Research on the Implementation Efficiency and Optimization of Migrant Workers' Entrepreneurship Support Policy from the Perspective of Multi-subject Collaboration

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ABSTRACT

Based on the background of rural revitalization and new urbanization, this paper studies the mismatch between supply and demand and the lack of implementation efficiency of the current entrepreneurial support policies for migrant workers. This paper constructs an analytical framework of "environment-subject-mechanism-efficiency", and deeply analyzes the difference of resource demand and the dual effects of social network under different entrepreneurial models. By identifying the realistic dilemmas such as government's single dominance, division of departments and homogenization of social networks, this paper reveals that the lack of effective interaction among multiple subjects is the key sticking point that restricts the policy effect. To improve the efficiency of policy implementation, we should not only rely on the one-way investment of administrative power, but also establish a collaborative mechanism of government guidance, social network activation and entrepreneur's ability improvement. Based on this, this paper puts forward some optimization paths, such as implementing accurate support of classification, reconstructing the network ecology of open society, strengthening the cultivation of full-cycle ability and improving the collaborative governance system. The purpose of this study is to provide theoretical basis and practical reference for breaking resource barriers, realizing the accurate release of policy dividends, and promoting the transformation of migrant workers' entrepreneurship from low-level repetition to high-quality coordinated development.

Keywords: *Migrant workers start businesses, Multi-subject cooperation, Effectiveness of policy implementation, Social network, Classification support.*

1. INTRODUCTION

With the deepening of rural revitalization strategy and the new urbanization construction entering a critical stage, migrant workers are experiencing an important historical leap from simple labor export to entrepreneurial subject [1]. Entrepreneurship is not only an effective way for individuals to increase their income and get rich, but also an important engine to promote regional employment and stimulate the vitality of rural economy. In recent years, government departments at all levels have successively issued a series of support policies for migrant workers' entrepreneurship, covering financial subsidies, tax relief, skills training and other dimensions, aiming at building a good development environment for this group [2]. However, there is still a certain gap between the richness of policy texts and the actual implementation efficiency, and some support measures fail to accurately meet the demand, resulting in inefficient use of resources and even the phenomenon of "policy idling".

At present, migrant workers' entrepreneurship presents significant internal heterogeneity and external complexity. On the one hand, entrepreneurs' own ability structure, risk preference and resource endowment are quite different; on the other hand, different entrepreneurial models have different degrees of dependence on capital scale, technical support and market services. Traditional

policy implementation tends to standardize supply, and it is difficult to effectively match diversified entrepreneurial scenarios [3]. In this process, social network, as an informal institutional arrangement, constitutes an important external environmental factor for migrant workers to start their own businesses. Strong ties based on kinship and geographical relationship can effectively reduce transaction costs and provide initial capital and trust foundation in the early stage of entrepreneurship [4]. However, relying too much on the homogeneous closed network will easily lead to the information cocoon effect, which will limit entrepreneurs to low-level repeated competition, make it difficult to obtain breakthrough resources, and then fall into the "low-level lock-in" dilemma. Therefore, it is difficult to completely solve the structural problems in the development of entrepreneurship simply by relying on government administrative power or individual internal efforts.

To improve the implementation efficiency of entrepreneurship support policies for migrant workers, it is urgent to jump out of the limitation of single subject perspective and turn to a new paradigm of multi-subject collaborative governance. This requires re-examining the guiding role of the government, activating the synergy potential of social organizations, market institutions and social networks, and building an interactive pattern of government-led, social participation and entrepreneurs [5]. Only by strengthening targeted support through classified policies, optimizing the resource allocation mechanism, and focusing on improving the risk management and capacity building of entrepreneurs can we form a policy synergy. Based on the perspective of multi-subject collaboration, this paper deeply analyzes the practical dilemma of the implementation of entrepreneurship support policies for migrant workers, discusses the differentiated needs under different entrepreneurial models, and then puts forward the optimal path to build an efficient collaborative mechanism.

2. THE PRESENT SITUATION OF MIGRANT WORKERS' ENTREPRENEURSHIP AND THE DILEMMA OF POLICY IMPLEMENTATION

At present, the entrepreneurial activities of migrant workers have shown obvious characteristics of pattern differentiation, and the dependence logic of different formats on resource elements is significantly different. Traditional business-oriented entrepreneurship mostly relies on family workshops or small retail services, and its core appeal lies in stable cash flow and basic credit support, with relatively low technical threshold but fierce market competition [6]. Technology-driven entrepreneurship focuses on deep processing of agricultural products, special handicrafts and other fields. Such projects are highly dependent on professional technical training and achievement transformation services, and have low tolerance for capital turnover cycle. With the rapid development of digital economy, platform-based entrepreneurship expands the market through e-commerce live broadcast, community group purchase and other channels, and its success depends on logistics distribution efficiency, digital marketing ability and data acquisition authority [7]. The existing policy supply generally adopts the unified standard of "flood irrigation", which fails to accurately match the differentiated needs of the above three modes, resulting in some support funds flowing to inefficient areas, while projects that really need technical guidance or risk sharing mechanism are facing lack of resources.

