

Research Article

Entrepreneurial passion: A bibliometric study

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Abstract

Purpose: This study aims to identify the state of the art of publications on entrepreneurial passion, as well as the evolution and potential for future research. **Design/methodology/approach:** We conducted a bibliometric study on entrepreneurial passion in the Scopus, Web of Science and Science Direct databases. With the help of the Start software, we selected 665 scientific articles in the bibliometric analysis, and after the exclusion criteria, 64 articles remained in the sample. **Main findings:** The bibliometric analysis enabled us to describe the evolution of publications in the field, the most cited studies, the contribution of journals, and the main topics researched. The thematic analysis shows there is a field for future studies. **Theoretical/methodological contributions:** The study points, through the publications analyzed, the effects of entrepreneurial passion, both as a dependent variable, independent and mediator or moderator. With this, it presents a broad panorama that allows to evaluate the effects of passion on the behavior of entrepreneurs. As a practical contribution, knowledge about entrepreneurial passion can help graduate studies and researchers build research agendas. For entrepreneurs, the results point to the multiple effects of passion, which can encourage them to seek ways to develop it in their businesses. For educational institutions that work with entrepreneurship, the discussions presented here can help build entrepreneurship education programs and practices. **Originality/value:** The study points out an overview of publications on the theme entrepreneurial passion. **Practical & Social implications:** this study can assist graduate students and researchers in building research agendas. For entrepreneurs, the results point to the multiple effects of entrepreneurial passion, which can stimulate them to seek to develop it. For educational institutions that work with entrepreneurship, discussions can help build programs and entrepreneurial education practices.

Keywords: Entrepreneurial passion. Bibliometrics. Entrepreneurship. Passion. Entrepreneurial behavior.

Resumo

Objetivo: O objetivo deste estudo foi identificar o estado da arte de publicações sobre paixão empreendedora, bem como a evolução e potencial para pesquisas futuras. **Metodologia:** Foi realizado um estudo bibliométrico nas bases de dados Scopus, Web of Science e Science Direct. Com auxílio do software Start, foram selecionados 665 artigos, após os critérios de exclusão restaram 64 artigos que foram submetidos à análise e revisão da literatura. **Resultados:** Na análise bibliométrica descreveu-se a evolução de publicações no campo, os estudos mais citados, a contribuição dos periódicos e os principais temas pesquisados. Por meio da análise temática constata-se que há um campo para estudos futuros. **Contribuições teóricas/metodológicas:** O estudo aponta, por meio das publicações analisadas, quais foram os efeitos da paixão empreendedora, tanto como variável dependente, independente e mediadora ou moderadora. Com isso, apresenta um panorama amplo que permite avaliar os efeitos da paixão no comportamento de empreendedores. **Originalidade/Relevância:** O estudo aponta um panorama de publicações sobre o tema paixão empreendedora, analisando os seus efeitos determinantes, bem como suas consequências. **Contribuições sociais/para a gestão:** este estudo pode auxiliar estudantes de pós-graduação e pesquisadores na construção de agendas de pesquisas. Para empreendedores, os resultados apontam os múltiplos efeitos da paixão empreendedora, o que pode estimulá-los a buscar desenvolvê-la. Para instituições de ensino que atuam com empreendedorismo, as discussões podem auxiliar a construir programas e práticas de educação empreendedora.

Palavras-chave: Paixão empreendedora. Bibliometria. Empreendedorismo. Paixão. Comportamento empreendedor.

INTRODUCTION

Passion is associated with positive feelings, constituting an essential source of motivational energy that sustains the intense practice of some activities, despite obstacles and challenges (Cardon et al., 2009; Fisher et al., 2018). In the field of Entrepreneurship, this phenomenon is regarded as entrepreneurial passion, which is understood “as an entrepreneur’s intense affective state accompanied by cognitive and behavioral manifestations of high personal value” (Chen et al., 2009, p. 199).

Entrepreneurial passion is essential for both ventures and entrepreneurs. Some studies have identified passion in different types of venture, including the creative industry (Bhansing et al., 2018; Thorgren et al., 2014), social ventures, technology-based ventures (Drnovsek et al., 2016; Yitshaki & Kropp, 2016), among others. In addition, entrepreneurial passion is vital for ventures because it influences all stages, from creation (Bao et al., 2017; Montiel, 2017) to growth (Drnovsek et al., 2016).

For entrepreneurs, entrepreneurial passion promotes the improvement of individual capabilities, favoring greater resilience, persistence, creativity, and motivation, as well as a more extraordinary ability to take risks (Cardon et al., 2009; Cardon et al. 2013; Fisher et al., 2018; Stroe et al., 2018b). In addition, passion can influence entrepreneurial intentions (Syed et al., 2020), thus becoming an essential predictor of entrepreneurial activity.

Although entrepreneurial passion is a relatively recent topic in the field of Entrepreneurship, it has been the subject of several studies, either as a dependent or independent variable (Stroe et al., 2018a). A balance of the scientific production concerning the topic is necessary to understand the scope of the effects of entrepreneurial passion in the field of Entrepreneurship, in addition to highlighting possibilities for future studies. We emphasize the pressing need for such balance, considering that even though the topic accumulated more than a decade of research, no bibliometric studies were identified.

Bibliometric studies examine the knowledge accumulated in a specific field (Ferreira et al., 2014). They may include analyses that map the association between information elements in textual data, which may result in thematic, semantic, conceptual, and cognitive analysis (Gaviria-Marin et al., 2018). More broadly, bibliometric studies can cover both qualitative and quantitative elements, offer an overview of the existing literature, and create a foundation for future research (Kraus et al., 2020).

Considering the importance of entrepreneurial passion for Entrepreneurship, we intend to answer the following research question: How are publications on entrepreneurial passion presented? Which authors and journals have shown interest in the topic? What themes can researchers identify in the trajectory of publications? What are the perspectives for future studies?

