[1]Jiahao Zhang
[2]Chaolin Li
[3]Li Zhang
[4*]Xiangnan Ji

Optimizing Entrepreneurial Ecosystems: Insights from Choice-based Conjoint Analysis of Chinese Entrepreneurs

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Abstract: - Entrepreneurship is pivotal for economic growth, and fostering urban entrepreneurship environments has gained significant attention from policymakers and scholars. This study investigates the importance of different attributes within Entrepreneurial Ecosystems (EE) and their impact on regional entrepreneurship. Using Choice-based Conjoint Analysis (CBCA), preferences of 550 Chinese entrepreneurs were examined. Results reveal that funding size, government size, and financial capital are critical attributes. Entrepreneurs with higher initial capital prioritize funding size over market potential. Moreover, entrepreneurs with lower initial capital demonstrate a significantly higher willingness to pay for relocating to regions with higher per capita deposits. These findings provide insights for local governments to tailor strategies for attracting entrepreneurs with diverse capital levels, emphasizing subsidies for large enterprises or improving local livelihoods to foster small and medium-sized enterprises.

Keywords: Conjoint analysis, Entrepreneurial Ecosystem, Entrepreneurs.

I. INTRODUCTION *(HEADING 1)*

Entrepreneurship is the process of pursuing entrepreneurial opportunities by individual or corporate (1), and includes the management of new companies (2). Entrepreneurship is regarded as the primary driver of economic growth which plays an important role in creating more innovations and employments (3). Few people would doubt that entrepreneurship is a vital aspect for urban success (4, 5). Due to its significance for sustainable urban development, policymakers and scholars show growing interest in promoting entrepreneurship by improving urban entrepreneurship environment.

It is an effective measure to promote entrepreneurship that the urban governments establish entrepreneurship region (i.e., industrial districts, clusters, innovation systems and entrepreneurial ecosystem) in the external business environment of companies (6). Industrial district is a sizable and spatially delimited area of trade-oriented economic activity which has a distinctive economic specialization, be it resource-related, manufacturing, or services (7). Industrial districts are considered as relative providers of food jobs that not only offer inter-firm business connections, but also benefit companies remain long-term stable firm size (8). Similarly, cluster is defined as a particularly important way to help entrepreneurship through the location-based complementary of companies. It has been found that the corporate within cluster obtained higher economic growth and a longtime survival (9). Different from both of their focus, innovation systems apply the networks and organizations linking knowledge resource providers such as universities and public research institutes within a region. These linkages reduce the cost of knowledge dissemination in the region and promote overall regional innovations (10). The focus of these three measures is mainly on the social and economic context surrounding large and established firms.

Entrepreneurial ecosystem (EE) is a system composed of different types of factors that affect entrepreneurship at a regional level (11). The main difference between EE and its predecessors (innovation system, cluster, and industrial district) is that EE emphasize to analyze entrepreneur rather than the corporation. And EE also has inherited its predecessors' focus on the external environment of the company and the connection network with other

[1] Author: Faculty of Civil and Environmental Engineering, Harbin Institute of Technology, Shenzhen, People's Republic of China
[2] Author : Faculty of Civil and Environmental Engineering, Harbin Institute of Technology, Shenzhen, People's Republic of China
[3] Author : School of Architecture and Urban Planning, Shenzhen University, Shenzhen, People's Republic of China
[4] *Corresponding :Faculty of Environmental Engineering, The University of Kitakyushu, Kitakyushu, Japan; m15822762154@163.com

related companies and institutions. Due to the emphasis on small and medium-sized enterprises, it is stated that EE has showed a remarkable performance on promoting entrepreneurship and speeding economic growth in many countries (12).

A successful EE is often based on many environmental factors with proper level (11). It has been indicated by the literature that regional entrepreneurship was mainly influenced by these environmental factors of EE as follows: human capital (13, 14), market potential (15, 16) , financial capital (17, 18), entrepreneurial culture (19, 20), the size of the region and role models (20), internet infrastructure (Audretsch et al., 2015, Cohen and Schmidt, 2013), physical infrastructure (21, 22), and the size of the government (23, 24). Isenbrerg (25) summarized six distinct domains of EE : policy, culture，finance, support, human capital and markets. Moreover, Spigel (15) classified these factors as material attributes, social attributes and cultural attributes. The previous work has mainly focused on evaluating various EE in different regions or examining the isolated impacts of EE factors on entrepreneurship.

However, there remains a need for comparing different EE factors＇ importance and exploring which factors of EE promotes regional entrepreneurship more efficiently than the others (26). Furthermore, it is still inconclusive which combinations of factors at proper level will generate higher entrepreneurship.

The purpose of this study is to describe and examine the different importance exhibited by EE attributes selected on influencing the preference of entrepreneurs. Choice-based Conjoint Analysis (CBCA) was conducted to examine and analyze the distinctive performances of entrepreneurs in this experiment. Referring to CBCA method, our work established a mathematical model to calculate the related importance of every EE attribute and entrepreneur＇s willingness to pay (WTP) on each level of all attributes respectively. It is of significance to help governments and policymakers to formulate accurate and comprehensive business strategies to establish a successful Entrepreneurship Ecosystem to promote regional entrepreneurship by attracting more entrepreneurs.

