



“HOW PASSIONATE THE ENTREPRENEURS? A BIBLIOMETRIC ANALYSIS”

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Abstract

Passion is a multifaceted concept that is a driving force for success in any venture. It became an essential trait for successful inventors. It dominates the success of goal-directed behaviour. Therefore, the researchers aim to explore the entrepreneurs' passion through bibliometric analysis. The data was extracted from a popular social science database, Web of Science (WOS), then analyzed through open-source software, R, and presented the findings based on performance analysis and scientific mapping, which are primary components of bibliometric analysis. The key areas, prolific authors, influential sources, dominant terms, etc, were revealed through this textual analysis. The contributions, implications, future research agenda, and limitations were discussed in the paper.

Keywords: Entrepreneur, Passion, Motivation, Identity, Self-Efficacy, Self-Determination Theory

1. INTRODUCTION

An essential quality for entrepreneurs is passion, which can provide internal drive, increased resilience, inventiveness, and creativity, draw in resources and talent, align with goals and objectives, bring about personal fulfilment, and forge a solid organizational culture. Entrepreneurs who are passionate about what they do are better able to persevere through hardships, including high levels of stress, long hours, and financial risk. Additionally, it strengthens resilience, enabling business owners to overcome failures and pursue their objectives. Enthusiasm stimulates the creative process, producing original ideas and cutting-edge goods and services. Additionally, passion draws top talent and resources, which increases their appeal to employers, consumers, and investors. Beyond monetary achievement, passion adds to personal fulfilment, making the journey worthwhile. Creating a solid organizational culture is crucial to long-term commercial success.

Passion in the entrepreneurial context has overarching implications in the amplified lens of passion literature, and a recent review has objectively recommended the passion assessment (Newman *et al.*, 2021). Empirical research emphasizes that passion is essential to entrepreneurship (Cardon, Wincent, Singh, & Drnovsek (2009). According to research, enthusiasm for entrepreneurship is a strong predictor of venture growth, along with other attributes and competencies (Baum & Locke, 2004). Passion and other positive emotions can improve venture success, opportunity recognition, and innovation (Baron, 2008). Passionate company owners typically have higher levels of self-efficacy, which helps them be more persistent and active during the start-up phase of their companies (Drnovsek, Wincent, & Cardon (2010). Strongly identifying as entrepreneurs, these people are more enthusiastic and show incredible initiative in their actions (Murnieks, Mosakowski, & Cardon (2014). A balanced enthusiasm that aligns with one's principles and works well with other life facets is advantageous for consistent business endeavours and fulfilment (Vallerand *et al.* (2003).



Entrepreneurial performance can be improved by fostering enthusiasm through the effort put into these endeavours (Gielnik, Spitzmuller, Schmitt, Klemann, & Frese (2015). These studies emphasize the various ways that passion affects entrepreneurship and the part that it plays in it.

The burgeoning literature on entrepreneurial passion is being assessed through different approaches (quantitative and qualitative; self-reported and other perceived; individual and collective), but textual analysis objectively needs to be added to this domain. Considering this limitation in the literature, this morphological analysis is intended to assess objectively and mitigate biases while broadly exploring the literature on passion in entrepreneurial frameworks and identifying recent trends in this domain specifically. The objective of this scientific analysis is (1) to identify prolific authors through mapping, (2) to identify keywords index in this domain, (3) to identify the key themes contributing to the field significantly, and (4) to identify the trend and direction of this field.

1.1.Relevant Theoretical Foundations & Literature:

Robert Vallerand's Dualistic Model of Passion (2015) is a theory used to analyze passion in business. It distinguishes between two kinds of passion, which are compulsive (obsessive) and harmonic (harmonious) in nature. Self-sufficient and in harmony with other facets of a person's life, harmonious passion produces benefits, including flow, perseverance, persistence, and well-being. Entrepreneurs who possess a harmonious passion are inclined to encounter contentment and equilibrium in their business pursuits which is conversely controlled internalization of an activity motivated by outside forces such as social approval and self-worth leads to obsessive enthusiasm. This passion can lead to negative consequences like burnout and stress by causing internal pressure and disputes. Comprehending how passion affects entrepreneurial behaviour, motivation, and results, the Dualistic Model of Passion is utilized. It draws attention to the complexity of entrepreneurial passion and how it affects the actions and results of entrepreneurs. While obsessive passion can have adverse effects even though it drives high levels of effort and involvement, harmonious passion is typically linked to positive and lasting entrepreneurial engagement. No doubt, one well-known paradigm for comprehending the function of passion in entrepreneurship is the Dualistic Model of Passion.

The perspectives from a dualistic model of passion offer significant insights into how passion influences entrepreneurial activities and are in sync with Self-Determination Theory (SDT) (Deci & Ryan, 2008) and its distinction between extrinsic and intrinsic motivation. Intrinsically motivated business owners typically operate more sustainably and have higher levels of well-being. According to role identity theory (McCall & Simmons 1978; Riley & Burke 1995; Stets 1997; Stets & Burke 1996; Stryker & Burke, 2000), people have a variety of identities that are connected to their social roles, such as being a parent, an entrepreneur, or a member of the community. When a person's self-concept places a great emphasis on their entrepreneurial role, which influences dedication, perseverance, and fulfilment, their passion is at its highest. According to Goleman's emotional intelligence (EI) theory (Goleman, 1995), having a high EI can improve interpersonal relationships and emotional control, increasing an individual's love for entrepreneurship. Entrepreneurs with high emotional intelligence (EI) are better able to overcome obstacles, stay optimistic, and inspire others by utilizing their passion. Discussing each theory in detail is beyond the scope of this analysis. To sum up, these theories offer a thorough comprehension of the function of passion in entrepreneurship, emphasizing how it affects identity, motivation, emotional control, intentions, and actions, all of which contribute to the prosperity and well-being of entrepreneurs.



The empirical support of the theoretical validation can be evident through plethora of the literature, for instance, the work of Hobfoll, 1989 (based on conservation of resources theory); Obschonka et al. ,2019; Murnieks et al., 2014; Turk et al., 2019; Gielnik et al., 2017; Dalborg et al., 2015; Cardon & Kirk, 2015; Dalborg & Wincent, 2015; Murnieks et al., 2014; De Mol et al., 2018; Stroe et al., 2018b (based on dualistic model of passion); Breugst et al., 2012; Hubner, 2017; (based on emotional contagion and goal setting theories), Drnovsek et al., 2016 (based on goal setting theory); Biraglia and Kadile , 2017, (based on social cognitive theory); Bhansing et al. (2017) (based on social facilitation theory). Huyghe et al., 2016; Murnieks et al., 2014; Turner and Gianiodis (based on social identity theory) , Ho and Pollack, 2014 (based on social network theory); 2018; Mueller et al. 2017 (based on self-regulation theory) ; Turk et al., 2019 (on the theory of planned behavior). Apart from theoretical validation, entrepreneurial passion is empirically linked to success (Fisher et al., 2018), entrepreneurial decision-making, (Stroe et al. (2018b), and performance (Hubner (2017). It has an indirect effect (Costa et al., 2018; De Clercq et al., 2013; Mumi et al., 2018; Stroe, Siren, Shepherd, and Wincent, 2019; Davis et al. , 2017) on individuals as well as on teams (Santos and Cardon (2019); de Mol et al. (2019), Taggar et al., 2019).