Therefore, the present study aims to identify the state of the art of publications on entrepreneurial passion, its evolution, and topics with potential for future research. A bibliometric study was carried out in three databases, culminating in the literature review of 64 publications and classifying eight categories of studies on the subject.

This research makes a theoretical contribution to the study of entrepreneurial behavior by assessing publications

focused on entrepreneurial passion and showing the evolution of studies over time, in addition to presenting some ways to continue research. For entrepreneurs, the results point to the multiple effects of passion. As a practical contribution, knowledge of entrepreneurial passion can help graduate students and researchers build research agendas. This study can help build entrepreneurial education programs for institutions that work with entrepreneurship.

This article begins with a brief theoretical review of entrepreneurial passion. Then, it presents the procedures used for bibliometrics and review of studies. Next, the results are presented, followed by quantitative and thematic analysis. The article ends with final considerations.

LITERATURE REVIEW

Entrepreneurial Passion

Passion is a state of intense emotion that “invariably involves feelings that are hot, overpowering, and suffused with desire” (Cardon et al., 2009, p. 515). Passion represents energy that results in intense engagement in the loved object (Cardon et al., 2009). It guides plans and behaviors and is the object of study in different areas.

Entrepreneurial passion is a theoretical construct associated with affect and emotional experiences in entrepreneurship (Cardon et al., 2009). It consists of “consciously accessible, intense positive feelings experienced by engagement in entrepreneurial activities associated with roles that are meaningful and salient to the self-identity of the entrepreneur” (Cardon et al., 2009, p. 517). The authors understand that entrepreneurial passion is not something ephemeral but that its lasting effect plays a central role in the identity of entrepreneurs (Cardon et al. 2013).

One of the pioneering studies on passion is that of Vallerand et al. (2003), who classified it into two types: obsessive and harmonious passion. The obsessive directs behavior to focus on goals rather than the task itself (Stroe et al., 2018a). The harmonious passion derives from the pleasure of the activity and not from factors or pressures, and makes it possible to be open to new experiences. In turn, obsessive passion results from intrapersonal pressures, such as, for example, a need for social acceptance. This classification was later used in Entrepreneurship by Ho and Pollack in 2014 to analyze network entrepreneurs’ centrality and their businesses’ financial performance. Sometime later, Fisher et al. (2018) would employ this dualistic passion model to identify the relationship between entrepreneurial passion and resilience.

As a positive emotion, passion proved to be an essential predictor of entrepreneurial behavior. Studies have found that it can increase persistence (Baron, 1998; Cardon et al., 2009; Cardon et al., 2013; Cardon & Kirk, 2015; Kiani et al., 2021), creativity, and motivation of the entrepreneur and his/her team (Cardon et al., 2009; Cardon et al. 2013). Cardon et al. (2009) also state that passion fuels entrepreneurs’ agency, proactivity, risk-taking, aspiration, and resilience.

However, the effects of passion are not limited to ventures but can extend to other stakeholders and influence, for example, the behavior of investors, customers, and employees (Chen et al., 2009; Obschonka et al., 2019). Entrepreneurial passion has a

contagious effect, when perceived by employees, on their motivation (Cardon, 2008). Furthermore, Lewis and Cardon (2020) identified that perceived passion in entrepreneurs has a pleasing effect on new employees.

Another critical aspect we highlight is that passion was observed at all stages of the venture (Cardon et al., 2013; Warnick et al. 2018). Cardon et al. (2005) describe the entrepreneur's passion for the venture using the metaphor of fatherhood, and the feeling for the venture begins in the gestation of the idea and continues throughout the trajectory of the enterprise. Otherwise, studies have pointed to the influence of passion on entrepreneurial intentions (Bignetti et al., 2021; Karimi, 2020; Syed et al., 2020), highlighting the importance of passion in antecedent practices of entrepreneurship.

After deciding to start a venture, passion can influence the recognition and exploitation of opportunities (Bao et al., 2017). During management, passion influences strategies (Liu & Nguyen, 2021), business performance, and growth (Drnovsek et al., 2016; Ivortsun et al., 2019; Santos & Cardon, 2019). It is essential, however, to point out that levels of passion can vary across an entrepreneurial career over time. While some entrepreneurs show higher rates at the time of creation, others show higher levels of passion over time (Cardon et al., 2009).

From this perspective, Cardon et al. (2013) suggested a multidimensional scale for measuring entrepreneurial passion that includes the dimensions: the passion for inventing, passion for creating, and passion for developing, allowing the assessment of levels of passion in each stage of the venture. In addition, the authors consider that role identity is stable in each of these stages, configuring the entrepreneurial role as distinct and coherent for self-identity (Cardon et al., 2009).

Finally, it is worth mentioning the effect of passion on creating businesses, denoting high levels of entrepreneurial passion in habitual or serial entrepreneurs (Cardon et al. 2013). Briefly, these studies provide an understanding of the relevance of entrepreneurial passion for entrepreneurship, and, in these considerations, we sought to expand the knowledge of this spectrum in the studies.

METHODOLOGICAL PROCEDURES

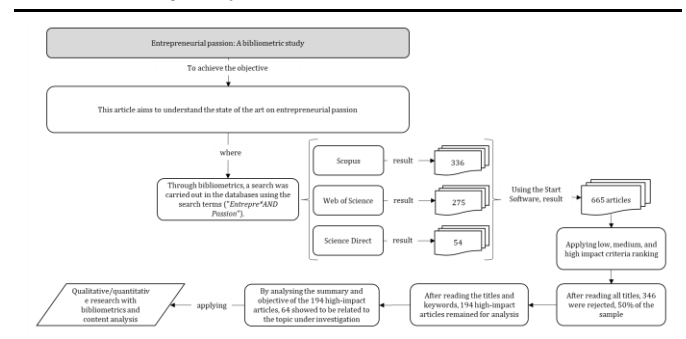
A bibliometric study consists of a review of an existing body of literature, based on a transparent and systematic procedure, with a high level of objectivity (Kraus et al., 2020). In the field of applied social sciences, bibliometric studies seek to examine scientific production on a given topic, map scientific communities, as well as identify networks of researchers and their motivations (Chueke & Amatucci, 2015).

