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## The Influence of Public Policy on The Shaping of Entrepreneurial Atmosphere and The Willingness to Start a Business

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### Abstract

The purpose of this study is to analyze, validate and explain the role and impact of public policy on entrepreneurs' entrepreneurial intentions and practices by analyzing the policy implementation processes, behaviors and outcomes of public policy actors, and obtaining information data from the relevant variables that make up public policy. Based on the philosophical perspective of pragmatism and its rooted theoretical paradigm, this paper adopts a mixed sequential method of qualitative and quantitative research questions, goals and hypotheses, collects qualitative data through semi-structured expert interviews, and verifies the data by primary and secondary coding. A questionnaire is formed based on the developed scale, and quantitative data is collected by publishing and collecting the questionnaire. On this basis, qualitative data and research data verification and analysis of variables (public policy orientation, policy flexibility, policy objectives, policy operation mechanism, etc.) that affect entrepreneurs' entrepreneurial willingness are carried out.

In this paper, the IBM-SPSS statistical analysis tool was used to test the reliability of 261 case data by using Cronbach's alpha value method, and the test results showed that the reliability value was  $0.937 > 0.9$ , indicating that the questionnaire has high analytical reliability. The Caesar-Meyer-Holguin sampling adequacy measure: 0.913. Bartlett sphericity test about the chi-square: 1760.645. DF: 66. Signature: 000. The analysis results show that there is a strong enough correlation between the 12 variables. The above comprehensive analysis results show that the factors and variables of the theoretical model have an influence or role relationship, thereby verifying the entrepreneurial atmosphere of urban economy, because public policy subjects can achieve the policy goal of shaping the entrepreneurial atmosphere through the scientific application of policy tools, and can enhance the entrepreneurial willingness of entrepreneurs, thus forming a win-win or win-win situation.

**Keyword:** public policy, entrepreneurial atmosphere, entrepreneurial willingness, policy orientation, policy objectives, policy flexibility, operating mechanism.

### Introduction

Entrepreneurial behavior itself is not a unilateral, isolated, profit-based economic behavior, it is a comprehensive behavior that can fully reflect the overall appearance of a social activity, it includes the overall response to a series of problems such as policy orientation, legal norms, public services, etc., which belongs to the comprehensive effect of social activities, and this response to public policy is precisely the external force of entrepreneurs to transform their will into behavior (Huang & Tian, 2020).

It is precisely for this reason that the formation of an entrepreneurial atmosphere should be studied as a "symbiotic phenomenon" in the behavior of administrative agencies serving entrepreneurship and the entrepreneurial behavior of entrepreneurs, especially for an emerging urban economy like Shenzhen, one of the phenomena it reflects is that all those who participate in the construction of Shenzhen are "entrepreneurs". (Yuan, 2020). Therefore, when I study the proposition of public policy affecting entrepreneurial behavior, I focus on the behavior of public policy subjects and those main variables that affect the formation of entrepreneurial atmosphere.

This paper focuses on the theme of the outcome of public policy (entrepreneurial atmosphere) and the impact on entrepreneurs, clarifies the background of the research subject (Shenzhen Special Economic Zone) in the context of public policy and extremely relevant theories, and takes the public policy orientation as a starting point to theoretically explore the positive impact of entrepreneurs on their survival and development under the influence of the external environment (public policy).

The core of this paper is to explore the practical process of public policy orientation, flexibility, goal-oriented and extremely operational mechanisms to shape the entrepreneurial atmosphere for entrepreneurs.

## Research Objective

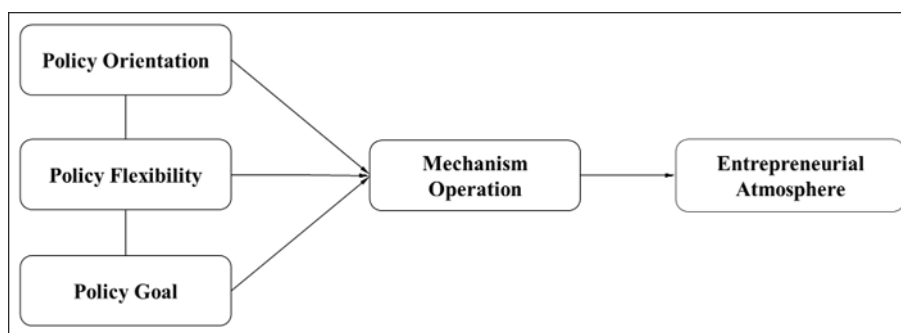
This paper clarifies the concepts of public policy theory related to research through literature retrieval, theoretical learning, and investigation and analysis, and constructs a theoretical conceptual framework based on this, so as to achieve the following research goals:

Objective 1: To use qualitative research methods to clarify the concepts and mechanisms that influence the formation of entrepreneurial atmosphere.