This study is organized as follows. In Section 2, the research method and CBCA process are elucidated. In Section 3, the results of the CBCA experiments are explained, which involve the overall entrepreneurs＇ preferences of different EE attributes and the correlation between industry category of entrepreneurs and their preferences for EE attributes. Moreover, the results here are discussed, and the mentioned results were compared with other studies' identical conclusions in this part. In Section 4 is the conclusions of our work and based on the mentioned conclusions, some suggestions are provided. Furthermore, the limitation of this research is provided at the end of this study.

II. Literature review

A new concept that goes in the direction of offering a view of entrepreneurship has recently emerged, known as the Entrepreneurial Ecosystem (EE). The fundamental ideas behind entrepreneurial ecosystems were first developed in the 1980s and 1990s as part of a shift in entrepreneurship studies away from individualistic, personality-based

research towards a broader perspective that incorporated the role of social, cultural, and economic forces in the entrepreneurship process (27). Moore (28) and Iansiti and Levien (29) indicated that different with the organization of a single industry or value chain, entrepreneurial ecosystems are an inherently geographic perspective. That is to say, entrepreneurial ecosystems focus on the cultures, institutions, and networks that build up within a region over time rather than the emergence of order within global markets.

A few scholars like Feld are quick to point out that examples like Silicon Valley are not replicable (30). The growth of places like Silicon Valley are tied directly into particular events (e.g. the founding of Stanford University with an explicitly industrial orientation), historical trends (the US government shifting defense research away from the east coast in the 1930s and 1940s, the emergence of the Initial capital industry in the 1950s and 1960s), and the existence of a long-lasting culture that encourages risk taking, rebellion, and innovation throughout the place (31, 32, 33).

However, most scholars believe that successful EE has some important common points and has conducted a lot of research on these common points. Many studies and empirical investigations have also been conducted in specific social contexts (34). Acs et al. used quantitative methods to analyze a number of strong entrepreneurial ecosystems that resulted in innovative entrepreneurship (35). Acs et al. created an effective model to characterize the regional entrepreneurial system and used this model to evaluate the impact of regional institutions on it (35). Neumeyer et al. used social network data analysis to examine the EE, seen as a complex social organization (36). In his research, it is important to conduct interviews with different important people in the two cities, who and the leaders and employees. The final successful EE range includes universities and supporting institutions as well as institutions based on these factors that have high-level technology, etc. Scholars have also provided comparisons between EEs (e.g. Kshetri 2014), while using measures that are traditional in entrepreneurship, such as job creation (37). Kshetri compared the entrepreneurial regions in Estonia and South Korea and found that there are different ways of success (37). South Korea relies on the innovative high-end technology of enterprises, while Estonia relies on the institutional advantages shaped by the government. Bell-Masterson and Stangler have provided an early proposal to weigh and measure EEs (38). These studies indicate that EEs with certain outstanding characteristics are usually successful (for example, having more unicorn companies or more entrepreneurial opportunities).

The previous research only focused on the common attributes of successful EE. However, based on their conclusions, it is difficult to guarantee that the new EE established can be successful. Research has noted that the key to developing regional economies lies not only in the development of institutional structures but also the attraction and retention of individual entrepreneurs (39). Research has noted that the key to developing regional economies lies not only in the development of institutional structures but also the attraction and retention of individual entrepreneurs (39). However, despite widespread interest in entrepreneurship and the importance of entrepreneurs to the local and regional economy (40), social scientists have an incomplete understanding of why entrepreneurs move to, or stay within, particular regions. Prior work has shown that many high-performance individuals are motivated by and attracted to economic opportunity (41, 42). Thus, structural advantages of technology clusters and other location-specific factors in the "Technopolis" framework might play an important role in entrepreneurs' location decisions. Some prior research indicates entrepreneurs have a propensity to start a company in the same location where they previously worked because this choice enables them to use their existing local networks (43, 44, 45). The literature shows that entrepreneurs tend to start their businesses in locations in which they have more family and friends or "deep roots", and thus providing them a rich but geographically concentrated supply of social capital (46). However, this research examines founders of non-tech companies in Denmark, focused on traditional industries like hospitality, food, business services, and construction. This group of entrepreneurs is likely distinct from founders of technology ventures that were launched in prominent technology

clusters like San Francisco Bay Area, Boston, Austin, and New York. Moreover, this earlier work primarily conceptualized social networks as family and friend connections (46), which is perhaps more appropriate for successfully launching new non tech businesses serving local clientele. In the technology sector, especially with the increasing digital reach of online social networks, entrepreneurs can now more easily identify and connect with individuals and resources needed to grow a successful startup. Stephens et.al conducted a survey and analysis on the well-established EEs in Austin, Boston, and New York, and pointed out that financing opportunities and high-tech resources are extremely attractive to entrepreneurs (47). Not only do entrepreneurs from different industries have different preferences for EE attributes, Kshetri's research points out that the different successful entrepreneurial models in South Korea and Estonia show that entrepreneurs in different regions have different preferences (37).

