aspects, the study is helpful to encourage women to entrepreneurship and promoting China's economic development ^[6], buy have gentle and Zhou Chongan (2010) to new entrepreneurs as the research object, Using entrepreneurship theory, it is helpful to explore the influence of entrepreneurs' risk attitude, network and human capital on innovative entrepreneurship path, which is conducive to encouraging innovation activities ^[7]. (3) the entrepreneurial process of entrepreneurs. Yang Jun and Zhang Yuli (2003) believe that the evolution based on the perspective of entrepreneur resource endowment is the driving behavioral process of entrepreneurship. In the evolution process of the survival stage and growth stage of new enterprises, entrepreneur resource endowment changes accordingly, and they point out that the reason for the difference of entrepreneurial behavior is the difference of entrepreneur resource endowment ^[8]. (4) Entrepreneurial performance of entrepreneurs. Zhang Peng and Deng Ran (2015) studied 219 Guangdong enterprises as samples, believed that the differences in entrepreneurial social capital of different types of enterprises had a positive effect on the innovation performance of enterprises, and confirmed the positive effect on the innovation performance ^[9].

The theory of entrepreneurship should be further evolved into a team-level entrepreneurship

3 The development of the theory of entrepreneurship

Based on the individual level of entrepreneurship research, as an individual as the carrier of the entrepreneurial spirit to infiltrate the organization, dispersed to each department, and formed a team as a whole, gradually transition to a team level entrepreneurship, the ability of individuals with the development of social economy have already can't meet the needs of the reality, the team's strength is greater than the individual, Starting a new business as a team is not the same as doing it alone. Working alone is essentially dependent on individual competence and the individual's ability to deal with emergencies, while working in an entrepreneurial team depends on the competence of team members, the direction of coordination, and the synchronization of efforts. Members of an entrepreneurial team can coordinate their work, make joint efforts, share knowledge and information, and develop together, effectively forming an entrepreneurial team that transcends individual members. Marks (2001) Organizational entrepreneurial ability is generated from individuals within the team. Specifically, organizational entrepreneurship is generated by asking team members individually, as a whole, so organizational team entrepreneurship integrates the collective competencies of the team, not just the individual competencies of each enterprise member. De Clercq, Dimov & Thongpapanl, (2011, 2013) argue that since the behavioral tendency of innovation, initiative and risk-taking may create business opportunities, those who advocate the role of diversity in teams convince us that the fate of an enterprise is not only determined by individual entrepreneurs. Davidson (2001) believes that the existence of team-level entrepreneurship has been neglected in the research of entrepreneurship, but the focus of entrepreneurship research begins to shift from the individual level to the team level as the research of team entrepreneurship becomes increasingly extensive ^[10]. At present, the research on team-level entrepreneurship mainly focuses on team composition, team members' heterogeneity, team-member correlation, team effectiveness, team entrepreneurial process, team members' background network relationship and high-level team dynamics and other related researches on entrepreneurial performance of enterprises. For example, Kollmann (2020) believes that teams of professional experts with common meta-knowledge participate in more team learning and participatory decision-making, and strongly identify with their own teams to enhance the spirit of entrepreneurial cultivation, which is more conducive to promoting the improvement of entrepreneurial performance ^[11]. According to Ping Zhang (2007) 's research on listed companies, senior management team members have different interaction modes under different social backgrounds, and the heterogeneity of senior management team has different influences on enterprise performance ^[12]. Hyun jong Yoon (2018) analyzed the sample of

Korean enterprises and showed that the entrepreneurial orientation of an enterprise can be created and developed in the whole entrepreneurial process through the interaction between entrepreneurs and top talents in the entrepreneurial team, and by utilizing the knowledge, commitment and shared participation of top talents in the entrepreneurial team ^[13].

Domestic research on team level entrepreneurship focuses on the influence factors of entrepreneurship analysis, the formation mechanism of team level entrepreneurship research, entrepreneurship research on the influence of the innovation performance and team level combining and review the research progress of entrepreneurship, Zhu Gan (2015), based on the perspective of economic geography, 30 provinces in China as the research object, This paper comprehensively analyzes the influencing factors of entrepreneurship, including the level of innovative legal system, human capital, financial development and market potential, and puts forward corresponding measures ^[14]. Chen Zhong wei and Du Yun zhou (2007) believe that an entrepreneurial team is a group composed of various relationships among team members, and various network relationships and structures within the team will affect the innovation performance of the enterprise. Through analysis, it is concluded that such an entrepreneurial team formed by family and friends is not conducive to the improvement of enterprise performance with the development of the enterprise ^[15]. Chen Zhong wei and Hao Xi ling (2008) conducted in-depth interviews with 206 senior executives through four dimensions of entrepreneurial team entrepreneurship, and finally concluded that entrepreneurial team entrepreneurship was significantly positively correlated with team performance and corporate performance, and team performance acted as an intermediary to influence the relationship between the two ^[16]. Ding Dong hong and Zhang Xiang (2013) took the literature collected by CSSCI after 2000 as samples to make a review and analysis of the domestic team entrepreneurship, believed that the team-level entrepreneurship was still in the expansion stage with a single level as the main body, and pointed out the development direction of team-level entrepreneurship in the future ^[17]. Shi Shu de and Zhang Wei (2016) conducted research from the perspective of entrepreneurial team governance, and they believed that the signing of formal contracts and absolute control shares had different influences on enterprise performance at different stages of the enterprise ^[18]. With the help of I-P-O model, Chen Bi-hui and Hu Wenlai (2014) made a comparative study of the research topics, contents, trends and methods of team entrepreneurship with foreign countries, and summarized the research status, development limitations and prospects for the future development of entrepreneurial teams ^[19].