The lack of coordination in the process of policy implementation further aggravated the mismatch between supply and demand. Within the administrative system, human society, agriculture, finance and other departments have their own support policies, but they lack effective information sharing and linkage mechanisms. This fragmented management system makes entrepreneurs often face the situation of repeatedly submitting materials and rushing around when applying for subsidies, loan guarantees and venue approval [8]. Inter-departmental data barriers not only increase administrative costs, but also delay the release of policy dividends. As an important informal system, social network plays a dual role in resource allocation. Although the strong ties based on kinship and geographical relationship provide the necessary start-up funds and trust endorsement in the early stage of entrepreneurship, it is also easy to form a closed information circle. When entrepreneurs rely too much on the homogeneous network, they often only get low-level industry information and technical experience, and it is difficult to get in touch with resource heterogeneity, thus falling into the low-end lock-in of the industry and hindering the leap to high value-added links. The model of resource allocation and network dependency is shown in "Figure 1".

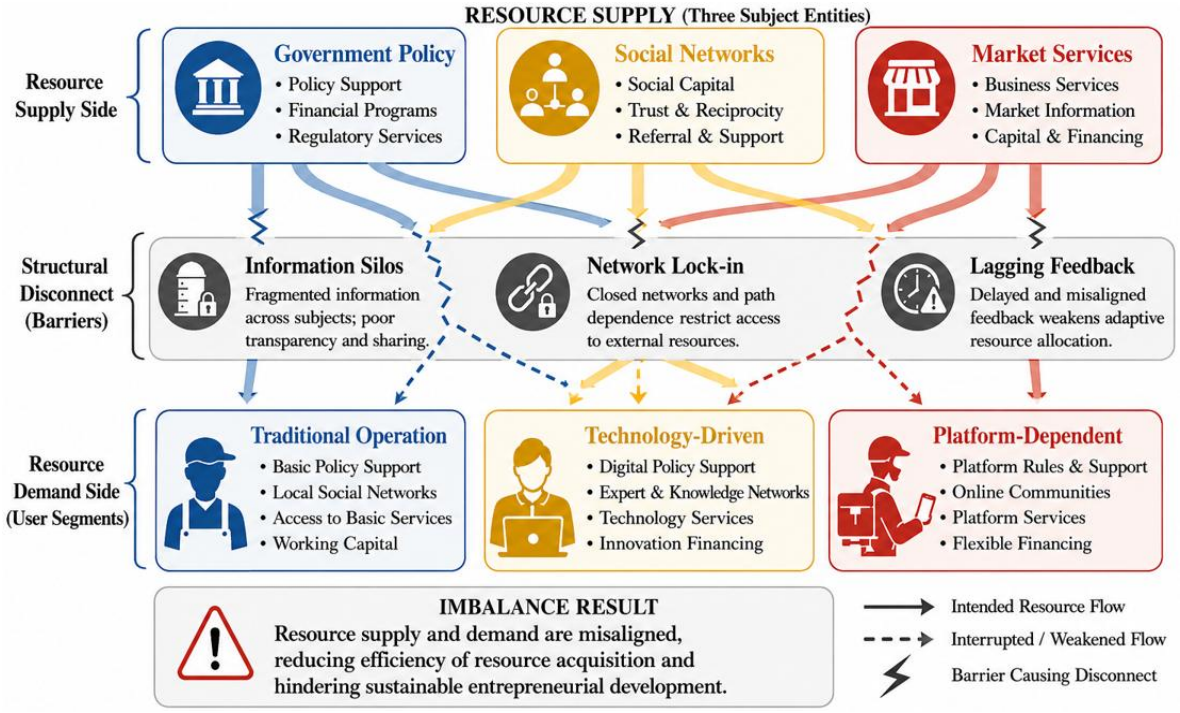


Figure 1 The imbalance of subject cooperation and network dependence structure in the acquisition of entrepreneurial resources for migrant workers.