For this study, we followed the five steps proposed by Chueke and Amatucci (2015), which consist of a) elaborating a research protocol, defining the bases and guiding questions; b) identifying relevant studies in the field, by establishing inclusion and exclusion criteria; c) evaluating the quality of the identified studies, defining final inclusion criteria; d) synthesizing the collected data, presenting them in tables and graphs; and e) integrating the obtained results, analyzing, comparing and contrasting the data. Here, we must answer the research question and point out directions for future studies.

In this study, the initial search was limited to the search for keywords, abstract, and title of articles, and used as search terms: ("Entrepre*AND Passion"). The databases were Scopus, Web of Science, and Science Direct; these were the databases that produced the best result in terms of the number of articles published, being among the primary databases that cover studies in entrepreneurship (Kraus et al., 2020).

Articles published in the leading international English-language journals were included and recorded with the help of the software Start (State of the Art Through Systematic Review), a free software developed by the Laboratory of Research in Software Engineering of the Federal University of São Carlos. The workflow started with the definition of the research protocol, including the selection of research questions, databases, and search terms. We present Figure 1 to understand the research flow better.

Figure 1
Research development flow



Note: Elaborated by the authors.

In the second stage, we defined the inclusion and exclusion criteria. Initially, the search took place in the first half of June 2019. The first screening resulted in 665 articles, 336 in the Scopus database, 275 in the Web of Science, and 54 in Science Direct. Using the Start software with high, medium, and low impact ratings, 346 articles were rejected. In the third stage, the quality of the identified studies was assessed, defining the final inclusion criteria. In this phase, the two researchers read the titles and keywords of the 346 articles. We included only articles that presented joint approaches to passion and entrepreneurship. Out of the 194 articles extracted, 64 were selected. Next, data from these publications were analyzed and presented in tables and graphs. Finally, the results obtained were integrated, providing an evaluation of authors, publications, and evolution of studies.

A thematic analysis was carried out for the articles' qualitative analysis, seeking to analyze and describe themes in the data set. The thematic analysis does not look for patterns in the data but seeks to identify themes, capturing essential dimensions of the data concerning the research question. The thematic analysis followed the recommendations of Maguire and Delahunt (2017) and Braun and Clarke (2006), and was carried out in five stages: a) familiarization with the data, with the authors reading all the articles and exchanging impressions regarding the publications; b) data codification, having the codes been generated from a semantic criterion, using the explicit content of the data. Steps c), d), and e) constitute the search, review, and definition of themes, a collaborative process built after three

rounds of discussions and adjustments. Eight themes were defined, later revised, and named by the authors. Finally, the last stage consisted of the description of the themes.

PRESENTATION AND ANALYSIS OF RESULTS

Initially, we performed a citation analysis. The most cited article, with 2,005 citations, was published in 2004, followed by an article with 1,171 citations and published in 2009. The ten most cited articles are shown in [Table 1](#). The rest of the articles are the [Appendix A](#).

Table 1
Top 10 most cited articles

Author (s)	Title	Citations
Baum e Locke (2004)	The relationship of entrepreneurial traits, skill, and motivation to subsequent venture growth.	2.005
Cardon et al. (2009)	The nature and experience of entrepreneurial passion	1.171
Chen et al. (2009)	Entrepreneur passion and preparedness in business plan presentations: A persuasion analysis of venture capitalists' funding decisions	671
Cardon et al. (2005)	A tale of passion: new insights into entrepreneurship from a parenthood metaphor	582
Shepherd et al. (2014)	Moving forward: Balancing the financial and emotional costs of business failure	378
Cardon et al. (2013)	Measuring entrepreneurial passion: conceptual foundations and scale validation	334
Murmięks et al. (2012)	Pathways of Passion: Identity Centrality, Passion, and Behavior Among Entrepreneurs	286
Cardon (2008)	Is passion contagious? The transference of entrepreneurial passion to employees	254
Cardon and Kirk (2015)	Entrepreneurial Passion as Mediator of the Self-Efficacy to Persistence Relationship	204
Breugst et al. (2011)	Perceptions of Entrepreneurial Passion and Employees' Commitment to Entrepreneurial Ventures	167

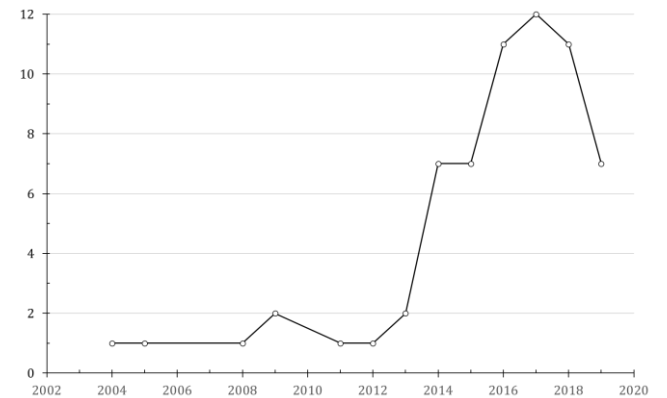
Note: Elaborated by the authors.

Among the ten most cited articles, Melissa Cardon appears as an author or co-author in six. In the total of articles, as can be seen in [Appendix A](#), the author published nine articles, which are the most cited. Although the most cited work was that of Baum and Locke (2004), it does not directly address entrepreneurial passion, but it appears in other articles that discuss the topic. The seminal work is Cardon et al. (2009), entitled "The nature and experience of entrepreneurial passion", cited 1,171 times. One of the laws of bibliometrics is Lotka's, which seeks to identify the impact of an author's production in the area (Chueke & Amatuci, 2015). Therefore, Cardon is the author who had the most significant impact on the subject.