It is evident that Entrepreneurial passion has been magnetizing researchers' attention (Cardon, Gregoire, Stevens, & Patel, 2013), applying prime theories from social sciences along with a robust empirical leg. However, numerous research gaps that require attention have yet to be found in the study of passion in entrepreneurship. These include identifying the various forms of passion, comprehending how context affects passion, and looking into long-term research. Furthermore, little research has been done on the possible drawbacks of passion, such as obsessive passion, and the processes that connect enthusiasm to results. Nothing is known about how passion affects entrepreneurs' learning processes, including the significance of passion in experiential learning and the ability to adjust to criticism. The emergence of digital entrepreneurship offers fresh perspectives on the study of passion, including how online communities and digital platforms affect the emergence and expression of entrepreneurial enthusiasm, as well as the significance of passion in digital companies as opposed to traditional enterprises. Lastly, advances in measurement and methodology are also required to capture the intricacy of passion fully. More advanced instruments and techniques for quantifying passion and its aspects and qualitative techniques to offer a more profound understanding of the real-world experiences of driven businesspeople may be a critical factor in explaining the domain better. Therefore, knowing the domain and its growth through bibliometric analysis will be interesting. Based on the above discussion, the researchers presuppose that passion has impacted the entrepreneurial domain.

2. METHODOLOGY

The study aims to examine how the academic world has responded to the integration of passion in an entrepreneurial context. The study adopted bibliometric analysis to achieve the objective. The study sampled bibliometric data from the Web of Science due to its broad reach among social scientists. The key terms are used for extracting published documents. The collected data is filtered for analysis; for instance, documents are in English due to its broad reader base. Then, filtered data is downloaded and analyzed on R software through performance analysis and scientific mapping, which are part of bibliometric analysis.

2.1. Data Collection and Method

Though bibliometric analysis is prevalent in library science, its scientific method is trending during COVID-crisis. This method uses science mapping along with performance assessment

(Cobo et al., 2011), which helps one understand the given field in a more structured and visual way. This textual data analysis tool helps researchers to quantify the relevant aspects based on location, author, citation, network, and frequency of usage. This method helps eliminate the biases/errors that humans make while selecting or synthesizing essential items. In this study, the published, peer-reviewed, transcribed English articles are selected from the core collection of the "Web of Science" (WOS) as it is prevalent among social scientists. The search string is used as "passion" AND "entrepreneur" OR any term along with entrepreneur (for instance, entrepreneurial) under topic criteria (title, abstract, and keywords). No period is given in the query.

3. RESULT & ANALYSIS:

3.1. Performance Analysis

The published document is from 2004 to 2024 (till June). Five hundred eighteen documents were written by 1292 authors (single authors-58). The average citation per document is 31.21, and the annual growth rate is 18.34%. International co-authorships are 34.94%. The document's Average Age is 3.99 years.

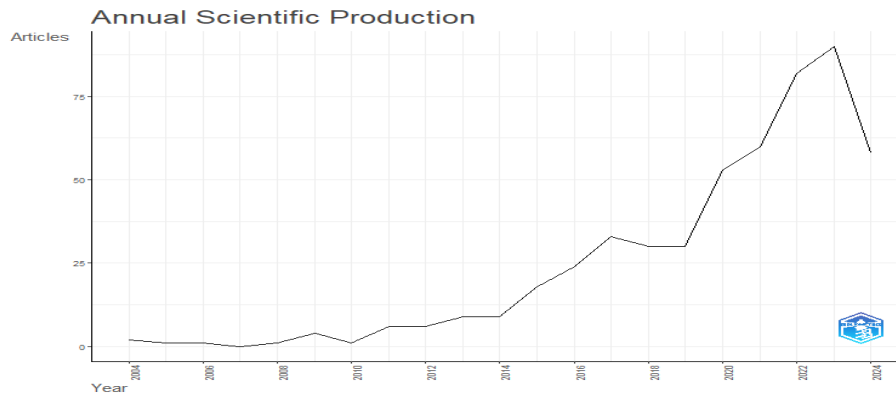


Figure 1: Scientific Production

The year-wise annual production shows (graph.) that document production has sharply increased after 2019. This may have happened due to the pandemic, and there was zeal for entrepreneurship after losing the jobs or the difficulties one may have faced. This phenomenon has drawn down researchers' attention.

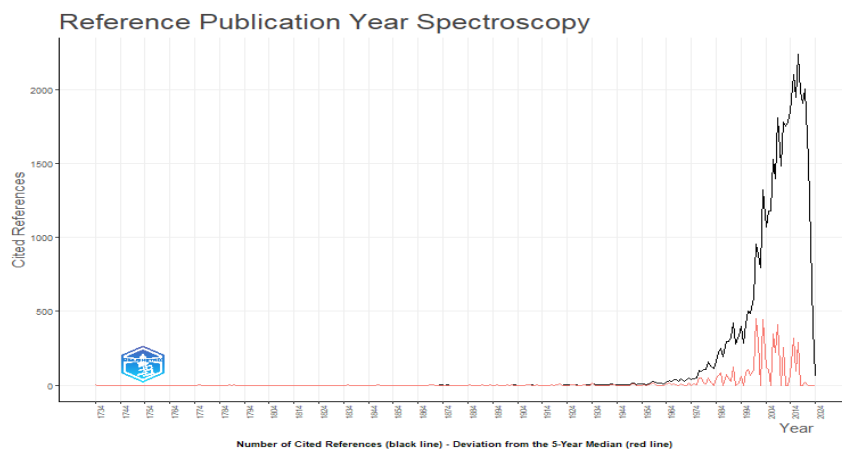


Figure 2: Spectroscopy

The total number of references used in these documents is 26513. The reference spectrum has been spread since 1734 (Figure 1).

