

The Characteristics and Trends of the Innovation and Entrepreneurial Ability Training of Enterprise Employees

Xiaoning Wang¹

¹ School of Historical Culture and Tourism, Xi'an University, Xi'an, Shaanxi 710065, China

¹ Corresponding author. Email: wangxiaoning@xawl.edu.cn

ABSTRACT

The improvement of the innovation and entrepreneurship ability of enterprise employees is not only an organic part of the national strategy, but also the core of the sustainable development of the enterprise and the immediate requirement of the employees' own development. Enterprises are the main implementers of the training of employees' innovation and entrepreneurship ability. The methods of cultivating employees' innovation and entrepreneurship ability are flexible and diverse. The training of enterprise employees' innovation and entrepreneurship ability is realized by the cooperation between enterprises and between enterprises and universities and scientific research institutions, which constitutes the characteristics of enterprise employees' innovation and entrepreneurship ability training. The continuous innovation and entrepreneurship of all employees, the shift from the emphasis on the results of innovation and entrepreneurship to the emphasis on the process of creative personality training, and the synergistic improvement of enterprise innovation and entrepreneurship capabilities and enterprise social responsibility are the new trends presented by the improvement of enterprise employees' innovation and entrepreneurship ability.

Keywords: Enterprise, Employee innovation and entrepreneurship ability, Training.

1. INTRODUCTION

In the contemporary society with increasingly intensified economic competition, people's ability to innovate and start a business has become the source of power for the sustainable development of enterprises and even the country. In September 2014, Premier Li Keqiang proposed "Mass Entrepreneurship and Innovation" at the Summer Davos Forum as an advocacy. In November 2015, the "Opinions on Some Policies & Measures of the State Council for Pushing through Vigorously the Mass Entrepreneurship & Peoples Innovation" was released, which shows that "mass entrepreneurship and innovation" has become the will of the country, and at the same time it has been given the meaning of "the source of power for development", "the way of enriching the country, the plan of fairness, and the strategy of making the country strong", marking the beginning of a new era of innovation and entrepreneurship in Chinese society. The core and foundation of "mass entrepreneurship and

innovation" are innovative and entrepreneurial talents, which can and must be cultivated. As Peter F. Drucker, known as the "father of modern management", said: Everyone can become an innovative and entrepreneurial talent with entrepreneurial spirit. "Innovation is a unique tool for entrepreneurs", he said. With innovation, they see changes as opportunities to start another business or service. Innovation can become a discipline for people to learn and practice." [1] Enterprises and entrepreneurs, as the main body of social economy, need to take the main responsibility of training the innovation and entrepreneurship ability of enterprise employees.

2. THE INNOVATION AND ENTREPRENEURSHIP ABILITY OF EMPLOYEES: THE CORE COMPETITIVENESS OF ENTERPRISE SURVIVAL AND DEVELOPMENT

Generally speaking, innovation is the ability to use a distinctive, novel and risk-taking approach and spirit to solve the problems faced and to come up with new ideas and new understanding, explore new laws, make new inventions and create new results in the process of solving them. Entrepreneurship is an application or a manifestation of innovation. Entrepreneurship not only refers to the establishment of new enterprises by individuals and groups, but also refers to the intrapreneurship that relies on existing enterprises and grows from the real economy, so as to mobilize more innovation and entrepreneurial passion and have greater flexibility and viability. The internal innovation and entrepreneurship of enterprises is becoming a strong driving force for an innovative society.[2] Enterprises' creating and maintaining a culture of innovation and entrepreneurship can respond to changes in the external environment, fully tap the potential of talents, reasonably arrange old employees, and maintain fresh blood in the enterprise.[3] Therefore, cultivating employees' innovation and entrepreneurship ability is not only related to the development of employees' inherent potential and the realization of life value, but also to the development of enterprises and the future of the country.

