

# The Influence of Entrepreneurial Passion on Success

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## Abstract

*What we intend in this study is to analyze the influence that entrepreneurial passion has on success. In this regard, we have analyzed 10 articles from the last 15 years, from Google Scholar.*

*The articles were identified by the keyword: " Entrepreneurial Passion".*

*The criteria for the selection of articles referred first to the relevance of the content, then to the number of citations and articles of ISI type published in international databases.*

*When we talk about entrepreneurial passion we refer to: business growth, people, product or service, competition, innovation and social cause. Therefore, organizations become efficient when there are passionate entrepreneurs. So we can talk about true leaders when they inspire their own people, whether we are talking about employees, business partners, etc., to grow and develop and do the things they are most often afraid to do them.*

**Key words:** entrepreneurs, IT, succes, passion

**J.E.L. classification:** I25, J24, J28, L21, L26, L29, M13

## 1. Introduction

The passion is that determines the entrepreneurs to invest considerable energy and effort in the part of new projects (Baum and Locke, 2004).

Thus, if we define entrepreneurial passion, it refers to the part of positive feelings that are intensely lived, but also consciously accessible, that are experienced by involvement in entrepreneurial activities being associated with roles that are significant and relevant to the entrepreneur (Cardon et al., 2009).

According to the Explanatory Dictionary of the Romanian language, the word passion means “a particularly intense and stable emotional and intellectual state, manifested as a tendency that polarizes the psychic processes of the human being, determining it by the intensity of the effects or by the permanence of their action”.

Thus, what drives entrepreneurs to achieve new business success is entrepreneurial passion (Baum and Locke, 2004). Of course, passion does not have to be seen at any moment, but entrepreneurs must feel this passion, otherwise they are at the right place and at the wrong time (Ghenea, 2011).

## 2. Theoretical background

In order to have the chance to win in a competitive environment, an entrepreneur must have a passion that allows him to overcome the most difficult obstacles (Drnovsek et al., 2009), because it is the passion that gives the energy needed for entrepreneurial talent (Maxwell, 2008). Which causes leaders to have a vision and to teach others to see (Kiyosaki and Trump, 2008), through the passion of entrepreneurs.

Passion is an essential component of entrepreneurship (Cardon et al., 2009), and what drives entrepreneurs to take risks and strive to succeed is precisely passion (Maxwell, 2008).

To overcome the challenges of starting and running a business, entrepreneurs need to be passionate about what they do (Cardon and Kirk, 2013). This is why passion is often more important than the plan that entrepreneurs make (Maxwell, 2008).

Because passion gives them a very high level of energy, so they do not even take into account the fact that they fail at the beginning (Maxwell, 2008). In this sense, passionate entrepreneurs are not overcome by fear, especially since fear represents the dividing line between cowards and leaders, between failure and success (Kiyosaki and Trump, 2008).

### 3. Research methodology

What we intend in this study is to analyze the influence that entrepreneurial passion has on success, starting from the fact that passion is a significant element of the entrepreneur's life. In this regard, we have analyzed 10 articles from the last 15 years, from Google Scholar.

The articles were identified by the keyword: "Entrepreneurial Passion".

The criteria for the selection of articles referred first to the relevance of the content, then to the number of citations and articles of ISI type published in international databases.

In the analysis process we considered the following aspects: authors, year of publication, article title, methodology and main results obtained.

### 4. Findings

In the analysis process we considered the following aspects: authors, year of publication, article title, methodology and main results obtained.

*Tabel no. 1 Analysis of the influence of entrepreneurial passion on success*

Authors	Year	Title article	Methodology	The main results
Davis et al.	2017	Funders' positive affective reactions to entrepreneurs' crowdfunding pitches: The influence of perceived product creativity and entrepreneurial passion	This study considered both the development and the testing of a model with indirect effects regarding the part of decisions regarding the allocation of crowdfunding resources.  This study was attended by 102 subjects, who considered the evaluation of ten different products made by ten different contractors.	The study showed that the indirect effect of a product's creativity is highly dependent on the extent to which the financiers perceive the entrepreneur, such as if he is passionate.
Cardon et al.	2017	Passion for what? Expanding the domains of entrepreneurial passion	The researchers considered a phenomenological approach applied to 80 entrepreneurs.  In the case of the entrepreneurs, the stories of the entrepreneurs have been subjected to the analysis in order to identify the sources of the entrepreneurial passion described by them.	Entrepreneurial passion helps coordinate knowledge and develop entrepreneurial behavior. So it is passion that fuels persistence, innovation, but also ultimate success.  The researchers identified six areas of entrepreneurial passion: people, growth, product or service, competition, invention and a social cause.
Cardon et al.	2017	Team Entrepreneurial Passion: Its Emergence and Influence in New Venture Teams	The entrepreneurial passion at the team level takes into account the level of positive feelings shared for a collective and central identity for new risk teams.	The entrepreneurial passion of the team arises from the influence of the entrepreneurial passion of the team on the results of the team and of the members of each member, from the individual entrepreneurial passion of the risk team members and the process of emergence and influence of the entrepreneurial passion in the team at different risk stages.