The data in [Figure 2](#) attest that, until 2013, a maximum of two articles were published per year. In 2014, we identified the publication of seven articles. Scientific production intensified in 2016, a year that registered 11 articles. The evolution can be seen in [Figure 2](#), which shows the trajectory, noting that 2019 presents only publications up to June.

Subsequently, we analyzed the journals according to Bradford's Law (Chueke & Amatuci, 2015), seeking to identify the most relevant journals and those with the highest reputation. The data presented in [Table 2](#) show that the Journal of Business Venturing is the most relevant journal, with ten publications, followed by the Journal of Business Research, with five publications.

Figure 2
Evolution of studies



Note: Elaborated by the authors.

The next step was to identify the study themes. For thematic analysis, two studies focused on the theme of passion for work, the first centered on the passion of managers for work (Adomako et al., 2016), and the second evaluated the relationship between passion for work and autonomy (De Clercq, et al., 2013). Therefore, they were not included in the analysis, as they were not directly associated with the entrepreneurial passion approach.

Table 2
Number of articles published by Journal

Title	Quantity
Journal of Business Venturing	10
Journal of Business Research	5
Entrepreneurship and Regional Development:	4
Academy of Entrepreneurship Journal	3
Academy of Management Review	3
Frontiers in Psychology	3
Asian Social Science	2
Baltic Journal of Management International Small Business Journal	2
Researching Entrepreneurship	2
Journal of Entrepreneurship Education	2
Journal of Management Studies	2
Journal of Small Business and Enterprise Development	2
Global Business and Organizational Excellence,	1
Human Resource Management Review	1
IEEE Transactions on Professional Communication,	1
International Journal of Gender and Entrepreneurship	1
International Journal of Information Systems and Change Management	1
International Small Business Journal,	1
Iranian Entrepreneurship	1
Journal of Applied Psychology	1
Journal of Developmental Entrepreneurship	1
Journal of Economic Psychology	1
Journal of Entrepreneurship	1
Others	13

Note: Elaborated by the authors.

In addition, we excluded three other articles from the analysis: a) Ashkanasy et al. (2017), it refers to an Editorial; b) Shepherd et al. (2009), the focus fell on the emotional cost of failure and, c) St-Jean and Fonrouge (2019), focus on self-efficacy and entrepreneurial intention.

Then, we performed a thematic analysis with the rest of the articles based on a generated text corpus. The analysis was initially structured in two axes, namely: a) passion as an

independent or moderating variable, as detailed in Table 3; and b) passion as a dependent or mediating variable, in Table 4.

According to the data in Table 3, entrepreneurial passion proved to be a predictor of enthusiasm for entrepreneurship (Suvittawat, 2019). Among the factors that the author identified as predictors of enthusiasm are entrepreneurial passion and commitment to products and services. Corroborating the results of Syed et al. (2020), Hou et al. (2019) identified the influence of entrepreneurial passion on entrepreneurial intentions. Ko et al. (2019) demonstrated that passion influences social innovation. However, Stroe et al. (2018a) did not identify an effect of entrepreneurial passion on the predominance of causal and effectual approaches by nascent entrepreneurs. Also, with nascent entrepreneurs, Thorngren and Wincent's (2015) study identified the influence of entrepreneurial passion on entrepreneurs' perception of risk. In turn, the studies by Gerschewski et al. (2016) and Envkick (2014) included entrepreneurial passion among the dimensions of analysis to measure entrepreneurial orientation in born-global firms and measure entrepreneurial intelligence, respectively. In addition, two studies have demonstrated the moderating effect of passion, one on the relationship between behavioral traits and motivation for growth (Baum & Locke, 2004) and another on the relationship between entrepreneurial education and entrepreneurial intentions (Moses et al., 2016).

We read the articles mentioned in Table 4 and generated eight codes (themes), grouping studies on entrepreneurial passion, as detailed below:

- Influencers of entrepreneurial passion**, namely: personality traits (Obschonka et al., 2019), self-efficacy (Bagheri & Yazdanpanah, 2017), effort (Nasiru et al., 2015) and stress (Stroe et al., 2018a). This last study showed that high-stress levels increased levels of obsessive passion. In addition, another study has shown that passion is influenced by entrepreneurial models disseminated in entrepreneurship education programs (Arshad et al., 2018; Fellnhofner, 2017) and the choice of entrepreneurial activity is influenced by entrepreneurial passion (Thorngren et al., 2014). It is also essential to highlight the study by Cardon et al. (2005), pointing out the influence of identification with entrepreneurial passion in nascent entrepreneurs.
- Typologies**: We identified the following types of passion: social entrepreneurial passion, entrepreneurial passion in teams (Santos & Cardon, 2019; Cardon, Post, & Forster, 2017), mastery passion (undertaking comes from a hobby) (Milanesi, 2018), connection passion (undertaking was comes from product consumption) (Ranfagni & Runfola, 2018), passion for the product (Cardon, Glauser, & Murnieks, 2017) and passion for work (Bhansing et al., 2018). One of the studies (Cardon, Post, & Forster, 2017) also mentioned: the passion for growth, passion for people, passion for product or service, passion for inventing, passion for competing, and passion for social causes.
- Relationship with other variables**: Studies have shown the relationship of passion with several variables, such as: a) passion and innovation (moderated by cognition) (Ma et al., 2017; Moordadian et al., 2016); b) harmonious passion and resilience (Fisher et al., 2018); c) passion and persistence for microentrepreneurs working with platforms (Liang et al., 2018); d) passion and recognition of opportunities