Objective 2: To use quantitative research methods to verify the internal variables and constituent mechanisms that affect the entrepreneurial atmosphere.

Objective 3: To use a mixed sequential approach to explain the effects of concepts and variables on the entrepreneurial climate.

## Conceptual Framework



**Figure.1** "Theoretical and conceptual framework for the impact of public policies on entrepreneurial climate"

## Research hypotheses

Based on the conceptual framework of research, it describes how public policy actors use policy tools to shape the process of "entrepreneurial climate" and the relationships that are constituted within the variable system.

H1: There is a correlation between policy-oriented factors and policy flexibility factors,



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and there is a relationship of interaction and influence.

H2: There is a correlation between policy flexibility factors and policy objective factors, and there is a relationship of interaction and influence.

H3: There is a correlation between policy-oriented factors and operational factors, and the orientation of public policies, through the regulating effect of policy operation mechanism, has a positive impact on the formation of entrepreneurial atmosphere.

H4: There is a correlation between policy flexibility factors and operational mechanism factors, and the flexibility of public policy has an impact on entrepreneurs' willingness to start a business through the regulating effect of policy operating mechanisms.

H5: There is a correlation between the objective factors of policy and the factors of the operating mechanism, and the objectives of public policy have an impact on the entrepreneurial confidence of entrepreneurs through the regulating role of the policy operating mechanism.

H6: There is a correlation between the factors of the operating mechanism and the factors of the entrepreneurial atmosphere, and the scientific and open nature of the policy operation mechanism can promote the formation of the entrepreneurial atmosphere.

## Literature Review

Urban economies are the basis for large-scale production. According to the World Bank, the population and size of the Pearl River Delta urban agglomeration exceeded that of all other urban agglomerations in the world in 2015. Although scholars have different opinions on the nature of urban agglomerations, they have a more consistent understanding, that is, each city constitutes an urban agglomeration; Regional development between these cities is becoming more and more closely linked. Urban agglomerations are regional spatial phenomena that run through the process of industrialization and urbanization. It can bring significant economic benefits and is one of the hallmarks of the country's rapid economic growth and continued modernization (Yuan, 2020).

### *Firm and clear policy orientation*

The Shenzhen Special Economic Zone originated from a major public policy: under the guidance of the reform and opening up policy, Shenzhen was established in July 1979. After more than 40 years of practice, this public policy has shaped an economic miracle in the human calendar, transforming a small fishing village into a huge urban economy with a total area of 1997.47 square kilometers and a permanent population of 17.6818 million (official statistics as of 2022). "Startup capital" has become synonymous with the city of Shenzhen, and all this is the result of a series of public policy directions implemented by the government.

Woodrow Wilson argues that "public policy is laws and regulations made by politicians, that is, those with legislative power, and enforced by executives". David Easton, on the other hand, argues that "public policy is the authoritative distribution of values by the government as a whole of society." Stuart S. According to S. Nager, "Public policy is the decisions made by the government to solve all kinds of problems. Thomas R. Day argues, "Public policy is what governments choose to do or don't do." Robert Esstone argues that public policy is "the relationship between government and its surroundings." He then expressed it as  $P=f(G, E)$ , P for public policy, G for government systems, and E for living environment (Xu & An, 2016).

Public policy, as an authoritative distribution of social interests, it concentrates on reflecting social interests, so it determines that public policies must reflect the interests of the majority of people in order to make them legitimate, (Zhang & Liu, 2015). Therefore, many scholars determine the goal orientation of public policy on the realization of public interest,



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and believe that public interest is the value orientation and logical starting point of public policy, and it is also the essence and belonging, starting point and ultimate goal of public policy.

