

Research on Integrating Red Culture into Innovation and Entrepreneurship Education in Higher Education Institutions: A Case Study of Jiangxi's Red Culture

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Abstract

Integrating red culture into innovation and entrepreneurship education at universities is a crucial measure for fulfilling the fundamental mission of fostering virtue through education. This paper focuses on innovation and entrepreneurship education in higher education institutions, exploring pathways to integrate red culture into such programs. By analyzing the intrinsic connection between red culture and innovation and entrepreneurship education, the study outlines the value of integrating red culture into these programs. It proposes implementation pathways covering the exploration of red cultural educational resources, integration with innovation and entrepreneurship education, faculty support, and the development of practical platforms, providing reference for advancing the integration of red culture into higher education innovation and entrepreneurship programs.

Keywords

Red culture; Innovation and entrepreneurship education; Pathways.

1. Introduction

Strengthening innovation and entrepreneurship education is a crucial measure for universities to implement the spirit of the 20th CPC National Congress and achieve high-quality employment for college students. Red culture represents the advanced socialist culture created by the Communist Party of China in leading the people through revolutionary, construction, and reform endeavors, embodying a distinct people-centered stance[1]. Universities serve as the primary battleground for cultivating innovation and entrepreneurship talent, and red culture can provide robust spiritual support for such education. Integrating red culture into innovation and entrepreneurship education not only helps universities better fulfill their mission of fostering virtue and nurturing talent while advancing the inheritance of revolutionary spirit, but also contributes to cultivating high-caliber individuals with innovative mindsets and entrepreneurial capabilities[2], making it of great significance.

2. The Intrinsic Connection Between Red Culture and Innovation and Entrepreneurship Education

2.1. The Essence of Red Culture

Red culture represents the advanced cultural heritage forged by the Communist Party of China through its revolutionary, construction, and reform endeavors alongside the Chinese people. It possesses enduring vitality and profound spiritual resonance, embodying revolutionary ideals such as unwavering conviction, relentless struggle, and selfless dedication, alongside rich historical and cultural significance. As a revolutionary base area, Jiangxi possesses abundant red cultural resources, such as the Jinggangshan Spirit and the Soviet Area Spirit. These red cultural elements embody rich revolutionary spirit and profound cultural connotations,

including unwavering revolutionary conviction[3], a commitment to serving the people wholeheartedly, a pragmatic and truth-seeking work ethic, integrity and incorruptibility in politics, and an entrepreneurial spirit of hard work and perseverance.

2.2. The Intrinsic Connection Between Red Culture and Innovation and Entrepreneurship Education in Higher Education

The courage to pioneer innovation, a fighting spirit, and a sense of responsibility are shared traits between red culture and innovation and entrepreneurship education. The innovative spirit and entrepreneurial mindset embedded in red culture—constantly breaking through old concepts and models to explore suitable development paths—permeates the formation and evolution of red culture. Innovation and entrepreneurship education, with its focus on "creation," aligns closely with the innovative essence of red culture. Take the China International College Students Innovation Competition, which has gained significant influence in recent years, as an example. Each edition prioritizes "promoting teaching through competition," "promoting learning through competition," and "promoting innovation through competition" as its primary objectives, aiming to continuously stimulate and channel the innovative energy of university students. Simultaneously, the competition features the "Youth Red Dream Journey" as a key activity, guiding young students to visit revolutionary base areas, impoverished regions, and urban-rural communities. There, they undergo ideological immersion, strengthen practical training, and integrate their passionate youthful dreams into the grand Chinese Dream. This represents a practical exploration of effectively integrating innovation and entrepreneurship education with ideological and political education (of which red culture education is a vital component), fully demonstrating the inherent consistency between red culture and innovation and entrepreneurship education in their objectives and value pursuits.

