

# The Influence of Cultural Difference Cognition on the Entrepreneurship Process of International Students in China

Sytdyhov Begench

Chongqing University of Posts and Telecommunications, 400065, China

---

**Abstract:** This study focuses on the entrepreneurial activities of Chinese students studying abroad, and explores in depth the impact of cultural differences on the entrepreneurial process of international students. Through literature review and theoretical analysis, a theoretical model was constructed to investigate the impact of cultural differences among international students on the entrepreneurial process. This reveals the significant impact of cultural differences on the entrepreneurial process of international students, providing useful insights for them to overcome cultural differences and smoothly carry out entrepreneurial activities. International students can enhance their awareness of cultural differences, explore unique business perspectives and innovative inspirations in the market, and utilize economic and social differences to seek opportunities for cross-border entrepreneurship. At the same time, universities and all sectors of society should also pay attention to entrepreneurship education for international students, provide necessary support and guidance, and promote the healthy development of entrepreneurial activities for international students.

**Keywords:** Entrepreneurial Process, Cultural Differences Cognition, Entrepreneurial Opportunities, Entrepreneurial Teams.

---

## 1. Research Background

### (1) Realistic background

In recent years, the number of international students in China has continued to grow, especially in the field of higher education. However, compared to this large base, the number of international students choosing to start a business in China is relatively small. Although the Chinese government and various sectors of society have provided a lot of entrepreneurial support for international students, the proportion of international students starting businesses in China is still lower than many developed countries. The failure rate of international students starting businesses in China is also relatively high. Due to differences in cultural backgrounds, values, and ways of thinking among different countries and regions, international students may face many challenges in understanding and adapting to the Chinese market and culture. This cultural difference may lead to communication barriers, inaccurate market positioning, decision-making errors, and ultimately affect the success rate of entrepreneurship.

Therefore, strengthening the awareness and understanding of cultural differences among international students, enhancing their cross-cultural adaptability, is of great practical significance for promoting their entrepreneurship in China. At the same time, the government and all sectors of society should continue to increase support for international students to start businesses, optimize the entrepreneurial environment, and provide more entrepreneurial opportunities and resources for international students.

### (2) Theoretical background

The study of entrepreneurial process is the core content of entrepreneurial theory research. Although there are rich and diverse related literature, there is still insufficient research on the entrepreneurial process for the special group of international students. International students who start businesses in foreign countries not only face challenges in

language, law, market, and other aspects, but also need to deal with various difficulties brought about by cultural differences.

The roots of cultural differences are diverse and complex, involving multiple aspects such as political systems, religious beliefs, values, and ways of thinking. In the process of entrepreneurship, these differences may manifest as differences in communication methods, decision-making processes, and conflicts in team management strategies. For international students, they need to adapt to the new culture while maintaining a connection with their home country's culture. This cross-cultural adaptation process undoubtedly increases the complexity and challenges of entrepreneurship.

The entrepreneurial process theory proposed by Timons emphasizes the dynamic balance between entrepreneurial opportunities, entrepreneurial teams, and entrepreneurial resources. For international student entrepreneurs, they need to seek and seize entrepreneurial opportunities in different cultural backgrounds, form teams with cross-cultural backgrounds, and access and utilize various resources. In this process, cultural differences may affect their identification of entrepreneurial opportunities, team building, and resource acquisition and utilization.

## 2. Concept Definition and Literature Review

### (1) Cultural differences and cultural differences cognition

Cultural differences refer to significant differences in people's ways of thinking, values, behavioral patterns, social norms, and other aspects under different cultural backgrounds. These differences stem from the uniqueness of various cultures in terms of historical development, geographical environment, social structure, religious beliefs, and other aspects. In today's increasingly globalized world, cultural differences have become an important factor that cannot be ignored in cross-cultural exchange, international trade, and cooperation. Understanding and respecting cultural differences helps promote mutual understanding and

harmonious coexistence between different cultures.

Cultural difference cognition refers to the psychological process in which individuals or groups perceive, understand, and adapt to differences between different cultures. It involves a deep understanding of foreign cultures, including their values, beliefs, customs, social norms, and other aspects. By recognizing cultural differences, people can better understand behaviors and ways of thinking in different cultural backgrounds, reduce misunderstandings and conflicts, and enhance the effectiveness of cross-cultural communication.

## (2) Entrepreneurial process model

The entrepreneurial process model is a systematic description and theoretical summary of the entire process of entrepreneurial activities from start to finish. It aims to reveal the internal logic, key elements, and their interrelationships of entrepreneurial activities, in order to guide entrepreneurial practice and provide theoretical support.

