

ARTICLE

## A Brief Analysis of the Research on Leadership Style and Positive Organizational Behavior in China's Domestic Corporate Environment

Zheng Zhou\* Reynaldo Gacho Segumpan

City Graduate School, City University Malaysia, Taman Kemacahaya, Batu 943200 Cheras, Selangor, Malaysia

### ABSTRACT

This paper studies leadership style and positive organizational behavior in the context of Chinese enterprises. The purpose of the study is to test the impact of leadership style on positive organizational behavior in the context of Chinese enterprises, verify the correlation between leadership style and positive organizational behavior, and provide guidance for enterprise survival, competition and development. By reviewing the relatively mature and complete theoretical systems of leadership style and positive organizational behavior research at home and abroad, the impact of leadership style on positive organizational behavior in the context of Chinese enterprises is hypothesized from the relationship between vision motivation, leadership charisma, intellectual stimulation, and personality care construction and employee positive behavior. 300 employees were randomly selected as the research subjects, and questionnaires compiled in the form of Likert measurement scale were issued to obtain first-hand research data. The research results show that in the Chinese context, the vision motivation, intellectual stimulation and personality care of leaders have a positive impact on the positive organizational behavior of employees. The positive impact of personalized care on the positive organizational behavior of grassroots employees is greater than that of leadership charisma. Leadership style clarifies the beautiful future development vision for subordinates and can fully mobilize the work initiative of employees.

**Keywords:** Leadership style; Employee motivation; Organizational behavior

#### \*CORRESPONDING AUTHOR:

Zheng Zhou, City Graduate School, City University Malaysia, Taman Kemacahaya, Batu 943200 Cheras, Selangor, Malaysia;  
Email: 1434666051@qq.com

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## 1. Introduction

Corporate leaders play a vital role in corporate activities. Leadership concepts, styles, behaviors, relationships between leaders and subordinates, personal charm and competence of leaders, etc. affect the work attitudes, behaviors and work performance of organizations and their employees. There are many theories about leadership. With the development of management theory, there are roughly four theoretical schools of leadership theory: early trait theory and behavioral theory, recent contingency theory and current leadership style theory. In the study of leadership behavior style, with the acceleration of social transformation, transformational leadership has gradually become the core concept of leadership style theory. Although the research on transformational leadership theory is very rich, most of it focuses on leaders. There are not many studies that directly explore the impact of organizational factors on positive organizational behavior, but there are many related studies. These studies often indirectly affect positive organizational behavior through organizational effect variables or employee attitude variables. Compared with foreign leadership style and positive organizational behavior theory systems, domestic related research is still in its infancy. So far, no empirical research in related fields has been seen. This article attempts to fill this gap.

## 2. Literature Review

Leadership is the interaction between leaders and subordinates: this interactive relationship occurs in organizational situations and groups. Leadership is the influence of personal charm, the use of power and the exertion of influence. The purpose of leadership is to achieve the goals of the organization. Therefore, leadership is a process and activity in which leaders use their personal charm to exert their influence, condense the concepts, will and emotions of organizational members, and lead organizational members to achieve organizational goals through efforts in the process of interaction between superiors and subordinates in organizations and groups. After

summarizing the management ideas of Taylor, Fayol, Weber and others, Koontz constructed the first generation of management theory system and believed that the leadership function refers to exerting influence on employees to make them contribute to the realization of organizational and team goals, which is one of the five major management functions. Robbins proposed the second generation management system from the perspective of organizational behavior and pointed out that the leadership function is to focus on motivating and guiding subordinates, communicate effectively and resolve conflicts. It can be seen that the leadership function is a comprehensive concept of leadership willingness, leadership ability, leadership behavior and leadership process. Leadership theory is a theory that studies leadership behavior and its leadership effectiveness, and is one of the key contents of management and psychology research. Factors that affect leadership behavior and its effectiveness and how to improve leadership effectiveness are the core of leadership theory research. The experimental results of Lewin et al. show that among the three typical leadership styles, the democratic leadership style has the best effect, followed by the authoritarian leadership style, and the laissez-faire leadership style has the worst effect. However, Lewin further pointed out that in real work situations, the above three typical leadership styles are not common, and the leadership styles shown by a large number of leaders are often intermediate between different typical leadership styles. The research on employee positive organizational behavior in China originated from the research on "positivity". "Positivity" has a very rich connotation. In the "Modern Chinese Dictionary", "positivity" refers to the thought and performance of being enterprising and working hard (Chao Jizhou, Han Jingti, 2005). In philosophy, positivity refers to the embodiment of human essential power and conscious initiative, and is the subjective and enterprising attitude shown by people in the practical activities of understanding and transforming objective things. In psychology, positivity refers to the subjective and enterprising attitudes such as interest, desire (enthusiasm), energy,