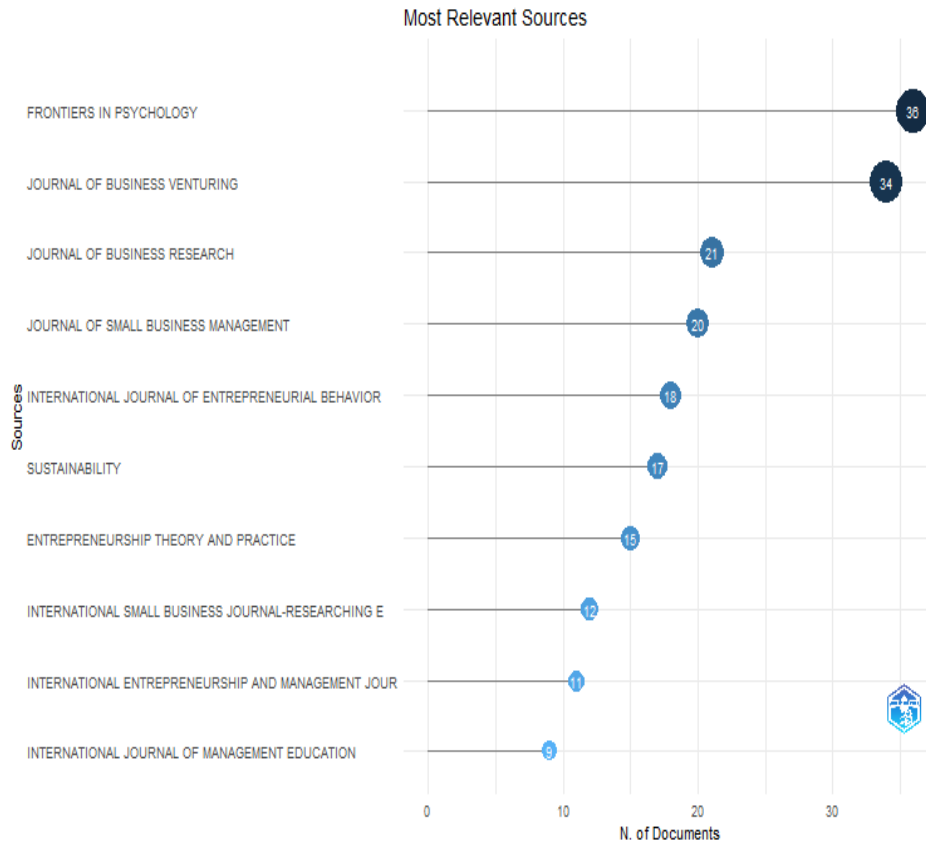


Figure 3: Influential Sources

The most relevant sources include Frontier in Psychology, Journal of Business Venturing, Journal of Business Research, Journal of Small Business Management, International Journal of Entrepreneurial Behaviour, Sustainability, Entrepreneurship Theory and Practice, International Small Business Journal-Researching, International Entrepreneurship and Management Journal, International Journal of Management Education, so forth. But Frontier in Psychology has secured the top position, followed by the Journal of Business Venturing and then by the Journal of Business Research. The first and second-in-position sources have very close numbers (36 & 34), and the third one is placed in a far lesser number(21) from them. They have secured their position based on the frequency of the production.

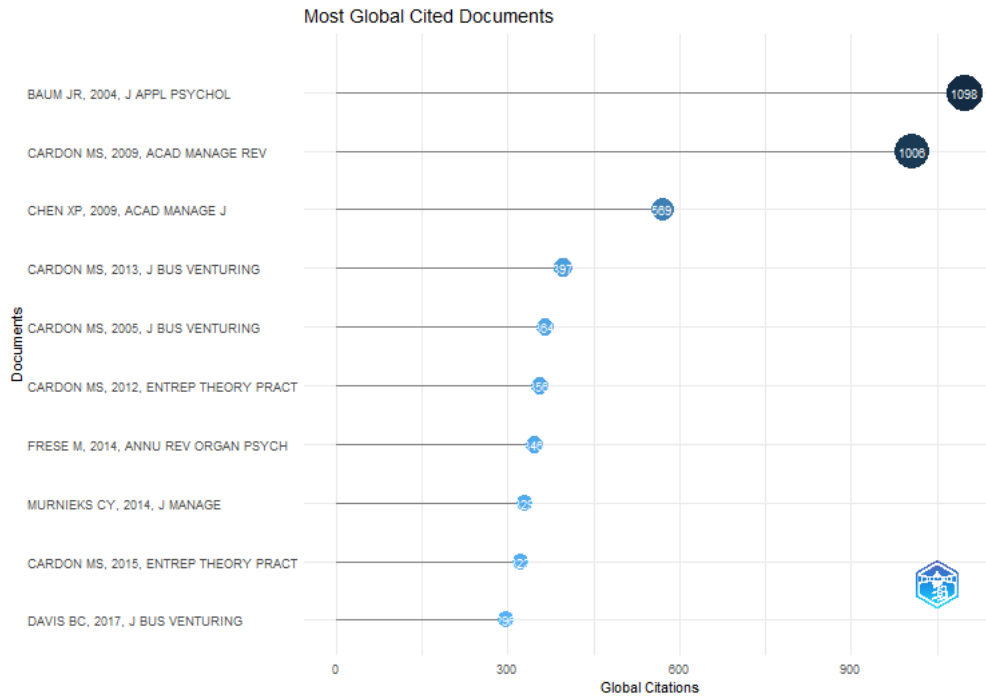


Figure 4: Influential Documents

Interestingly, when the citation is considered, the document from the Journal of Applied Psychology, Academy of Management Review, Academy Management Journal, Journal Business Venturing, Entrepreneurship Theory Practice, and Annual Review Organizational Psychology scored well for its saliency. As far as the author is concerned about those documents, Baum JR (2004) is in the top position, followed by Cardon MS (2009).