Biraglia and Kadile	2016	The Role of Entrepreneurial Passion and Creativity in Developing Entrepreneurial Intentions: Insights from American Homebrewers	The researchers analyzed the role of passion and entrepreneurial creativity as antecedents of entrepreneurial intentions.	Following the analysis of the study it was found that the entrepreneurial passion is in a strong positive relationship with the entrepreneurial intentions.
Murnieks et al.	2014	Pathways of Passion: Identity Centrality, Passion, and Behavior Among Entrepreneurs	The researchers analyzed the role of passion on 221 entrepreneurs.	Passion is associated with entrepreneurial self-efficacy and individual entrepreneurial behavior.
Cardon and Kirk	2013	Entrepreneurial Passion as Mediator of the Self-Efficacy to Persistence Relationship	The authors applied a questionnaire to 129 entrepreneurs in which they wanted to find out what determines certain entrepreneurs to persist in this adventure, while others give up.	Following the study, it was found that the relationship between entrepreneurial action and entrepreneurial self-efficacy is determined by passion.
Breugst et al.	2012	Perceptions of Entrepreneurial Passion and Employees' Commitment to Entrepreneurial Ventures	A survey was conducted on 124 employees regarding their perceptions regarding entrepreneurial passion.	The passion for entrepreneurs, such as: inventing, founding and developing a business can have a different impact on employees at the workplace and on the clarity of their purpose, thus affecting their commitment to entrepreneurial initiatives.
Cardon et al.	2009	The impact of perceived entrepreneurial passion on angel investing	The authors examined the relationship between the passion shown by an entrepreneur, the passion perceived by angel investors and the impact on the angels interest and the financing of the companies.	The results of the qualitative study indicate that angels use passion as a factor in their investment decisions and focus in particular on the enthusiasm, training and commitment shown by entrepreneurs.
Cardon	2008	Is passion contagious? The transference of entrepreneurial passion to employees	The authors of the research wanted to find out how the entrepreneurs can mold the ones around them with their own passion?	In the entrepreneurial process, passion plays the central role.
Cardon et al.	2005	Entrepreneurial passion: the nature of emotions in entrepreneurship	The researchers wanted to find out the importance of passion in terms of entrepreneurial efficiency.	The study found that entrepreneurial passion is a discrete but very intense emotion, which envisages the energy mobilization that involves both the entrepreneur and the risk.

Source: The author.

From the analysis of the 10 articles we find therefore that, with the increase of the entrepreneurial passion, the creativity of the entrepreneurs also takes place.

In addition, it is the entrepreneurial passion that fosters both success, persistence and innovation.

Personal and environmental factors affect entrepreneurial intentions, which indicates that an entrepreneurial passion is played by an essential role because it is a significant impetus for those who intend to start a business (Biraglia and Kadile, 2016).

When we talk about entrepreneurial passion we refer to: business growth, people, product or service, competition, innovation and social cause. Therefore, organizations become efficient when there are passionate entrepreneurs (Cardon, 2008). Thus, true leaders are the ones who inspire their people to evolve and do the things they are afraid to do (Kiyosaki and Trump, 2008).

So we can talk about true leaders when they inspire their own people, whether we are talking about employees, business partners, etc., to grow and develop them and do the things they are most often afraid to do them (Kiyosaki and Trump, 2008).

Passion is associated with entrepreneurial self-efficacy and individual entrepreneurial behavior. A valuable entrepreneur is passionate about what he does every day. For example, if a novice entrepreneur is not sure if he likes what he does or on the contrary, he does not like what he does, he would be advised to give up the business because he will not succeed (Ghenea, 2011).

The passion for entrepreneurs may have a different impact on employees at work. Thus, it is essential to have passionate employees as it represents an essential contribution to organizational performance (Cardon, 2008). However, on the other hand, it has been found that creativity does not seem to be a significant impetus for the development of entrepreneurial intentions, because people still need to feel efficient, knowledgeable and able to be the founders of a company (Biraglia and Kadile, 2016).

The passion is particularly focused on the enthusiasm, training and commitment shown by entrepreneurs. Thus, it is the passion that gives the entrepreneurs the most intense emotions (Cardon et al., 2005).

## 5. Conclusions

So we find that entrepreneurs who are passionate about success must have a clearly defined set of values and a vision that inspires the people they lead. To these we can also add responsibility, self-confidence and emotional intelligence.

Passionate entrepreneurs are the ones who like the new challenges, who have the enthusiasm of the beginning, then develop, and once the business is started and starts to run, the challenge of expansion and development follows (Kiyosaki and Trump, 2008).

Also, it is possible for the entrepreneur, however, to be lucky and to enter a market where demand is high and achieve success at first, only that success does not cause the entrepreneur to become passionate. Therefore, he is not happy and fulfilled, which is doomed to failure (Robbins, 2017).

It is necessary for the entrepreneur to be passionate about what he does and to convey this in the organizational culture. And the culture in the organization has to focus on support, orientation towards people to be able to cope with the competitive waves. Thus, any organization that neglects these aspects is likely to be criticized and what is acceptable today may not be tomorrow.

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