and will shown by people in the practical activities of understanding, transforming, and possessing objective things (Wu Bomin, 1992). From the perspective of motivation, enthusiasm is a psychological phenomenon, that is, a state of excitement, which refers to the initiative, consciousness, enthusiasm, responsibility, courage and tenacity in people's behavior (Chen Xiaodong, 1997). Enthusiasm refers to the active psychological tendency formed by a combination of multiple psychological factors, including the active degree of cognition, the level of emotional excitement, the strength of will, and needs, wishes, desires, goals, intentions, ideals, beliefs, world outlook, outlook on life, values, etc. (Wang Guangli, 1998). In organizational behavior, enthusiasm refers to the release of personal and organizational potential caused by the interaction between individual needs and environment and the coincidence of personal goals and organizational goals (Wang Guangli 1998). Foreign scholars such as Silin (1976), Redding (1990), Westwood and Chan (1992) observed and studied the leadership behavior in Taiwanese enterprises and found some leadership concepts and behavior patterns that are different from those in the West. On this basis, Taiwanese scholars Farh and Cheng (2000) summarized the unique characteristics of paternalistic leadership in Chinese organizations, namely authoritarianism, benevolence, and moral leadership, based on their long-term research on leadership behavior in Taiwanese companies, and analyzed its deep social and cultural roots. Mainland scholars Ling Wenqing (1991) and others, when verifying the PM theory of Japanese scholar Misumi (1985), found that the leadership behavior of Chinese managers not only includes work-oriented and interpersonal-oriented behaviors proposed by Japanese and American scholars, but also includes a unique "personal morality" factor, which is called the C (morality) P (performance) M (interpersonal maintenance) theory of Chinese leadership behavior.

Wang Hui, Xin Rong and Xu Shuying (2004) used the "configuration approach" to summarize the four leadership styles of Chinese corporate leaders in the transition period, namely "advanced", "task-ori-

ented", "employee-oriented" and "hidden". "Advanced leaders" refer to leaders who score above the average in all dimensions except "display of authority". They are creative, adventurous, good at communication, convey vision, care about employees and have strict management. The performance of the enterprise or department led by this type of leader is the best, and the employees are most satisfied with the organization; "task-oriented leadership" refers to leaders who only score above the average in the dimension of "showing authority", while the scores in other dimensions are equal to or below the average. They like to monopolize the power of the enterprise and make major decisions alone. The performance of the enterprise or department led by this type of leader ranks second in the overall sample, and the employees' satisfaction with the organization is also second; "employee-oriented leadership" refers to leaders who score relatively high in the two dimensions of "caring for subordinates" and "coordination and communication"; "hidden leadership" scores much lower than the average in other dimensions except for the average score in the dimension of "showing authority". In other words, although these leaders hold leadership positions in the enterprise, they do not exercise leadership responsibilities. Therefore, the performance of enterprises or departments and employee satisfaction under the management of this type of leadership are at the lowest level. At the same time, they also analyzed the distribution of these four leadership styles under different ownership forms. Enterprises with different ownership forms tend to adopt different leadership styles. Specifically, the survey shows that 52% of private enterprise CEOs show an "advanced" leadership style, 38% of state-owned enterprise CEOs and 36% of foreign-invested enterprise CEOs tend to adopt an "employee-oriented" leadership style, and 11% of state-owned enterprise CEOs and 14% of foreign-invested enterprise CEOs are "task-oriented leaders", 26% of state-owned enterprise CEOs and 26% of foreign-invested enterprise CEOs are "hidden leaders", while private enterprises basically do not have "hidden leaders". Bass et al. believe that transformational leadership is