3. INTERNAL MECHANISM OF MULTI-AGENT COOPERATION

The key to improve the implementation efficiency of entrepreneurship support policies for migrant workers lies in reconstructing the interactive logic among the government, social networks and entrepreneurs, and breaking the rigid pattern of single administrative leadership. As the core guide, the government's function should shift from the direct resource distributor to the system provider and platform builder. In the process of policy formulation, the government needs to establish a dynamic demand response mechanism, accurately identify the pain points of different entrepreneurial models through big data analysis, and thus launch a classified guidance catalogue. Social network plays the dual roles of resource "converter" and trust "lubricant" in the collaborative mechanism. Although the traditional strong relationship network can solve the survival problem in the initial stage, it is difficult to support large-scale development [9]. The core of collaborative mechanism is to promote the evolution of social network from closed homogeneous structure to open heterogeneous structure. As a bridge between individual entrepreneurs and external resources, trade associations, chambers of commerce and professional intermediaries can effectively introduce weak-relationship resources, help entrepreneurs cross the barriers of regions and industries, and obtain key market information and technical know-how. When social network is brought into the policy coordination system, its function is no longer limited to emotional mutual assistance, but transformed into an effective supplement outside the formal system, reducing the risk of default through informal contracts and accelerating the efficiency of resource flow.

As the main body of action, the ability and quality of entrepreneurs directly determine the final output of synergy. Under the collaborative framework, entrepreneurs need to change from passive support to active cooperation, and have the ability to identify the value of external resources and integrate various forces. This requires the establishment of a full-cycle entrepreneurial ability cultivation system, which not only covers hard skills such as financial planning and risk management, but also includes the promotion of soft power such as cross-organizational communication and resource integration. Only

when entrepreneurs have enough subjective consciousness and operational ability can the government's policy guidance and the injection of resources in social networks work together to avoid the waste or mismatched resources.

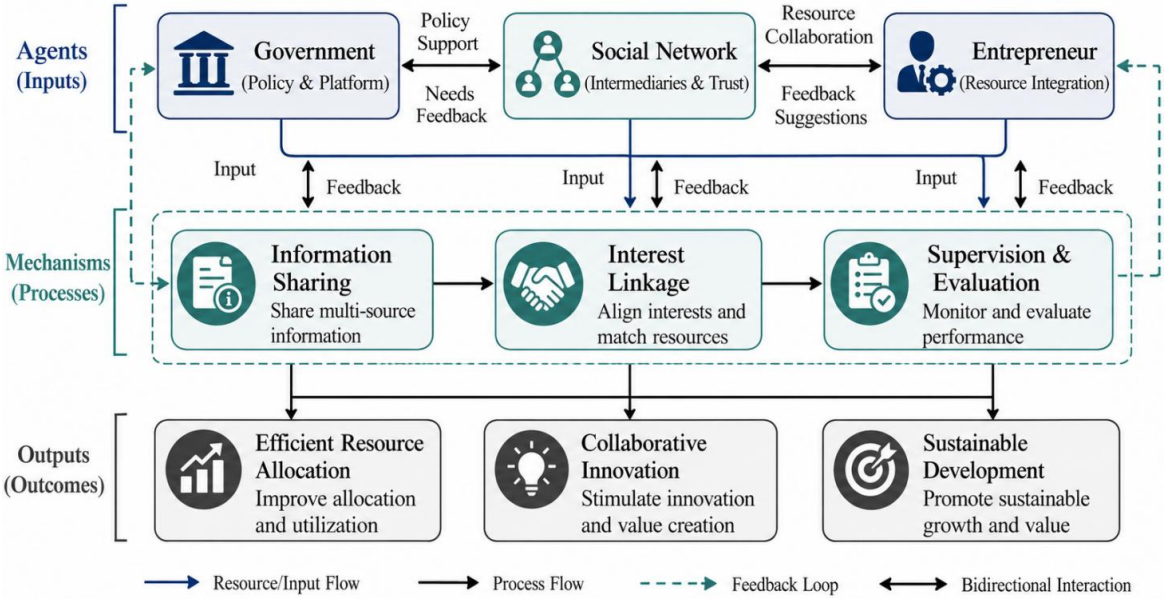


Figure 2 Multi-agent cooperative operation mechanism and resource flow path.

The multi-agent cooperative operation mechanism model is shown in "Figure 2". Information sharing mechanism is the starting point of collaborative operation, which ensures the accurate docking between government policy intentions, the stock of social network resources and the actual needs of entrepreneurs, and eliminates the friction cost caused by information asymmetry. On this basis, the interest linkage mechanism binds the interests of the three parties by designing reasonable rules for risk sharing and income distribution, and urges all parties to move from game to cooperation. The supervision and evaluation mechanism constitutes the guarantee of closed-loop management. By introducing third-party evaluation and dynamic feedback, the implementation deviation can be corrected in time to ensure that policy tools always serve the actual needs of entrepreneurial development.