The Timons entrepreneurial process model is one of the important theories in the field of entrepreneurship research. This model emphasizes the dynamism and interactivity in the entrepreneurial process, believing that entrepreneurship is a continuous and iterative process. The Timons model divides the entrepreneurial process into three core elements: opportunity identification, resource acquisition, and team building, and points out that these three elements are interdependent and mutually influential in the entrepreneurial process.

Opportunity identification is the starting point and core of the entrepreneurial process. Entrepreneurs need to have sharp market insight and judgment, and be able to discover and seize valuable entrepreneurial opportunities. Meanwhile, entrepreneurs also need to conduct in-depth analysis and evaluation of opportunities to determine their feasibility and potential value.

In the Timons model, entrepreneurial resources are an important support for the entrepreneurial process. Resources not only include material resources such as funds and equipment, but also intangible resources such as knowledge, skills, social relationships, etc. Entrepreneurs need to effectively acquire, integrate, and utilize these resources to support the smooth progress of entrepreneurial activities.

Team building is the key to successful entrepreneurship. An excellent entrepreneurial team should possess complementary skills and experience to jointly tackle various challenges in the entrepreneurial process. Trust and cooperation among team members are also crucial as they can enhance team cohesion and execution.

For international students, the lack of awareness of cultural differences may have a significant impact on their entrepreneurial process. Firstly, due to a lack of cultural understanding and sensitivity towards the target market, international students may have difficulty accurately identifying and utilizing entrepreneurial opportunities. Secondly, cultural differences may lead to difficulties in resource acquisition and team building.

## (3) Research on Cognitive Differences in Culture

There is a wealth of research on cultural differences, but it mainly focuses on language education and cultural research. There is relatively little literature on the impact of cultural differences on the entrepreneurial process. Jinjiang and Li Dan (2020), based on the 2012 and 2014 China Labor Dynamics Survey (CLDS) data, used dialect differences as a proxy variable for cultural differences to examine the impact

of cultural differences generated by labor mobility on their entrepreneurial decisions. The results indicate that the regional cultural differences formed by the cross dialect mobility of labor have a significant positive impact on their entrepreneurial decision-making; Regional cultural differences mainly affect the entrepreneurial behavior of entrepreneurs through their access to technological resources and funding (Jin Jiang and Li Dan, 2020[1]). Xiao Wenyue (2020) studied the impact of regional cultural differences on the entrepreneurial ability of college students. Using college students from three major regional cultures in Guangdong as research samples, it was found that the cultural characteristics of college students from different regions and their impact on entrepreneurial ability are indirect. (Xiao Wenyue, 2020) [2]. Li Hui and Zhou Yuan (2023) conducted a survey and analysis of 10 domestic universities and found that there are currently problems in cultivating cross-cultural competence among innovative and entrepreneurial college students, such as closed student life circles, low internationalization of teachers, marginalization of cross-cultural courses, and static teaching models. (Li Hui and Zhou Yuan, 2023) [3].

Although cultural differences and cultural cognition affect the entrepreneurial process of international students, the phenomenon of international student entrepreneurship has not received sufficient attention from researchers in recent years. Therefore, this paper investigates the relationship between differences in entrepreneurial cognition among international students and the entrepreneurial process, which will help enrich research in cultural differences cognition and the field of entrepreneurship.

## (4) Related research on identifying entrepreneurial opportunities

Opportunity identification is the process by which entrepreneurs acquire, process, and explore the value of information. Identifying entrepreneurial opportunities as the first step in carrying out entrepreneurial activities. It plays a crucial role in the success of entrepreneurship. Through a review of previous literature, it can be found that the development of entrepreneurial opportunity identification theory has undergone an evolution of "discovery view - creation view - discovery view+creation view". The opportunity discovery perspective holds that the essence of identifying entrepreneurial opportunities is the decision-making process in which entrepreneurs perceive and discover entrepreneurial opportunities in the entrepreneurial context, and then carry out entrepreneurial activities. The concept of opportunity creation holds that entrepreneurial opportunities are created, constructed, and realized by entrepreneurs. Recent research combining discovery and creation perspectives suggests that the identification of entrepreneurial opportunities has multiple paths, meaning that the discovery and creation of entrepreneurial opportunities can be combined Shane s, Venkataraman s. The Promise of Entrepreneurship as a Field of Research (J). *Academy of Management Review*, 2000, 25 (1): 217-226.]

Suddaby R, Garry D. Entrepreneurial Through a Qualitative Lens: Insights on the Construction and/or Discovery of Entrepreneurial Opportunity (J) *Journal of Business Venturing*, 2015,30 (1): 1-10.) (Dong Yanfang and Zhang Zeyue, 2019) [6].