a four-dimensional structure, including vision motivation (also known as charisma), leadership charm, intelligence stimulation and personalized care. The structure obtained by Li Chaoping's research is both related to and different from Bass's structure. From the perspective of the connotation of the four dimensions of the study, vision motivation and leadership charm are basically consistent with Bass's connotation. Compared with Bass's personalized care, the personalized care in this study has a relatively broader connotation. Bass's personalized care mainly emphasizes the concern for employees' work and personal development, while Li Chaoping's personalized care not only emphasizes the concern for employees' work and personal development, but also emphasizes the concern for employees' families and lives. The difference between Chinese and Western managers' care for employees can be seen from this. Western managers are mainly concerned about employees' "work", while Chinese managers care about employees' lives and families in addition to their work. In the West, employees' families and lives belong to their personal private lives, and managers will not and are not convenient to pay attention to their private lives; in my country, in order to care for employees more comprehensively and considerately, managers will pay more attention to their families and lives. Li Chaoping's research found that China's transformational leadership also includes a unique dimension: moral example. The structural differences between Chinese transformational leadership and Western transformational leadership can be found in the Chinese cultural background. Confucius believed that the cultivation of personal personality and virtue is the cornerstone of society. From the government's perspective, Confucius emphasized the role of moral norms and the role of the elders, and used moral principles to influence and persuade the people, so that the people can be convinced. Therefore, the most useful way to govern a country is to lead by example, lead with virtue, set an example for the young and subordinates, and influence the young and subordinates through subtle influence. In the organization, managers should lead by example, lead

with virtue, set an example for employees, influence subordinates through subtle influence, and enable subordinates to work hard to achieve the goals and mission of the organization. This research result once again confirms Hofstede's point of view: leadership as a social influence process is indeed a phenomenon that is common in all countries in the world, but its concept and composition may vary depending on the national culture. This result of this study once again discovered and verified that Chinese scholar Mr. Ling Wenlun discovered in the early 1980s that there is an important dimension of Chinese leadership: morality, and proposed the CPM leadership theory based on Chinese culture.

### **3. Research Methods and Design**

This study uses a questionnaire survey method for quantitative research. This paper takes corporate employees as the research object and randomly selects 300 people as the research sample. A total of 300 questionnaires were issued, 291 valid questionnaires, and the effective recovery rate is 97.0%. According to the previous questionnaire on the relationship between leadership style and employee positive organizational behavior, this study is divided into four dimensions: leadership charm (4 items), vision motivation (4 items), intelligence stimulation (4 items), and personalized care (4 items). These different dimensions of factors will be used as independent variables in this study. The data from the questionnaire was analyzed using data statistics special analysis software to draw research conclusions.

### **4. Analysis of Research Results**

The descriptive analysis results of the research subjects show that the distribution of the research subjects in this study is as follows: females account for 37.6% and males account for 62.4%. Age distribution: 30 years old and below account for 27.8%, 31

56.4% of the population are between 50 and 49 years old, 13.7% are between 50 and 59 years old, 2.1% are over 60 years old, with 56.4% being the



largest group between 31 and 49 years old, followed by nearly 28% under 30 years old. Average monthly income distribution: 9.3% of the population are between 3,000 yuan and below, 48.8% are between 3,001 yuan and 4,500 yuan, 26.1% are between 4,501 yuan and 6,000 yuan, and 15.8% are over 6,001 yuan. The largest group is between 3,001 yuan and 4,500 yuan. Educational background distribution: 31.3% are high school and below, 57.0% are college and undergraduate, and 11.7% are master's degree or above. The largest group is college and undergraduate, with 57.0% being the largest group, followed by postgraduates (12%). Working years: 9.6% for 1 year or less, 22.7% for 2 to 5 years, 39.98% for 6 to 9 years, and 27.8% for 10 years or more. The largest number of people worked for 6 to 9 years and more than 39.9%. Validity analysis: The Kaiser-Meyer-Olkin measure is 0.795 (greater than 0.5 and less than 1.0). According to the standard of KMO value, 0.795 indicates that it is suitable for factor analysis. By using the principal component analysis method, the factor loading value is 0.651-0.869, which is more than 0.5. This shows that the supplementary validity level of the questionnaire meets the design requirements, and there is a significant correlation between the questions in the questionnaire and the corresponding research variables. The data of the questionnaire is orthogonally rotated. By using the maximum variance method, it can be seen from the results of the rotation component matrix that the questions in the questionnaire are divided into five independent components, and the questions of each component are the questions of the research variables originally set. This basically verifies that the design variables of the questionnaire are relatively independent, and the discriminant validity meets the design requirements. The reliability analysis results are as follows: vision motivation is 0.718; leadership charisma is 0.750; intelligence stimulation is 0.869; personalized care is 0.682; and employee positive organizational behavior is 0.738. The Cronbach  $\alpha$  coefficients of each variable exceed the Cronbach  $\alpha$  coefficient reference index of 0.6 stipulated in this paper, and the questionnaire data can be used. Pear-