4 Conclusion

Personal entrepreneurship through the domestic and foreign literature review, can find the individual level of entrepreneurship begins entrepreneur personal traits, give priority to with microcosmic research, by using the method of psychology difference analysis of

entrepreneurs and the quality of the ordinary people, the unique quality, emphasized on the carrier of individual entrepreneur's particularity, Starting to study the role of entrepreneurs of this special quality and the factors affecting entrepreneurs, including the development of enterprises, the shaping of personal spirit and the influence of external environment, and analyze different types of entrepreneurs, with a purpose to cultivate entrepreneurship and use entrepreneurship to achieve the expected goals. Focusing on the entrepreneurial ability and willingness of entrepreneurs, through in-depth research on entrepreneurship, the research on entrepreneurship will gradually become more detailed and more in-depth, such as the thematic research on enterprise growth, economic performance and product innovation, so as to promote the specific, rational and scientific research on entrepreneurship.

Acknowledgments

This paper is one of the results of "Research on the Theory of Entrepreneurship at the Individual Level" (SSZD2019037), a key research project of Xi'an International Studies University

References

1. Cantillon R. Essay on the Nature of Commerce [J]. Higgs H translation, 1931, London: Macmillan, 1755.
2. Wang Limin, Xiao Kun, Xiang Jing, The Evolution and New Progress of Entrepreneurship Theory [J].
3. Wang Kun, Rong Zhaozi, The Evolution Mechanism of Small Business to Large Company -- A New Perspective of Entrepreneurship [J]. East China Economic Management, 2005, 19(10): 50-54.
4. Hébert R F, Link A N. In Search of the Meaning of Entrepreneurship (I) Small Business Economics. 1989. 1: 39-49.
5. Zhu Renhong. Research on the Frontiers of Entrepreneurship Research: Definition, Conceptual Framework and Research Boundaries [J]. Management Science, 2004 (04): 71-77.
6. Hu Huaimin. Research on Female Entrepreneurship and Its Influencing Factors in China [D]. Huazhong University of Science and Technology, 2007.
7. Mai Yiyuan, Zhou Song'an. Analysis of Individual Driving Factors of Innovation Entrepreneurship [J]. Science Research Management, 2010, 31(05): 11-21.
8. Yang Jun, Zhang Yuli. The process of entrepreneurial behavior based on the resource endowment of entrepreneurs [J]. Foreign Economics and Management, 2004(02): 2-6.
9. Zhang Peng, Deng Ran, Zhang Likun. The Relationship between Entrepreneurial Social Capital and Entrepreneurial Performance [J]. Science Research Management, 2015, 36 (08) : 120-128.
10. Davidsson P, Wiklund J. Levels of analysis in entrepreneurship research: current practice and suggestions for the future [J]. Entrepreneurship Theory and Practice, 2001, 25(4): 81-99.
11. Kollmann Tobias, Hensellek Simon, Stöckmann Christoph, Kensbock Julia M., Peschl Anika. How management teams foster the transactive memory system—entrepreneurial orientation link:
12. Hyunjoong Yoon. Exploring the Role of Entrepreneurial Team Characteristics on Entrepreneurial Orientation [J]. SAGE Open, 2018, 8(2).
13. Ping Zhang. Top management team heterogeneity and firm performance: An empirical research on Chinese listed companies [J]. Frontiers of Business Research in China, 2007, 1(1).
14. Zhu Gan. Research on the influencing factors and economic consequences of regional entrepreneurship [D]. Southeast University, 2016.
15. Social Capital and the Improvement of Entrepreneurial Team Performance [J]. Chen Zhongwei, Du Yunzhou. Comparison of Economic and Social System. 2007(03)
16. An Empirical Study on the Relationship between Entrepreneurship and Corporate Performance of Entrepreneurial Team [J]. Chen Zhongwei, Hao Xiling. Management Science. 2008(01)
17. Ding Dong-hong, Zhang Xiang. Review of Research on Domestic Team Entrepreneurship: Based on Literature Analysis [J] Journal of Beijing Institute of Technology (Social Science Edition), 2013, 15(01): 63-70.
18. Shi Shude, Zhang Wei, Gao Jian. Journal of Management Science, 2016, 19(05): 14-27.
19. Chen Bihui, Hu Wenlai, Zhang Wei. Journal of Hangzhou Dianzi University (Social Science Edition), 2014, 10(02): 9-15