

# Optimization of Innovation and Entrepreneurship Talent Incentive Policy in Harbin

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**Abstract.** As an important city in Northeast China, innovative entrepreneurs are an important force to promote economic development and urban transformation and upgrading in Harbin. In order to encourage and support the development of innovative and entrepreneurial talents, Harbin has formulated a series of incentive policies for innovative and entrepreneurial talents. However, there are some problems and challenges in the current incentive policies. The purpose of this study is to analyze the current situation and problems of the incentive policy for innovative and entrepreneurial talents in Harbin, and draw on the experience of the incentive policy for innovative and entrepreneurial talents at home and abroad, and put forward suggestions for the optimization of the incentive policy for innovative and entrepreneurial talents in Harbin.

**Key words:** innovative and entrepreneurial talents, incentive policy, economic development

## 1. Introduction

When China's economic development enters the "new normal", China's development is shifting from the previous investment-driven mode to the consumption-driven mode, innovation-driven mode and innovation-driven mode. Talent is the key factor to promote scientific and technological innovation, economic and social development, and is also an indispensable carrier for the flow of knowledge capital. In order to promote economic development, Harbin has issued a series of policies to encourage innovative and entrepreneurial talents. Through policy analysis, continuous optimization of policies is of great significance for improving the effectiveness of policies.

## 2. Current situation of the incentive policy for innovative and entrepreneurial talents in Harbin

### 2.1 Harbin Innovation and entrepreneurship talent introduction policy

In order to improve the speed of economic development of Harbin, Harbin Municipal government has formulated many incentive policies on the cultivation of innovative and entrepreneurial talent<sup>[1]</sup>.

**Table 1.** Introduction policy of innovative and entrepreneurial talents in Harbin

Year	File title	Time of Posting
2016	Notice on the issuance of "Measures for the Introduction of Outstanding Talents in Key Enterprises of Harbin"	May 23, 2016
2016	Opinions on several policies to promote the demonstration work of small and micro enterprise innovation and entrepreneurship base cities	Aug 25, 2016
2016	Notice on the construction of Harbin Small and micro Enterprises post-doctoral Entrepreneurship and Innovation Practice Base	Sept 22, 2016
2017	Notice on the implementation plan of Harbin Talent Gathering plan	Feb 6, 2017
2017	Implementation Plan of Postdoctoral Talents Gathering Project in Harbin Enterprise (trial)	March 17, 2017
2017	Notice on printing and distributing the Implementation Plan of Harbin Invited Experts Employment Project (Trial)	March 17, 2017
2017	Implementation Plan of Harbin Overseas Talent Intelligence Introduction Project (Trial)	March 17, 2017
2018	Issued a notice on the Implementation Plan for Further Guiding and Encouraging College Graduates to Work at the grassroots Level	January 12, 2018
2020	Harbin Municipal People's Government issued a circular on several policies to encourage employment and entrepreneurship to settle down in Harbin	July 2, 2020
2021	Accelerating the development of human resource Service industry in Harbin	March 23, 2021
2022	Notice of Harbin Municipal People's Government on printing and distributing several policies on building a National New-generation artificial Intelligence Innovation and Development Pilot Zone in Harbin	Aug 24, 2022

Data source: Harbin Public Affairs Network, Harbin Human Resources and Social Security Bureau.

As can be seen from Table 1, from 2016, Harbin has focused on the introduction of "high-level" talents from other places, while the incentive degree of local talents is not as good as that of other places, resulting in the outflow of local talents. As can be seen from the overview of the policy documents from 2017 to 2019, Harbin also puts the emphasis on "high-level" talents. Harbin has focuses on the introduction of high-level scientific and technological talents, while there is no specific targeted policy for innovative and entrepreneurial talents. In terms of the policy content from 2020 to 2023, it can be seen that the threshold for talents in Harbin has been relaxed, and not only attaches more importance to talents from outside Harbin, but also begins to pay attention to the treatment of local talents.

## 2.2 Reward policy for innovative and entrepreneurial talents in Harbin

**Table 2** Overview of the incentive policy for innovative and entrepreneurial talents in Harbin

Year	File title	Time of Posting
2015	Notice on issuing and distributing the Special Award of Harbin Mayor	November 9, 2015
2015	Implementation rules of startup seed capital for	Nov 27, 2015

college students in Harbin		
2017	Notice on printing and distributing the Implementation Plan of Harbin Innovative and Entrepreneurial Talent Project Funding Project (trial)	March 17, 2017
2018	Notice on matters related to the application of relocation allowance for college graduates in 2018	April 10, 2018
2019	Several policy opinions on further promoting the development of equity investment fund industry in Harbin	Dec 30, 2019
2020	Notice on the application of funding for high-level overseas talents returning to China in 2020	March 11, 2020
2021	Notice on issuing the implementation rules of applying for living allowance, retirement allowance and Skill Competition Award for high-skilled talents in Harbin	Nov 18, 2021
2022	Rules for the Implementation of the Hukou Resident ID Card Management of Harbin Public Security Bureau (Trial)	Sept 5, 2022

Data source: Harbin Public Affairs Network, Harbin Human Resources and Social Security Bureau.