son correlation analysis: When the significance level is 0.01 (bilateral), the absolute values of the correlation coefficients between the independent variables "vision motivation, leadership charisma, intelligence stimulation, personalized care" and the dependent variable "employee positive organizational behavior" are 0.569, 0.627, 0.438, and 0.573, respectively, ranging from 0.40 to 0.80, indicating that there is a positive correlation of medium or above strength between these four variables and the dependent variable. The correlation coefficients between all independent variables are between 0.012 and 0.165, which are all less than the correlation of 0.4, indicating that the independent variables are independent.

## 5. Conclusion

After using a relatively large sample (300) of Chinese companies to conduct an empirical test with high reliability and validity on the hypothesized relationships between the various variables, the following conclusions can be drawn based on the results of this study.

The results show that: all dimensions of leadership style are positively correlated with employees' positive organizational behavior. For example, regardless of gender, age, length of service, and position, personalized care is always highly valued by employees. Personalized care is valued by all companies and employees. Intellectual stimulation and vision motivation have a positive predictive effect on organizational positive behavior. There are significant differences between leadership style and employee positive organizational behavior variables in the same individual situation. The results show that in the Chinese context, the vision motivation, intellectual stimulation and personalized care of leaders have a positive impact on employees' positive organizational behavior, which is basically consistent with the research of previous scholars. In Western research on the relationship between leadership behavior and organizational behavior: one is that leadership behavior has a positive impact on employee organizational behavior and related factors, and the other is that this effect is not significant or even neg-

ative. This paper uses a large sample of data from Chinese companies to conduct an empirical test and finds that leadership style has a positive impact on employees' positive organizational behavior, indicating that leadership style plays an important role in promoting the improvement of employees' positive organizational behavior.

Leaders can fully mobilize employees' work initiative by clarifying a beautiful vision for the future development for their subordinates. Leaders encourage employees to think innovatively, support employees' innovative activities, give employees individual care, take care of employees' different development needs, and enable employees to better exert their talents. This study infers that, in the difference analysis of personal attributes of the samples obtained this time, the average of vision motivation is much higher than leadership charisma. In other words, the degree of importance attached to vision motivation by the samples in this study is much higher than that of leadership charisma. Since the samples obtained this time are middle-level managers in Chinese companies, and the primary goal is to meet the value of work, the degree of importance attached to vision motivation by the samples in this study is much higher than that of leadership charisma, which is why the conclusion that leadership charisma has no significant effect on positive organizational behavior is obtained. Therefore, managers' Incentives can affect employees' positive organizational behavior more than their own charisma. According to the findings of this study, leadership is an effective predictor of positive organizational behavior, so improving employees' positive organizational behavior can start with shaping a transformational leadership style. Organizational employees should maintain a positive attitude in dealing with people and things. Not only should we be proactive, optimistic, confident, brave and tenacious in affairs, but we should also be humble, honest, tolerant, respectful, courteous and grateful in people. Many researchers have pointed out that different industrial characteristics will lead to different management operations, and the positive correlation between leadership and em-

ployees' positive organizational behavior may not be applicable to all companies. Future research can examine the relationship between leadership styles in different industries and employees' positive organizational behavior. Second, managers' leadership styles are not single, but can only be said to be relatively inclined to a certain style. Some scholars have pointed out that the combination of leadership and transactional leadership, that is, the interaction between the two, is the most effective leadership style and can best promote employee enthusiasm. Future research can examine the impact of the interaction of multiple leadership styles on employees' positive organizational behavior and explore the leadership style that can most effectively promote employee enthusiasm. Third, in future research, a more complete and systematic theoretical model can be established through more comprehensive analysis.