2.1 The Training of Innovation and Entrepreneurship Ability of Enterprise Employees Is the Requirement of National Economic Strategic Development

At present, a new round of scientific and technological revolution and industrial revolution is emerging, and mobility and change have become the main features of the present era. The wide application of information technology, biotechnology, new material technology and new energy technology has triggered profound changes in the fields of agriculture, industry, health care and energy environment, promoted profound changes in production methods and development models, and promoted major adjustments and changes in the global scientific and technological innovation pattern, economic pattern and industrial structure.

In the face of new trends and new opportunities in the development of scientific and technological innovation, many countries regard scientific and technological innovation as the core of their strategies, hoping to optimize the employment structure, drive the sustainable development and enhance the national competitiveness by strengthening scientific and technological innovation. As Maslow, who devoted himself to the study of psychology, said: "Another more immediate necessity for any viable political, social, and economic system is to have more creative people".[4]

As the second largest economy in the world, China ranks among the top in some major economic indicators. However, on the whole, China is still in the middle stage of industrialization and is still far from being an industrialized power. The outstanding performances are: China has weak innovation ability and core competitiveness, the overall level of industrial development is at the mid-low end of the international division of labor, tracking and imitation are still the main focus in some key areas, it has insufficient technical reserves, and most key core technologies are controlled by others.[5] The promulgation of the national "innovation" and "entrepreneurship" policies requires Chinese industries to improve their independent innovation capabilities as soon as possible in the process of becoming a manufacturing power and a technology power. With the transformation of China's economy from "relying on factor" and "relying on investment" to "relying on innovation" (i.e., from "counterfeiting" and "manufacturing" to "creation"), enhancing the independent innovation capability of enterprises is not only the direction of Chinese enterprises' efforts, but also the requirement for Chinese enterprises to enhance their status in the global industrial division system and improve their international competitiveness.

2.2 The Training of Innovation and Entrepreneurship Ability of Enterprise Employees Is an Effective Way for the Sustainable Development of Enterprises

The continuous emergence of new technologies and economic globalization has intensified the competition among enterprises and brought challenges to the development of enterprises. Numerous new products and new service items emerge in the market every year, but most of them

will withdraw from the market sooner or later, and only a part of them are accepted by the market and get a high evaluation. The success of these companies is mostly due to some kind of innovation in developing concepts, technologies, methods, etc.[6] For enterprises, in order to achieve sustainable development and enhance the independent innovation capability, it is necessary to train the innovation and entrepreneurship ability of employees. International experience shows that since the 1980s, innovation and entrepreneurship have been closely linked with emerging high-tech sectors in industrialized countries. To a certain extent, innovation and entrepreneurship have become a catalyst for the combination of scientific and technological research and industrialization. Therefore, innovation and entrepreneurship not only means the emergence of new enterprises, but also means innovation and entrepreneurship within enterprises.

The so-called intra-enterprise innovation and entrepreneurship refers to the organizational empowerment and resource assurance given within the enterprise in order to obtain innovative results. In short, intra-enterprise innovation and entrepreneurship are creative and effective activities within existing enterprises and the process of continuously expanding the scale of the enterprise while ensuring the quality of the enterprise's products is improved. In an economic society with rapid economic development, ever-changing technologies, and increasingly fierce competition, intra-enterprise innovation and entrepreneurship are an important way for enterprises, especially mature enterprises, to prosper in the long run. This situation is evident not only in enterprises in developed countries, but also in some Chinese enterprises. Of course, giving full play to the entrepreneurial spirit of enterprise employees is the premise for future economic prosperity and development and also the innovation and entrepreneurial spirit of enterprise employees contributing to the development of the enterprise itself.