Table 3

Studies on passion as an independent or moderating variable

No.	Description	Author(s)
1	Research on Enthusiasm for Entrepreneurship. The authors identified five parameters of commitment, including a passion for entrepreneurship.	Suvittawat (2019)
2	Entrepreneurial orientation in born-global firms. The authors identified two new dimensions of entrepreneurial orientation: passion and perseverance.	Gerschewski et al. (2016)
3	The authors found the moderating effect of passion on the relationship between traits of entrepreneurial behavior and motivation to promote business growth.	Baum and Locke (2004)
4	Study of entrepreneurial intentions. The authors found that entrepreneurial passion, entrepreneurial models, and education have different effects on intentions.	Hou et al. (2019)
5	Use of a causal or effectual approach by nascent entrepreneurs and the influence of passion, self-efficacy, and risk perception. The results showed that self-efficacy and risk perception determine causal and effectual logic use.	Stroe, Parida and Wincent (2018a)
6	The authors conducted a literature review on entrepreneurial education and entrepreneurial intentions and the moderating role of entrepreneurial passion.	Moses et al. (2016).
7	The study presents a model of entrepreneurial intelligence composed of cognitive qualities, psychological states, and steps to engage in different approaches. Among the cognitive qualities are passion, vision, and courage. Social entrepreneurial passion affects social innovation performance. Entrepreneurial social passion positively influences the performance of social innovation through the ability to generate creative solutions. The author found the moderating effect of networks on the relationship between social entrepreneurial passion and innovative performance..	Envkick (2014)
8	Study about the risk perception in budding entrepreneurial men and women and the influence of self-efficacy and passion. Women perceive risk more than men, and passion and self-efficacy partly influence risk perception.	Thorngren e Wincent (2015)
9	Social entrepreneurial passion affects social innovation performance. Entrepreneurial social passion positively influences social innovation performance. The authors found the moderating effect of networks on the relationship between entrepreneurial social passion and innovative performance.	Ko et al. (2019)

Note: Elaborated by the authors.

(Bao et al., 2017); e) passion and centrality of identity (Murnieks et al., 2014), i.e., the authors showed that passion arises according to the centrality of entrepreneurial identity; f) passion and performance, measured by centrality in the network (Ho & Pollack, 2014); g) passion and entrepreneurial orientation, measured by entrepreneurial alertness (Montiel, 2017); h) passion and entrepreneurial intention, mediated by self-efficacy (Biraglia & Kadile, 2016; Gielnki et al., 2017); i) passion and growth, and effort to promote growth; j) passion and approach to DIY (Stenholm & Renko, 2016); k) passion and entrepreneurial education (Fink et al., 2015); entrepreneurial passion and employee commitment (emotional contagion) (Breugst et al., 2011; Cardon, 2008; Pérez et al., 2017); m) passion and courage (Mueller et al., 2017); and n) passion and persistence in business (Dalborg et al., 2015). Passion mediated the relationship between self-efficacy and persistence (Cardon & Kirk, 2015) and the relationship between identity and resistance to change (Jamil et al., 2014a).

- Passion in different types of businesses**: We observed the following types of businesses: passion in nascent businesses; passion in social and technology businesses (Yitshaki & Kropp, 2016); passion in rural businesses (Pertwi et al., 2018); and passion in the creative industry (Thorngren et al., 2014). The study by Dalborg and Wincent (2015) presents

