



Article **Open Access**

Research on the Entrepreneurial Models and Sustainable Development of Youth Returning to Villages to Support Rural Revitalization

Zhuohang Zhong ^{1,*}



¹ S2Apower, Alcanta International College, Guangzhou, Guangdong, 510000, China

* Correspondence: Zhuohang Zhong, S2Apower, Alcanta International College, Guangzhou, Guangdong, 510000, China

Abstract: This article delves into the challenges faced by young people returning to their hometowns for entrepreneurship and employment, including financial shortages, lack of talent, complex market environments, insufficient policy support, lack of project innovation, and weak resource integration capabilities. It also proposes targeted solutions, such as increasing policy support, improving financial services, strengthening talent development, optimizing the market environment, and enhancing resource integration. The aim is to promote the healthy development of youth entrepreneurship and employment activities, thus contributing to rural revitalization.

Keywords: rural revitalization; youth entrepreneurship in rural areas; sustainable development

Received: 08 April 2025

Revised: 11 April 2025

Accepted: 25 April 2025

Published: 30 April 2025



Copyright: © 2025 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>).

1. Introduction

In 2024 and in the future, China's social economy will continue to maintain the momentum of steady development, but it will also face many uncertainties and risks. Overall development and security have become the top priority of China's modernization drive, and it is necessary to promote the integrated development of urban and rural areas at the county level and promote rural revitalization.

Rural revitalization is divided into five areas of revitalization: industry, talent, culture, ecology, and organization. Talent revitalization is to train and create a group of "local experts", "Tian Xiulai" and agricultural professional managers who take root in rural areas, so that various elements such as talent and capital can play a role in the vast world of rural areas. To lay a solid foundation for the development of agriculture and rural areas and revitalize culture, we must vigorously carry forward the fine traditional culture, strive to promote the integration of core socialist values into the countryside, promote the change of customs, and cultivate civilized rural style, good family style, and simple folk style. Ecological revitalization reflects the rural landscape, beautiful scenery, blue sky, and green countryside. It is necessary to adhere to the concept of green development, promote the acceleration of the value of rural natural resources, and realize that clear waters and green mountains complement each other. We will make solid progress in improving village appearance, treating rural garbage and sewage, revolutionizing toilets and recycling agricultural waste, and vigorously improving rural living conditions. Organizational revitalization is the fundamental guarantee of rural revitalization. We must unswervingly give

full play to the role of the leadership core of rural grass-roots party organizations, guide rural revitalization with Party building, improve the rural governance system that combines autonomy, rule of law and rule by virtue, and consolidate the Party's governance foundation in rural areas.

The return of young people to employment is not only conducive to promoting full employment of young people, but also can provide strong human capital support for rural revitalization [1]. Thus promoting rural modernization. The government of China attaches great importance to young people, and young people are the main force of talent revitalization. Making good use of the power of young people and talent revitalization strategies can promote rural revitalization.

Rural revitalization is a key strategy for addressing the problems of agriculture, rural areas, and farmers in the new era, as well as achieving common prosperity and modernizing China. At present, rural areas face resource shortages, labor loss, a single industrial structure, and other development difficulties. The gap between urban and rural areas is widening. As an important driving force for rural revitalization, returning youth have an advanced education level, broad vision, and innovative abilities. They can introduce modern technologies and concepts, promote agricultural modernization and rural industrial upgrading, and inject vitality into the rural economy. However, the specific role and potential of returnee youth in rural development have not been thoroughly studied, and the synergistic relationship between returnee youth and multiple factors such as policy, social capital and local resources has not been fully explored. The purpose of this project is to study the positioning and role of returning youth in rural revitalization, analyze their actual contributions in job creation, employment and social and cultural construction, and explore their synergistic path with government policies and market resources. Theoretically, the dynamic mechanism and practical model of returning youth's participation in rural revitalization are outlined, and the research system of rural revitalization is enriched. In practice, the paper explores the specific paths and methods for returning youth to participate deeply in rural development, and provides new ideas for solving the dilemma of rural development. This study provides practical case support for the overall promotion of rural revitalization strategy, which is of great significance. This topic aims to study the positioning and role of returning youth in rural revitalization, analyze their contributions to entrepreneurship, employment, and social and cultural development, and explore their synergistic path with government policies and market resources. Theoretically, the dynamic mechanism and practical model of returning youth's participation in rural revitalization are sorted out, and the research system of rural revitalization is enriched. In practice, the paper explores the specific paths and methods for returning youth to participate deeply in rural development, and provides new ideas for solving the dilemma of rural development. This study provides practical case support for the overall promotion of rural revitalization strategy, which is of great significance.