Many factors that affect the identification of entrepreneurial opportunities have been explored in literature, such as Ardichvili [Ardichvili A, CardozoR, Ray S. A theory of entrepreneurial opportunity identification and development

[J]. *Journal of Business Venturing*, 2003, 18 (1): 105-123.], which argue that entrepreneurial opportunity identification is influenced by multiple factors, including entrepreneurial alertness, asymmetric information and prior knowledge, social networks, personality traits, and opportunity types themselves. Lin Song et al. (2005) argue that the alertness, risk perception, confidence, prior knowledge, and social network of entrepreneurs all affect their identification of entrepreneurial opportunities [7], and indicate that there is a certain correlation between these factors. After conducting a systematic literature search, I found that there are few studies in the literature on how cultural differences affect the recognition of entrepreneurial opportunities. Cultural differences in cognition are crucial for the success of international students starting businesses in China. If international students have strong cognitive abilities in cultural differences, they are more likely to understand and adapt to China's social and cultural environment, thereby more effectively utilizing social network resources and seizing entrepreneurial opportunities. Due to the fact that entrepreneurship among international students in China has been a phenomenon that has occurred in recent years, there is still little research on how cultural differences affect their identification of entrepreneurial opportunities.

#### (5) Research on the acquisition of entrepreneurial resources

New startups often face a dual dilemma of resource scarcity and obstacles for new entrants during their growth process. To address these challenges, new enterprises need sufficient resources to support their development. However, startups often lack the ability to create resources internally, so they must actively interact with the external environment and meet their needs by accessing and acquiring external information, technology, assets, and other resources. This external resource acquisition is usually the main way for new enterprises to meet their resource needs. High quality entrepreneurial resources are crucial for the rapid development of new enterprises and can help them stand out in homogeneous competition. The more abundant entrepreneurial resources a new startup possesses, the more secure its entrepreneurial strategy is. At the same time, entrepreneurial resources can also help new startups adjust their strategic direction and choose the right entrepreneurial path. At present, there is no consensus in the academic community on the classification of entrepreneurial resources. Lin Song[16] divided entrepreneurial resources into direct resources and indirect resources based on their characteristics, where resources such as policies, information, and technology are considered direct resources, while talent, management, and funds are considered indirect resources. Zhao Wenhong [45] divides resources into operational resources and knowledge resources from the perspective of their role. He Hongguang [46] divides resources into industrial resources and service resources based on their acquisition methods.

Entrepreneurship networks play a crucial role in resource acquisition [17]. Zhuang Jincai [47] emphasized that the acquisition of entrepreneurial resources cannot be separated from the role of entrepreneurial networks, which can be divided into social networks and industrial networks [29]. Social networks are mainly based on individual social relationships, including family, relatives, friends, and colleagues; The industrial network includes customers, suppliers, peer enterprises, and organizational structures closely related to the survival and development of enterprises. New startups have formed their basic network structure by

embedding these network relationships. The larger the network size of entrepreneurs, the richer the information embedded in the network, which can help new businesses identify potential resource owners and obtain more resources. However, the acquisition of resources does not solely rely on contact with resource owners. Whether resources can be utilized by enterprises also depends on the level of trust between resource owners and entrepreneurs.

Although there is already a wealth of literature on the acquisition of entrepreneurial resources, research on the acquisition of entrepreneurial resources by international students and entrepreneurs is still very scarce. Our research team searched a large number of literature databases using "cultural differences" and "entrepreneurial resource acquisition" as keywords, but basically did not find any relevant literature on how cultural differences affect the acquisition of entrepreneurial resources.

#### (6) Research on Building Entrepreneurial Teams

The phenomenon of entrepreneurial teams has received attention from the academic community early on [53]. Research has shown that entrepreneurial teams play a fundamental role in the success of entrepreneurial organizations and knowledge creation, as they can overcome the limitations of individual entrepreneurs in terms of abilities, experiences, resources, and more. A diversified entrepreneurial team can achieve complementarity among its members, which not only promotes the identification of entrepreneurial opportunities, but also facilitates the acquisition of resources. The author found through literature review that existing research on entrepreneurial teams is based on team theory and resource-based theory, dividing entrepreneurial teams into homogeneous entrepreneurial teams and heterogeneous entrepreneurial teams. The heterogeneity of a team is manifested in observable attributes such as gender, age, race, education level, and entrepreneurial experience, as well as in less observable attributes such as cognition, values, preferences, attitudes, and entrepreneurial commitment. In such heterogeneous teams, different opinions and ideas among members can stimulate creativity and innovation, thereby promoting the success of enterprise entrepreneurship. Many researchers have found (such as Filley et al., 1976; Hambrick and Mason, 1984; Bunderson and Sutcliffe, 2002) that heterogeneous teams are more likely to achieve excellent team performance, while homogeneous teams are more efficient in completing routine tasks (Filley et al., 1976). Other researchers, such as Ensley et al. (1998), found that the heterogeneity of entrepreneurial teams significantly decreases rather than improves the performance of startups. Forbes et al. (2006) pointed out that entrepreneurial teams mainly recruit new members to seek new resources and establish new social relationships, and in practice, the two complement each other. They also pointed out that the selection of new members should consider values and team norms. The joining of new members is the result of the interaction between existing member power allocation and cognitive biases, and the timing of new member joining is influenced by factors such as new enterprise resource needs, team preferences, or individual member time arrangements. Vanaelst et al. (2006) further empirically studied the synchronous development of entrepreneurial resources and team cognition in their study of team heterogeneity. The results showed that team heterogeneity undergoes corresponding changes in different stages of entrepreneurial derivation, but the joining of new members only brings