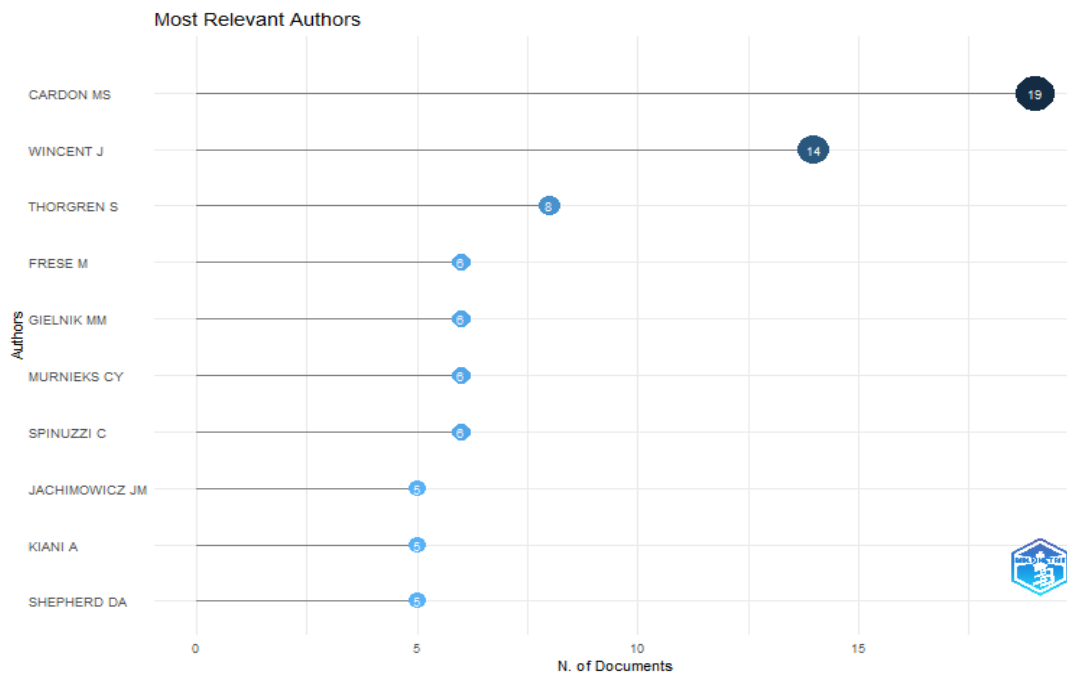


Figure 5:Prolific Authors

Some of the most prolific authors are Cardon MS (19), Wincent J (14), and Thorgren S (8), followed by others. Four other prominent authors have contributed the same number of documents, six, and three authors have shared the same number of documents, five.

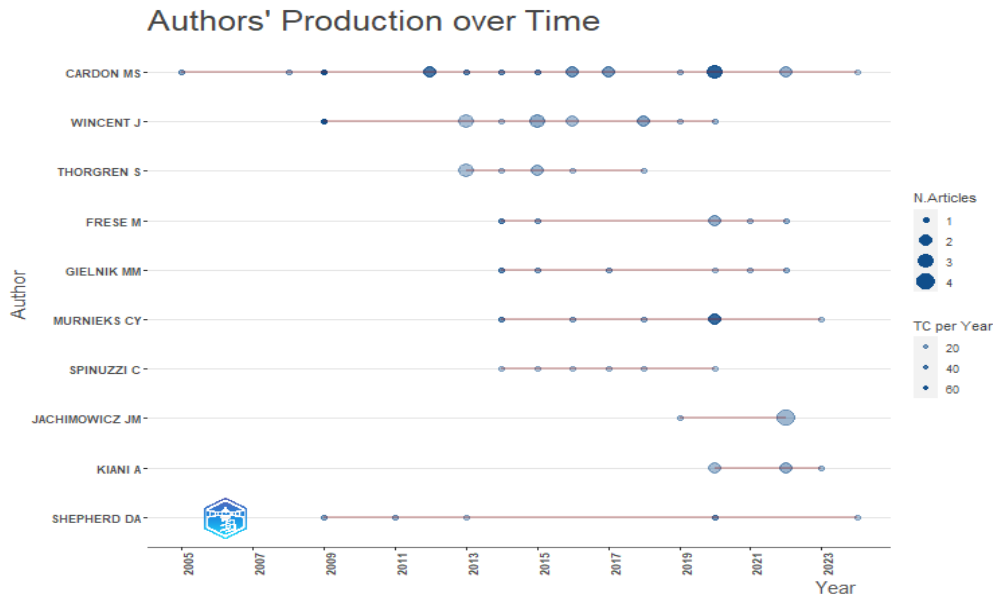


Figure 6: Author-wise Production

If the author's activeness is considered, then Cardon MS and Shepherd DA have produced documents through a wide range of time frames, but Cardon MS has quantity as well as quality in contribution. Cardon has been active ever since 2005.

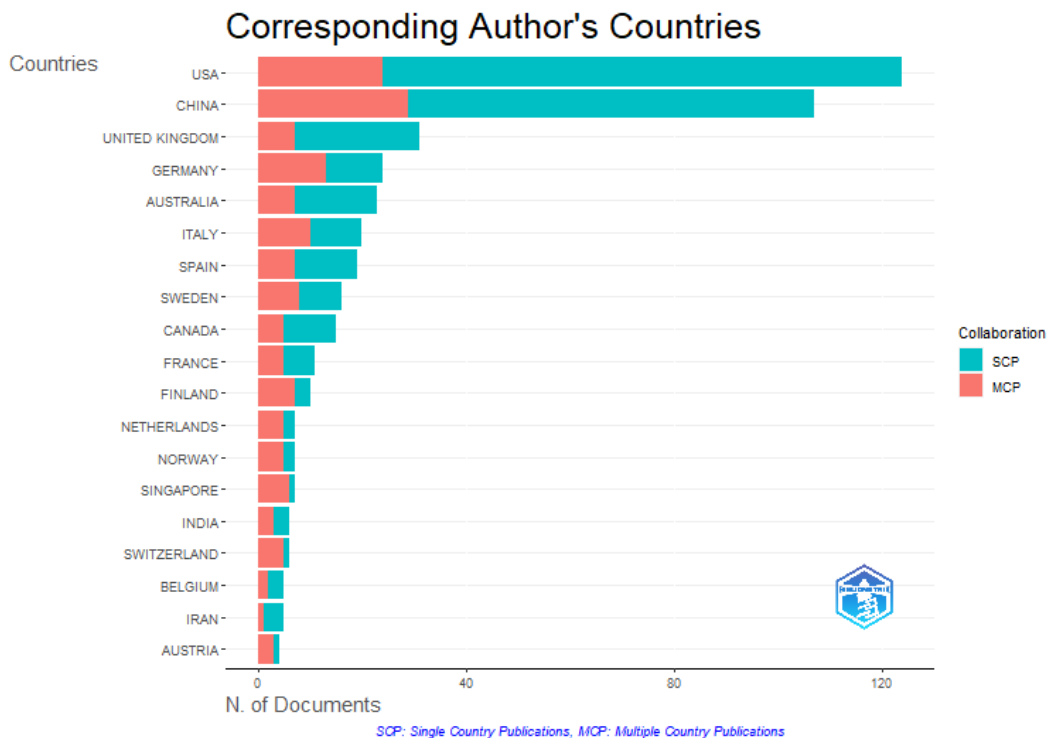


Figure 7: Author & Country

The USA has secured the top position in the list in terms of the corresponding authors' country (single and multiple countries publications), followed by China. India has secured the 15th position on this list. Both the top countries have a friendly ecosystem for budding entrepreneurs, so their contributions go accordingly.