Due to geographical and human resource limitations, only purposive sampling was used, that is, written questionnaires were used, which may change due to differences in time and space. Therefore, the results of this study are limited to the sample of this study and cannot be inferred to other people outside the sample. Secondly, in terms of sampling, the subjects mainly came from developed eastern provinces and cities such as Zhejiang and Shanghai. The region is relatively narrow, and the sample size is not too large, which seems insufficient to fully reflect the positive organizational behavior of employees in different regions, which affects the external validity of this study to a certain extent. Although this study proposed a research framework and referred to relevant research scales after literature discussion and analysis. However, since the directions of each researcher are different, this study only explores the content related to this article, so the focus of the study is on transformational leadership style and positive organizational behavior, but the factors that affect positive organizational behavior are so extensive that they cannot be fully included in this study. This study uses questionnaire survey as the method of empirical research. Although the design of the questionnaire scale is formulated with reference to relevant literature and takes into account the actual characteristics of the sub-

jects. However, the subjects may have subjective cognitive bias and job sensitivity in the questionnaire, and in order to avoid sensitive questions, they may check the answers that go against their original intentions, which may cause measurement errors or deviations in the interpretation of results. This study mainly focuses on the exploration of positive organizational behavior, but only the more important leadership style is selected for the factors that affect positive organizational behavior. In the future, the research can systematically explore the impact on positive organizational behavior.

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## ARTICLE

# Research on the Development Strategies of Youth Green Entrepreneurship in Sustainable Development

Shengmiao Han<sup>1\*</sup> Badrul Hisham Bin Kamaruddin<sup>2</sup>

<sup>1</sup> Innovation and Entrepreneurship College, East China Jiaotong University, Jiangsu, Nanjing, 210096, China

<sup>2</sup> Faculty of Creative Industries, City University Malaysia, Taman Kemacahaya, Batu 943200 Cheras, Selangor, Malaysia

## ABSTRACT

This article explains the connotation and types of green entrepreneurship, analyzes the shortcomings of green entrepreneurship development among young people from the perspective of sustainable development, and proposes countermeasures to promote green entrepreneurship among young people from multiple aspects, including supporting policies, entrepreneurial facilities, education system, and entrepreneurial fund channels.

**Keywords:** Sustainable development; Youth group; Green entrepreneurship

## 1. Introduction

Since the reform and opening up, the rapid development of my country's social economy has caused tremendous pressure on the environment. People have gradually changed from simply paying attention to the economic benefits of enterprises to paying attention to the coordinated development of economic benefits, social benefits and environmental

benefits of enterprises. Green entrepreneurship has emerged in this context. Encouraging and guiding contemporary youth to engage in green entrepreneurship, promoting the green and efficient sustainable development of enterprises, and harmonious symbiosis with the natural environment have become an inevitable choice for economic development. my country's attention to green entrepreneurship among young people is in its infancy, and the supporting

### \*CORRESPONDING AUTHOR:

Shengmiao Han, Innovation and Entrepreneurship College, East China Jiaotong University, Jiangsu, Nanjing, 210096, China; Email: 550802637@qq.com

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policies, economy, and education systems are still imperfect. In-depth analysis is needed to explore measures to promote and guide the development of green entrepreneurship among young people.

## **2. The connotation and types of green entrepreneurship**

At present, there is no unified definition of green entrepreneurship, and different researchers have different focuses. In general, green entrepreneurship emphasizes the grasp and utilization of opportunities. Its connotation is similar to general entrepreneurship and sustainable development of enterprises. The purpose is to achieve the "three-in-one" entrepreneurial behavior of environmental friendliness, social equality, and economic development, and the core lies in the identification and utilization of opportunities. Some researchers have proposed that green entrepreneurship is "those opportunities that bring future products and services into reality. Green entrepreneurship is the process of identifying, creating and utilizing such opportunities, and also includes who will complete it and what economic, psychological, social and environmental results will be produced." From the individual level of enterprises, green entrepreneurship refers to the greening of enterprise production, marketing, products, etc., which is partial; from the social level, green entrepreneurship is based on the social entrepreneurial environment, with the goal of pursuing greening and sustainable development, and is a form of value creation driven by entrepreneurs. Green entrepreneurship covers concepts such as "entrepreneurship" and "sustainable development", and its types are not the same. Starting from the difference between the two most essential concepts of entrepreneurial motivation and development concept, the types of green entrepreneurship can be roughly classified. In terms of the sources of entrepreneurial motivation, one is driven by survival and the other is driven by opportunities. The former is a passive survival purpose, while the latter generally creates or discovers opportunities to pursue greater development. In terms of development concepts, there are active changes to environmental systems

and passive compliance. Advanced companies are proactive and take sustainable development as the primary strategic choice. They invest more than ordinary companies and are forward-looking and strategic, while obedient companies tend to be passive. Based on this, green entrepreneurship can be divided into four types: obedient companies for survival purposes, advanced companies for survival purposes, obedient companies driven by opportunities, and advanced companies driven by opportunities.