There are still not many studies focusing on entrepreneurs' preference for EE attributes. Spigel analyzed 43 EEs in the UK and pointed out that for technology entrepreneurs, encouraging local entrepreneurial culture can inspire their ideas to start a business here, while excellent entrepreneurship support organisations are also full of appeal (48). Contrary to this conclusion, in a survey of Chinese entrepreneurs, Yaokuang L found that it is difficult for the Chinese government to directly establish supportive policies or provide direct positive social recognition to promote entrepreneurial behavior in the region (49). These studies have large differences in the attractiveness of policies and the entrepreneurial environment to entrepreneurs. In addition, some scholars believe that some inherent attributes of the region itself also have a great impact on entrepreneurs, including infrastructure, geographical location, economic development, etc. Nakamura utilized the spatial hedonic approach to explore the influence of some regional properties of the city of London on entrepreneurs and discovering that their valuation of EE is closely related to the infrastructure environment, in which public transportation and buildings are mainly maintained and integrated at the center (50).

The previous research has two shortcomings as follows: 1. Most of the research data comes from the development of local EE, and scholars mainly take the number of enterprises and their scale and economic conditions as the evaluation objects while ignoring the preferences of entrepreneurs. 2. A small part of the research on entrepreneurs' preference for EE mostly focuses on face-to-face interviews and judgments, and the results obtained are less reliable and not representative.

In order to solve these two problems, it is of great practical significance to propose an adaptable analysis method for entrepreneurs' preferences. In our research, we introduced a conjoint analysis method to analyze Chinese entrepreneurs' preference for EE and quantified them with willingness to pay.

III. METHODOLOGY

A face-to-face survey was designed by Tencent questionnaire web（https://wj.qq.com/）. All data were acquired from April 2021 to July 2021. Sawtooth software was utilized to build the mathematical model.

A.   Conjoint analysis method

Conjoint Analysis (CA) has become one of most extensively applied marketing research techniques to assess consumer's multi-attribute utility functions in 1970s [51, 52]. CA is one of the most common approaches in exploring individual's preference over four decades [53, 54]. CA examines the joint effects of environmental attributes to respondents since they are presented in different combinations, instead of isolation. The Conjoint

Analysis was initially applied to environmental area by Beggs [55]. Besides, it has been proved to be effective in assessing non-market value [56]. Daniels RF [57] employed CA to examine the assessment of environmental impacts on transport projects. CA can also be applied to determine the willingness to pay for environmental issues [58]. Thus it is deduced that conjoint analysis method could be used to examine the graduates' attitudes on different urban environmental attributes.

It was found that each experiment of CA should choose the attributes of the issue which arouses huge attention from researchers. In practice, massive CA experiments faced a problem that the amount of attributes was too large to examine because of the existence of fatigue effect [59, 60]. Moreover, research in cognitive process indicates that individuals consider relatively few aspects of stimuli in making assessment [61]. Likewise, Raz confirms that the critical attributes occupy a little portion which impact individuals to make decisions primarily [62].

B.   Sampling process

In this research, all respondents were from three Chinese online forum where entrepreneurs gather. Since the main target of our research is entrepreneurs in Internet-related industries, these three forums are also mainly for Internet practitioners.

We plan to recruit 50 respondents for previous experiment and 1000 respondents for the main experiment of conjoint analysis. Through cooperation with the administrator of three Chinese online forum, we randomly selected respondents in the group of forum and distributed questionnaires to their mobile phones or computers. Finally, 48 valid questionnaires were collected in previous experiment and 989 valid questionnaires were collected in the conjoint analysis experiment.
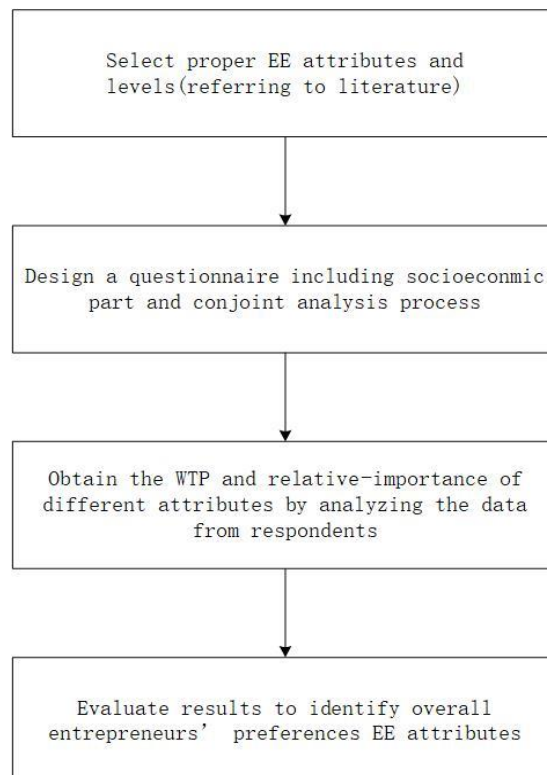
C.   Experimental process design

Fig .1 Experimental procedures of our research in details

Referring to Fig. 1, the EE attributes and levels required to be considered for this experiment should be identified in Section 1. Previous literature was utilized to select attributes. In Section 2, the questionnaire was designed to examine characteristic and socioeconomic information of respondents (e.g., gender, age and educational background etc.) and their preferences for the combinations of different EE attributes and levels. Table 1 shows the specific attributes and levels. We used the orthogonal processing function of Sawtooth software to design these attributes and levels into 13 combinations. In order to examine the preferences of entrepreneurs, these 13 combinations in conjoint analysis part of questionnaire were defined as 13 virtual EE which need to be chose by respondents (see Appendix1). Then in the data process, the questionnaire data is analyzed based on the model established by the Sawtooth software. Thus, we obtained the results (part-worth utility and relative significance) which can represent the preference of the entrepreneurs. In section 4, we evaluate these results to identify overall entrepreneurs' preferences on EE attributes.