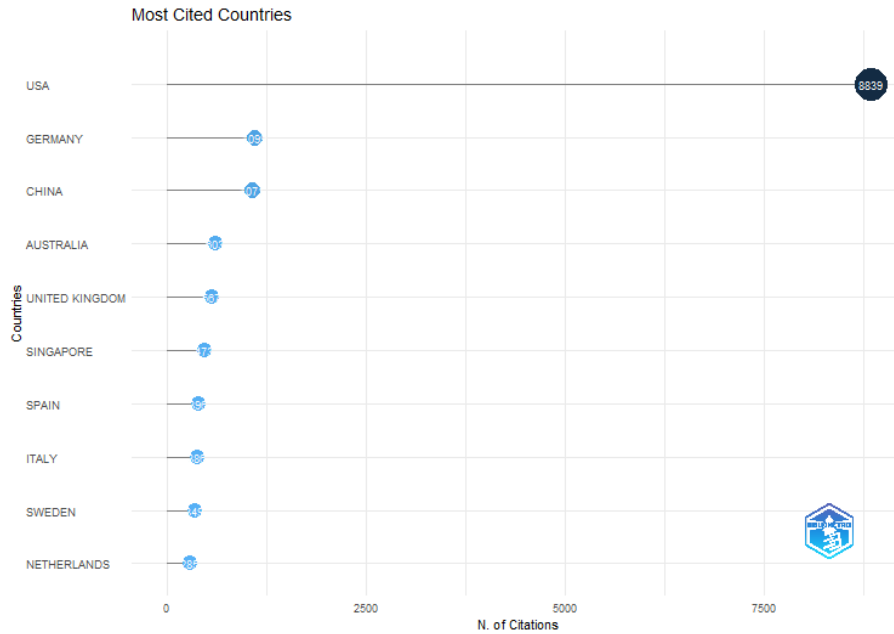


Figure 8: Influential Country

Regarding citations, the USA has no close rivalry. It has secured the top rank with 8839 citations. The second position held by Germany has 9 citations, whereas China has the third position with 07 citations.

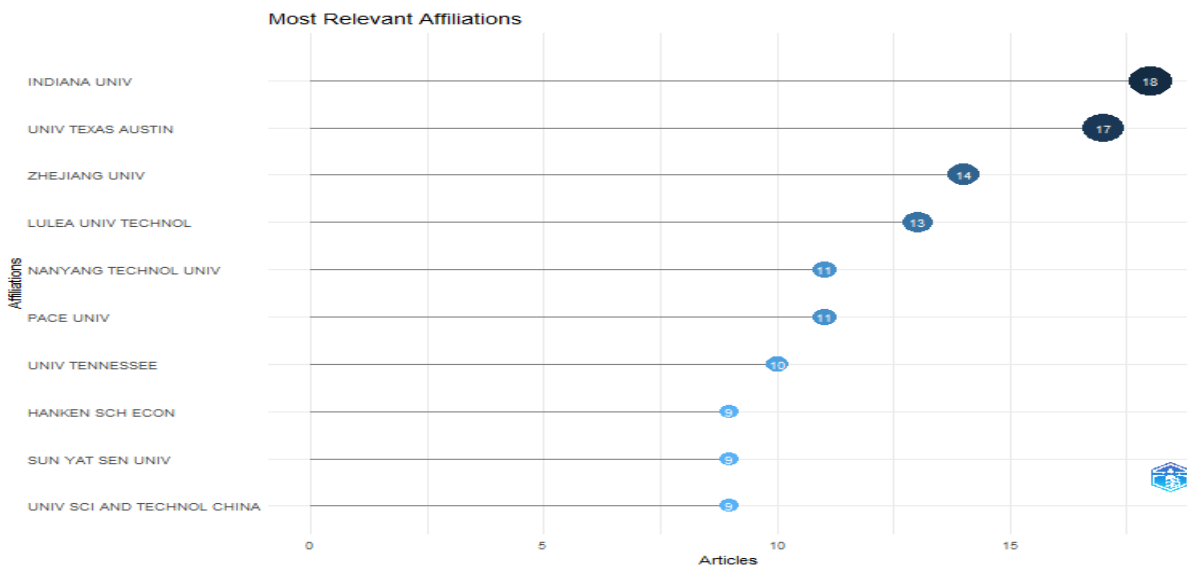


Figure 9: Relevant Affiliation

The relevant affiliations are Indiana University (), University of Texas (Austin), Zhejiang University (), and Lulea University Technology (), followed by others.

In summary, performance analysis is critical because it provides vital information related to documents, authors, publications, countries, affiliations, references, etc. This information is helpful for novice explorers to familiarize themselves with the relevant authors, their work, affiliated organizations/institutions, and potential publication houses for future action. For

interventions, the policy maker at governance can use this information/and adopt the recommendations by prolific researchers in the domain.

2.3. Scientific mapping:

This analysis portion reflects how the key terms are connected, how the segments are interlinked, how the words (key) are explored, etc.

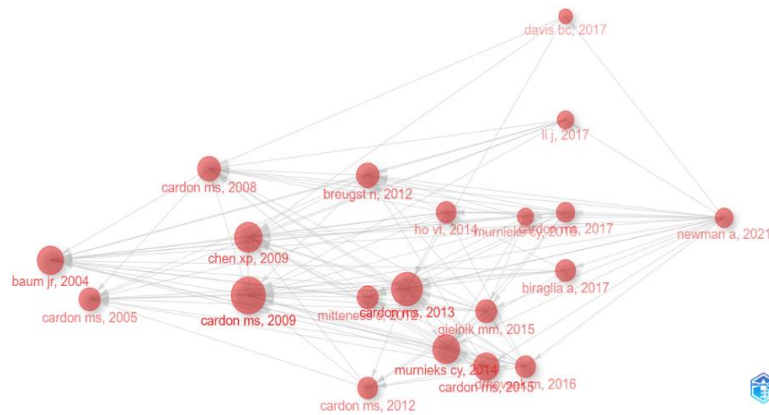


Figure 10: Histogramy

The network represents the key documents' contribution according to the time frame. This networking represents the backward and forward linkages among the most relevant documents.