different experiences, but does not bring new business ideas.

Good team interaction is also an important guarantee for successful entrepreneurship and the growth of new businesses. Francis and Sandberg's (2000) study suggests that friendship is an important foundation for building entrepreneurial teams; In the process of entrepreneurship, friendship is beneficial for improving the efficiency of entrepreneurial decision-making and reducing emotional conflicts; From the perspective of entrepreneurial team development, friendship can reduce the probability of team member turnover and team division; From a performance perspective, the deeper the friendship, the better the entrepreneurial performance. Lechler's (2001) study indicates that social relationships among team members are the determining factors affecting the success of entrepreneurial teams, and can be characterized by six dimensions: communication, cohesion, work norms, mutual support, coordination, and conflict resolution. Ensley et al. (2002) found that executive team cohesion is negatively correlated with emotional conflict, positively correlated with cognitive conflict, and positively correlated with the growth of new startups.

The literature search of this study indicates that there is currently a lack of relevant research on cultural differences in the construction of international entrepreneurial teams. Therefore, this study will focus on this topic in the future.

By clearly defining core concepts such as cultural differences and entrepreneurial processes, this chapter lays the foundation for understanding the key variables in the entrepreneurial process of Chinese students studying abroad. Cultural differences are defined as differences in values, beliefs, behavioral patterns, and other aspects among individuals from different cultural backgrounds, which may lead to communication barriers and misunderstandings during the entrepreneurial process. Cultural difference cognition refers to the psychological process in which individuals or groups perceive, understand, and adapt to differences between different cultures. It involves a deep understanding of foreign cultures, including their values, beliefs, customs, social norms, and other aspects. By recognizing cultural differences, people can better understand behaviors and ways of thinking in different cultural backgrounds, reduce misunderstandings and conflicts, and enhance the effectiveness of cross-cultural communication. This chapter also defines the meaning of the entrepreneurial process, using the Timons model to divide it into three core elements: opportunity identification, resource acquisition, and team building, and points out that these three elements are interdependent and mutually influential in the entrepreneurial process.

### 3. Conceptual Models

(1) The impact of cultural differences on entrepreneurial team building

Cultural differences play a crucial role in the construction and development of entrepreneurial teams. It can not only promote mutual understanding among team members, but also effectively overcome emotional conflicts caused by cultural differences, thereby enhancing the unity atmosphere of the team.

Firstly, understanding cultural differences helps team members better understand and respect each other's cultural backgrounds and values. In a multicultural context, team members may come from different countries and regions, with different religious beliefs, values, and lifestyle habits.

This difference may lead to some misunderstandings and conflicts in the early stages. However, when team members have a high level of cultural awareness, they tend to accept these differences with an open and inclusive attitude, and establish a team atmosphere of mutual trust and respect through active communication and interaction. This atmosphere helps to promote cooperation among team members and work together towards team goals.

Secondly, cultural differences can also enable entrepreneurs to propose missions and visions that are more in line with the cultural backgrounds of all team members. A successful entrepreneurial team needs to have a common mission and vision To stimulate the enthusiasm and creativity of team members. When entrepreneurs have a high level of cultural awareness, they can better understand and integrate the diverse cultural backgrounds and values of team members, thus proposing a mission and vision that can be widely accepted and recognized. This mission and vision can not only enhance the cohesion of the team, but also stimulate the sense of belonging and responsibility of team members, prompting them to be more actively involved in team work.

In addition, cultural differences can also promote the internationalization of entrepreneurial teams. With the deepening development of globalization, a team with a multicultural background is often more innovative and competitive. When team members have a high level of cultural awareness, they are more inclined to attract members from different cultural backgrounds to fully utilize their knowledge, skills, and experience. This international composition not only helps to enhance the cultural diversity and innovation ability of the team, but also brings more development opportunities and resources to the team.