2. Literature Review

2.1. What Is a Returning Youth

There is no unified definition of youth in the academic community. According to the Medium and Long-term Youth Development Plan (2016-2025) issued by the Chinese government and The State Council, the age range of youth is defined as 14-35 years old, UNESCO defines youth as 16-45 years old, and the National Bureau of Statistics of China defines youth as 15-34 years old. As for the definition of "youth", domestic scholars point out that youth is "14 to 24 years old", and the social group between this age zone has the characteristics of unity of nature and sociality, and faces development problems [2]. By synthesizing the studies of different scholars, Romero defines the age of young people as 20-45 years old, because this social group has a relatively mature ideology and plays an important role in social development [3]. Therefore, based on the above views, this study defines the age of returning youth as 14-35 years old social groups who go to rural areas

to participate in work or entrepreneurship, including but not limited to college students, migrant workers and second-time entrepreneurs.

2.2. Research on the Motivation of Returning Youth

The driving factors for youth returning home include both external objective factors and individual subjective factors. External factors include the challenges posed by cities and towns. The difficulties faced by contemporary youth in cities, such as social anxiety and intense competition, generate resistance and ultimately drive them to return home. With the continuous advancement and deepening of "megacities", the atmosphere of large population size, high talent density and high competition intensity created by big cities has gradually created social anxiety and formed a highly "internal" social structure. However, the high competition and intense pressure in big cities have shifted the mentality of contemporary youth, from simply competing within the system to seeking alternatives outside the system. This shift in mindset has led youth to reconsider their career development paths. According to the survey results from Contemporary Youth Studies: Orientating Towards the Future, about half of young people have either experienced reverse employment or are willing to pursue it [4]. The trend of de-internalization has become popular among contemporary youth, reflecting their rational evaluation and choice of employment opportunities. The support of the township itself and local policies have become a strong pull, encouraging contemporary youth to return to their hometowns and contributing to the drive for their return. Since the strategy of rural revitalization was first introduced, the economic development of agriculture and rural areas has achieved remarkable results. The gap between urban and rural areas has gradually narrowed, and improvements in the natural environment and infrastructure in townships have laid a strong foundation for the return of young people to their hometowns. In Schutz on Self-Alienation and Homecoming in a Warring World, it is mentioned that the rapid development of rural areas has created a significant demand for young talents [5]. The tilt of the policy attracts contemporary youth to return home and promotes the active participation of contemporary youth in rural revitalization. In addition, individual subjective factors are also used as a kinetic energy to promote young people to return home. Homecoming Veterans in Literature and Culture: Comparative and Interdisciplinary Perspectives [6]. It is hypothesized that personal subjective factors such as family support, entrepreneurial self-efficacy and local feelings of contemporary youth play a positive mediating role and stimulate or promote the willingness of college students to return home and start businesses. In Exploring the Link Between Openness and Entrepreneurial Capacity in Young People: Building Resilient and Sustainable Rural Territories believes that some contemporary young people are rooted in local culture, the old people are the object of their "feeding", and the countryside is the field where they "return to the root" [7]. These became their "source of power" to the grassroots. The emotional ties that young people have to their rural families also influence their decision to return to their hometowns. For example, family responsibilities such as taking care of elderly parents and children's education prompt some young people to choose to return to their hometown [8]. The individual subjective factors of contemporary youth, especially their sense of responsibility and strong emotional link to their hometown, have laid a certain emotional foundation for their return to their hometown. External objective factors and individual subjective factors interweave, the city's thrust and the township's pull together into the contemporary youth to return home power.

