



Mechanism Demand and Optimizing Research Of Entrepreneur Professionalism

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Abstract

With the advanced development of modern economy, more and more countries recognize economy progress is connected with human resource capital closely, especially the usage of entrepreneur human resource capital. How to increase entrepreneur quality; establish entrepreneur occupational operating mechanism is the most impendency task which our country's enterprise is encountering. This paper provides existent mechanism deficiency of entrepreneur professionalism, provides that we should be provided with two thoughts of "strategy" and "tactics" mechanism optimizing for promoting entrepreneur occupational grow-up.

Keywords: Entrepreneur, Occupation, Mechanism Demand, Optimizing

Entrepreneur is the soul of modern enterprise, is the scarce capital in the company. The most important way is the occupation of the entrepreneur in constructing modern enterprise institutes. However, although entrepreneur professionalism have been put forward for many years in our country, it gets along very slowly in the course of operation, moreover, it can't be put into practice. (Liu & Ling, 2004, PP.90-91) With the advanced development of modern economy, more and more countries recognize economy progress is connected with human resource capital closely, especially the usage of entrepreneur human resource capital. How to increase entrepreneur quality; establish entrepreneur occupational operating mechanism is the most impendency task which our country's enterprise is encountering.

1. Mechanism demand of Entrepreneur Professionalism

Ownership entrepreneur "politicalize" attribute blocks the development of entrepreneur professionalism. The key is to determine the mechanism demand of entrepreneur professionalism grow-up to change the block state of entrepreneur professionalism course.

1.1 Forming Mechanism of Entrepreneur

The ultimately result of entrepreneur professionalism grow-up is emerge of entrepreneur stage. Inner or exterior mechanism which can promote this consequence to emerge will show the forming mechanism of entrepreneur. Commonly, the design of forming mechanism of entrepreneur in a social system should contain position mechanism of entrepreneur role, value orientation mechanism and superior or inferior mechanism etc.

Firstly, with regard to role position mechanism. In our country, entrepreneur role position appears at loose ends and self-paradox status, in the first place, ownership entrepreneur operating target multi-level, namely, political, economical, also social and cultural, this makes entrepreneur role position appear multi-fission, sometimes suffer pains of inner heart "spirit fission" as role play. In the other hand, Let entrepreneur liberate from the multi-role of "politician", "charitarian" and "culturalism", resume its original face and role status, make it can be deep in enterprise operating management

work, play a good part in “entrepreneur” occupational role.

Secondly, with regard to value orientation mechanism. As ownership enterprise political economy compound quality, not less entrepreneur occupation orientation still is reluctant to leave the official career preferment, which makes some entrepreneur take operating management enterprise as springboard at the beginning, but the ultimate goal is to come true more higher stage official position so called “shock leap”. Therefore, it must be reformed of entrepreneur identity connection with administration level, traditional way of officer interchange position with entrepreneur, implementing position classified management, promoting entrepreneur to walk up occupational and professionalism development way.

Thirdly, with regard to survival of the fittest. Entrepreneur professionalism need entrepreneur identification and hold for self-occupation, but can’t understand this problem one side. If an entrepreneur oneself is lack of talent and potentiality, in another word, he can’t become entrepreneur or excellent entrepreneur in any case, and want to hold his ground and to walk up occupational road, that just only so called no “sacrifice”: in the first place, he wastes his life and the talent in other aspect, in the other hand, he also waste social wealth as configuring social resource costly, works social welfare loss. Inducting superior or inferior mechanism, makes superior person can gain position reward, and inferior person can gain ruthless elimination as well.