(2) The impact of cultural differences on the acquisition of entrepreneurial resources

Firstly, cultural differences in cognitive levels have a significant impact on the acquisition of entrepreneurial investment by international student entrepreneurs. Investors often focus on the project potential and market prospects of entrepreneurs, but also value their understanding and adaptability to culture. An entrepreneur who can deeply understand the cultural background and investment preferences of investors is more likely to develop a startup plan that meets their expectations, thereby gaining the favor and financial support of investors. On the contrary, entrepreneurs with insufficient awareness of cultural differences may miss investment opportunities due to poor communication or misunderstanding.

Secondly, cultural differences in cognitive levels also affect the establishment of relationships between international student entrepreneurs and suppliers. Effective communication and cooperation with suppliers are crucial in a globalized supply chain. Entrepreneurs with a high awareness of cultural differences can better understand the cultural background and business habits of suppliers, thereby establishing a cooperative relationship of mutual trust and respect. This not only helps international student entrepreneurs obtain stable and reliable sources of goods, but also enables them to obtain valuable market information and industry resources from suppliers.

In addition, the level of cultural differences in cognition is directly related to the marketing effectiveness of international student entrepreneurs. An entrepreneur who can deeply understand the cultural background and consumer needs of the target market can develop more precise and effective

marketing strategies, making it easier to gain recognition and favor from consumers. This not only helps to increase the market share of products or services, but also brings more business opportunities and partners for international student entrepreneurs.

(3) Communication effectiveness plays a mediating role in the positive impact of cultural differences on the entrepreneurial process

Entrepreneurs of international students with high levels of cultural differences are able to express their ideas and perspectives more effectively. They are not only familiar with their own cultural background, but also have a deep understanding and respect for other cultures. This enables them to communicate more accurately with partners, investors, or consumers from different cultural backgrounds, reducing misunderstandings and conflicts. This effective communication not only helps to establish good business relationships, but also promotes information sharing and cooperation, opening up broader markets and opportunities for international student entrepreneurs.

Secondly, cultural differences have a positive impact on the quantity and quality of opportunities identified by international student entrepreneurs. Due to their ability to understand and accept information from different cultural backgrounds, these entrepreneurs are able to more sensitively capture potential market demands and business opportunities brought about by cultural differences. They are able to examine issues from a multicultural perspective, identify overlooked or undervalued entrepreneurial opportunities, and translate these opportunities into practical business projects through effective communication.

In terms of team building, international student entrepreneurs with high levels of cultural differences also demonstrate advantages. They are able to better understand the cultural background and thinking patterns of team members, thereby communicating more effectively with team members and promoting understanding and trust among team members. This good team atmosphere helps to enhance the cohesion and combat effectiveness of the team, enabling international student entrepreneurs to form an efficient and collaborative team to jointly address the challenges in the entrepreneurial process.

In addition, cultural differences have a positive impact on the communication effectiveness between international student entrepreneurs and resource owners. By establishing effective communication with resource owners, international student entrepreneurs can more accurately convey their needs and expectations, thereby obtaining more funding, information, and other entrepreneurial resources. The acquisition of such resources is crucial for the success of entrepreneurs, as it can help them solve problems such as funding shortages and information asymmetry during the entrepreneurial process, and promote the smooth progress of projects.

## 4. Conclusion

With the significant increase in the number of international students studying in China, their entrepreneurial activities in China are also rapidly increasing. Research has shown that the differences between the home country and Chinese culture of international students have two impacts on entrepreneurial success. On the one hand, it may bring entrepreneurial opportunities and promote entrepreneurship for international students, and on the other hand, it may hinder their

entrepreneurship and lead to entrepreneurial failure. This article believes that understanding cultural differences is the key to turning obstacles into opportunities, so a study was conducted on the impact of cultural differences on the entrepreneurial process among international students.

Conclusion 1: The cognitive level of cultural differences among international students is positively correlated with their ability to identify and utilize entrepreneurial opportunities. This means that international students who have a deep understanding and correct understanding of cultural differences are more able to keenly grasp market opportunities and explore entrepreneurial potential.

Conclusion 2: The cognitive level of cultural differences is positively correlated with the effectiveness of entrepreneurial team building. Research has found that international student entrepreneurs who understand and respect different cultural backgrounds have a greater advantage in building and managing entrepreneurial teams, attracting more outstanding talents, and improving the overall effectiveness of the team.

Conclusion 3: The cognitive level of cultural differences has a positive impact on the acquisition of entrepreneurial resources by international student entrepreneurs. International students with a higher level of cultural awareness have more advantages in seeking partners and seeking investment, and can more effectively access and utilize various entrepreneurial resources.

Conclusion 4: Communication effectiveness plays a mediating role in the positive impact of cultural differences on the entrepreneurial process. This means that good communication skills can help international student entrepreneurs better understand and cope with cultural differences, thereby improving the efficiency and success rate of their entrepreneurial process.