2.3. Research on the Situation of Returnee Youth Returning to Start Businesses or Employment

Depending on their roles and types, returning youth may choose either entrepreneurship or employment as their direction. They play different roles in rural revitalization, with intellectual youth taking on political leadership roles. The main role of returnee youth is entrepreneurship, while local youth play a key role in maintaining the order of towns and villages [9]. The types of returnee youth entrepreneurship are equally diverse,

including but not limited to agriculture and services. Business and e-commerce. In the field of agriculture, returning youth, often referred to as new farmers, play a crucial role in driving rural revitalization. By using short video platforms for short video creation and live delivery of goods, and by using modern technology and influence methods, they develop characteristic agricultural industries and promote the modernization of agriculture [10]. For example, returning youths planted *Ganoderma lucidum* and sold it through online platforms, achieving good economic benefits and helping local villagers find employment. In the field of service industry, rural tourism industry is regarded as an important pillar industry to promote rural social and economic development in various regions [11]. Returning youths make full use of the local natural conditions to open homestays or farm houses, promoting rural tourism, which creates employment opportunities for farmers and increases their income. Ten departments such as the Central Network Information Office and the Ministry of Agriculture and Rural Affairs issued the Action Plan for Digital Rural Development (2022-2025), further proposing to "expand the coverage of rural e-commerce", which shows the importance of rural e-commerce. Returning youth use short video platforms to promote and sell agricultural products and handicrafts across the country, broadening their sales channels and increasing farmers' incomes. The effective integration of the digital economy with rural e-commerce can improve rural people's livelihoods and promote economic development in rural areas [12]. At present, the employment trend of college graduates is diversified and complicated. With the acceleration of economic development and urbanization, more and more college graduates choose to return to their hometown for employment [13]. With the development of rural industries and the support of relevant policies, the employment opportunities for young people in rural areas are gradually increasing. In particular, knowledge-based young people who want to enter the system have the intention to return to the grass-roots level for employment. The survey found that local rural college students have a strong preference to enter the system when they return to their hometown [14]. To some extent, the return of young people to their hometown to start businesses or find employment has brought great positive impact. Returning entrepreneurs provide new guidance for rural revitalization and development in agriculture, service industry and e-commerce industry. Knowledge-based political leaders inject new blood into the countryside, promote the realization of diversified governance goals, help improve the level of rural governance, and further promote the development of township economy and rural revitalization.

2.4. Research on the Plight of Returnee Youth Returning Home to Start Businesses or Find Employment

Returning youth are a crucial force in promoting rural revitalization. However, they face numerous challenges in returning home for employment or entrepreneurship, which limits their development opportunities. The difficulties they encounter are multifaceted and complex. The challenges are particularly evident in entrepreneurship. Due to the weak economic base and limited capital in rural areas, returning youth often struggle with financial resources, and their chances of obtaining loans are reduced due to the unpredictable risks of their entrepreneurial projects [15]. In terms of competitiveness, the intervention of foreign capital and large-scale industries gradually dominate the rural market, making it harder for returning youth to access resources and face intense competition [1]. On the other hand, returnee youth often focus on entrepreneurship in the primary and tertiary industries, leading to intense competition and pressure from homogeneous markets [16]. Regarding policy support, young entrepreneurs face numerous review procedures and high market entry barriers, which may dampen their entrepreneurial enthusiasm. In daily life, returning entrepreneurs face two main challenges: social security issues and a poor living environment with unstable personnel. Due to the incomplete rural support system, returnee youth find it difficult to build a new social network in a short time,

and traditional concepts make it hard for them to integrate into the community [17]. Returning youth face multifaceted and complex challenges, requiring collective efforts to alleviate their difficulties and promote rural revitalization through the comprehensive implementation of revitalization strategies [18].

3. Research Method

3.1. Research Ideas

With the growing pressure of urban life and the promotion of rural revitalization, the number of returning youth is increasing. Articles and videos on the theme of "returning youth" have gained attention on various platforms. However, several questions remain: What motivates their return? Do they wish to start their own businesses or follow others? Will their return positively impact the economy, industrial structure, and employment? Is there government support, and if so, what does it entail?

This paper first searches and collates relevant literature from databases like CNKI and Google Scholar, then conducts online interviews with returning youth. Chapter 1 presents the research background and significance. Chapter 2 reviews the literature on the motivations, employment situations, and dilemmas of youth returning home. Chapter 3 outlines the research design and methods, detailing data analysis and understanding the educational backgrounds of returning youth. Chapter 4 examines the current situation, influencing factors, and sustainability of youth returning for entrepreneurship and employment. Chapter 5 discusses and summarizes the research findings [19].