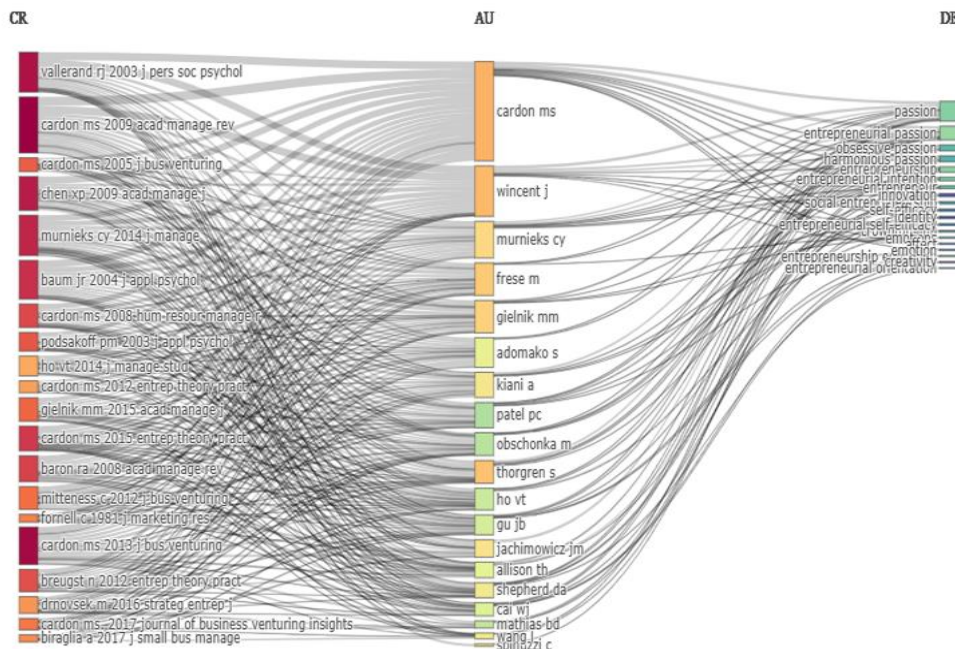


Figure 11: Three Field Plot

The three field plots (Figure 11) reveal categories built up from the references shared by critical contributors. The areas that have evolved in this process are passion, entrepreneurial passion,

obsessive passion, harmonious passion, entrepreneurship, entrepreneurship intention, innovation, emotion, etc. The areas are very indicative of the dimensionality of the constructs.

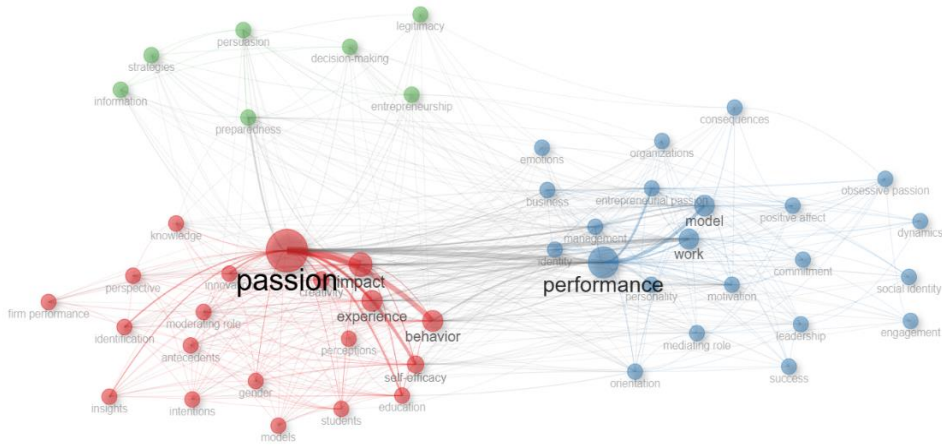


Figure 12: Key Theme Network

The visual presentation segregates the researched areas into three directions based on the co-occurrence of critical terms. The major areas that have multiple nodes reflect various research explorations. They can be named as clusters. The red-colored network has grown in and around passion. The blue-colored network explored the areas based on performance. The red and blue are acquiring the prominent space in this scientific mapping. Then the space acquired by green-colored nodes spread near "preparedness and decision-making." These key areas are dominating the literature at this point.

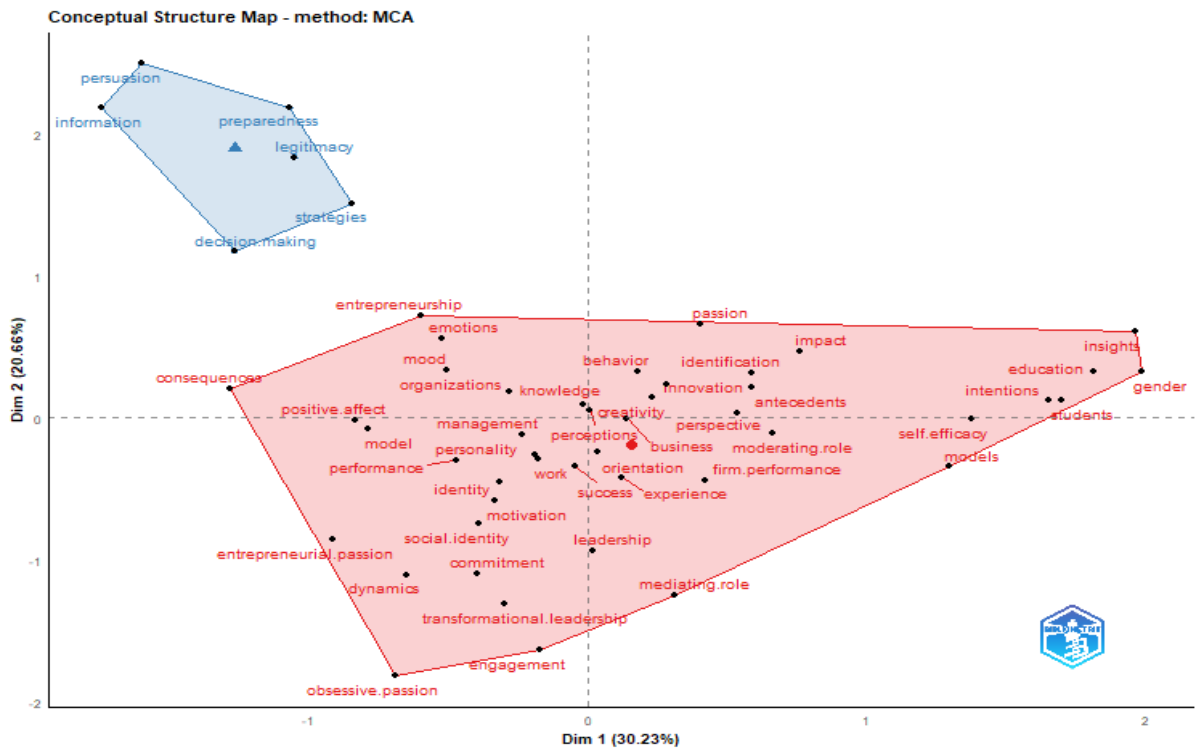


Figure 13: Factor Analysis

The factor analysis represents two factors in this research (Figure 5). The 1st factor (red zone) has a center point (circle) on business, whereas the 2nd factor (blue zone) has a center point (triangle) on preparedness. Here, 1st factor denotes objectivity, and 2nd factor does the same with subjectivity.