1.2 Protecting mechanism of entrepreneur

Protecting mechanism of entrepreneur occupational grow-up is a system arrangement given safeguard or relieve for entrepreneur right and status. Protecting mechanism is a cushion or release for entrepreneur occupational risk, which is good at ensuring common occupational living demand of entrepreneur. In our country, correspondent law and regulation are not sound or complete, especially in a certain extent, ignore right suit of entrepreneur occupational grow-up, can’t play an strongly part in supporting entrepreneur occupational grow-up. This point is standing out in earlier ownership enterprise. A survey shows that, threatened or injured entrepreneur in position work is high up to 50.9%, almost of them, threatened or injured entrepreneur over three times is 28.6%, furthermore, ownership entrepreneur manager (factory director or manager) is 53.5% and 29.9% respectively. (Wu, 2003)

1.3 Encouragement and restriction mechanism of entrepreneur

Entrepreneur pursues profit by right of entrepreneur talent and distinct innovative spirit in market economy wind-door and wave-fine, and pays more courage and energy in enterprise operation and management that ordinary person can’t imagine, undertakes enormous responsibility and venture. Therefore, correspondent with high investment and high venture, naturally entrepreneur may require a high return. This special request can’t simply be looked as satisfaction of entrepreneur for creature comfort and wealth capture, in more extent, it becomes an urge to promote entrepreneur continual enterprising and be brave in innovation, becomes a tempt choice of entrepreneur professionalism. Therefore, in order to make ownership entrepreneur occupational grow-up, we should provide and hold might encourage headspring in the aspect of economic status and benefit.

In the same time of establishing encouragement mechanism, we must construct constrained mechanism for entrepreneur in-phase. Encouragement mechanism and restriction mechanism is to supplement each other, we can call encouragement-restriction mechanism. According to trust-agency theory, even if ownership entrepreneur is provided with pretty encouragement mechanism, entrepreneur behavior may still departure owner’s benefit. Even as Sarmuerson’s analysis: one is the power person may be determined by vote, give themselves or their relative rich and generous salaries, public expenditure, bonus and high pension. All of them will harm shareholder’s benefit; the other one is all enterprise managers would like to make their enterprise increase and prolong, although it may be better method if this capital is invested into other company or shareholder’s consuming.” Therefore, entrepreneur must be get corresponding Conditioning, did not restrict between power will bring about corruption.

Therefore, forming mechanism, protecting mechanism, encouraging and restricting mechanism jointly constitute mechanism system of entrepreneur occupational grow-up, they are reciprocity and depending on one another, we must plan as a whole in designing mechanism mutually, can’t divide up artificially.

2. Existent mechanism deficiency of entrepreneur professionalism

As reformation and development of ownership enterprise about 30 years, the work of entrepreneur professionalism has acquired some progress, but viewed as a whole, entrepreneur occupational grow-up mechanism hasn’t been sounded, still exists obvious mechanism deficiency, there are several aspects mainly as below:

2.1 Forming mechanism no marketing.

Entrepreneur grow-up need a correspondent entrepreneur forming mechanism with market economical development, all reflect the request of market economy character in the aspect of role position, value orientation and superior or inferior. Coming by reformation openly practice near 30 years, our country has established socialism market economy system, but entrepreneur forming mechanism which entrepreneur occupational grow-up need hasn’t transformed from the

forming mechanism of by past administration dominating to forming mechanism of modern market dominating. In the first place, it intensively shows that society affinity for the role of entrepreneur is not high, even if social visualization is the worst in some aspects, value orientation is disadvantage for entrepreneur occupational grow-up. In another place, superior or inferior mechanism of entrepreneur hasn't founded yet recently, most entrepreneurs still acquire position by "organization appointment".

2.2 Protection mechanism no legalization.

Protection mechanism provides basic space for entrepreneur to do great things and maintain social surviving, which is very meaningful for entrepreneur occupational grow-up, but. at present entrepreneur otherwise is "shelter" which is not enjoying protection mechanism, or this protection mechanism mostly is provided specially by superior leader or correlation department, these protection mechanism is not legalized, not forming seriousness and authority of power and social status protection of entrepreneur. Furthermore, many places even if take much count of the assignment of entrepreneur protection mechanism, but sometimes is "short view", which emphasize the protection of current period or short period benefit, and that not correspond positively to the long period benefit suit of entrepreneur.