The fact is that the government's projects support entrepreneurial activities more directly, such as start-up bases, science parks and incubators, which can not only provide a number of policies such as achievement transformation funding, entrepreneurial subsidies and tax incentives, but also promote and form industrial clusters with certain scientific and technological content. In addition, active macroeconomic policies can also increase entrepreneurial value and activity level as a whole (Huang & Tian, 2020). In short, the government through continuous reform and innovation of public policies to meet the needs of entrepreneurship, in line with the law of market economic development management measures, to ensure that the management of various public affairs in the urban economy can be operated scientifically, but also provide the driving force for entrepreneurs).

Therefore, the correct policy orientation and the flexibility of policy implementation give the correlation between the policy process and the results, as well as scientific operation.

#### *Endowed with flexible execution*

In 1979, the central government decided to establish four special zones in Shenzhen, Zhuhai, Shantou, and Xiamen, based on the geographical advantages of China's southeast coast. It is not difficult to find that these four cities correspond to Hong Kong, Macau and Taiwan. However, under the same conditions of public policy, after more than 40 years of practice, only Shenzhen has formed a huge advantage in terms of development speed, scale and quality (Yuan, 2020). What is the reason for this?

Shenzhen's success lies in its understanding and application of public policy, that is, the way of implementing policy, which is characterized by the pursuit of short-term, efficient and flexible policy implementation. This is verified by a slogan advocated by the government at the time: "Time is money, efficiency is life". Therefore, it highlights that Shenzhen has embarked on different paths under the premise of the same policy norms.

Policy flexibility should fall under the umbrella of management. Elastic management is the unity of principle and flexibility of management, that is, through certain management means, the management object has a certain room for self-adjustment, self-selection, self-management and adaptation to environmental changes under the constraints of certain conditions, so as to achieve the purpose of dynamic management. The most prominent feature of resilience management is "leeway", or having an elastic range within a certain elasticity limit (Xie, 2020).

The principle of formulating a flexible policy is to enhance the generality and general principle of the policy in terms of written language and reduce its specificity, so that the content of the policy can be changed at any time according to the needs of the policy. The government's flexible policies can give the false impression of long-term stability, and can also provide the means for the ruling party to concentrate power and do a good job in macro-control (Xu & An, 2016). Policies can add some new policy colors at any time according to the needs of governing the country. The purpose of formulating a flexible policy is to ensure the continuity and stability of the policy in principle. In essence, it opens up a large room for man oeuvre for those in power (Zhang & Liu, 2015).

Taken together, flexible policy is not ambiguous, but it is like spring, summer, autumn and winter, born on the earth but able to change alternately, and can be used flexibly by those in power anyway. In the final analysis, whatever kind of flexible policy is formulated, its essence is to serve the achievement of policy goals.



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*Realistic policy objectives*

Public policy objectives refer to the goals, targets and effects of actions taken by public organizations, especially governments, to solve public policy problems. Policy objectives are also the objectives, requirements and results that can be achieved by policy implementation. It is not only the basic condition of the policy, but also the prerequisite for the implementation of the policy. Specific policy objectives are the basis for policy evaluation and clear directives that implementers can follow. The policy objectives identified must be: measurable and specific; indicating the expected outcome; within the scope of the authority of the executive or the executing agency; Practical; Indicate the completion period (Xie, 2020).

For any public policy entity, policy objectives are often not completely balanced, or there is a certain conflict between goals, and the realization of one goal may hinder the realization of other goals. For example, there is a conflict between full employment and price stability, and low inflation may come at the expense of rising unemployment. Another example is the contradiction between economic growth and price stability, where economic growth leads to rising prices, and so on (Zhang & Liu, 2015).

If the distribution of public benefits is an eternal topic in social public life, then fairness is the core policy goal of benefit distribution. Thus, the early policy scientist Laswell once put the question "Who gets what?" When and how to get it?" As the subtitle of his famous book "Political Science". Another very important policy goal of policy is efficiency, and there are two manifestations of efficiency goals: on the one hand, it pursues "obtaining maximum benefits with minimum input"; On the other hand, it is "pursuing the maximization of output under the given input". However, social stability has always been regarded as an important goal of public management and an important condition for social development, without a stable social order, the realization of individual interests and public interests are all castles in the air. Therefore, the essence of public policy is also reflected in the goals of development, which is determined by the future nature of the policy goals (Xu & An, 2016).

