

# Entrepreneurship and Innovation: A Cultural Perspective

**Antonio Benitez Garcia\***

Entrepreneurship Enterprise Hub, Xi'an Jiaotong-Liverpool University, Suzhou, China

## Email address:

Antonio.garcia@xjtlu.edu.cn (Antonio Benitez Garcia)

\*Corresponding author

## Abstract

This study explores the relationship between entrepreneurial students in the technology sector and three fundamental values: leadership, teamwork, and guanxi—a culturally embedded system of reciprocal relationships that has long influenced Chinese social and business interactions. Conducted at a university in China, the research draws on data collected from student respondents to analyze the significance of interpersonal connections in shaping entrepreneurial success. The findings provide valuable insights into how these factors contribute to the development of a thriving entrepreneurial ecosystem. A key result of the study indicates that 85% of the surveyed Chinese students recognize guanxi as a critical determinant of professional opportunities. This highlights its enduring role in facilitating career advancement, business collaborations, and social mobility. While traditionally regarded as a beneficial practice, the paper suggests that further exploration is needed to assess potential negative implications, such as the risk of excessive reliance on personal networks over objective merit. Understanding both the advantages and limitations of guanxi can provide a more nuanced perspective on its role in entrepreneurship. In addition to guanxi, the study underscores the importance of leadership and teamwork in fostering an environment conducive to entrepreneurial success. Effective leadership skills empower individuals to navigate challenges, inspire innovation, and drive business growth, while teamwork enhances collaborative problem-solving and knowledge exchange. The interplay of these elements creates a dynamic framework that supports the entrepreneurial aspirations of students in technology-related fields. By examining these interconnections, this research contributes to a deeper understanding of the social and cultural factors that influence entrepreneurial mindsets. The findings have implications for educators, policymakers, and industry leaders seeking to cultivate a more robust and sustainable entrepreneurial landscape, particularly within the context of rapidly evolving technological industries.

## Keywords

Entrepreneurship, Cross-Cultural Education, Studies, University