D.   Conjoint analysis process

The content of the questionnaire consists of two sections. Section 1 focuses on characteristics and socioeconomic information of respondents（e.g., gender, age and educational background etc.).

Before section 2, each respondent was confirmed about whether they can distinguish each different attribute and level completely in the research. On the other hand, each respondent should not be over informed to ensure the representative of respondents. It is therefore suggested that respondents should avoid becoming over informed in such a way that they lose their representation of the public [47]. Moreover, we set the levels of attributes with the reference to the data of 11cities from the Greater Bay Area. In section 2, participants were asked to response to a choice-based conjoint analysis questionnaire.

Table.1 EE attributes and levels included in the conventional conjoint analysis task.

Attributes	Attributes Description	Attribute levels
GDP	Financial capital	$350B
		$150B
		$50B
Average years of schooling	Human capital	50000
		30000
		20000
		7000
Per capita deposit of citizens	Market potential	$120,000
		$20,000
		$15,000
		$6,000
Length of highways per 10,000 residents	Physical infrastructure	200km
		500km
		1000km
		$70B

Government expenditure	Government size	$10B
		$1.6B
		$1,000,000
Funding Size	Government's economic subsidies for start-ups	$500,000
		$300,000
		$100,000
		$50,000
		$0

E. Mathematical model & Data processing

The findings of the conjoint process of the survey were analyzed for all of the samples and by complying with 5 different social-demographic and personal variables. A function of souvenir's preference was calculated from the CBCA data by multinomial logit function. The function determined the importance of the respective attribute relative to the other attributes in choice making, as well as the level of preference for each value of the attributes.

Where β_0

$$U = \beta_0 + \sum_{k-1}^{n} \beta_n X_n \tag{1}$$

denotes a constant coefficient of each alternative, β_1, β_2, β_3..., β_n represent the coefficients obtained by the logit model, indicating the relative weights of the attributes in each alternative. The weightings of attributes suggest their importance for choice deciding, and the preferences for all levels in the attribute.

The part-worth utilities reveal that the researcher estimates a value explaining the significance of the respondent finding each attribute. They were measured on an interval scale that origins arbitrarily, so it is meaningless to discuss the absolute magnitudes of utilities for different levels. Expressing part-worth utilities in monetary is a common way to make them more understandable. Researchers constantly choose price as an important attribute in conjoint experiment to calculate how much money respondents are willing to pay to elevate levels of other attributes. Money equivalence of a utility difference indicates monetary willingness to pay (WTP) of a unit change of utility. It helps compare the utility of different levels, whereas it remains an estimated result. It is noteworthy that the monetary WTP should be revealed for the differences between two levels, instead of a value attached to a single level. Moreover, the relative importance was exploited to indicate the importance of different attributes for respondents. The value of relative importance was determined by the gap between the highest utility of level and the lowest utility of level for one attribute.

The coefficient of the levels of attributes in the model here was statistically significant at a confidence level of 95%. Furthermore, the model was statistically significant based on the results of Person's test.

IV. RESULTS

The result about overall enterpreters' EE preferences are listed in Figure 2. According to Figure 2, the critical attribute to the respondents is the funding size (30.84%). The second critical attribute is government expenditure (20.39%), followed by deposits in financial institutions per capita (17.21%), GDP (14.15%), length of highways per 10,000 residents (9.37%) and number of graduates per year (8.04%).

All levels of the attributes were statistically significant and exerted a negative or positive impact, demonstrating that the attribute level was preferred or evaded.
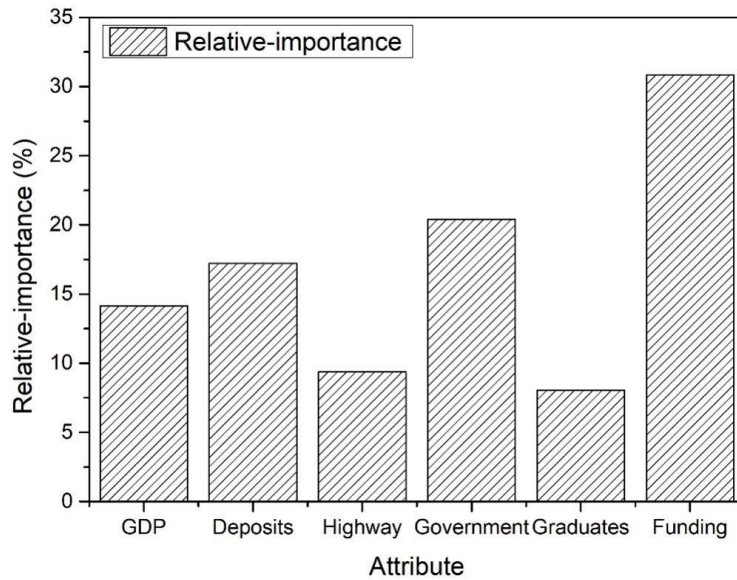