As can be seen from Table 2, Harbin paid more attention to talents from other places, and gave high subsidies to talents in terms of housing and project funding, the amount of subsidies even reached 2 million yuan. However, the individual material rewards were very low, although the special award of the Mayor was introduced in the middle. But the bonus is only 100,000 yuan/person, the standard is far lower than that of other provinces, and local talents can not even enjoy such welfare subsidies, even if he has made a very big contribution. Although after 2018 until recent years, Harbin has relaxed the talent reward policy.

### **3. Analysis of the existing problems in the incentive policy for innovative and entrepreneurial talents in Harbin**

The promotion of innovation and entrepreneurship talent introduction policy is not enough, and it still stays in the traditional forms which can not well cover the innovative and entrepreneurial talents who have the demand in this aspect. Compared with the short video platform and other contemporary popular information transmission channels, there will be a certain lag. After that, the insufficient incentive policies for innovative and entrepreneurial talents should be optimized. First, the average salary of Harbin city is low, resulting in the introduction of talents, although it can be adjusted according to the expenditure of the introduced enterprises, but the salary level and salary growth rate of the whole city are relatively slow, so although the salary level of the introduced talents is much higher than the equivalent salary level of Harbin City or the average salary of other industries. But compared with the southeast coast and other parts of the country, there is still a big gap. Second, the overall income level of the society is low, on the one hand, it leads to the overall absorption level of talents is not enough, on the other hand, it is internal reasons, resulting in the imbalance of talent structure. The introduction of high-level talents is related to the science and technology awards related to Harbin City and Heilongjiang Province. However, the construction of the reward system, which is dominated by provinces and cities, is usually dominated by localities, while the central government accounts for a small proportion. Therefore, at present, the financial resources of

Harbin City are still unable to stimulate more innovative and entrepreneurial talents economically.

#### **4. Domestic and foreign experience in the incentive policy for innovative and entrepreneurial talents**

The Singapore government has formulated a series of policies to support scientific and technological innovation in order to transform the economic structure from the traditional manufacturing industry to an innovation-driven one. First, a talent management system has been set up under the government. Taking talent as a national policy, Singapore has vigorously developed and promoted this strategy. The second is to improve the education system and cultivate innovative and entrepreneurial talents. In terms of innovation and entrepreneurship education<sup>[2]</sup>, Singapore is constantly strengthening the cultivation of students' innovation ability from primary education to university, and attaches importance to all-round innovation and entrepreneurship education for students<sup>[3]</sup>. Encouraging teachers and students to carry out industrial transformation, the close relationship and cooperation among universities, Harbin should learn from the advanced experience in introducing excellent innovative and entrepreneurial talents and attach importance to the introduction of innovative and entrepreneurial talents. First, improve the relevant legal system. While adapting to the inherent requirements of the<sup>[4]</sup> socialist market economy and economic globalization, Harbin should strengthen the legal construction of various foreign technical personnel, protect the legitimate rights of various foreign technical personnel, and create a legal environment conducive to foreign technical personnel. Second, an open exchange system for scientific, technical and technical personnel should be established.

#### **5. Suggestions on optimization of incentive policy for innovative and entrepreneurial talents in Harbin**

##### **5.1 Promote the local attractive innovation and entrepreneurship talent introduction policy**

For the introduction of high-level talents, Harbin can adopt preferential policies, high wages and other ways, and the focus is to create a favorable environment for their innovation and development. Harbin can also actively carry out the introduction of internationally renowned talents program to recruit the best talents from all over the world to develop in Harbin. The introduction plan can be formulated in the way of "one person, one strategy". For the introduction of middle-level talents, Harbin can consider inviting outstanding talents graduated from well-known universities at home and abroad to come to Harbin for employment and development, which will help improve Harbin's innovation ability and scientific and technological level. The number of graduates from double first-class universities in China<sup>[5]</sup> will reach 1.07 million in 2022, and Harbin can introduce these high-level graduates. For the introduction of grass-roots talents, Harbin can give priority to the recruitment of local talents and take a series of publicity measures other university gathering places to attract more talents to Harbin. After that, Harbin should make use of its unique geographical advantages and cultural environment, follow the pace of The Times, and use the current trend of short video

platform to let more talents with innovation and entrepreneurship pay attention to Harbin. In order to achieve the purpose of introducing innovative and entrepreneurial talents. For the propaganda of the policy, Harbin can actively promote its local characteristics and various data advantages by means of media, Internet and other channels.