Table 4*Studies on passion as a dependent and mediating Variable**Continua*

No.	Description	Author(s)
1	The authors quantified the effects of personality traits on entrepreneurial passion. They found that personality traits contribute to determining entrepreneurial passion.	Obschonka et al. (2019)
2	The authors suggest a conceptual, theoretical model for entrepreneurial passion in teams.	Santos e Cardon (2019)
3	It investigates the domain passion in entrepreneurs who start a venture as a hobby. The author found that entrepreneurial passion activates a virtuous circle in which domain passion feeds and is fed by entrepreneurial passion.	Milanesi (2018)
4	The authors explore the concept of connected passion, uniting concepts of consumption and entrepreneurship—situations in which the individual was only a consumer of a certain product or service and then started a venture in the same field. The following fundamental traits characterize connected passion: passion as a game, passion as self-continuity, and search for uniqueness through self-experimentation and cohabitation with the consumer community.	Ranfagni and Runfola (2018)
5	The authors sought to identify the effects of entrepreneurial education on entrepreneurial passion and found a relationship between entrepreneurial education, entrepreneurial passion, and entrepreneurial self-efficacy. They conclude that education affects self-efficacy, stimulating an entrepreneurial passion in individuals.	Arshad et al. (2018)
6	The authors seek to understand how entrepreneurs' stress in the early stages of the business influence obsessive passion. Data have shown that stress and the overload of roles contribute to entrepreneurs engaging more intensely in entrepreneurial activities, contributing to more extraordinary obsessive passion.	Stroe et al. (2018b)
7	The article approaches the role of entrepreneurial passion (obsessive or harmonious) in attracting angel investors and venture capital investment. The authors found that openness to feedback mitigates the potential for entrepreneurial passion about investing on the part of investors. Investors with more experience emphasize feedback and passion for the product, and investors with entrepreneurial experience value the combination of openness to feedback and entrepreneurial passion.	Warnick et al. (2018)
8	Considering the passion for work in entrepreneurs working in the creative industry, the authors developed the concept of localized passion. Localized passion has two components: passion in the atmosphere and passion in others, positively affecting inspiration.	Bhansing et al. (2018)
9	The article analyzes the relationship between harmonious and obsessive passion and resilience (business duration). The result showed that harmonious passion contributes directly and indirectly to perceptions of success through resilience.	Fisher et al. (2018)
10	The authors conducted a study with microentrepreneurs who work linked to business platforms. The result showed that entrepreneurial passion has an impact on persistence. The perception of economic benefits and sustainability mediates passion and persistence.	Liang et al. (2018)
11	This is a study on the role of the perception of entrepreneurial passion by investors on investments with user entrepreneurs (individuals who used the service and then became entrepreneurs). User's passion and innovation capacity mediate the relationship between entrepreneurship and crowdfund performance.	Oo et al. (2019)
12	The authors approach the relation of the entrepreneurial passion of farmers in Indonesia to efforts to protect against avalanche risks. Results showed that entrepreneurs' passion focuses on production costs, income, and asset protection, but the emphasis on risk protection is low.	Pertiwi et al. (2018)
13	Through oral history, together with 80 entrepreneurs, the authors identified six sources of passion: passion for growth, passion for people, passion for product or service, passion for inventing, passion for competing, and passion for social causes.	Cardon et al. (2017)
14	The authors have developed a study on passion and innovation and the moderating effect of cognition. Based on the regulatory focus theory, they found a relationship between passion and organizational innovation in new businesses, and cognition moderates the relationship.	Ma et al. (2017)
15	Effect of using entrepreneurial models in entrepreneurial education on entrepreneurial passion. Results showed that entrepreneurial models impact entrepreneurial passion and entrepreneurial education.	Fellnhofer (2017)
16	Effect of self-efficacy on entrepreneurial passion in new entrepreneurs. Self-efficacy influences the passion for creating, funding, and developing businesses. The most significant effect was on the passion for inventing, followed by the passion for developing and founding.	Bagheri and Yazdanpanah (2017)
17	Effect of training on self-efficacy, passion, and company creation. Results show that after training, self-efficacy is essential to maintain passion. In turn, maintaining passion is more likely to create a business.	Gielnik et al. (2017)
18	Entrepreneurial passion mediates the influence of success and failure stories on entrepreneurial intentions.	Liu et al. (2019)
19	The authors have examined the relationship between passion developers, self-regulatory mode, courage, and performance. The relationship between passion and courage is mediated by locomotion and evaluation, indicating a positive relationship between locomotion and courage and a negative relationship between evaluation and courage.	Mueller et al. (2017)
20	The authors suggest a theoretical model for entrepreneurial passion in teams, which is the product of: 1) A combination of the individual passion of different members; 2) A passion combination of new members, and; 3) The emergence of passion, which influences different stages of the venture.	Cardon et al. (2017)
21	Study on the effect of entrepreneurial passion on the recognition of opportunities. Results showed the effect of passion on opportunity recognition and entrepreneurial behavior.	Bao et al. (2017)
22	Study on the mediating role of alertness in the relationship between entrepreneurial passion and entrepreneurial orientation. Results showed that passion and entrepreneurial orientation showed a significant and positive relationship, and alertness is a mediator of the relationship.	Montiel (2017)
23	This study shows a strong relationship between passion and entrepreneurial intentions; self-efficacy mediates such a relationship. The creative industry was the context considered.	Biraglia and Kadile (2016)
24	This critical study addresses the relationship between entrepreneur passion and employee commitment. The results showed the use of normative control mechanisms and some alignment with neo-normative mechanisms, domineering control mechanisms, and the insidious strategy of performing an obligation, sustaining the work intensification process.	Pérez et al. (2017)
25	Study of the relationship between entrepreneurial passion and investors. Results showed that investors underestimate entrepreneurial passion and highlight the importance of skills to present their business to investors, which can influence the act of overestimating or underestimating the passion of entrepreneurs.	Lucas et al. (2016)
26	Study of the relationship between passion and innovation. A study with Austrian entrepreneurs shows the relationship between grit (passion) and entrepreneurial success, showing that grit and innovation are successful predecessors.	Mooradian et al. (2016)
27	Study of passion at different stages of the business lifecycle. The study shows that intense passion decreases as the life cycle evolves, but the identity remains central over time. It highlights the need to obtain feedback to minimize the effects of reduced passion over time.	Collewaert et al. (2016)
28	Effect of entrepreneurial passion on DIY use and business survival. Results showed that higher levels of passion for inventing and developing their businesses were more likely to use DIY, influencing the enterprises' age.	Stenholm and Renko (2016)
29	Valuation of the perception of the passion of entrepreneurs by investors, having found that angel investors value passion and tenacity to invest.	Murnieks et al. (2016)
30	This study assesses the relationship between passion and growth, considering the passion for developing. The results showed a direct and positive effect between growth and passion for developing in technology-based entrepreneurs, mediated by the commitment to the goal.	Drnovsek et al. (2016)
31	Study with creative industry entrepreneurs on the relationship between passion and the life cycle of ventures. The results showed that passion decreases as the individual promotes business growth. Passion in the creative sector wanes as the lifecycle stages progress.	Thorgren et al. (2014)
32	Research shows the relationship between the passion and identity of entrepreneurs in two contexts: social and technology. Results showed that passion for high-tech entrepreneurs is associated with leaving a fingerprint. For social entrepreneurs, it is synonymous with enthusiasm, excitement, and the desire to build a brand. They conclude that passion is a dynamic motivational construct associated with the identity of entrepreneurs.	Yitshaki Kropp (2016)
33	Study of entrepreneurial passion in new entrepreneurs and serial entrepreneurs. Results showed that habitual entrepreneurs are more likely to be passionate about an entrepreneurial activity, with incredibly obsessive passion. Results showed higher levels of harmonious passion in both groups.	Dalborg and Wincent. (2015)

Note: Elaborated by the authors.