2.3 Encouragement-restriction mechanism no standardization and scientific.

At present, it is a great step to emphasize the problem of the construction of entrepreneur encouragement mechanism in reformation of ownership enterprise, which is comparable with past days, but, encouragement mechanism assignment hasn't presented the request of scientific and rationality, shows mainly: one is that there is asymmetry for encouragement-restriction of entrepreneur, otherwise emphasizes encouragement unilaterally, or emphasizes restriction unilaterally, not makes encouragement and restriction mechanism as a whole, brings out the best in each other; the another one is that content construction and period construction of encouragement is not rational; the third one is that the styles of restriction are multiplicity, but efficiency is not high, inner or outer mechanism of restriction can't harmonize each other, random of restriction measurement is greater, which is lack of law and regulation etc. Therefore, encouragement-restriction mechanism of entrepreneur is not regulation and institution, exists a large of leakage, which brings about the falling off horse of entrepreneur with "former fall forward and subsequence".

3. Optimizing mechanism of entrepreneur occupation

For promoting entrepreneur occupational grow-up, we must grasp mechanism optimizing work, in conducting optimizing for entrepreneur occupational grow-up mechanism, we should be provided with two thoughts of "strategy" and "tactics" mechanism optimizing.

3.1 Mechanism optimizing of strategy level

Mechanism optimizing of strategy level, is that a series of mighty things on entrepreneur occupational grow-up should be planned as a whole, recognizes and deals with different relationship exactly, forms the whole mechanism design of entrepreneur occupational grow-up and optimizing whole conception and thought. This is a mutual relationship problem on occupation, market and institution of entrepreneur. No clear position for this three relationship, only talking about occupation by occupation or promoting occupation wholly by occupation are not effect in fact, must establish "union operation mechanism" of occupation, market and institution in mechanism designing, grasp and optimize entrepreneur occupational grow-up mechanism as a whole. Establishing an excellent entrepreneur group, must conduct on the basis of market economy. This demands entrepreneur grow-up should be provided with the basis of market, in another word, only grow-up on the basis of market mechanism.

3.2 Mechanism optimizing of tactics

Mechanism optimizing of tactics, (Yang & Ye,2005) refer to the micro-operation thought and change and innovation on entrepreneur occupational grow-up mechanism, mainly in relation to amending and forming mechanism, protection mechanism and encouragement-restriction mechanism of entrepreneur occupation.

Firstly, optimizing forming mechanism of entrepreneur occupation is with the breakthrough of the reformation of entrepreneur choice appointment mechanism. Great and middle ownership enterprise managers represent the direction of the reformation of human resource system of ownership enterprise in public inviting application for a job of inner or outer of our country, must hold the line. In operating details we must take notice of, although public choice pattern of entrepreneur comes about single organization appointment which shows more market and democracy, but in conducting of public choice mechanism, emerges "examination group", these talents have strong management theory ability, but may be lack of the practice experience of management enterprise. Especially the highest manager of entrepreneur in position namely "first hand" choice directly relates the future development orientation of the whole enterprise.

Secondly, constitution and implementation of speciality law and regulation as a measurement to optimize protection mechanism of entrepreneur occupation. Particularity and complexity of entrepreneur work haven't gain the extensive identification and understanding, some phenomenon of disrespectful entrepreneur and violating legal right at will are still very severe in some region. By far, our country hasn't a national level special law and regulation to protect the right

and interest of enterprise manager containing entrepreneur, this can't ever say a great pity. Suggesting that our country should come on quickly, implements *right and interest protection law of entrepreneur*, provide necessary protection mechanism for our country's entrepreneur occupational grow-up.

Finally, prior thing is optimizing principle and concrete thought in encouragement and restriction construction, taking encouragement-restriction mechanism construction as focus.

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