In the 40 years of policy practice of the Shenzhen Special Economic Zone, we have seen that a small fishing village has developed from a small fishing village to a county with a population of more than 300,000, and then developed and formed into a world-famous "entrepreneurial capital" with a population of nearly 20 million.

And in a short period of time, the experience, process and achievements of the three industrial revolutions are condensed. Aiming at the advanced, scientific process itself is a successful, typical public policy case (Yuan, 2020).

*Scientific and pragmatic operating mechanism*

The policy operation process is an organic system composed of links or stages such as policy formulation, policy implementation, policy evaluation, policy adjustment and policy termination (Xie, 2020).

Public policy operation (implementation) refers to the process of transforming the policy content into reality after the public policy plan is adopted, that is, the process of achieving the policy goal. The implementation of public policies is also a certain organizational behavior, that is, the behavior of policy implementers is carried out in accordance with clear organizational structure and organizational principles, according to a certain power and responsibility distribution relationship, and follows the operating procedures and methods of the system, and in policy implementation, the connection between the policy implementation subject and society is also reflected in the overall interaction; The organizational structure and action functions of public policy implementation are interrelated and indivisible (Zhang & Liu, 2015).





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To sum up, it can be understood that the implementation of public policy is the various actions taken by certain institutions or personnel to achieve the set policy objectives, such as issuing orders, making payments, making contracts, collecting information, transmitting information, appointing personnel, creating institutions, etc. Among the many activities, the most important is to organize policy implementers, explain policy options to society, and take concrete actions to achieve policy objectives (Xu & An, 2016). However, the implementation of public policy will be influenced by:

1) Influencing factors of public policy itself. These include: lack of policy coherence; lack of rationality in policy; lack of specificity in policies, etc.

2) Influencing factors of public policy implementation agencies. These include: whether the organizational structure of the executive agency is reasonable or not; Whether the function of the actuator is fully utilized, etc.

3) Factors related to the implementation of public policies. These include: the competence, quality and awareness of policy implementers; Behavior of policy target groups, etc.

4) Factors influencing the public policy environment. These include: economic factors; political factors; cultural factors; social factors, etc.

#### *Policy environment to meet demand*

The policy environment is broadly defined as the sum of the natural and social conditions that determine or influence policy formulation and implementation. This includes all factors related to it outside the public policy system. In a narrow sense, it refers to the sum of all natural and social factors that affect the generation, existence and development of public policies. The factors of the policy environment are characterized by complexity, diversity, diversity and dynamics. Factors such as the natural environment, socio-economic environment, institutional and cultural environment, and international environment are the most important policy environments (Xu & An, 2016).

Lundstrom and Stevenson (2001) proposed a certain country and region, usually based on a certain type of entrepreneurial policy, based on a series of factors such as the economic structure, development level, government role, entrepreneurial development dynamics, and their own economic, political and social conditions in 10 countries and regions, and according to the combination of factors such as the policy structure and process followed in the process of formulating entrepreneurial policies, target strategies and plans, promoting entrepreneurial stages and encouraging people to become entrepreneurs, and proposed a certain country and region, usually based on a certain type of entrepreneurial policy. Other types of entrepreneurship policy are supplemented by academic perspectives (Zhang & Liu, 2015).

In related research, some scholars have examined how individual career choices are influenced by institutional and cultural environments. Verheul et al. (2001) examine the perspectives of disciplines from the individual to the national level, including sociology, management, psychology, science, and economics, and derive a set of trade-offs from entrepreneurs' perspectives on culture, career choices, entrepreneurial opportunities, and resource availability (Xie, 2020). And gives 5 types of entrepreneurial policies:

1) Entrepreneurial demand, mainly through technological development, globalization, economic development, industrial structure (outsourcing, industrial cluster and regional development) to affect the type and quantity of entrepreneurial opportunities.

2) The supply of entrepreneurship mainly affects the type and quantity of entrepreneurial opportunities through regional development policies such as age structure, population density, urbanization level, immigrant population, and proportion of women in the



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labor market. Resources, individual capabilities and people's attitudes towards entrepreneurship are key elements of entrepreneurship, while the cultural and institutional environment has an impact on the supply side.

3) Entrepreneurial risk and reward mechanism, the government mainly intervenes directly in individual decision-making and career choices through tax policy, income policy, social security, labor market law, bankruptcy law, etc.