Fig .2 Relative-importance of different EE attribute

Entrepreneurs with different initial Initial capital have obvious differences in preferences for EE attributes. The entrepreneurs are classified according to the results of their options for the amount of initial funds in the questionnaire. Figures 3 to 8 show the relative importance of different EE attributes to them, which indicates their preferences.
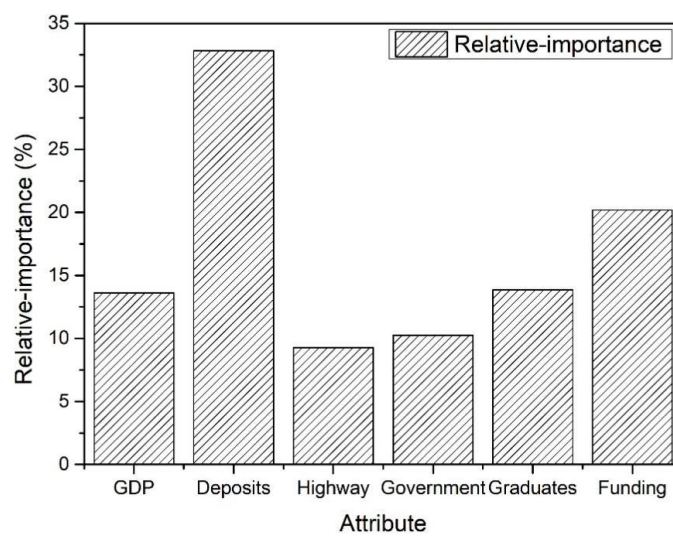
Fig .3 Relative-importance of different EE attributes for entrepreneurs whose Initial capital is less than $ 0.05 million.
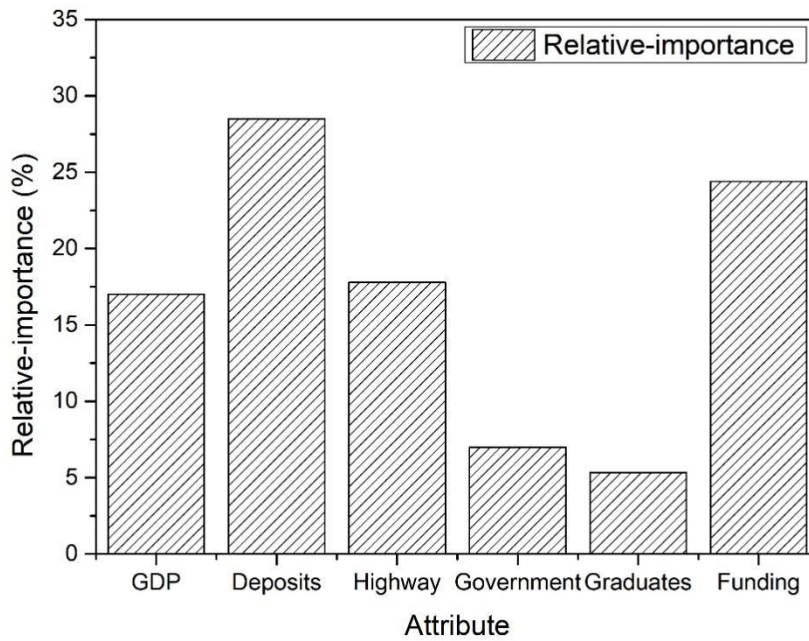
Fig. 4 Relative-importance of different EE attributes for entrepreneurs whose Initial capital is between $ 0.05 million with $ 0.1 million.
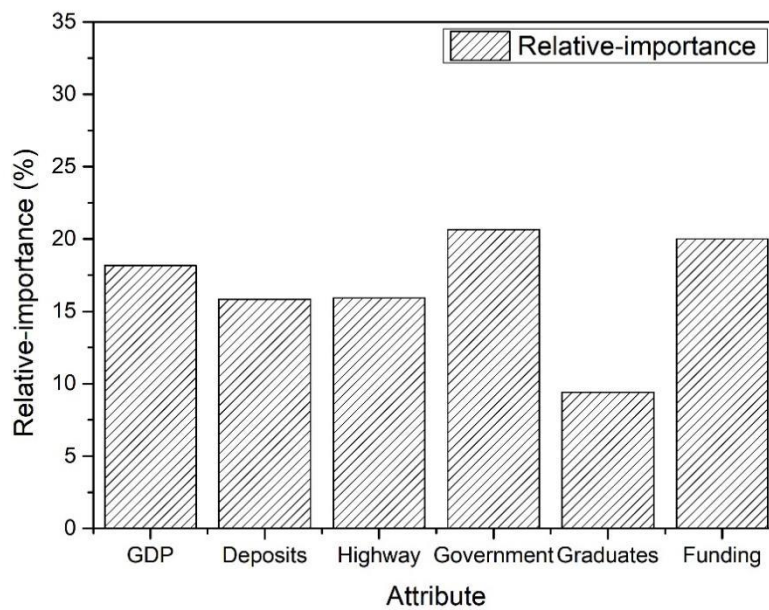