2.3 The Training of Innovation and Entrepreneurship Ability of Enterprise Employees Is the Requirement of Employees' Self-development

Everyone has the desire and potential for innovation and it is this desire and potential that becomes the source of power for people to practice and create. Business owners need to recognize the

innovative and entrepreneurial desire and potential of enterprise employees and need to pay attention to the development of enterprise employees' innovative and entrepreneurial potential. Different from the fact that most enterprises regard employees as "cost factors", Canon's "unit production method" regards employees as the main body of knowledge production and value adding. This method of production allows employee creativity to continuously and iteratively create production innovations. In this management mode, people's creative potential is fully stimulated to form creative routines. Employees take becoming a "master" as their ideal and carry out self-innovation. As a result, the knowledge productivity of each staff member is improved and new knowledge is generated one after another. Therefore, the combination of the internal needs of employees' self-development and the external requirements and conditions of enterprise innovation and entrepreneurship is the basis and conditions for the training of enterprise employees' innovation and entrepreneurship ability.

With the support of the policy of "mass entrepreneurship and innovation", there are more and more people with entrepreneurial dreams and enterprise employees are a particularly prominent group. In April 2016, a reporter's survey of 190 employees of more than 80 enterprises in Pudong, Shanghai showed that: 92.6% of the people expressed their willingness to start their own businesses, especially employees in the sales department and technical department. Employees generally believe that entrepreneurial activities can help realize the entrepreneurial dream of entrepreneurs. If the enterprise can give certain support, the intrapreneurship will get more protection and less risk than the independent entrepreneurship, and at the same time, it won't lose pressure and challenges and can be a better choice to realize self-worth.[7] Enterprises need to create conditions to give employees a big stage for innovation and entrepreneurship to fully display their talents, so that they can use the existing resources of the enterprise to propose creative solutions to the problems faced by the enterprise. On the big innovation and entrepreneurship platform, each employee is independent, spontaneous and self-managed to complete the work. Each employee is the CEO of his own position and can maximize his or her own value. Pioneers, such as Haier Group, split the traditional management and control organization into a small and micro enterprise, and make the employee's

management makerization, that is, the employee turns from an executor to a small business owner and becomes the CEO by himself or herself. In this way, through Maker Academy, Maker Lab, Maker Space, Entrepreneurial Factory, and Maker Market, Haier's 100 small and micro enterprises have an annual income of over 100 million yuan and provide more than 1.3 million employment opportunities for the society. Through this approach, Haier has realized the vision of common development of employees and the enterprise.

3. THE CHARACTERISTICS OF THE INNOVATION AND ENTREPRENEURIAL ABILITY TRAINING OF ENTERPRISE EMPLOYEES

Enterprises are the main body of employees' innovation and entrepreneurship training. Entrepreneurs must have innovative spirit, enterprise employees must also have innovative spirit, and the innovative ability of employees needs to be cultivated by enterprises. Konosuke Matsushita, a Japanese entrepreneur known as the "God of Management", believes that innovation is the fundamental measure for the development of an enterprise. He regards enterprise management as art and art is the process of continuous innovation. He sees Panasonic as "a place first to train talent and second to make electrical appliances." Extensive educational facilities are set up in the enterprise to greatly improve the skill level and innovation and entrepreneurship ability of enterprise employees.[8] Most successful enterprises can attach importance to the training of innovation and entrepreneurship abilities of their employees, and have some common characteristics: Enterprise support is the premise and promoter of the training of employees' innovation and entrepreneurship ability; there are various forms of employee innovation and entrepreneurship ability training; enterprises can jointly cultivate employees' innovation and entrepreneurship ability with the help of scientific research institutions.

3.1 The Enterprise Is the Main Body and Promoter of the Training of Employees' Innovation and Entrepreneurship Ability

Enterprises are the implementers and powerful promoters of employee innovation and entrepreneurship training. In order to sustainably

develop and be in an advantageous position in the competition, enterprises must set up enterprise education and training institutions to cultivate the innovation and entrepreneurship ability of employees. This is an effective measure to enhance the innovation and entrepreneurship ability of employees. Drucker's Innovation and Entrepreneurship and Ikujiro Nonaka's The Essence of Innovation listed a large number of examples, all of which are cases of employee innovation and entrepreneurship in enterprises. As Ikujiro Nonaka said: "Most of the protagonists in this book are not well-known entrepreneurs, but ordinary people who are happy to be reunited with their families when they return home. But it is precisely because they have faced all kinds of difficulties with professional pride that the essence of their way of thinking and acting can resonate with readers." [6]² The way that enterprises train employees' innovation and entrepreneurship ability mainly includes institutional support, financial support and a tolerant enterprise culture, which is a common practice of successful enterprises.