3.2. Research Methods

3.2.1. Qualitative Research

This paper employs qualitative research to deeply explore the essence, significance, and process of youth returning home. Qualitative research is widely used in social sciences to understand the core characteristics of phenomena by analyzing behaviors and underlying meanings from various perspectives. This method allows for comprehensive and accurate data collection. Using qualitative research, the paper collates returnee cases from online databases, conducts interviews with returning youth, and extracts the necessary materials for analysis.

3.2.2. Selection of Survey and Interview Subjects

According to the Medium and Long-Term Youth Development Plan (2016-2025) by the Central Committee of the Communist Party of China, youth are defined as individuals aged 14-35. Additionally, the Rural Revitalization and Promotion Law of the People's Republic of China defines rural areas as regions with diverse natural, social, economic, and cultural functions outside urban built-up areas. Therefore, this paper defines "returning youth" as individuals aged 14-35 who return to rural areas for entrepreneurship or employment after completing their studies [20].

3.3. Research Design

After reviewing relevant research and literature on returnee youth, this paper summarizes nine returnee cases based on the research questions. Due to capacity limitations, online databases are used to collect cases, extract key information, and compile a table summarizing the sociological characteristics of the youth. The table 1 includes data on gender, education background, major, pre-return occupation, and post-return occupation.

Table 1. Basic Information Table of Returnee Youth Cases.

Serial number	Sex	Highest degree	Profession	Occupation before returning home	Career after returning home
1	male	/	/	Video blogger	Network red e-commerce
2	male	under-graduate	horticulture	Agricultural planting	Agricultural training
3	female	under-graduate	Electronic business	Pupil	Network red e-commerce
4	male	under-graduate	computer	Programmer	Network red e-commerce
5	male	under-graduate	Economic management	Foreign trade	Homestay manager
6	male	under-graduate	Electronic information process	Entrepreneurship mentor	Network red e-commerce
7	male	under-graduate	/	Field engineer	Ganoderma lucidum growers
8	male	master	accounting	Insurance company staff	Growers, e-commerce
9	male	/	/	soldier	New farmer

4. Research Findings

4.1. Research and Analysis of Young People Returning Home to Start Businesses and Employment

Returning youth entrepreneurship and employment are increasingly significant in today's social and economic development. With the acceleration of urbanization and the lag in rural development, more and more young people are choosing to return to their hometowns to either start businesses or seek employment, aiming to realize their personal value and contribute to the economic growth of their hometown. However, returning youth also face many difficulties and shortcomings in the process of entrepreneurship and employment.

4.1.1. Shortage of Funds

Shortage of funds is the most common problem in the process of entrepreneurship of returning young people. Due to the underdeveloped rural financial market, returning youth struggle to secure enough start-up capital through formal financial channels. In addition, due to the relatively poor credit environment in rural areas, banks and other financial institutions are more stringent in the approval of loans for returning youths. Therefore, the shortage of funds has become an important factor restricting the development of returnee youth entrepreneurship.

Case: Peng Jianji, a young man who returned to his hometown after 90s, contracted more than 30 mu of land to develop fruit growing industry in Baotai Village, Qianshan Township, Fuxian County, Jiangxi Province. In the early days of entrepreneurship, Peng Jianji faced a shortage of funds. The reserve funds were nearly exhausted during the initial stages of land leasing and preparation, and additional funds were urgently needed for fruit seedlings, fertilizers, and maintenance. If the funding gap is not filled in time, early efforts are likely to be in vain. Liu Jin, secretary of the Township Youth League Committee, learned about Peng Jianji's situation and actively helped him win the "youth entrepreneurship loan". In just a few days, the 100,000yuan loan was successfully approved. With the financial support, Peng Jianji successfully planted 24 acres of kiwi fruit and 5 acres of nectarines and other fruits.

4.1.2. Lack of Talents

Lack of talent is another major problem in the process of entrepreneurship and employment for returning young people. Due to the relative lack of educational resources in rural areas, the overall quality and skill level of returning youth is relatively low. At the same time, the relatively low level of economic development in rural areas makes it challenging to attract and retain high-quality talent. Therefore, returning youth often face the problem of talent shortage in the process of entrepreneurship and employment, and it is difficult to form an effective team and competitiveness.