3. Value Manifestation of Integrating Red Culture into Innovation and Entrepreneurship Education

3.1. Enhancing Students' Innovative Spirit

The pioneering spirit and courage to explore inherent in red culture can ignite students' innovative consciousness, encouraging them to overcome difficulties and break free from traditional thinking constraints during innovation and entrepreneurship. For instance, during the Jinggangshan struggle period, faced with overwhelming enemy forces, the Chinese Communists did not blindly replicate foreign revolutionary models. Instead, they adhered to the principle of seeking truth from facts and forged a new path, pioneering a revolutionary road with Chinese characteristics. This innovative spirit can provide students with the mental drive needed in innovation and entrepreneurship, motivating them to proactively seek new solutions when confronting complex and volatile market environments and various technical challenges, thereby cultivating a resilient innovative spirit.

3.2. Strengthening Students' Entrepreneurial Confidence

The unwavering conviction and indomitable will embodied in red culture help students establish sound entrepreneurial perspectives, bolstering their confidence and resolve on the entrepreneurial journey. The revolutionary forebears embodied in red culture overcame immense hardships and challenges through unwavering faith in the revolutionary cause, ultimately achieving victory. Their spirit of perseverance in the face of setbacks inspires students to remain undaunted and persistent in pursuing their entrepreneurial goals despite encountering difficulties and failures.

3.3. Enhancing Students' Moral Integrity

The patriotic sentiments, collectivist spirit, and commitment to serving the people inherent in red culture guide students toward establishing sound values and ethics. Integrating red culture into innovation and entrepreneurship education encourages students to balance personal success with societal needs, aligning their entrepreneurial endeavors with national and social development. This fosters a sense of social responsibility and dedication. Influenced by red culture, students gain a profound understanding that innovation and entrepreneurship extend beyond personal gain—they can contribute to solving societal problems and advancing social progress. This understanding enables them to uphold ethical standards and make decisions aligned with social norms during their entrepreneurial practices.

3.4. Enriching the Content and Formats of Innovation and Entrepreneurship Education

Jiangxi boasts abundant red cultural resources, including numerous revolutionary sites and relics, deeply moving red stories, and precious revolutionary spirit, providing rich and diverse materials for innovation and entrepreneurship education. Higher education institutions can leverage these resources to develop case studies, courses, and practical projects for innovation and entrepreneurship education, offering more vivid, concrete, engaging, and inspiring educational resources to enhance teaching effectiveness.

4. Implementation Pathways for Integrating Red Culture into Innovation and Entrepreneurship Education

4.1. Uncovering Innovation and Entrepreneurship Resources Within Red Culture

Higher education institutions should continuously enhance awareness of utilizing red resources in teaching and learning, with particular emphasis on identifying and refining the educational elements within these resources. Simultaneously, they should uncover business wisdom and entrepreneurial practices embedded in red historical events, transforming these into vivid teaching cases. Additionally, collecting and organizing successful innovation and entrepreneurship cases from the process of red cultural inheritance and development can provide students with authentic and relatable learning materials.

Universities should also guide students to identify innovation and entrepreneurship topics related to red culture from their respective disciplinary perspectives based on the characteristics of different disciplines. By organizing immersive research experiences, students can personally immerse themselves in the atmosphere of revolutionary culture, gain deep insights into the current state of its industrial development, and identify challenges and opportunities. Throughout this process, students should be guided to focus on three key areas: rural revitalization, the inheritance of revolutionary heritage, and community governance. They should genuinely identify problems—real problems—and transform these issues into innovation and entrepreneurship project topics. Professional guidance and conceptual inspiration should be provided to students, pioneering a student-centered model for cultivating innovation and entrepreneurship talent guided by revolutionary culture [2].

4.2. Promoting the Effective Integration of Red Culture and Innovation-Entrepreneurship Education

Establish a curriculum system integrating "red education + professional education + innovation and entrepreneurship education." In course design, incorporate dedicated modules on the convergence of red culture and innovation/entrepreneurship, systematically explaining the value and insights red culture offers to innovation and entrepreneurship, as well as how to

transform red cultural resources into innovation and entrepreneurship projects. In terms of content, fully integrate red cultural elements into both professional and innovation/entrepreneurship courses. Employ diverse teaching methods such as case studies, project-driven learning, and field investigations. By restructuring course design, content, formats, teaching approaches, and assessment methods, we ensure red culture and innovation/entrepreneurship principles permeate the entire teaching process. This enables students to absorb red cultural influences while acquiring professional knowledge and innovation/entrepreneurship skills.