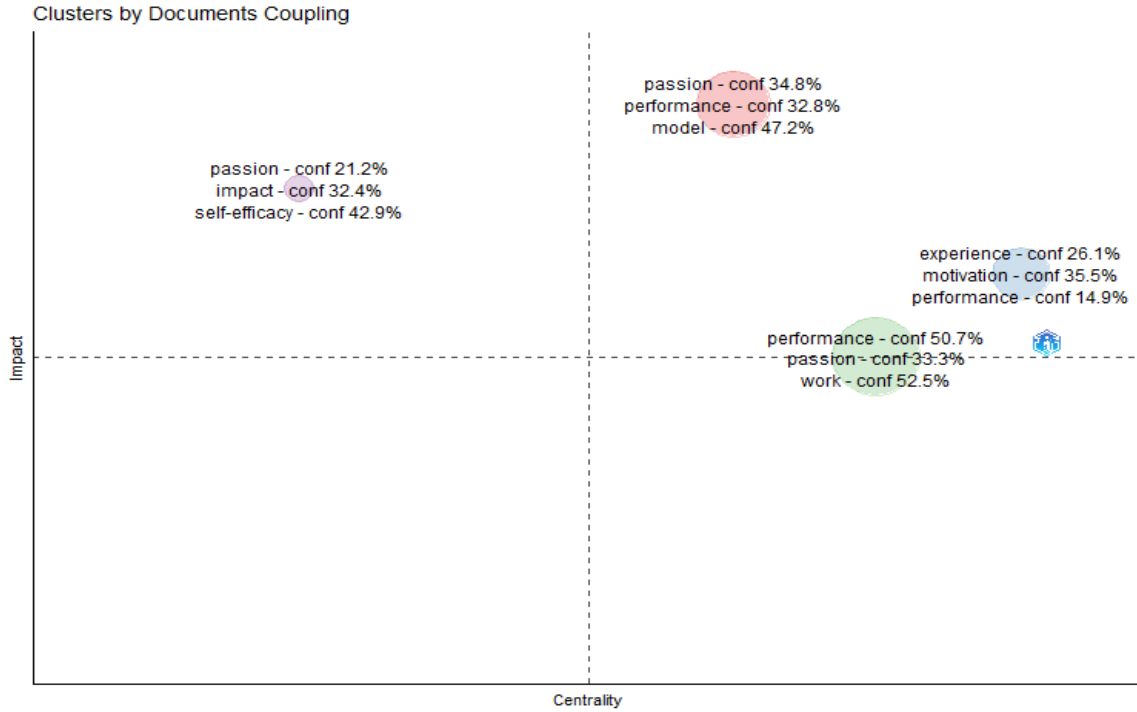


Figure 14: Theme

The conceptual themes are divided into two axes. The impact and centrality are the axes. Passion, impact, self-efficacy, performance, model, experience, and motivation are well-researched topics, but passion, performance, and model are close to centrality. On the other hand, performance, passion, and work have better impacted the domain as these terms are close to impact. However, no term is being explored in one segment (both negative). Therefore, the reason behind their status needs qualitative interpretation from the sources.

Recent trends of research in this Domain



Figure 15: Word Map

The word map represents the exploration of each term in the documents. Passion, performance, impact, experience, behavior, and self-efficacy have grown to a great extent, validating the findings of network and factor analysis. However, entrepreneurial passion has yet to be widely explored as a domain.

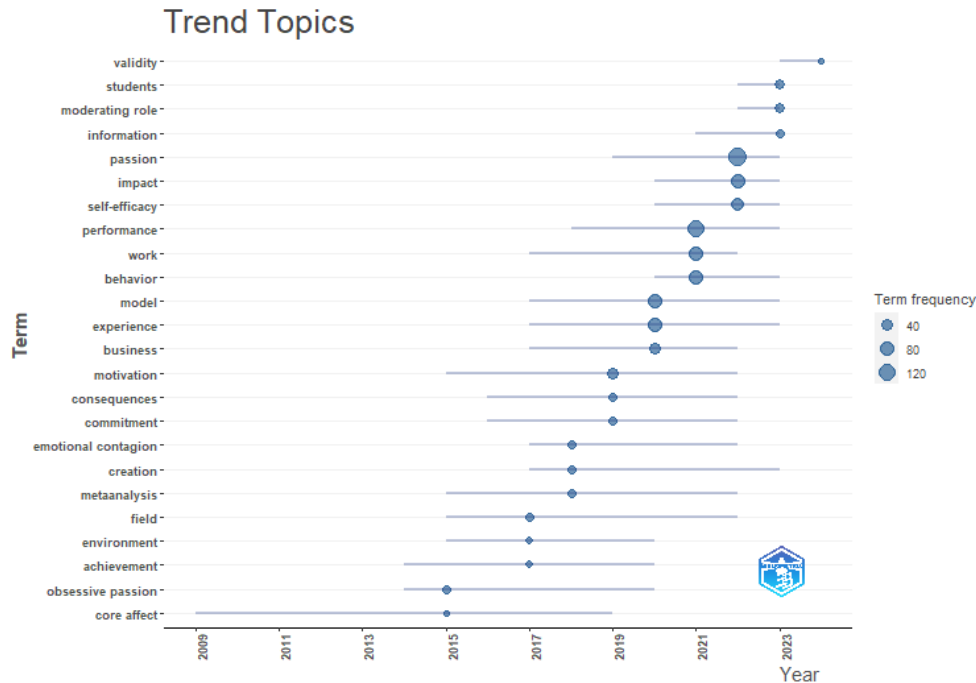


Figure 16: Trend Topics

The trend topic diagram represents that the domain is more into methodological advancement as it draws towards validity and moderating roles from 2021 onwards. It also may have explored education settings in the recent past. Previous researchers recommend the education sector to explain entrepreneurship and its implications.

In a nutshell, scientific mapping is a mechanism for a quick review of the domain. It gives the details of the dimensionality of the construct. It helps identify the research gap by highlighting well and under-explored vital terms—the synchronicity of the influential documents by providing forward and backward nomological linkages.

4. DISCUSSION

4.1. Contributions:

The bibliometric analysis of published documents based on the relationship between passion and entrepreneurship gives a birds-eye representation of the domain. Though the analysis is shallow in terms of specificity, it gives a comprehensive understanding of salient sub-concepts, their emergences and co-occurrences, topics evolution with period, key authors, dominating countries, influential journals, citation statistics, affiliation details, significant topics, and their networks, etc. This analysis helps emerging researchers gain knowledge on the domain quickly and works as a buffer to make the blueprint for further exploration. This concept-oriented analysis helps the non-technical emerging researchers enrich their knowledge of critical concepts and their significance in the domain.



4.2. Limitation

There are several limitations in this study. First, the study has considered the English language document due to its broad readership; regional languages still need to be explored. A single database is used in the study, while others are left unexplored. The empirical observation is beyond the scope of this study, though the analysis has focused on theme, performance, and scientific mapping while analyzing the data. Though this study has explored passion in the entrepreneurial context very scientifically and vividly, the subjective nature of interpretability from critical studies is restricted. This study explores passion in depth due to the methodological structure of such analysis.

4.3. Implication

The study significantly contributes to assessing the research field more objectively than the literature review. The findings of this study help new researchers to identify and explore the field with a sound knowledge base at three distinct levels (Entrepreneur), meso (Organization), and macro (Nation).