Institutional support is the premise for the training of employees' innovation and entrepreneurship ability. The innovation and entrepreneurship of enterprise employees is an activity promoted within the enterprise organization, which requires the strong support of enterprise leaders and a lot of cooperation in organization and management. The training of innovation and entrepreneurship ability of enterprise employees requires educational facilities, the attention of entrepreneurs and the corresponding system construction, so as to avoid the administration's casting away upon the death of a person due to leadership changes. Research shows that many industry managers are fully aware of the importance of innovation. They see innovation as a key factor in driving business growth, profitability and competitive advantage. Enterprise leaders' attention to employees' innovation and entrepreneurship ability and the organization and implementation will set an example of innovation and entrepreneurship in the enterprise and form an ethos, which can encourage employees in different departments to actively participate in innovation and entrepreneurship activities and have corresponding institutional norms. It can be said that institutional support is the key to training the innovation and entrepreneurship ability of enterprise employees. Well-known Chinese enterprises such as Haier Group, Wanda Group, Huawei, a leading enterprise in the communications

industry, and Midea Group, have relatively complete enterprise education facilities and system. It can be said that it is precisely because these enterprises see the importance of employees' innovation and entrepreneurship ability to the development of enterprises that they provide employees with platforms and conditions in an institutionalized way, greatly improving employees' innovation and entrepreneurship ability, and enabling them to grow and develop in the economic tide.

Financial support is the material guarantee for the training of employees' innovation and entrepreneurship ability. Innovation and entrepreneurship require cost input. This cost includes not only time cost, personnel cost, but also economic cost, which requires enterprises to provide financial support to employees. Some companies have accumulated good experience in this regard. Typically, Eastman Kodak provides financial support to employees' innovative businesses in stages: In the stage of the development of entrepreneurial ideas, a subsidy of \$25,000 can be obtained by employees; \$75,000 in project funding can be obtained by employees if the employees' idea works; if the project enters the start-up phase, employees can receive \$250,000 in funding, and the project results belong to Eastman Kodak. Fujitsu has set up a special fund. As long as employees have worked in Fujitsu for more than 3 years, they can apply for a venture fund. Panasonic has grown from an electrical switch manufacturer with only 3 employees and a start-up capital of 70 yen to a global multinational enterprise. There is a causal relationship between this and the training of enterprise employees' innovation and entrepreneurship ability. In 2000, Panasonic established a 10 billion yen fund to support employee innovation and entrepreneurship. Chinese enterprises have also begun to try. In 2012, in order to develop telecommunications-related businesses, China Telecom collected innovative projects and teams for internal employees and started a fund of 100 million yuan to encourage employees to innovate and start businesses.

A tolerant corporate culture is a necessary environment for the cultivation of employees' innovative and entrepreneurial ability. Everyone has an orientation toward holistic development and the realization of their potential, and this positive orientation can lead to constructive outcomes if an environment that fosters growth is provided. The realization of the innovation and entrepreneurship ability of enterprise employees requires the

enterprise to respect the innovation and entrepreneurship vision of each employee and create a good environment and atmosphere for the realization of this vision. Innovation and entrepreneurship are high-risk behaviors, often accompanied by failures. Enterprises should tolerate failures and give care and understanding to the losers, so that innovation and entrepreneurship can continue. The famous 3M Company (Minnesota Mining and Manufacturing Company) is exemplary in this regard, as its China general manager Yu Junxiong once said: After a failed innovation, the supervisor sits down with the employee to review what went wrong, how to improve it, and how to develop a more complete plan next time. Such a relaxed environment is also conducive to stimulating employee innovation. All along, 3M has never punished an employee for failing to innovate.