Case in point: Huangpu Village, committed to rural revitalization, faces a shortage of talent. Low willingness of college graduates to return home: Huangpu Village has 50 to 60 college graduates every year, but less than 10 people return home. Many agricultural graduates have not chosen to return to their hometown, resulting in a lack of young talents with professional knowledge and skills. Lack of technical and management talents: In the process of promoting rural revitalization, Huangpu Village needs technical talents to support the development of characteristic industries and management talents to operate and manage related projects. However, due to the shortage of talent, these needs are difficult to meet.

4.1.3. Complex Market Environment

The complex market environment is a major challenge for returning youth in entrepreneurship and employment. Due to the relatively immature market environment in rural areas, they often struggle to accurately grasp market trends and demand. Additionally, the relatively imperfect laws, regulations, and supervision mechanisms in rural areas expose returning youth to higher risks and uncertainties in entrepreneurship and employment.

Case: Xiao Li is a college graduate from an ethnic minority region. After graduation, he returned to his hometown to start a business, establishing a company specializing in melon and fruit crop production. Due to the company's short history, Xiao Li faced difficulties in building a brand. He needed to invest a significant amount of money and time to establish brand recognition. In the early days of the business, Xiao Li had limited sales channels and mainly relied on the local market. He needed to expand his distribution channels to sell his products further afield. In ethnic areas, land resources are relatively tight. Xiao Li encountered difficulties in obtaining land resources during the development process, which limited the expansion and development of the company. Xiao Li uses company and social sales platforms to promote agricultural products beyond his local area, striving to maximize their value in mountainous regions. He also actively participates in various agricultural product exhibitions and marketing activities to expand sales channels and influence. He also actively collaborated with government departments to secure policy and financial support.

4.1.4. Insufficient Policy Support

Although the state has introduced a series of policy measures to encourage youth entrepreneurship and employment, the support and effectiveness of these policies are unsatisfactory in practice. On the one hand, due to the lack of publicity of the policy, it is often difficult for the returning youth to fully understand the specific content of the policy and the application process; On the other hand, due to the poor implementation of political policies, returning youth often face many difficulties and obstacles when enjoying preferential policies.

Case: Xiao Zhang is a young migrant worker for many years. In order to realize his dream of entrepreneurship, he chose to return to his hometown, using the local natural resources to carry out aquaculture. However, in the process of entrepreneurship, he encountered a lack of political support. Xiao Zhang found that although the local government promoted the encouragement of returning young people to start businesses, there

was a lack of specific and quantifiable policy measures in practice. For example, in terms of financial support, tax incentives, land use, etc., Xiao Zhang did not get substantial help. When Xiao Zhang applied for relevant policy support, he found difficulties in policy implementation. Some policies require coordination between multiple departments, but in practice, delays between departments hinder the timely execution of these policies.

4.1.5. Lack of Innovation in Entrepreneurial Projects

Some entrepreneurial projects of returnee youth lack innovation and often simply imitate or copy existing business models and products. Due to the lack of core competitiveness, these projects are often difficult to emerge in the fierce market competition. Therefore, returning young people should pay attention to innovation in the process of entrepreneurship, and constantly develop new products and services with independent intellectual property rights and core competitiveness.

Case: Lin Honghao, a returning entrepreneur who resigned from his position as an executive of a real estate company, decided to set up an equestrian club in Triangle Garden Village, Longqiao Town, Longhua District, Haikou City. Lin Honghao spent all his savings to fill in the rubble pit, buy precious horses, and set up a leisure and entertainment brand project integrating equestrian experience, equestrian training, homestayings, camping, etc. The Longsan horse riding field built a simple structure covering an area of about 300 square meters without planning permission, which was identified as illegal construction and demolished by the Haikou Comprehensive Administrative Law Enforcement Department. As a result, it did not receive any relevant demolition compensation. Although the Longsan riding course has attracted many equestrian enthusiasts, due to the expropriation and lack of compensation, the operation of the horse course is difficult to sustain, and most horses are scattered in scenic spots to attract tourists to take photos, failing to adapt to market demand for transformation and innovation. During his entrepreneurship, Lin Honghao failed to leverage local resources and advantages, such as combining rural tourism and cultural experiences to innovate products and upgrade services, resulting in the lack of competitiveness and sustainability of the project. After the Longsan riding field was demolished, Lin Honghao failed to ask for compensation for demolition and resettlement through legal channels, and the project ended in failure.