Fig. 5 Relative-importance of different EE attributes for entrepreneurs whose Initial capital is between $ 0.1 million with $ 0.3 million.
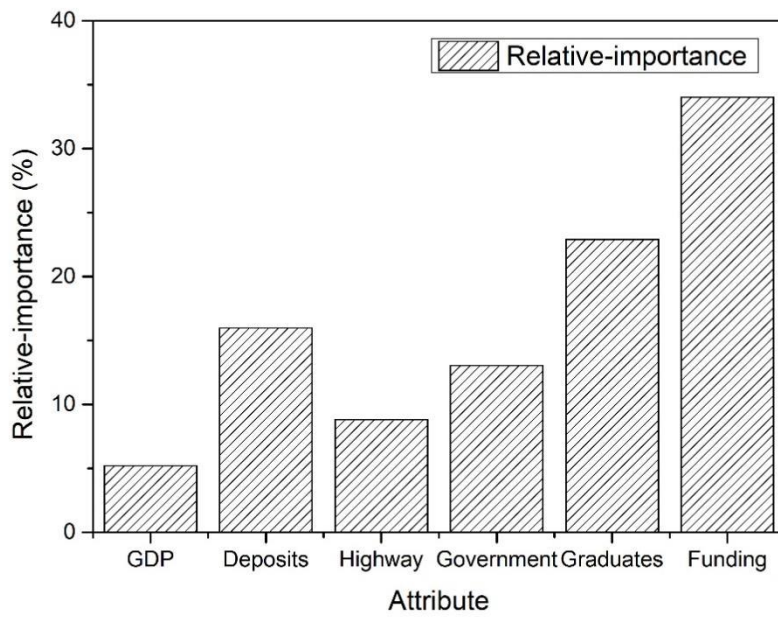
Fig.6 Relative-importance of different EE attributes for entrepreneurs whose Initial capital is between $ 0.3 million with $ 0.5 million.
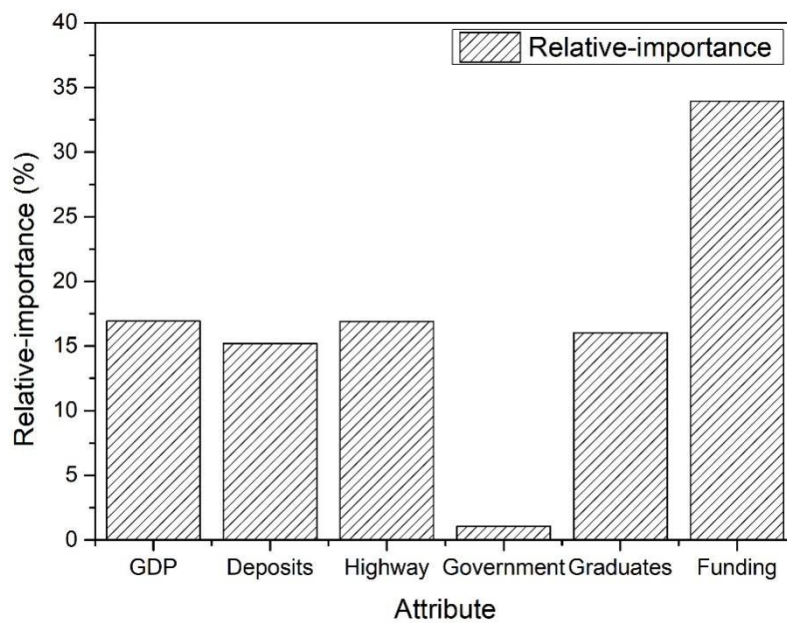

Fig.7 Relative-importance of different EE attributes for entrepreneurs whose Initial capital is between $ 0.5 million with $ 1 million.
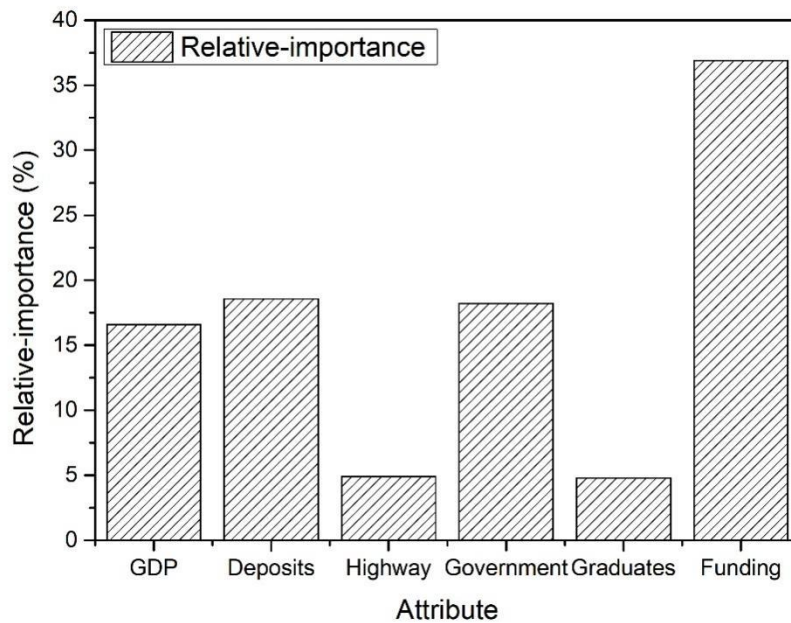
Fig. 8 Relative-importance of different EE attributes for entrepreneurs whose Initial capital is more than $ 1 million.