4) Availability of resources and knowledge, the government mainly fills the gap by increasing financial and other information resources, including stimulating the venture capital market, providing financial support, providing business information and entrepreneurship education.

5) The entrepreneurial value of society, the government mainly pays attention to entrepreneurship through the education system, news media, etc., and changes people's attitude towards entrepreneurship.

In short, the entrepreneurial atmosphere is both a description of objective existence and a reflection of a subjective mental state. The objectivity of the entrepreneurial atmosphere lies in the fact that, on the one hand, it pervades a certain geographical space, which can give people a strong infection intentionally or unintentionally, and become a force that affects people's willingness and behavior to start a business; On the other hand, its formation is always associated with specific entrepreneurial activities, which is an abstraction of people's behavior and interaction in entrepreneurial activities (Huang & Tian, 2020).

The author believes that the entrepreneurial atmosphere is a subjective mental state, based on a collective cognition manifested by public policies in a specific geographical space, and gradually generated by the interaction between relevant subjects and the environment in entrepreneurial activities, and integrating individual emotions, ideas, preferences, etc., which also reflects the value judgment, subjective will, and consciousness of specific groups in entrepreneurial activities.

## Research Methodology

Based on the philosophical viewpoint of pragmatism, practical activities oriented to the real world, combined with the research paradigm rooted in theory, and based on the theoretical conceptual framework constructed in this paper, as well as the clear characteristics of the research object, the sequential research method of qualitative and quantitative mixing is selected.

### *Phase I: Qualitative research*

The core of this stage is to clarify and establish a relatively complete theoretical concept through the retrieval of literature, fully understand the relationship between theory and reality, and clarify and establish a relatively complete theoretical concept under the premise of the relationship between the researcher and the research object, and form a benign interaction between the research process and the research object. Semi-structured interviews and one-on-one interaction with experts in related fields can bring great benefits to this stage of research.

The key to this process is that first of all, it is necessary to make a thorough and rigorous interview plan, design and standardize the interview questions and procedures according to the theoretical framework, apply good technical means (recording, transcription, etc.), and maintain an objective and neutral attitude as much as possible to review the collected data.

Based on the paradigm of grounded theory, the primary and secondary coding methods are used to sort, analyze and verify the relevant data. This approach can help us understand key issues such as theories, techniques, and mechanisms that previously lacked cognitive fields.



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Mode of interview:		
Interview steps	Issues and processes	Time
Step 1	An introduction to the interviewer's main experience.	10 minutes
Step 2	Three main issues of public policy in the policy-making process.	10 minutes
Step 3	Discuss the orientation of public policy.	10 minutes
Step 4	Exploring the issue of resilience in the implementation of public policies.	10 minutes
Step 5	Discuss the management mechanisms of public policy operation.	10~20 minutes

**Figure. 2** Semi-structured expert interview format

### Phase 2: Qualitative research

The core of this stage is to collect data on the behaviors and attitudes of public policy agents and entrepreneurial agents through the development of measurement tools and questionnaires consisting of a series of questions, based on basic research methods in psychology.

The questionnaire design of this paper is the basic method adopted for the research subjects and their research questions. Collect reliable data by using controlled measurements to measure the problem under study (Charles, 2019). To this end, I will collect relevant data through face-to-face surveys, telephone surveys, email surveys, etc., and use IBM-SPSS statistical analysis tools to process relevant data carefully and responsibly and scientifically and reasonably according to the principles of questionnaire design.

Measurement table for variable problems		
Variable items	Code	Measurement metrics
Policy orientation	Po-01	Current laws and regulations.
	Po-02	Tendentious policies.
	Po-03	The strength of the policy.
Policy flexibility	Pf-01	Grasp of policy space.
	Pf-02	Policy adaptability.
	Pf-03	Flexibility in policy implementation.
Policy goal	Pg-01	Accuracy of policy goal.
	Pg-02	Stability of policy goal.
	Pg-03	Guarantee and service.
Mechanism of operation	Mo-01	The scientific nature of the operating mechanism.
	Mo-02	Openness of the operational process.
	Mo-03	Stability of the operating mechanism.