4.1.6. Insufficient Resource Integration Capability

Some returnee youth lack the ability of resource integration in the process of entrepreneurship and employment, and it is difficult to effectively integrate and use various resources. These resources include capital, talent, technology, information and so on. Due to the lack of resource integration ability, returning youth often face the problems of resource shortage and low efficiency in the process of entrepreneurship and employment.

Case: Xiao Zhang, born after 2000, studied abroad for many years and developed a strong interest in rural tourism. After graduation, he decided to return to his hometown and use the local natural scenery and cultural resources to set up a rural tourism project. When Xiao Zhang founded the rural tourism project, he did not integrate the local tourism resources effectively. His lack of in-depth understanding of the local natural scenery, human history, folk customs and other aspects, resulting in the lack of special color and attraction of the project. The development of a rural tourism project requires significant capital investment. However, Xiao Zhang did not raise enough funds through reasonable financing methods in the early stage, resulting in slow project development and inadequate facilities. In the promotion and marketing process of the project, Xiao Zhang lacks the necessary marketing resources and means. He did not establish a good cooperative relationship with local tourism agencies and media, resulting in low visibility of the project and limited number of tourists. Due to the lack of resource integration ability, Xiao Zhang's rural tourism project also encountered many difficulties in the operation process. The lack of characteristics and attraction of the project, the shortage of funds and the low

popularity have seriously restricted the development of the project. Eventually, Zhang had to abandon the project and seek other entrepreneurial opportunities.

4.2. Improve a Series of Policies and Systems

4.2.1. Increase Policy Support

The government should further increase policy support and provide more support for entrepreneurship and employment for returning young people. Specifically, the government can introduce more favorable tax policies, loan policies, and training policies to reduce the cost of entrepreneurship and employment for returnee youth. At the same time, the government can also strengthen the publicity and implementation of policies to ensure that returnee youth can fully understand and enjoy the preferential policies.

4.2.2. Improving the Financial Service System

Financial institutions should improve the financial service system to provide more convenient and efficient services for returning youth. Financial institutions can introduce loan products and insurance products that are more suitable for returning youth. At the same time, financial institutions can also strengthen cooperation and linkage with government departments and guarantee institutions to jointly provide more comprehensive financial service support for returning youth.

4.2.3. Strengthen Personnel Training and Introduction

Strengthen the work of talent training and introduction of returning young people. The government can increase the investment in rural education to improve the overall quality and skill level of rural youth. At the same time, the government can also enhance cooperation with universities and research institutions to attract more high-quality talents to start businesses and find employment in rural areas.

4.2.4. Optimize the Market Environment

The government can strengthen market supervision and law enforcement to crack down on illegal activities such as fraud, counterfeit goods, and unfair competition. At the same time, the government can also strengthen the collection and release of market information and data to provide more accurate and timely market information support for returning youth.

4.2.5. Improving Resource Integration Capabilities

The returning youth can strengthen the contact and cooperation with government departments, industry associations and social organizations. At the same time, returning youth can also actively seek external support and cooperation opportunities, such as establishing strategic partnerships with large enterprises and participating in government projects. Promote the rapid development of entrepreneurship and employment projects by enhancing the ability to integrate resources.

5. Conclusion

Returning young people face multiple difficulties in entrepreneurship and employment. Firstly, a shortage of funds is a key issue. The rural financial market is not perfect, the credit system is not perfect, and it is difficult for returning young people to obtain sufficient start-up funds through formal financial channels. Due to the consideration of rural credit environment and risks, banks and other financial institutions are usually very strict in the approval of loans for returning youth, resulting in a shortage of funds becoming an important obstacle in the process of entrepreneurship.

Secondly, the shortage of talents is also a significant problem. Due to the relatively limited educational resources in rural areas, the overall quality and skill level of returning

youth are affected. At the same time, the low level of rural economic development makes it difficult to attract and retain high-quality talents, which makes it difficult to build efficient teams in the process of entrepreneurship, seriously affecting competitiveness.