Numerous research, like those by Cardon et al. (2009), Baum & Locke (2004), and Murnieks et al. (2014), attest to the importance of passion in entrepreneurship. A key element of entrepreneurial success is passion, which offers drive, resiliency, inventiveness, and inspiration to negotiate the challenges of launching and expanding a company successfully. Entrepreneurs can succeed personally and professionally by integrating their work with their hobbies, which promotes innovation and economic expansion. To sum up, entrepreneurial passion is a strong force that propels resilience, inventiveness, motivation, and business success. Entrepreneurs may motivate their teams, successfully traverse the challenges of the entrepreneurial path, and find both personal and professional fulfilment by knowing and utilizing their passion. Enthusiasm for entrepreneurship is a strong force that propels perseverance, inventiveness, drive, and business success. Intensity, perseverance, internal drive, and identity integration define it. Inventiveness, founding, and development are the three facets of entrepreneurial passion. Inventors are motivated by the thrill of developing novel concepts, inventive ideas, and imaginative solutions. The difficulties and thrill of launching a new company motivate founding entrepreneurs. Developing entrepreneurs concentrate on enhancing, expanding, and growing an already-existing company.

Passion aligns with the company's vision and goals, guaranteeing a precise and purpose-driven enterprise. More influence and fulfilment result from this. An organization's positive culture, the attraction of resources and support, higher creativity and invention, better resilience and persistence, increased motivation and effort, as well as personal fulfilment and well-being are all impacted by an entrepreneurial passion. Enthusiastic business owners frequently report better personal and professional fulfilment levels, which enhances their general well-being. Additionally, passion improves personal fulfilment and job happiness, improving general well-being and work-life balance.

Additionally, it supports business owners in maintaining a balanced lifestyle and preventing burnout. An organization's positive culture, the attraction of resources and support, higher creativity and invention, better resilience and persistence, increased motivation and effort, as well as personal fulfilment and well-being are all impacted by an entrepreneurial passion. An important area of study that promotes innovation boosts economic growth and tackles social issues is entrepreneurship. It boosts market competitiveness, lowers unemployment, and produces better goods and services at lower costs. By addressing social, environmental, and community issues, social entrepreneurs give underprivileged populations a voice and offer them opportunities to participate in the economy and become self-sufficient. Entrepreneurs



have autonomy, enabling them to follow their dreams and decide on their course of action. They gain various abilities that promote personal development and enjoyment, including marketing, problem-solving, leadership, and financial management. In order to overcome obstacles and overcome setbacks, entrepreneurship requires passion since it offers intrinsic motivation, perseverance, innovation, and inspiration. Enthusiasm promotes creativity, critical thinking, and a favourable work environment, which boosts output and decreases attrition.

Additionally, it draws resources and assistance, drawing in stakeholders and investors who are more inclined to back business owners with sincere enthusiasm for their endeavours. Moreover, as passion raises the likelihood of long-term stability and success, it also propels long-term commitment and success. Passion fuels a never-ending quest for knowledge and development, which enables business owners to regularly innovate and adjust to shifting market conditions.

In addition, entrepreneurs promote connectedness and globalization by using digital technology to get access to international markets and to promote intercultural dialogue. By creating new policies and lowering taxes, entrepreneurs help the government fund operations while enhancing efficiency and providing better services. They overcome obstacles, including market entrance restrictions, regulatory impediments, and capital access difficulties, to promote resilience and inventiveness. Scalability is a possible feature of entrepreneurship, enabling successful business ideas to flourish and be duplicated, leading to exponential growth and impact. By broadening the economic base and developing flexible solutions for shifting market conditions and financial emergencies, entrepreneurs also help to build economic resilience. By offering commodities, services, and jobs, they increase the resilience of communities and promote a feeling of pride in and identity within the community.

Additionally, entrepreneurs promote globalization. There are many different contexts where passion can be found. To sum up, sustainable development and societal advancement depend on encouraging an entrepreneurial culture and providing resources, policies, and education to entrepreneurs. Policymakers in their nations may benefit from contextual analysis.

4.4. Future Research Direction

The study has highlighted the recent trend areas as well as previously explored areas. But the study recommends further exploration for identifying the crossroad between passion (in a generic sense in an entrepreneurship context) and entrepreneurial passion.

The researcher recommends further exploring the concepts categorically with various marketing strategies and market segments. The comparative studies may be explored sectors-wise and economy-wise. A gender perspective from active stakeholders in the same study may be evaluated to understand the domain better. Ethical framework for the same concepts may be explored. Specificity on the topics may be applied while assessing its impact on society.

Identifying different types of passion, comprehension of contextual influences on passion, and longitudinal studies are among the research gaps in the study of passion in entrepreneurship. Most research to date has been on individual-level determinants; however, more needs to be known about the impact of industry contexts and the cultural, economic, and regulatory surroundings. Research with a longitudinal design may provide valuable information about how passion changes throughout an entrepreneurial endeavour and how it affects outcomes in the long run. Although the exact mechanisms relating passion to results are unknown, moderating and mediating elements may shed light. The detrimental effects of passion—incidentally obsessive passion—are not thoroughly investigated. Passion has a limited effect on team dynamics and learning processes, and its function may vary depending on the stage of the



entrepreneurial process. The complexity of passion may not be fully captured by current metrics, requiring further study.

Finding research gaps in the field of passion in entrepreneurship can help direct future studies and advance our knowledge of this critical topic. The literature has identified the following research gaps:

Although individual-level factors have been the focus of most research, the impact of contextual factors is less well-known. Even though the Dualistic Model of Passion distinguishes between harmonious and obsessive passion, variations of passion -the dynamic way that various forms of passion interact with one another over time- need researchers' attention. The domain (entrepreneurial passion) is the

Future studies should examine the relationship between passion and stage-specific problems and how passion affects opportunity recognition, venture creation, scaling, and exit strategies. It also looks into the effects of shared versus diverging passions in entrepreneurial teams and how passion influences team dynamics, cohesiveness, and performance.

5. CONCLUSION

The bibliometric analysis has revealed that the area has grown distinctly into objective and subjective directions. Passion remains a strong affective construct and has led generic research into specific domains like entrepreneurial passion in recent years. The study was intended to broadly identify the key parameters and recent trends in passion in the entrepreneur context and entrepreneurial passion. It is observed that the field is in a very nascent stage and needs researchers' attention. As far as academic contribution by country is concerned, the USA is ranked at the top. The research area is concerned; the business has most of the published articles, and then followed by management. The domain has focused more on methodological aspects and education domains in recent years. Businesses and governments should use the mechanism of entrepreneurial passion to improve production and performance while also benefiting society. In several critical sectors, scalable and effective solutions are required to guarantee seamless workforce changes.

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