**Figure. 3** Measuring instruments (Gauges).

The variables involved in the above scale are formed through abstraction and



generalization based on the theoretical conceptual framework, research questions, research objectives and research hypotheses of this paper, as well as the analysis of literature research and related materials.

### *Phase 3: Mixed research and Results*

The core of this stage is to verify the hypothesis through the analysis of the relationship between independent variables (PO, PF, PG) and mediating modulators (MO) for comprehensive qualitative and quantitative data. The results of the analysis of the questionnaire collection data show that:

#### *1) Reliability analysis results*

Reliability Statistics		
Cronbach's Alpha		
Based on Standardized		
Cronbach's Alpha	Items	N of Items
.937	.938	16

**Figure. 4** Reliability Statistics

The reliability test of 261 case data was carried out by Cronbach's alpha value method, and the test results showed that the reliability value was  $0.937 > 0.9$ , indicating that the questionnaire had high analytical reliability.

#### *2) Validity reliability analysis (factor analysis) results:*

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.913
Bartlett's Test of Sphericity	Approx. Chi-Square	1760.645
	df	66
	Sig.	.000

**Figure. 5** KMO and Bartlett's Test of Factor analysis

The test of adequacy of sampling by Kaiser-Meyer-Olkin: 0.913. Bartlett sphericity test about the square of York: 1760.645. DF: 66. Signature: 000. The analysis results show that there is a strong enough correlation between the variables.

3) In terms of studying the impact of public policies on entrepreneurs, in qualitative analysis, first of all, it is a "qualitative" analysis of the effectiveness of public policy formulation and implementation. Specifically, it uses methods such as inductive deduction, analysis and synthesis, abstract generalization, etc., to think and process various materials obtained, so as to extract the essence of things from this and the other, from the surface and the inside, and reveal the inner laws, so as to understand the essence of things and reveal the internal laws.

Based on the grounded theory, the coding system is not preset before the start of the analysis, but gradually forms a coding system from the bottom up in the process of analyzing the data, so as to extract theories and laws from the original data (Feng, 2017). Therefore, the purpose of qualitative data visualization is: to present the data in a more visual way so that we can discover and compare the relationships between different factors; The process of visualizing data can also help us analyze data, as it is necessary to mine and organize the



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valuable information implied by the data (Chen, 2016).

<i>Public Policy Orientation Issues (Code: Po).</i>	
<b>First-order coding</b>	<i>'Objective'. 'Practice'. 'Value'. 'Orientation'. 'legality'. 'authoritative'. 'Interest groups'. 'Entrepreneurial environment'. 'Guiding policies'. 'Investment promotion'. 'Policy advocacy'. 'Industrial clusters'. 'Service object'.....</i>
<b>Second-order Coding</b>	<b>Firm and clear policy orientation</b>
<b>Details (Quote)</b>	<i>1. A policy is a program designed for purpose, value, and practice. 2. Entrepreneurs are most worried about policy changes. 3. Policy orientation makes our work goals clearer, target industries clearer, and service content more specific. In the process, the quality of our services is constantly improving. 4. The advantages of industrial clusters reflect the importance of public policy participation in the strategy of industrial clusters, and the advantages of industrial clusters are the focus of public policy formulation. 5. It is precisely on the basis of the important role of public policies in realizing the interests of interest groups that various interest groups try to influence the formulation of public policies through various means and channels to maximize their own interests. .....</i>

**Figure. 6** "Legend (Qualitative Data Analysis) Examples of Primary and Secondary Coding Tables"

The results of the above two methods show that the direction and purpose of this research are not only supported by theory, data and practical results. At the same time, objective practical results can also support the academic view put forward in this paper: that is, the public policy subjects of Shenzhen Special Economic Zone are guided by the promotion and encouragement of entrepreneurship, and grasp the flexible implementation of policies as a means to achieve economic development and development. Through a scientific and efficient operation mechanism and creating a healthy and sustainable entrepreneurial atmosphere, Shenzhen has become a "startup capital" yearned for by many domestic and foreign entrepreneurs (Yuan, 2020).

## Discussion

This paper argues that for the study of public policy and other propositions, the adoption of a hybrid research paradigm is conducive to the formation of judgments on macro things and the observation of micro affairs. Both quantitative and qualitative research aim to study the same topic from multiple perspectives, using a variety of dimensions and using a variety of techniques. Quantitative research further creates the conditions for qualitative research, which in turn benefits from the shortcomings given by qualitative research (Charles & Christine, 2019). Different research methods should always be complementary and beneficial, not opposites.