3.2 The Recognition and Active Participation of Employees: the Key to Improving the Innovation and Entrepreneurship Ability of Employees

Just as technological evolution requires new technologies but is not limited to new technologies and the combination of different technologies can still achieve technological innovation, employee innovation and entrepreneurship are not limited to starting a new enterprise, but should also include changing the output of resources, that is, by changing products and services, to provide value and satisfaction to customers, and expand pure technological innovation to management innovation and social innovation. When discussing systematic innovation, Drucker proposed seven sources of innovation opportunities, namely, unexpected events, uncoordinated events, program needs, industry and market structure, vital statistics, cognitive changes, and new knowledge. The different sources of innovation opportunities mean that the approach to innovation is not only uncertain, but also unconventional, that is, employees need to be able to respond to changes. "We have to educate them as creative characters, at least in the sense of dealing with new things and improvisations. They have to be unafraid of changes, be comfortable with changes and new things, and, if possible (because that's the best), even enjoy pleasures brought about by new things and changes. This means that we must educate and train engineers not in the old and standard sense, but in the new sense, 'creative engineers'".[4]⁹² Therefore, the training of innovation and

entrepreneurship ability of enterprise employees should not stick to a certain fixed model, but on the contrary, employees should be encouraged to think critically and make unconventional attempts on the premise of reason and evidence.

The large number, variety and obvious differences of enterprises determine the diversity and flexibility of the innovation and entrepreneurship training of employees. Among them, skills competitions, project creativity competitions organized by enterprises, and the establishment of incubators or entrepreneurial bases through enterprises are all effective ways and methods to improve employees' ability to innovate and start businesses. In other words, enterprises provides a service platform for the employees and the employees rely on this to give full play to their enthusiasm and talents, realize entrepreneurship through innovation and continuously innovate in entrepreneurship, thereby enhancing the competitiveness of enterprises. For example, in March 2015, Aviation Industry Corporation of China, LTD. (AVIC) built China's first large-scale industrial interconnection innovation and entrepreneurship platform — iMaker. It is an open O2O innovation and entrepreneurship platform with the core of the enterprise's industrial ecological resources, the method of the combination of online and offline, and the result of the realization of "Internet + open innovation + collaborative R&D + intelligent manufacturing". In the first "Lianchuang Cup" Innovation and Entrepreneurship Competition in August 2015, it received a total of 839 innovation and entrepreneurship projects from 14 directly-affiliated sectors and 103 member units of the group, covering various forms such as creativity, technology, project, product, and service, as well as many fields such as robot, intelligent hardware, medical health, aircraft, and new materials. This series of activities has enabled employees to be exercised and their innovation and entrepreneurship capabilities have also been improved.

3.3 Collaborative Training: the Main Way To Train the Innovation and Entrepreneurship Ability of Enterprise Employees

Enterprises are the main implementing units for the training of employees' innovation and entrepreneurship ability, but they are not the only units. The effective training of innovation and entrepreneurship ability of enterprise employees also needs to be realized through cooperation

between enterprises and between enterprises and universities and scientific research institutions. The process of innovation and entrepreneurship of an enterprise is a process of resource gathering and optimization, most of which draw on the technology of predecessors or others and require cooperation rather than independent completion. With their own characteristics and advantages, enterprises adopt collaboration and joint training, which are effective ways to improve the innovation and entrepreneurship ability of enterprise employees. Multinational enterprises have accumulated rich experience in this area. Developed countries such as Japan and the United States have even developed a community composed of enterprises, universities and scientific research institutions — the national innovation system, whose core function is to promote innovation and technological progress of enterprises and obtain results with independent intellectual property rights. Universities and scientific research institutions provide knowledge and intellectual support for enterprise employees to innovate and start businesses. Industry-university-research collaborative innovation is a bridge connecting basic research, applied research, technology development and achievement transformation. The innovation network formed by non-governmental organizations such as enterprises, universities, scientific research institutions and industry associations can greatly improve the efficiency of innovation.