In addition, the complexity of the market environment is also a major challenge for entrepreneurship. Because the rural market is not fully developed, returning young people often find it difficult to accurately grasp the market trend and demand, which increases the blindness of entrepreneurship. At the same time, the lack of laws, regulations and regulatory mechanisms makes the entrepreneurial process full of uncertainty. Difficulties in brand promotion, sales channel development and land resource acquisition have increased the risk of entrepreneurship.

Insufficient policy support is also a dilemma. Although the state has issued a number of encouraging policies, due to inadequate publicity, many returning young people know little about the policy content and application process, resulting in the actual effect of the policy being greatly reduced. The poor implementation of the policy makes the returning youth face various obstacles when enjoying preferential treatment.

The lack of innovation in entrepreneurial projects is also a significant problem. Some returnee youth entrepreneurship projects tend to imitate existing models, lacking unique business models and core competitiveness. In the face of fierce market competition, these projects often struggle to stand out, and their ability to achieve sustainable development is limited.

Finally, returning youth also face difficulties in resource integration. Many returning young people find it difficult to effectively integrate various resources such as joint venture capital, talent, technology, and information, resulting in low resource utilization efficiency and limited project development.

In order to solve these problems, the government and relevant agencies can adopt a series of solutions. Firstly, the government should increase policy support, introduce more favorable tax, loan and training policies, and reduce the cost of starting a business. At the same time, the publicity and implementation of the policy should be strengthened to ensure that the returning youth can understand and enjoy the policy benefits in a timely and comprehensive manner.

Secondly, improving the financial services system is crucial. Financial institutions need to innovate service models, develop loans and insurance products suitable for returning youth, optimize risk assessment mechanisms, and lower loan thresholds. In addition, strengthen cooperation with the government and guarantee institutions to jointly build a financial service network to provide comprehensive financial support for returning youth.

Talent cultivation and introduction are also key. The government should continue to increase the investment in rural education to improve the comprehensive quality and skill level of rural young people. At the same time, by building a cooperation platform between universities, scientific research institutions and rural areas, high-quality talents are attracted to participate in rural entrepreneurship and employment.

Optimizing the market environment is equally important. The government should strengthen market supervision, crack down on illegal activities and create a level playing field. At the same time, technologies such as big data and the Internet should be used to provide accurate market information for returning youth and help them make scientific decisions.

Finally, improving the ability of resource integration is an important factor for successful entrepreneurship of returning young people. Returning youth should be proactive, strengthen communication and cooperation with the government, industry associations and social organizations, and expand contacts and information channels. Through strategic cooperation with large enterprises, participation in government project bidding and other ways, we can effectively integrate various sources of capital and promote the steady development of entrepreneurial projects.