Actively organize diverse, locally distinctive "Youth Red Dream-Building Journey" practical activities, encouraging students to engage with revolutionary base areas in Jiangxi's rural regions. Centered on local red cultural resources and distinctive industries, students will undertake innovation and entrepreneurship projects to enhance their awareness in these fields, continuously enrich their knowledge base, and ignite their passion and motivation to serve their communities.

4.3. Strengthening Faculty Support for Red Culture-Led Innovation and Entrepreneurship Education

Universities should prioritize selecting and cultivating instructors with firm political convictions and strong red cultural literacy to serve as innovation and entrepreneurship mentors. On one hand, enhance training for existing faculty through specialized red culture workshops, field visits to Jiangxi's revolutionary sites, and teaching seminars on red culture, thereby deepening their understanding and ability to effectively integrate red culture into innovation and entrepreneurship education. On the other hand, universities should recruit corporate professionals with relevant expertise and practical experience, as well as outstanding entrepreneurial alumni, to enrich the mentor pool.

This creates a synergistic collaboration among three types of mentors: "in-house mentors + industry mentors + exemplary alumni entrepreneurs." In-house mentors play a leading role in education and teaching, systematically imparting knowledge of red culture and innovation/entrepreneurship theory through classroom instruction and curriculum design to cultivate students' red cultural literacy. Industry mentors leverage their rich practical experience to guide students in experiencing red culture through real projects, helping them translate red cultural concepts into tangible innovation and entrepreneurship actions. "Alumni entrepreneurial role models" leverage peer influence by inviting graduates who have achieved success in innovation and entrepreneurship within red culture-related fields to return to campus and share their experiences, thereby igniting students' passion for innovation and entrepreneurship. Through the collaborative efforts of these three types of mentors, students are encouraged to root themselves in the nation's soil, serve local development, and cultivate a deep sense of patriotism and commitment to the nation through their innovative and entrepreneurial endeavors.

4.4. Strengthening Practical Platforms for Red Culture-Led Innovation and Entrepreneurship Education

Universities should actively collaborate with governments, enterprises, and red culture institutions to establish a series of red culture-themed innovation and entrepreneurship practice bases. Creating bases for red culture creative product R&D and red tourism innovation and entrepreneurship provides authentic environments for students to conduct field research, develop red tourism project plans, and innovate tourism services. This hands-on experience deepens their understanding and application of red culture while enhancing their practical innovation and entrepreneurship capabilities.

Universities can also transform various red culture-related innovation and entrepreneurship competitions and activities into practical training platforms for students. Organizing events like Red Culture Creative Competitions and Red Tourism Project Planning Contests will stimulate students' innovative thinking and entrepreneurial enthusiasm, encouraging them to proactively integrate red culture with innovation and entrepreneurship to develop innovative and market-competitive projects. Additionally, hosting forums and lectures on red culture innovation and entrepreneurship, inviting experts, scholars, and entrepreneurs to discuss the integrated development of red culture and innovation/entrepreneurship, will provide students with cutting-edge industry insights and professional guidance, fostering a vibrant innovation and entrepreneurship ecosystem.

5. Conclusion

Integrating red culture into higher education innovation and entrepreneurship programs represents a crucial direction for educational reform in the new era[4]. Taking Jiangxi's red culture as an example, through in-depth exploration of red cultural resources, enhanced integration with innovation and entrepreneurship education processes, and strengthened faculty support and practical platform development, the unique role of red culture in cultivating students' innovative spirit, entrepreneurial awareness, and ideological and moral qualities can be fully leveraged. This approach will foster more innovative and entrepreneurial talents with a sense of national pride and integrity, promote high-quality development of innovation and entrepreneurship education in universities, support the inheritance and innovation of red culture, and contribute to realizing the Chinese Dream of national rejuvenation. In practice, universities should actively explore models and pathways for integrating red culture into innovation and entrepreneurship education tailored to their specific circumstances. By continuously summarizing experiences and refining approaches, red culture can be revitalized within higher education innovation and entrepreneurship programs.

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