Industry-university-research cooperation has become an effective way to enhance the innovation and entrepreneurship capabilities of employees and has been widely adopted. Enterprises and scientific research institutions have actively cooperated and a number of typical cases have emerged. For example, Jilin Province has established 6 collaborative innovation centers for major needs. Nearly two-thirds of the large and medium-sized industrial enterprises in Jiangsu Province have internal R&D institutions, and have established stable cooperative relations with 941 universities and institutions, and their innovation output has continued to increase. In 2009, enterprises in Jiangsu Province applied for 79,900 patents and obtained 47,000 patents, ranking first in the country. In July 2016, Jiangmen City, Guangdong Province and China Youth Daily jointly sponsored the "Youth Innovation Convergence" National Small and Micro Enterprise Innovation and Entrepreneurship Week, aimed at young entrepreneurs and small and micro enterprises, united with well-known Chinese and

foreign universities, research institutions, local governments, enterprises, and venture capital institutions, and brought together resources such as talents, projects, technologies, and capital, to provide policy support, training guidance, incubation acceleration, talent introduction, technology docking and other services for young entrepreneurs and small and micro enterprises, so as to help young entrepreneurs and small and micro enterprises realize their entrepreneurial dreams.

4. THE TRENDS OF THE INNOVATION AND ENTREPRENEURIAL ABILITY TRAINING OF ENTERPRISE EMPLOYEES

Different from the traditional understanding of innovation and entrepreneurship, management master Drucker made a new interpretation of innovation, entrepreneurship and entrepreneurial spirit. He believes that innovation is not a clever idea or invention, not limited to science and technology, and not only to create a new business or a new career, but to create new value for customers, that is, new value that customers pay for. Therefore, innovation is the innovation of practice and must be implemented into action. Innovation can be roughly divided into three categories: product or service innovation, management innovation and social innovation. Among them, management innovation needs to focus on the market and have forward-looking financial plans and an efficient management team, and the role of managers should be accurate. Innovation needs to be carried out in a way of "decentralized autonomy" and "self-management". The former aims to unleash the innovative vitality of every department in the organization, while the latter is to involve everyone in the formulation and identification of goals, aiming to give full play to everyone's innovative vitality and enjoy the fun of work. Drucker especially emphasized that the entrepreneur is important to the development of the enterprise, but more importantly, the entrepreneur should make the organization become an "entrepreneur", that is, to innovate the management mechanism and implement entrepreneurial management. Even if the entrepreneur is gone, the organization can continue to innovate and the enterprise can achieve sustainable development. In the new concept and practice, the innovation and entrepreneurship ability training of enterprise employees presents a new trend.

4.1 Enterprises Need All Employees To Continue To Innovate and Start Businesses

People have the desire for self-realization, and only when people fully display their talents can they obtain the greatest sense of satisfaction. Psychologist Fromm's research points out that creativity is a personality orientation and every emotionally-healthy person can have this personality orientation. A creative person can bring to life everything he touches. He gives life to his own abilities and to other people and things. Since people live in specific time and space, different time and space will have different effects on people's creativity, and a good atmosphere is conducive to the development and cultivation of people's creativity. In initiative without alienation, a person experiences himself or herself as the subject of his or her own activities. Fromm's research conclusion provides psychological support for the cultivation of enterprise employees' innovation and entrepreneurship ability, and the practice of enterprise employees' innovation and entrepreneurship confirms this research conclusion.