## **3. Problems in the development of green entrepreneurship among young people from the perspective of sustainable development**

### **3.1 Few green entrepreneurial actions and awareness**

Green entrepreneurship is a relatively new concept for enterprise development. According to the survey, many young entrepreneurs agree that green entrepreneurship brings benefits to enterprise development and have a high desire for green entrepreneurship. However, in actual entrepreneurial activities, many young entrepreneurs fall into the quagmire of enterprise survival and passively comply with laws and regulations, which makes the enterprise development abandon forward-looking and advanced, and become a type of enterprise that follows the rules in green entrepreneurship. In such a process of enterprise development, although entrepreneurs are willing to agree with the concept of green development, they still take the temporary economic benefits of the enterprise as the primary task, and then consider social responsibility. In summary, young entrepreneurs show a shallow value recognition in green entrepreneurship, but they take few actions in practice. The lack of application of green concepts is ultimately due to insufficient understanding and lack of deep recognition and cognition.

### **3.2 Weak green entrepreneurship capabilities**

Young people are the main group of entrepre-

neurial activities in my country at this stage, and the majority of them are people with high school, vocational college and other education. In the past education, they were rarely exposed to entrepreneurial knowledge education and entrepreneurial ability training. The objective reality of the low education level and insufficient knowledge reserve of the entrepreneurial subjects is the innate deficiency of young entrepreneurs in my country that cannot be ignored. The average cultural level of young entrepreneurs is not high, and the lack of systematic entrepreneurial education and training has greatly weakened the green entrepreneurial ability of the young group. In recent decades, China's education has aimed at cultivating employment-oriented talents, ignoring the cultivation of practical innovation ability and green thinking mode, which directly affects the survival and development of green enterprises and is a major flaw in the entrepreneurial activities of young groups. Inadequate entrepreneurial cognition and entrepreneurial psychological preparation have also become an important factor restricting the sustainable development of young entrepreneurial enterprises.

### **3.3 The green entrepreneurship mechanism needs to be further improved**

The green entrepreneurial environment created by my country for young people is far from mature. In developed countries, young entrepreneurs can obtain relevant industry information and entrepreneurial information through entrepreneurial platforms. Information symmetry is a great support for young entrepreneurs. It is very necessary to keep abreast of the latest entrepreneurial projects and related policy terms to improve the success rate and activity of entrepreneurship.

For green entrepreneurship, we pay special attention to the use and grasp of opportunities, but in terms of information channel construction and information platform construction, my country is still far behind developed countries in Europe and America. On the other hand, the services for youth green entrepreneurship are not standardized enough, the guidance is not in place, and the service efficiency

and quality are not high, which has also become an important factor restricting youth from carrying out green entrepreneurship activities.

### **3.4 Systematic green entrepreneurship education lags behind**

The realization of the entire green entrepreneurship industry cannot rely solely on the "self-study" of individual young entrepreneurs. Systematic green entrepreneurship education and the implantation of green sustainable development concepts are necessary ways to cultivate young people's green entrepreneurship capabilities and entrepreneurial awareness. Although in recent years, youth entrepreneurship education led by the government and coordinated by universities and social institutions has developed to a certain extent, there is little green entrepreneurship education content in the entrepreneurship education system, let alone systematic green entrepreneurship education, which is still far from the actual needs of green entrepreneurship.

## **4. Development strategies for green entrepreneurship among youth groups**

### **4.1 The government lowers the threshold for young people to start green businesses and strongly supports green businesses**

To achieve the vitality and prosperity of green entrepreneurship, the creation of a systematic environment is a basic project. The government should start with macroeconomic policies, encourage and support young people's green entrepreneurship and give the majority of young people real benefits. According to the characteristics of different youth groups, targeted support policies should be formulated, such as college graduates, social science and technology talents, agricultural breeding entrepreneurs, etc., targeted micro loans, technical guidance, and tax reductions should be provided. Training should be provided to unemployed and landless youth to enhance their entrepreneurial skills and green entrepreneurial awareness. A green entrepreneurship information platform

should be built for the majority of young people, providing timely information services and public products to lower the threshold of green entrepreneurship and promote and facilitate the realization of green entrepreneurship among the majority of young people.