Table 4*Studies on passion as a dependent and mediating Variable*

		<i>Conclusão</i>
34	Relationship between entrepreneurial education and passion for inventing, founding, and developing into start-ups. They identified that the individuals' perception of the support offered by the university increased the relationship between passion -all types- and entrepreneurial intention.	Fink et al. (2015)
35	Study of the effect of entrepreneurial effort on passion. The authors found that entrepreneurs' efforts to grow the company result in changes in passion.	Nasiru et al. (2015)
36	This work analyzes the relationship between passion and persistence. As a measure of persistence, the authors used self-efficacy and found a relationship between passion for inventing and passion to found and self-efficacy, but did not find a relationship with the passion for developing.	Dalborg et al. (2015)
37	This critical study focuses on the positive and negative dimensions of entrepreneurial passion. Passion is embedded in power relations.	Gielnik et al. (2017)
38	Passion for inventing and passion for founding, but not passion for developing, mediate the relationship between self-efficacy in enduring relationships. Passion explains the relationship between entrepreneurial self-efficacy and sustainable (durable) entrepreneurial action.	Cardon and Kirk (2015)
39	This study focuses on the relationship between identity traits and resistance to change, mediated by passion. Obsessive passion elevates the positive relationship. Passion moderates resistance to changing identity.	Jamil et al. (2014a)
40	Study on cultural differences in entrepreneurial passion. One group showed more extraordinary harmonious passion than the Other.	Jamil et al. (2014b)
41	This study is about the relationship between harmonious passion and obsessive passion and financial performance, mediated by network centrality. Harmonious passion levels showed higher network centrality and higher financial performance. In case of lower centrality of obsessive passion, therefore, lower performance.	Ho and Pollack (2014)
42	This work analyzes the relationship between identity, passion, and self-efficacy. The study examines the role of passion among entrepreneurs in the light of identity theory. It found that passion arises and disappears according to the centrality of the entrepreneurial identity.	Murnieks et al. (2012)
43	This work evaluates passion as a motivator of entrepreneurial activity. In a study with hybrid entrepreneurs, the choice of entrepreneurial activity is determined by: 1) Ability to work with something, combined with the desire to start a business; 2) Passion is more likely among those who have been in business longer; 3) Passion is less likely to be the main reason for hybrid forms among individuals who spend more time in the business.	Thorgren et al. (2014)
44	The study presents a model of entrepreneurial passion composed of dimensions: passion for creating, passion for founding, and passion for developing. It also introduces the identity centrality domain into the model.	Cardon et al. (2013)
45	This work features an Emotional Contagion Approach – with employee insights into how an entrepreneur's passion influences their commitment. All dimensions of passion showed a different relationship in the impact of the relationship between passion and employee commitment. Employees' perception of passion for inventing and developing increases commitment, but passion for founding decreases commitment.	Breugst et al. (2011)
46	A study was carried out with groups of musicians to assess the role of passion. The study identified that at least one of the groups needs to have a passion for inventing, at least one of them a passion for creating, and at least one of them a passion for developing to achieve global success.	Laaksonen et al. (2011)
47	The article presents a theoretical review of the relationship between role identity and entrepreneurial passion.	Cardon et al. (2009)
48	A study on the relationship between entrepreneurs' passion and venture capital investments identified that the perception of preparation and not passion influences investment decisions.	Chen et al. (2009)
49	The study presents how the entrepreneur can transfer passion to the employees.	Cardon (2008)
50	This study observed the performance of nascent businesses, highlighting ideas of passion and identification in the entrepreneurial context.	Cardon et al. (2005)

Note: Elaborated by the authors.

the relationship between serial businesses created by the entrepreneur and entrepreneurial passion, mainly obsessive passion. In addition, Laaksonen et al. (2011) studied passion with a group of musicians, demonstrating the need to contemplate the different types of passion: passion for creating and developing.

5. **Passion and stages or types of venture:** Cardon's measurement model presents the following types: passion for creating, founding, and developing (Cardon et al., 2013). We also found studies on passion at different stages of the business lifecycle (Bhansing et al., 2018). Collewaert et al. (2016), also emphasized the latter, highlighting the need for feedback to maintain levels of passion over time.
6. **Investor passion and action.** One study pointed out that investors' action is positively influenced by the passion of entrepreneurs, mediated by ability to innovate (Oo et al., 2019); Another study pointed out that what influences the investor is, in fact, the perception he/she has of the entrepreneur's preparation (Warnick et al., 2018). Also, two studies showed that angel investors value entrepreneurial passion (Lucas et al., 2016; Murnieks et al., 2016) and another showed that investors underestimate entrepreneurial passion (Chen et al., 2009).
7. **A critical study** points out power relations inherent to entrepreneurial passion (Gielnik et al., 2017).
8. **A theoretical review** on role identity and passion (Cardon et al., 2009).

Studies on entrepreneurial passion demonstrate the effects of entrepreneurial passion on entrepreneurs and their ventures (Baum et al., 2004; Breugst et al., 2012; Cardon, 2008;

Cardon, et al. 2013; Cardon & Kirk, 2015). For ventures, studies show that passion is present in all phases of the entrepreneurial process, which translates into the passion for inventing, founding, and developing the venture (Bhansing et al., 2018; Cardon et al., 2013).

As a psychological construct, passion influences and is influenced by other aspects, such as self-efficacy, stress, and personality traits of entrepreneurs (Bagheri & Yazdanpanah, 2017; Nasiru et al., 2015; Obschonka et al., 2019; Stroe et al., 2018a). Studies show several effects of entrepreneurial passion on entrepreneurs and management.

For entrepreneurs, the analyzed studies indicate that entrepreneurial passion matters, as it will influence their resilience, courage, persistence, and identity (Dalborg et al., 2015; Fisher et al., 2018; Liang et al., 2018; Murnieks et al., 2014; Mueller et al., 2017). Furthermore, for future entrepreneurs, it contributes to the existence of entrepreneurial intention (Biraglia & Kadile, 2016; Gielnik et al., 2017; Hou et al., 2019; Syed et al., 2020) and to recognizing business opportunities (Bao et al., 2017).