People are the core of enterprise growth and development. Innovative enterprises understand that the only difference between themselves and their competitors is the skills, knowledge, responsibility and innovation ability of their employees. Hervey Hambick, senior vice president of entrepreneurship at Thomson Multimedia, believes that the key to running a company is not to develop better managers, but to make employees more like real entrepreneurs who see the company as their own business, so that everyone's innovation and entrepreneurship ability can be brought into play.[3]²²⁰ Therefore, activating the innovative consciousness of all employees and cultivating their innovative thinking and ability are the contents that enterprises must pay attention to. As Drucker said: "Innovation is not a moment of inspiration, it is hard work. And these efforts require the full effort of every department and every management layer in the enterprise." [9] When the innovative thinking and entrepreneurial awareness of enterprise employees are activated, their brain potential will have a fission and amplification effect, providing continuous impetus for enterprise development.

4.2 It Needs To Change from Emphasizing the Results of Innovation and Entrepreneurship to Emphasizing the Process of Creative Personality Cultivation

The accelerated accumulation of new scientific facts, new inventions, new technological developments, new psychological events, material abundance, etc., provides everyone with a situation unlike any before. For enterprises, "We need a new type of person who can handle problems in an improvised way without previous preparation. Therefore, the focus of our discussion has shifted from the emphasis on creative products and the emphasis on technological renewal and artistic products and innovation to other aspects. We have to become more interested in creative processes, creative attitudes, and creative people, not just creative products." [4]⁹²

This change requires enterprises to create a good environment for innovation and entrepreneurship. The vitality and creativity of an enterprise are based on the vitality and creativity of its employees. Therefore, the creativity of enterprise employees is not only the needs of employees' self-realization, but also the embodiment of enterprise's self-realization. Rogers said that the process of life is the process of being yourself and becoming yourself. Maslow said that self-actualization means envisioning a new self to be realized, i.e., the creative self. Enterprise culture can create a positive atmosphere for the enterprise, so that employees can trust each other in this atmosphere and promote their work better. American management scientist Francis believes that entrepreneurs can use money to buy a person's time and can use money to buy labor. But money can't buy enthusiasm, money can't buy initiative, and money can't buy a person's dedication to the cause. And all of this, entrepreneurs can do through the setting of enterprise culture. Zhang Chaoyang, founder of Sohu, also believes that if a company with a long history can maintain its youth forever, it must have a good internal entrepreneurial culture, all departments must have the spirit of innovation, and they must dare to deny their own past. The launch of Sogou is a manifestation of Sohu's innovative spirit. 3M has a very good cultural heritage and is able to implement a culture of innovation at all levels. They encourage employees to try and innovate, and each employee can try different and interesting projects. People don't innovate more in enterprises, mainly because the

enterprise culture isn't friendly enough. New ideas are not really welcomed and enterprises are reluctant to embrace risks. And the enterprise culture that can really make an enterprise prosperous is the kind of enterprise culture that can put the gene of innovation among its employees.

4.3 The Improvement of Enterprise Innovation and Entrepreneurship Ability Should Develop Synergistically with Enterprise Social Responsibility

Synergy is coordination and synchronization, that is, enterprise ability enhancement and enterprise social responsibility are coordinated and develop synergistically and simultaneously. Profit is the nature of an enterprise and it is realized in a way to meet the legitimate needs of the society. The way an enterprise meets the needs of the society includes economic, political, technical, cultural and educational activities. However, either way must be justified, that is, to be beneficial to social development and human progress, rather than preventing or even harming social progress and human well-being. As Konosuke Matsushita said: "The reason why we work together is to increase production and make the whole society, including each other's life, gradually progress. That's what it means to run a company... Only in this way, Panasonic has the meaning of existence. This is our highest mission and we must wake up and work hard on this mission." [10] Enterprises must not only produce products that are beneficial to society and human development, but also cultivate outstanding talents for the society. "I think that, only from the perspective of 'cultivating outstanding talents for the society' can we best express the mission value of 'enterprise is a social instrument'. From this, it can be seen that enterprises are indeed places for cultivating talents, and the cultivation of talents is also an important task of contributing to the country and society." [11]