Fig.3 shows that the most important EE attribute for some entrepreneurs with the least Initial capital (IC<$0.05million) is the per capita deposit followed by the funding size. Figure 4 indicates that when the entrepreneur's initial capital is raised by one level ($0.05million<IC<$0.1million), per capita deposit is still the most valued EE attribute and the importance of funding size has increased.

In Fig. 5, the per capita deposit has lost its leading position in all attributes, which shows that entrepreneurs ($ 0.1 million<IC<$ 0.3 million) with more Initial capital no longer attach importance to per capita deposits. Except for the number of annual graduates, the importance of all other attributes tends to be similar

Referring to Fig.6, Fig.7 and Fig.8 can be seen, when the entrepreneur's capital is more than $ 0.3million, the funding size has always been the most important EE attribute for the entrepreneurs.

Table 2 points out the willingness to pay for different EE attributes of entrepreneurs with different start-up funds (amount of giving up funding). Similar to the previous figures, it shows that entrepreneurs with less initial capital are willing to give up more government funding in exchange for starting a business in a region with more savings per resident. On the contrary, entrepreneurs with larger capital have lower willingness to pay for changing to areas where the per capita deposits of residents are greater.

Table 2 Entrepreneurs with different Initial capital's willingness to pay for improving EE attributes

Attributes	Level gap between	Willingness to pay					
		IC is Initial capital (million US dollar)					
		IC <0.05	0.05 <IC<0.1	0.1< IC<0.3	0.3 <IC<1	0.3< IC<0.5	1< IC
GDP	$50B, $150B	0.33267	0.03702	0.24708	0.15227	0.24498	0.34437
	$150B, $350B	0.34198	0.65982	0.66085	0.15285	0.25369	0.10491
Deposits in financial institutions per capita	$6,000, $15,000	0.38588	0.28174	0.34495	0.14463	0.06609	0.08308
	$15,000, $20,000	0.21205	0.33083	0.13005	0.01342	0.05981	0.11869
	$20,000, $120,000	1.02907	0.55527	0.31715	0.31154	0.32167	0.30161
Length of highways per 10,000 residents (Km/10000)	200km, 500km	0.33260	0.42346	0.77544	0.12579	0.01666	0.02849
	500km, 1000km	0.12702	0.30511	0.02071	0.13330	0.48154	0.10473
Government expenditure	$1.6B, $10B	0.47914	0.27609	0.88987	0.16054	0.02964	0.10943
	$10B, $70B	0.02769	0.01004	0.14268	0.22299	0.00133	0.38420
Number of graduates per year	7000, 20000	0.08036	0.02459	0.12877	0.29562	0.04583	0.00483
	20000, 30000	0.29288	0.04924	0.18188	0.08598	0.30203	0.05977
	30000, 50000	0.31290	0.14401	0.15995	0.29202	0.12426	0.06544

V. DISCUSSION

Ares' research points out that most European and American consumers do not have the habit of saving (63). They usually consume in advance and use their monthly income to pay for the previous month's consumption. This will make it difficult to use the savings of local residents to measure the local market environment. Pradhan indicated that even the wealthiest areas in the U.S. are still very low in savings rates (64). Different from these research conclusions, Chinese residents are generally considered to have good saving habits, and people in different regions save appropriate amounts according to their own income (65). Li X's research revealed that in China, the higher the income of residents, the more savings per capital (66). Xiaoli T proposed that over-saving will affect the local consumer market and reduce the income of Small to Medium Enterprise (SME) owners (67). On the contrary, many studies have pointed out that the situation in China is special. The more saving places, the higher the consumption enthusiasm of people. Even with a similar ratio of consumption to saving, the total consumption of people from high-income areas is higher (68, 69). This is similar to the results of our research. All entrepreneurs tend to choose regions with higher per capita savings to start their businesses. Our research further points out that entrepreneurs with an initial capital of less than $0.05million are eager to start businesses in regions with more savings per capita, even at the cost of giving up large amounts of funding.