This study reveals the significant impact of cultural differences on the entrepreneurial process of international students, which helps them overcome cultural differences, more smoothly identify entrepreneurial opportunities, acquire entrepreneurial resources, and build entrepreneurial teams. Firstly, with a full understanding of cultural differences in different countries, cultural differences can bring unique business perspectives and innovative inspiration to international students. Each country and region has its unique cultural characteristics and values, which can be transformed into commercial resources and competitive advantages. By gaining a deeper understanding of different cultures, international students can discover unmet needs in the market and develop innovative and differentiated products or services. Secondly, economic disparities also provide international students with opportunities for cross-border entrepreneurship. There are differences in the economic development level, industrial structure, and market demand of different countries, which provides the possibility for international students to engage in commercial activities in different markets.

Secondly, cultural differences in cognition can help international students more effectively access entrepreneurial resources. The acquisition and integration of resources are crucial in the process of entrepreneurship. There may be differences in the ways and channels of obtaining resources in different cultural backgrounds. International students need to understand and adapt to these differences, actively seek partners and resource support through establishing cross-cultural interpersonal networks, participating in international entrepreneurial projects, and other means. At the same time,

they also need to pay attention to business rules and legal regulations in different cultural backgrounds to ensure that their entrepreneurial activities are compliant and legal.

Finally, cultural differences have a significant impact on the construction of entrepreneurial teams for international students. An excellent entrepreneurial team needs to have diverse cultural backgrounds and ways of thinking to cope with complex and ever-changing market environments. International students need to learn to communicate and collaborate effectively in a cross-cultural context, respect and understand the different perspectives and habits of team members. By establishing a good team culture and management mechanism, international students can stimulate the creativity and cohesion of team members, and jointly promote the successful implementation of entrepreneurial projects.

The conclusion of this article is also helpful for universities to carry out entrepreneurship education for international students. Universities can start cultural difference comparison courses for international students, fully understand cultural differences, and encourage them to start businesses based on cultural differences. Firstly, universities can offer courses on cultural differences comparison as an important component of entrepreneurship education for international students. This type of course can cover cultural characteristics, values, commercial customs, and other aspects of different countries and regions. Through case analysis, field investigations, and other methods, international students can gain a deeper understanding of the business environment and market demand in different cultural backgrounds. Through such courses, international students can gain a more comprehensive understanding of cultural differences and be fully prepared for future cross-border entrepreneurship.

Secondly, universities should encourage international students to start businesses based on cultural differences. Cultural differences are not only challenges, but also opportunities. International students can develop innovative and market potential entrepreneurial projects by exploring and utilizing cultural differences. Universities can establish specialized entrepreneurship funds or projects to support international students in their entrepreneurial practices based on cultural differences, and provide necessary financial, technical, and resource support. Meanwhile, universities can also invite alumni or entrepreneurs with experience in cross-border entrepreneurship as mentors to provide entrepreneurial guidance and assistance to international students.

In addition, universities can also establish a platform for international students to showcase and exchange ideas by organizing entrepreneurship competitions, forums, and other activities. These activities can attract international students from different countries and regions to participate, promoting cultural exchange and cooperation among them. By sharing entrepreneurial experiences and exploring entrepreneurial issues, international students can deepen their understanding of cultural differences, expand their entrepreneurial ideas and perspectives.

## Acknowledgments

During the process of completing this paper, I received a lot of help and support from many people, and I would like to express my sincere gratitude to them.