At the management level, passion has shown effects on innovation levels (Ma et al., 2017; Moordadian et al., 2016), as well as on entrepreneurial orientation (Montiel, 2017) and venture performance (Ho & Pollack, 2014). Another relevant finding is the relationship between entrepreneurial passion and employee commitment (Breugst et al., 2011; Cardon, 2008; Pérez et al., 2017), demonstrating its propagation effect.

Several studies explored the relationship between entrepreneurial education, entrepreneurial intentions, and

entrepreneurial passion (Arshad et al., 2018; Fellnhofer, 2017; Fink et al., 2015). The study by Cardon and Kirk (2015) stresses the importance of entrepreneurial models to develop entrepreneurial passion in budding entrepreneurs. Another aspect, discussed in several studies, refers to the influence of entrepreneurial passion perceived by investors and the effects on investment levels in companies (Oo et al., 2019; Lucas et al., 2016; Murnieks et al., 2016; Warnick et al., 2018). The aspects mentioned here extend the effects of entrepreneurial passion beyond the entrepreneur and his/her ventures, reaching the environment where the entrepreneur operates.

Paths for future studies

The studies on entrepreneurial passion analyzed in this research showed entrepreneurial passion's effects on entrepreneurs and their ventures' management. Whereas passion has shown a ripple effect among employees and investors (Oo et al., 2019; Breugst et al., 2011; Cardon, 2008; Lucas et al., 2016; Murnieks et al., 2016; Pérez et al., 2017; Warnick et al., 2018), it may generate other effects on the environment and this, in turn, can influence entrepreneurship (Welter, 2011). In this sense, future studies can focus on possible effects of entrepreneurial passion, for example, on entrepreneurial intentions derived from contact with passionate entrepreneurs or the effects of their participation in small business and innovation networks. It is important to remember that the study by Liu et al. (2019) demonstrated the effect of success and failure stories on entrepreneurial intentions mediated by entrepreneurial passion.

Only some studies have analyzed entrepreneurial passion in social ventures. One of them is that of Yitshaki and Kropp (2016), highlighting the need for additional studies on passion in social ventures and businesses aimed at social causes, as shown by the study by de Cardon, Post, and Forster (2017) and that of Ko et al. (2019) on the relationship with social innovation. As passion relates to creativity (Cardon et al. 2013), future studies can explore passion in the context of social innovation and other types of innovation.

Finally, it is worth mentioning that some articles (Vallerand et al., 2003) have classified harmonious and obsessive passion. However, the most cited classification is that by Cardon et al. (2013), whose model covers the centrality of identity and passion at different levels (creating, founding, and developing). There are few studies on obsessive passion's adverse effects on ventures and stakeholders, which can contribute to understanding the different dimensions of entrepreneurial passion. Exploring the aspects of obsessive and harmonious passion represents a future challenge in the field and can contribute to a better understanding of the phenomenon.

CONCLUSION

This study aimed to identify the state of the art of publications on entrepreneurial passion and the evolution and potential for future research. The analysis identified that the evolution of publications in the field intensified in 2014 and continues to grow, which denotes that the theme is recent and, on the rise, corroborating Bosma et al. (2012).

The author who had the most impact was Melissa Cardon, having presented the most significant number of papers and

citations. The Journal of Business Venturing published the most significant number of articles on the subject and is also the central journal in the field of Entrepreneurship.

Entrepreneurial passion has been studied in different contexts, such as, for example, in music companies (Laaksonen et al., 2011), in social and technological businesses (Yitshaki & Kropp, 2016), in rural businesses (Pertwi et al., 2018), in the creative industry (Thorgen et al., 2014) and serial business (Dalborg & Wincent, 2015). Even in different contexts, this passion influences entrepreneurs and the management methods of their ventures.

The thematic analysis of the articles initially resulted in two groups: those who studied entrepreneurial passion as an independent or moderating variable and the other group comprising studies on entrepreneurial passion as a dependent or mediating variable. We classified the latter into eight themes: influencers of entrepreneurial passion, typologies, relationship with other variables, passion in different types of ventures, passion and stages or types of ventures, passion and action of investors, critical study, and theoretical review study.

Next, we suggested some paths for future studies, which only exhaust the vast possibilities of studying the phenomenon of entrepreneurial passion. Among the suggestions presented in the study agenda are studies on entrepreneurial passion and its effects on the environment, and studies on entrepreneurial passion in the context of social enterprises and associated with innovation. Still, we recommend future studies to identify the adverse effects of entrepreneurial passion, especially obsessive passion, which can reveal new dimensions of the phenomenon under study.

Our overview makes a theoretical contribution to the study of the behavior of entrepreneurs by taking stock of publications focused on entrepreneurial passion, highlighting the evolution of the study throughout the theme, as well as the main aspects that were objects of study. In addition, some clues indicate paths for further research and a greater understanding of aspects not yet sufficiently explored in the literature.

For entrepreneurs, the results point to the multiple effects of passion, which can encourage them to seek ways to develop it. As a practical contribution, knowledge about entrepreneurial passion can help graduate students and researchers build research agendas. For institutions that work with entrepreneurship, the discussions presented in this study can help to build programs and practices of entrepreneurial education that take into account entrepreneurial passion since this proved to be a predictor of entrepreneurial intentions (Biraglia & Kadile, 2016; Gielnki et al., 2017; Hou et al., 2019; Syed et al., 2020).

Conflict of interest statement

The authors declare that there is no conflict of interest.

Authors' statement of individual contributions

Roles	Contributions	
	Cazella CF	Machado HPV
Conceitualização	■	■
Metodologia	■	■
Software	■	
Validação		■
Análise formal		■
Pesquisa / Levantamento	■	■
Recursos		■
Curadoria dos dados		■
Escrita - Rascunho original	■	■
Escrita - Revisão e edição	■	■
Visualização dos dados	■	■
Supervisão / Orientação		■
Administração do Projeto		■
Financiamento	N.A.	

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