With the increase in initial capital for entrepreneurship, entrepreneurs gradually lost their enthusiasm for areas with high per capita deposits and turned to pursue businesses in areas with a higher scale of funding. When the

initial capital reaches the highest (IC>$1million), Entrepreneurs are only willing to pay $0.083million (from $6,000 to $15,000), $0.119million (from $15,000 to $20,000), and $0.302million (from $20,000 to $120,000) to improve the level of EE's per capita deposit attribute. Similar to our research，Bennett's research on SME strategies pointed out that even if there is stronger competition, SMEs still hope to choose locations in areas with better market conditions (70). The strategy of a large company is the opposite of that of a small company. According to our experimental results, entrepreneurs (large companies) with more initial capital than other attributes hope to receive large government subsidies. Chen & Li discovered that Chinese local governments have helped large companies improve their performance through extensive tax incentives and financial subsidies (71). Tzelepis and Skuras' research on Greek companies found that government investment subsidies are an important supplement to the solvency of large companies (72). More importantly, many studies point out that higher government investment subsidies represent, to some extent, the government's support for large enterprises (73). A large number of studies have shown that establishing friendly political ties with the local government is the goal sought by most large private enterprises today (74, 75, 76). We believe that unlike entrepreneurs (small and medium-sized enterprises) with lower initial capital, the local market For entrepreneurs with more initial capital, the importance is lower. However, as a clear policy support, financial support from the local government can not only improve a certain economic situation for the company, but also provide a certain political connection for the company. Khwaja and Mian et al. found that policy support in developing countries is more important for enterprises of a certain scale (77).

VI. DISCUSSION

The objective of the present study was to find out entrepreneurs with different initial capital have different preferences for the attributes of entrepreneurial ecosystem and their willingness to pay for improving the levels of the mentioned attributes of EE. This study employed choice-based conjoint analysis method to examine 550 respondents' preferences for EE. The primary conclusions of the study are drawn below:

- For current Chinese entrepreneurs, the critical attribute is funding size which followed by government size and financial capital.
- If entrepreneurs' initial capital rise, their preferences for"Funding size"will increase, and the preferences for "Market potential" will decrease. For entrepreneurs with high initial capital, a high funding size not only means more economic benefits, but also brings them government connections and support.
- Entrepreneurs with an initial capital of more than $1million are only willing to pay $0.083 million to transfer their company location from a region with a per capita deposit of US$6,000 to a region with a per capita deposit of $15,000, $0.11869 million for transferring from $15000 to $20000 and $0.30161 million for transferring from $20000 to $120000. Contrary to them, entrepreneurs with an initial capital of less than $50,000 have an average 323.22% higher willingness to pay for moving to areas with higher per capita deposits.

It is of great significance for local government to analyze these trends and make proper strategies for attracting different sorts of entrepreneurs. In brief, if the government wants to attract entrepreneurs with strong financial resources for local EE, increasing subsidies for large enterprises is the quickest way. For governments that want to increase the number of small and medium-sized enterprises, using funds to improve local people's livelihood will be an effective measure.

A. Abbreviations and Acronyms

Define abbreviations and acronyms the first time they are used in the text, even after they have been defined in the abstract. Abbreviations such as IEEE, SI, MKS, CGS, sc, dc, and rms do not have to be defined. Do not use abbreviations in the title or heads unless they are unavoidable.

B. Units

- Use either SI (MKS) or CGS as primary units. (SI units are encouraged.) English units may be used as secondary units (in parentheses). An exception would be the use of English units as identifiers in trade, such as "3.5-inch disk drive".
- Avoid combining SI and CGS units, such as current in amperes and magnetic field in oersteds. This often leads to confusion because equations do not balance dimensionally. If you must use mixed units, clearly state the units for each quantity that you use in an equation.

- Do not mix complete spellings and abbreviations of units: "Wb/m2" or "webers per square meter", not "webers/m2". Spell out units when they appear in text: ". . . a few henries", not ". . . a few H".
- Use a zero before decimal points: "0.25", not ".25".

  C.   Equations

  The equations are an exception to the prescribed specifications of this template. You will need to determine whether or not your equation should be typed using either the Times New Roman or the Symbol font (please no other font). To create multileveled equations, it may be necessary to treat the equation as a graphic and insert it into the text after your paper is styled.

  Note that the equation is centered using a center tab stop. Be sure that the symbols in your equation have been defined before or immediately following the equation. Use "(1)", not "Eq. (1)" or "equation (1)", except at the beginning of a sentence: "Equation (1) is . . ."

  D.   Some Common Mistakes

- The word "data" is plural, not singular.
- The subscript for the permeability of vacuum $\Box_0$, and other common scientific constants, is zero with subscript formatting, not a lowercase letter "o".
- In American English, commas, semi-/colons, periods, question and exclamation marks are located within quotation marks only when a complete thought or name is cited, such as a title or full quotation. When quotation marks are used, instead of a bold or italic typeface, to highlight a word or phrase, punctuation should appear outside of the quotation marks. A parenthetical phrase or statement at the end of a sentence is punctuated outside of the closing parenthesis (like this). (A parenthetical sentence is punctuated within the parentheses.)
- A graph within a graph is an "inset", not an "insert". The word alternatively is preferred to the word "alternately" (unless you really mean something that alternates).
- Do not use the word "essentially" to mean "approximately" or "effectively".
- In your paper title, if the words "that uses" can accurately replace the word "using", capitalize the "u"; if not, keep using lower-cased.
- Be aware of the different meanings of the homophones "affect" and "effect", "complement" and "compliment", "discreet" and "discrete", "principal" and "principle".
- Do not confuse "imply" and "infer".
- The prefix "non" is not a word; it should be joined to the word it modifies, usually without a hyphen.
- There is no period after the "et" in the Latin abbreviation "et al.".
- The abbreviation "i.e." means "that is", and the abbreviation "e.g." means "for example".

  An excellent style manual for science writers is [7].

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