## References

- [1] Jinjiang, Li Dan. Will cultural differences affect entrepreneurship-- Empirical study based on data from China's labor force dynamics survey [J]. Research and Development Management, 2020,32, (01): 146-156.
- [2] Xiao Wenyue. Analysis of the Impact of Regional Cultural Differences on the Entrepreneurship Ability of College Students: A Case Study of Guangdong Province [J]. Youth Research and Practice, 2020,35, (03): 47-53.
- [3] Li Hui, Zhou Yuan Research on the Cultivation of Innovative and Entrepreneurial College Students' Cross cultural Competence under the "the Belt and Road" Initiative -- Analysis based on interviews with 10 universities [J]. Education Development Research, 2023,43, (07): 69-77.
- [4] Huang Juan, Zhou Yanmei. Research Report on Entrepreneurship Intention and Needs of International Students from Sichuan University in China [J]. Contemporary Education Practice and Teaching Research, 2019, (16): 116-117.
- [5] Yin Jianfeng. Entrepreneurial Process from the Perspective of Entrepreneurial Capital [J]. Journal of Chongqing Jiaotong University (Social Sciences Edition), 2021,21, (04): 72-79.
- [6] Dong Yanfang, Zhang Zeyue. Research on identifying entrepreneurial opportunities for Chinese entrepreneurs [J]. Economic and Management Review, 2019,35, (06): 57-67.
- [7] Lin Song, Jiang Yanfu, Zhang Wei. Identification of entrepreneurial opportunities: concepts, processes, influencing factors, and analytical framework [J]. Science and Technology Management, 2005, (06): 128-132.
- [8] Open up, Deng Qing Perceiving Cultural Differences and Overcoming Communication Barriers: A Cultural Communication Strategy for Yangzhou Canal City [J] Modern Communication (Journal of Communication University of China) 2010 (09): 21-24.
- [9] Sun Junxin Cultural distance, cultural trade, and location selection for foreign direct investment [J] Exploration of economic issues 2020 (12): 103-110.
- [10] Wang Qi, Du Fengning Cultural Differences in Social Etiquette and Value Orientation between China and the United States [J] Chongqing Social Sciences 2017 (07): 61-66.
- [11] Zhao Shuming The challenges faced by multinational corporations in China: cultural differences and cross-cultural management Manage the world 1997 (03): 76-81.
- [12] Plummer L A H J M G. An essay on the origins of entrance opportunity [J] Small Business Economics two thousand and seven.
- [13] Rp S. A comment on developing the field of enrollment through the study of opportunity recognition and exploration [J] Academy of Management Review two thousand and one.
- [14] Smith B R M C H S. Differences in entrance opportunities: The role of etiquette and coding in opportunity identification [J] Journal of Small Business Management two thousand and nine.
- [15] B. B. J. Is the resource based "view" a useful perspective for strategic management research? Yes [J] Academy of Management Review two thousand and one.
- [16] Lin Song The Acquisition and Integration of Entrepreneurial Resources: An Interpretative Perspective on the Entrepreneurial Process [J] Exploration of economic issues 2007 (06): 166-169.
- [17] Qin Zhihua, Liu Chuanyou Entrepreneurial resource acquisition based on heterogeneous resource integration [J] Journal of Renmin University of China 2011, 25 (06): 143-150.