#### **4.2 Young people continue to improve themselves and their business management to enhance the viability of green entrepreneurship**

In order to enhance the core competitiveness and survival ability of green enterprises, it is crucial to improve the quality of young entrepreneurs. First of all, we must correctly understand the macroeconomic and policy environment, overcome financial, technical and management obstacles, and strive to avoid and offset the unfavorable factors of the macroeconomic environment. Green entrepreneurship focuses on energy efficiency and reasonable resource allocation. Surveys show that 40% of green enterprises eventually go bankrupt in their early stages due to the inability to allocate resources reasonably. When young people start green businesses, the first thing they should pay attention to is their own mastery of new technologies and high management levels. Choosing industries with high added value and high technology content to start businesses can better inject the concept of green development and sustainable development.

#### **4.3 Implement green sustainable innovation and improve green entrepreneurial facilities**

The concept of green development can be implemented in enterprises through innovation of green raw materials, green processes, green products, green markets, green organizational structures, and green management models. For basic manufacturing enterprises, the green development model directly brings economic and environmental benefits to the enterprise, effectively avoids pollution caused by non-green processes, and avoids the cost of terminal pollution treatment. It also brings benefits to the corporate image and corporate brand, and ultimately en-

hances the core competitiveness and survival ability of the enterprise. In the long run, green entrepreneurship is conducive to the coordinated development of corporate benefits, social benefits, and environmental benefits, so that enterprises can embark on the path of sustainable development and create greater value for themselves.

#### **4.4 Strengthen and improve the systematic education system for green entrepreneurship among young people**

Establishing a sound youth green entrepreneurship education system is not only to conform to the trend of the times for the development of green entrepreneurship, but also to shape the entrepreneurial ability and tap the potential of contemporary youth, and respond to the actual needs of youth green entrepreneurship. To this end, it is necessary for government departments, schools, Communist Youth League organizations, social institutions, enterprises and other aspects to work together to construct a green entrepreneurship education system. First of all, scientific training course design should be guided by ecological ethics, with ecological economy as the core, focusing on the comprehensive quality training of green entrepreneurship, and highlighting entrepreneurial practice. Marketing, corporate management, financial taxation and related laws and regulations are all necessary knowledge reserves for young people to carry out entrepreneurial activities, and the cultivation of ecological ethics and green entrepreneurship should be fully integrated into entrepreneurship education. The second step is to highlight the ability training in "actual combat", and provide green entrepreneurship consultation, personalized guidance, project training and other services to young people who are interested and capable, so as to improve their actual green entrepreneurship ability. Finally, in order to ensure that green entrepreneurship education does not become a formality, it is also necessary to build a professional teaching staff. We should select entrepreneurship education expert lecturers, business founders with practical green entrepreneurship experience, and ideological

and political educators to form a lecture team. They should not only teach entrepreneurship knowledge, but also share green entrepreneurship practice cases, and cultivate ecological ethics and sustainable development concepts.

## 5. Conclusion

Encouraging young people to start their own businesses is undoubtedly a favorable direction to ease employment pressure and promote social and economic vitality. Encouraging young people to start green businesses is conducive to the healthy development of social economy and the healthy development of entrepreneurial enterprises. It is also an inevitable choice for social and economic development and environmental pressure. As far as the current situation is concerned, there are still problems of weak awareness and insufficient ability in my country's youth green entrepreneurship. The financing channels, policies and regulations, information platforms and other frameworks in the external environment are not perfect. In recent years, under the leadership of the government, the green entrepreneurial activities of young people in my country have gradually become active and have gradually begun to form a small trend, but efforts should be made to promote and support it. Building a good business

environment to guide young people to start green businesses, establishing supporting laws and preferential policies, building a symmetrical information platform, and improving the education and training system, the government, society, and schools work together to guide more young people to establish advanced green enterprises driven by opportunities. It has become an urgent task to promote youth green entrepreneurship.

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