5. CONCLUSION

Enterprise social responsibility is the value orientation of employees' innovation and entrepreneurship ability training. Innovation and entrepreneurship is a process of value discovery and the vitality of innovation and entrepreneurship lies in creating value. Therefore, innovation and entrepreneurship should be carried out closely around the core of creating value. Innovation and entrepreneurship should focus on changes and differences and use different methods to achieve the

purpose of adding value. Song Zhiping, who served as chairman of China National Pharmaceutical Group Corporation and China National Building Material Group Corporation, said: "The purpose of setting up a business is to serve three groups: One is business people, that is, our employees and their families; the second is investors, that is, investors and stakeholders; the third is social people, that is, we must provide better products and services for the society and create more value. By doing these three things in place, we will grasp the correct meaning of enterprise development." [12] What Song Zhiping emphasizes is the pursuit of value of an enterprise, which includes not only the relative value of the enterprise, that is, profit, but also the absolute value of the enterprise, that is, the social significance of the existence of the enterprise and the social responsibility of the enterprise. Against the background of comprehensively promoting mass entrepreneurship and innovation, if an enterprise wants to vigorously tap the vitality of innovation and entrepreneurship of its internal employees, it must motivate employees to innovate and start a business with its value pursuit, thereby igniting the entrepreneurial passion of the whole society and realizing economic transformation and upgrading.

AUTHORS' CONTRIBUTIONS

This paper is independently completed by Xiaoning Wang.

ACKNOWLEDGMENTS

The 2021 Annual Topic of the "14th Five-Year Plan" of Shaanxi Education Science "From the 'Dual-Track System' to the 'Dual-Pass System': Path Selection for the Development of Vocational Education in Shaanxi" (Project No.: SGH21Y0173. Presenter: Xiaoning Wang)

REFERENCES

- [1] (US) Peter F. Drucker. Innovation and Entrepreneurship [M]. Cai Wenyan trans., Beijing: China Machine Press, 2019:16. (in Chinese)
- [2] Fang Xia. Activate the Entrepreneurship Enthusiasm of the Whole Society with Intra-enterprise Entrepreneurship [N]. Jiaxing Daily, 2015-12-24. (in Chinese)
- [3] Editor-in-Chief, Wei Shuancheng, Jiang Wei. Entrepreneurship: Entrepreneurial Thinking · Process · Practice [M]. Beijing: China Machine Press, 2013: 218-221. (in Chinese)
- [4] (US) Abraham H.Maslow. The Farther Reaches of Human Nature [M]. Cao Xiaohui et al., trans., Beijing: World Publishing Corporation Beijing Company, 2019: 90. (in Chinese)
- [5] Editorial Board of China Innovative Enterprises Development Report. 2013-2014 China Innovative Enterprises Development Report [M]. Beijing: Economy & Management Publishing House, 2015: 4. (in Chinese)
- [6] (Japan) Ikujiro Nonaka, Akira Katsumi. The Essence of Innovation [M]. Lin Zhongpeng, Xie Qun trans., Beijing: China Renmin University Press, 2017. (in Chinese)
- [7] Yang Zhenying. High Willingness to Start a Business Within Pudong Enterprises [N]. Pudong Times, 2016-04-14. (in Chinese)
- [8] Konosuke Matsushita. The Commanding Tower of the Enterprise Kingdom [M]. Taipei: Dah-jaan Press, 1986: 94. (in Chinese)
- [9] (US) Peter F. Drucker. Management Challenges for the 21st Century [M]. Translated by Liu Yuling. Beijing: China Machine Press, 2019: 110. (in Chinese)
- [10] (Japan) Konosuke Matsushita. The Complete Works of Management [M]. Volume 2. Shenyang: Chunfeng Literature and Art Publishing House, 1993:580. (in Chinese)
- [11] (Japan) Konosuke Matsushita. The Complete Works of Management [M]. Volume 21. Hong Kong: Celebrity Press, 1984:62. (in Chinese)
- [12] Song Zhiping. Enterprises Are People, Enterprises Rely on People, and Enterprises Are for People [N]. China Enterprise News, 2015-01-27. (in Chinese)