4. OPTIMIZATION PATH TO IMPROVE THE EFFICIENCY OF POLICY IMPLEMENTATION

4.1 Constructing the Support System of Accurate Classification

In view of the heterogeneity of migrant workers' entrepreneurial model, the policy supply must be transformed from "inclusive" to "refined". The government should make a differentiated support list according to the specific needs of the three modes of traditional management, technology-driven and platform-based. For traditional business-oriented projects, the key point is to simplify the credit approval process, provide discount loans and venue rent relief, and reduce its start-up threshold. For technology-driven projects, the government needs to strengthen the docking of Industry-University-Research, set up a special technology transformation fund, and introduce an expert advisory group to provide full technical guidance. For platform-based projects, the government should improve the rural logistics backbone network, subsidize the use cost of digital marketing tools, and help build a data sharing platform. By establishing a dynamically adjusted policy catalog library, it is possible to ensure that resources flow to the most needed links and achieve precise matching between policy supply and entrepreneurial demand.

4.2 Remodelling the Social Network Ecology

In order to overcome the information closure and low-level competition brought by the traditional kinship geographical network, all localities need to make efforts to promote the openness and diversification of social network

structure. Relevant departments should encourage industry associations, chambers of commerce and professional service institutions to intervene in entrepreneurship counseling; it also builds an online and offline entrepreneurial exchange community, and regularly holds project roadshows and resource matchmaking meetings to promote knowledge spillover among entrepreneurs with different backgrounds. At the same time, relevant departments should introduce a third-party credit evaluation mechanism to transform social capital into quantifiable credit assets and reduce the trust cost in external cooperation.

4.3 Strengthening the Whole-cycle Ability Training

The improvement of entrepreneurial ability is the key internal cause of the transformation of policy effectiveness. Relevant departments should establish a full-cycle training system covering the pre-, middle-and late-stage of starting a business, and change the training mode that emphasized skills over management in the past. In the early stage of entrepreneurship, focus on market research and business model design training; in the growth period, strengthen practical guidance such as financial management, legal compliance and risk control; In the mature period, provide strategic planning and transformation and upgrading consulting. In particular, it is necessary to introduce simulated actual combat drills and failure case recovery mechanisms to help entrepreneurs identify potential risks and master coping strategies.

4.4 Improving the Collaborative Governance System

The optimization of policy implementation efficiency cannot be achieved without solid institutional guarantees. Relevant departments should clarify the boundaries of powers and responsibilities among the government, social organizations and market players, establish an inter-departmental joint meeting system, break down administrative barriers, and realize data exchange and business collaboration. Secondly, relevant departments should introduce a third-party evaluation agency to independently monitor the effect of policy implementation and establish a result-oriented performance evaluation system; An interest linkage and feedback correction mechanism can be established to dynamically adjust the combination of policy tools based on the evaluation results, ensuring that multiple entities form a stable community of interests in the collaborative process.

5. CONCLUSION

Based on the systematic analysis of the implementation efficiency of migrant workers' entrepreneurship support policies from the perspective of multi-subject collaboration, this study draws the following core views. First of all, the block of policy implementation is not simply due to the lack of funds or resources, but more to the structural dislocation between supply structure and entrepreneurial demand. Secondly, as a key external environmental variable, social network has a remarkable double-edged sword effect. Although a strong network of relationships provides the necessary foundation of trust and start-up capital in the initial stage, excessive reliance on homogeneous networks can easily lead to information closure and low-level lock-in. Therefore, bringing social network into the formal policy coordination system and promoting its transformation to a heterogeneous and open structure is a necessary condition to break through the bottleneck of development.

On this basis, to build an efficient policy implementation system must rely on the deep coupling of multi-agents. The role of the government should be changed from a direct resource distributor to a system provider and a platform builder, and the accurate delivery of policy tools can be realized through classified guidance catalogues and dynamic adjustment mechanisms. At the same time, it is necessary to give full play to the bridge role of social organizations such as trade associations and intermediaries, introduce weak relationship resources to break the information island, and establish a joint mechanism of benefit sharing and risk sharing. The construction of entrepreneurs' subjective ability is also indispensable. The whole-cycle training system and risk response mechanism can enhance their ability to integrate external resources and ensure that policy dividends are transformed into actual productivity.

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