## **5.2 Improving the incentive policy for innovative and entrepreneurial talents**

In order to promote the agglomeration of innovative and entrepreneurial talents in Harbin, Harbin should formulate the Implementation Rules of the Policy on Promoting Innovative and Entrepreneurial Talents in Harbin as soon as possible. While rewarding the introduction of innovative talents and self-employed talents, it should pay attention to rewarding the outstanding talents emerging from the development of new industries, new business forms and new models. Expand the coverage of the incentive policy for innovative and entrepreneurial talents<sup>[6]</sup>, not only limited to "funding", "subsidies", you can increase the relevant policies in tax, medical insurance and other aspects. For example, for innovative and entrepreneurial talents who have high-level scientific research achievements in the new generation of information technology fields such as big data, cloud computing, artificial intelligence, and the<sup>[7]</sup> Internet, such talents are not only scarce, but also can improve the scientific and technological level of Harbin and play a significant role in promoting the economic structural reform of Harbin.

First, we will make these standards more operational. The standards of many policies are too rigid to meet actual needs. Therefore, we need to fine-tune the policy standards and try our best to make the reward policy close to the real market demand. Second, the rewards should be increased. Innovation and entrepreneurship often require a lot of capital and resource support, so high-quality talents often choose to leave Harbin to seek better development opportunities. In order to retain talents, we should increase the cash incentive of the innovation and entrepreneurship talent incentive policy, so that more talents are willing to stay in Harbin and devote themselves to the cause of innovation and entrepreneurship. Third, a fairer selection mechanism should be established. There is a certain degree of unfairness in the existing selection mechanism, which will affect the enthusiasm and enthusiasm of talents in innovation and entrepreneurship activities. Therefore, we need to establish a more fair and equitable selection mechanism, so as to truly support those who have proven strength. Fourth, the incentive payment time is changed from "before" to "after", and the talent subsidy is not issued in advance by household registration, archives, etc., and the actual demand of talents is the actual guidance.

The talent evaluation index system is an important part of the incentive policy, which refers to the evaluation of the professional quality, ability level and work performance of talents. The talent evaluation index system for innovation and entrepreneurship should include: First, establish a scientific and realistic talent evaluation system, focusing on the evaluation of innovative and<sup>[8]</sup> entrepreneurial talents' innovation ability, technical level and management ability. The second is to formulate a reasonable and realistic index, focusing on the evaluation of innovative and entrepreneurial talents in terms of their scientific research level and R&D investment. Third, based on the evaluation results of the above two aspects, the content and direction of the incentive policy for innovative and entrepreneurial talents are determined, so as to encourage talents to participate in the innovation and entrepreneurial practice of Harbin City.

It is necessary to strengthen the leadership of Party committees and governments at all levels of

Harbin on talent work, strengthen the target responsibility system of talent work, and establish a sound tracking and feedback system for the implementation of talent incentive policies. Employing a professional institution as a third party to form a professional evaluation report is conducive to the formation of a more perfect incentive policy for innovative and entrepreneurial talents. The evaluation results should be applied to the selection, appointment, commendation and salary adjustment of leading groups at all levels; Cadre training, the main basis of performance evaluation, the implementation of accountability system and incentive and restraint mechanism, can be the talent policy as an annual evaluation index, and related personnel promotion associated, play an incentive effect. Give full play to the role of all kinds of media and talent<sup>[9]</sup>service agencies, strengthen the publicity and guidance of talent work, collect relevant suggestions through government websites and other platforms, and create favorable conditions for the development of talent cause.

## 6. Conclusion

Based on the comprehensive analysis of domestic and foreign experience in the incentive policy for innovative and entrepreneurial talents and the existing problems in the incentive policy for innovative and entrepreneurial talents in<sup>[10]</sup> Harbin City, this study puts forward the following optimization suggestions. First of all, Harbin should take more active and effective measures to improve the attraction of innovative and entrepreneurial talents. It can further optimize the environment for talent development and enhance talent's sense of belonging by providing more welfare and support. Second, a clear incentive mechanism should be established to stimulate the enthusiasm and creativity of innovative and entrepreneurial talents. In addition, the implementation and landing of policies need to be strengthened. The Harbin government can establish an effective supervision mechanism and strengthen the tracking and evaluation of policy implementation to ensure that the policy can really play a role in promoting the development of innovative and entrepreneurial talents. To sum up, optimizing the incentive policy for innovative and entrepreneurial talents in Harbin is of great significance for promoting economic and social development. By taking more active and effective measures, establishing a clear incentive mechanism, and strengthening policy implementation and landing, Harbin will be able to attract more talents, cultivate more innovative enterprises, and promote sustainable economic and social development.

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