The difference between qualitative and quantitative research is obvious, but in the field of social research, neither quantitative nor qualitative research alone can explain or answer all the questions. Different research approaches should not be opposites, but complementary and mutually reinforcing. Quantitative and qualitative research is simply studying the same thing from different aspects and different methods. "Qualitative research provides a framework for quantitative research, which in turn creates the conditions for further qualitative re-search"



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(Chen, 2016).

Qualitative and quantitative analysis should be combined and strengthened. The basis of quantitative analysis is qualitative analysis. Without qualitative analysis, quantitative analysis is ineffective and blind. Quantitative analysis has been improved in terms of accuracy and science. Qualitative analysis can lead to broad and in-depth conclusions (Creswell, 2008).

## Conclusion

This paper adopts a mixed sequential research method of qualitative and quantitative to explore and study the relationship between four factors (variables) of public policy orientation, public policy flexibility, public policy objectives and public policy mechanisms, as well as the role and influence of mutual influence and entrepreneurial atmosphere formation. The results show that my proposed research questions, research objectives, and research hypotheses have been analyzed and validated. Therefore, I draw the following conclusions about the results of the study:

Conclusion 1: The public policy subject of the urban economy (Shenzhen Special Economic Zone) has achieved great success in formulating and implementing various policies related to entrepreneurship based on the reality of local socio-economic development and on the basis of the national "general policy" when formulating public policies.

Conclusion 2: Through the matching, superposition and combination analysis of four independent variables of policy orientation, policy practicality, policy objectives and policy mechanism, it is found that the four policy implementation results at different levels constitute the core factors of successful policy practice.

Conclusion 3: Under the comprehensive action of relevant factors, the urban economy (Shenzhen Special Economic Zone) has formed an atmosphere that is extremely conducive to entrepreneurship, providing external conditions for domestic and foreign entrepreneurs to achieve entrepreneurial goals. As a result, it has earned the reputation of "venture capital".

Conclusion 4: Shenzhen Special Economic Zone has a distinctive feature, that is, for Shenzhen, a young city in the 40s, whether it is a formulator, manager, implementer of public policies, or entrepreneurial organizations and individuals engaged in economic development, there is a common identity: entrepreneurial work.

## Suggestions

The interpretation, understanding and research of public policies cannot be separated from the overall social environment in which the public policy subjects live, and need to be observed, understood and analyzed from the historical trend, development process and future trend of social development. The ancient Chinese once left such a saying: follow the way of heaven, obey the heart. My understanding is: solve social problems according to the laws of nature.

Therefore, this paper proposes that in the process of research, it is necessary to clearly understand the concepts established by famous master's in public policy research, but it must be combined with the actual conditions of countries and regions. I will share my experience and suggestions with researchers on social policy issues in China: understanding and studying public policy issues in China from three dimensions (time, space and governance).

### *Usage Suggestions*

The shaping (governance) of the social environment by public policies is an important part of the national governance system, and if there are defects in social governance, it is bound



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to seriously affect the integrity, standardization and effectiveness of the national governance system. The social governance system is an independent, complete and complete system. Therefore, every public policy must be scientifically designed and can neither be simply pieced together nor deficient. With an open mind, rigorous thinking and prudent action, we should look forward, support each other, and handle the interconnection, interaction and mutual influence of the social governance system and other governance systems.

#### *Suggestions for future research*

At present, some scholars have studied the process of opportunity development from the perspective of "cognitive process", and some scholars have paid attention to the role of social networks, existing knowledge and experience in the development of entrepreneurial opportunities, believing that these factors are necessary conditions for successful acceptance of entrepreneurial opportunities. However, these factors do not exist independently of each other, and to some extent, they also have some correlation with each other, and this interaction makes it flawed to simply study the relationship between factors and opportunity recognition, which also indicates the need for a more realistic theoretical framework to explain the relationship between these factors and opportunity identification.

In summary, this paper proposes that the process of understanding and analyzing public policy with rational thinking and scientific methods is the value of public policy research. To this end, we will continue to carry out academic research, strive to improve academic ability through continuous learning of academic knowledge, and fulfill our social responsibility for the development and improvement of academic theory.

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