References

1. S. Qian, X. Luo, and X. Liu, "How to build a rural community to develop high-quality rural tourism: A case study of innovative development strategies for idle rural homesteads in China," *Land*, vol. 13, no. 12, p. 2051, 2024, doi: 10.3390/land13122051.
2. R. E. Smith, "Urban dictionary: youth slang and the redefining of definition: What's up with meep and other words in the Urban Dictionary," *Engl. Today*, vol. 27, no. 4, pp. 43–48, 2011, doi: 10.1017/S0266078411000526.
3. I. Romero and Z. Yu, "Analyzing the influence of social capital on self-employment: a study of Chinese immigrants," *Ann. Reg. Sci.*, vol. 54, pp. 877–899, 2015, doi: 10.1007/s00168-015-0692-y.
4. N. A. Hendry, J. Cook, and B. Hanckel, "Contemporary Youth Studies: Orientating Towards the Future," *J. Appl. Youth Stud.*, vol. 6, no. 1, pp. 1–4, 2023, doi: 10.1007/s43151-023-00094-y.
5. S. Lafontaine, "Schütz on self-alienation and homecoming in a warring world," *J. Class. Sociol.*, vol. 24, no. 4, pp. 457–470, 2024, doi: 10.1177/1468795X241279032.
6. N. Boender, *Homecoming Veterans in Literature and Culture: Comparative and Interdisciplinary Perspectives*, Taylor & Francis, 2024, doi: 10.4324/9781003599296.
7. A. S. Dragin, T. Surla, M. M. Ladičorbić, T. Jovanović, Z. Zadel, M. Nedeljković-Knežević and Ž. Vasić, "Exploring the link between openness and entrepreneurial capacity in young people: Building resilient and sustainable rural territories," *Land*, vol. 13, no. 11, p. 1827, 2024, doi: 10.3390/land13111827.
8. Y. Lu, Y. Zhou, and P. Liu, "Improving the entrepreneurial ability of rural migrant workers returning home in China: Study based on 5,675 questionnaires," *Hum. Soc. Sci. Commun.*, vol. 10, no. 1, pp. 1–10, 2023, doi: 10.1057/s41599-023-01663-5.
9. H. Lin, H. Wu, H. Lin, T. Zhu, M. U. Arshad, H. Chen, and W. Li, "The impact of rural e-commerce participation on farmers' entrepreneurial behavior: Evidence based on CFPS data in China," *PLoS One*, vol. 19, no. 5, p. e0300418, 2024, doi: 10.1371/journal.pone.0300418.
10. A. Liu, X. Ma, M. Zhou, L. Zeng, and J. Lu, "Performance model of youth entrepreneurship platform in the context of common wealth returning to hometown," *Sustainability*, vol. 15, no. 19, p. 14616, 2023, doi: 10.3390/su151914616.
11. L. A. Belyaeva, "'Adult' youth in the contemporary social space of Russia," *RUDN J. Sociol.*, vol. 22, no. 4, pp. 812–827, 2022, doi: 10.22363/2313-2272-2022-22-4-812-827.
12. Z. Chen and H. R. Barcus, "The rise of home-returning women's entrepreneurship in China's rural development: Producing the enterprising self through empowerment, cooperation, and networking," *J. Rural Stud.*, vol. 105, p. 103156, 2024, doi: 10.1016/j.jrurstud.2023.103156.
13. Y. Wang, B. Li, X. Niu, and B. Li, "Return-to-hometown entrepreneurship and employment of low-income households: Evidence from national returned entrepreneurial enterprise data of China," *Economic Anal. Policy*, vol. 84, pp. 1714–1729, 2024, doi: 10.1016/j.eap.2024.10.051.
14. H. Li, H. Li, and H. Xiang, "Returning home: entrepreneurial intention among rural college students," *Manag. Decis.*, vol. 62, no. 5, pp. 1357–1374, 2024, doi: 10.1108/MD-10-2023-1862.
15. Y. Pan, X. Zhao, Y. Zhang, and H. Luo, "A large-scale village classification model for tailored rural revitalization: A case study of Hubei province, China," *J. Geogr. Sci.*, vol. 34, no. 12, pp. 2364–2392, 2024, doi: 10.1007/s11442-024-2296-x.
16. F. Mohammed Shuker and H. Hashim Sadik, "A critical review on rural youth unemployment in Ethiopia," *Int. J. Adolesc. Youth*, vol. 29, no. 1, p. 2322564, 2024, doi: 10.1080/02673843.2024.2322564.
17. J. Jing, H. Ma, F. Topolansky Barbe, and Y. C. Zhang, "Can social capital and psychological capital improve the entrepreneurial performance of the new generation of migrant workers in China?" *Sustainability*, vol. 10, no. 11, p. 3964, 2018, doi: 10.3390/su10113964.
18. D. Bolzani, "Assisted to leave and become entrepreneurs: Entrepreneurial investment by assisted returnee migrants," *Acad. Manag. Discov.*, vol. 9, no. 2, pp. 261–279, 2023, doi: 10.5465/amd.2020.0179.
19. H. Hu, "Finding You Is My Courage: New Stories of Homecoming in Chinese Photography Since the 2000s," *Photogr. Cult.*, vol. 15, no. 3, pp. 255–277, 2022, doi: 10.1080/17514517.2022.2156170.
20. M. F. Jalil, A. Ali, and R. Kamarulzaman, "The influence of psychological capital and social capital on women entrepreneurs' intentions: the mediating role of attitude," *Humanit. Soc. Sci. Commun.*, vol. 10, p. 393, 2023, doi: 10.1057/s41599-023-01908-3.

Disclaimer/Publisher's Note: The views, opinions, and data expressed in all publications are solely those of the individual author(s) and contributor(s) and do not necessarily reflect the views of PAP and/or the editor(s). PAP and/or the editor(s) disclaim any responsibility for any injury to individuals or damage to property arising from the ideas, methods, instructions, or products mentioned in the content.