- [18] Hou Jianren, Li Qiang, Zeng Yong Entrepreneurial shareholding, external shareholders, and capital structure [J] Journal of Management 2010, 7 (04): 595-604.
- [19] Xu Yong, Zheng Hong Research on the Dynamic Evolution Mechanism of Trust in Entrepreneurial Teams [J] Research on Management at CUHK 2015, 10 (04): 114-148.
- [20] Wang Hongbin, Luo Jianli. Analysis of Factors Influencing Entrepreneurship Intention of International Students in China [J]. Rural Economy and Technology, 2020, 31 (16): 3.
- [21] Zheng Hong, Xu Yong A study on the maintenance mechanism of trust in entrepreneurial teams and its impact on team performance [J] Nankai Management Review 2017, 20 (05): 29-40.
- [22] Cao Zhiran Research on the Identification Law of Entrepreneurial Opportunities Based on the Dual Process Theory [J] Technology Entrepreneurship Monthly 2022, 35 (07): 10-17.
- [23] Xu Zhanlu Research on Entrepreneurial Management Mechanism Based on Entrepreneurial Process Theory [J] Modernization of shopping malls 2016 (02): 99-101.
- [24] Zhang Huini Research on Marketing Strategy Optimization of L Study Abroad Company [D]. Jiangxi University of Finance and Economics, 2023.
- [25] Yao Lina, Gu Hong, Han Shujing, etc Analyzing Cultural Differences and Crossing Communication Barriers: A Study on Cross cultural Communication Based on the Analysis of Cultural Differences between China and Japan [J] Journal of Shanxi University of Finance and Economics 2015, 37 (S1): 61-62.
- [26] Liu Ailan, Wang Zhixuan, Huang Meibo Is cultural differences more important than institutional differences Empirical evidence from China's exports to Africa [J] World Economic Research 2018 (10): 91-107.
- [27] Guan Shanchuan. Research on the Impact of Entrepreneurial Passion on Identification of Entrepreneurial Opportunities [D]. Northeastern University of Finance and Economics, 2017.
- [28] Ruan Hongpeng, Chi Renyong, Zhang Jun Research on Trust and Collaborative Innovation Performance between Organizations in Uncertain Environments [J] Research management 2022, 43 (05): 104-112.
- [29] Wang Hongbin, Luo Jianli "Analysis of Factors Influencing Entrepreneurship Intention of International Students in China." Rural Economy and Technology 31.16 (2020): 3.
- [30] Yang Hongsheng The cognitive impact of cultural differences [J] Psychological science 2007 (04): 1002-1005.
- [31] Yu Haiyun, Kan Liwen, Shang Yanjie Perception of cultural differences, communication patterns, and employee innovative behavior [J] Research management 2020, 41 (12): 139-148.
- [32] Wang Fengling On the cultivation of cross-cultural cognition and communication skills among international students [J] Journal of Xiangtan University (Philosophy and Social Sciences Edition) 2004 (01): 149-153.
- [33] Wang Qian, Cai Li Research on the process and influencing factors of entrepreneurial opportunity development [J] Learning and exploration 2011 (03): 191-193.
- [34] Tang Pengcheng, Zhu Fangming Discovery and Creation of Entrepreneurial Opportunities: A Comparative Analysis of Two Entrepreneurial Behavior Theories [J] Foreign Economics and Management 2009, 31 (05): 15-22.
- [35] Zhang Hong, Ge Baoshan A Review of the Current Status of Research on Entrepreneurial Opportunity Identification and the Construction of Integrated Models [J] Foreign Economics and Management 2014, 36 (04): 15-24.
- [36] Zheng Yonghua, Yin Jianfeng Technical expertise, relationship networks, and identification of entrepreneurial opportunities [J] Research on Technology Economy and Management 2019 (12): 3-8.
- [37] Wang Fei, Yao Guanxin. Research on Improving the Ability of College Students to Identify Entrepreneurship Opportunities [J]. Journal of the National School of Education Administration, 2014 (8): 57-60.
- [38] Chen Wenpei Relationship Networks and Entrepreneurial Opportunity Identification: Multiple Mediating Effects of Entrepreneurial Learning [J] Scientific research 2016, 34 (09): 1391-1396.
- [39] Ren Shenggang, Zeng Hui, Dong Baobao A longitudinal case study on the impact of the interaction effect between network span and trust on entrepreneurial performance [J] Journal of Management 2016, 13 (04): 473-482.
- [40] A. S D, T. L F. Entrepreneurial network development: Trusting in the process [J] Journal of Business Research two thousand and eight.
- [41] Yonghui C, He J. Research on College Students' Entrepreneurial Team Heterogeneity under the Background of Entrepreneurial Education Eurasia Journal of Mathematics, Science and Technology Education two thousand and seventeen.
- [42] Song Yuanyang, Zhao Jiaxin Can regional social trust promote individual entrepreneurship-- Empirical evidence from 31 countries worldwide [J] Research and Development Management 2020, 32 (02): 106-119.
- [43] Wang Lingling, Zhao Wenhong A study on the impact of entrepreneurial resource acquisition and adaptability on the performance of new enterprises [J] Research and Development Management 2017, 29 (03): 1-12.
- [44] Zhu Xiumei, Chen Chen, Cai Li An Empirical Study on the Relationship between Network Capability, Resource Acquisition, and New Enterprise Performance [J] Journal of Management Science 2010, 13 (04): 44-56.
- [45] Zhao Wenhong, Li Xiumei Research on the Impact of Resource Acquisition and Resource Management on Entrepreneurial Performance [J] Journal of Management 2014, 11 (10): 1477-1483.
- [46] He Hongguang, Wei Yanhui, Lin Qianru Resource accumulation, resource acquisition, and rural entrepreneurship performance: an analysis based on survey data in Zhejiang Province [J] Agricultural Economy and Management 2021 (05): 12-25.
- [47] Zhuang Jincai, Yin Jincheng, Wang Chunyan A Study on the Network Channels and Differences in the Access of Entrepreneurship Resources for Migrant Workers [J] Soft Science 2015, 29 (05): 140-144.
- [48] Yang Te, Zhao Wenhong, Zhou Mi The impact of network size on entrepreneurial resource acquisition: the moderating effect of previous experiences of entrepreneurs [J] Technological progress and countermeasures 2018, 35 (02): 1-9.
- [49] Zhu Xiumei, Li Mingfang The dynamic impact of entrepreneurial network characteristics on resource acquisition: Evidence from China's transitional economy Manage the world 2011 (06): 105-115.
- [50] Shi Lei On the Selection Models and Standards for Diversified Composition of Entrepreneurial Teams [J] Foreign Economics and Management 2008 (04): 52-58.
- [51] Cao Yong. Research on the Management of Foreign Students Entrepreneurship in China under the Background of International Talent Competition [D]. People's Public Security University of China, 2023.000029.

- [52] Hou Fei, Su Yu, Zhang Zixuan, etc Can Heterogeneity in Entrepreneurial Teams Really Promote the Enhancement of Team Creativity: A Mediated Regulatory Model [J] Technological progress and countermeasures 2022, 39 (04): 141-151.
- [53] Cheng Tingting Research on the Heterogeneity of Entrepreneurial Teams, the Relationship between Team Entrepreneurial Ability and Entrepreneurial Performance Dis Nanjing University of Science and Technology.