Follow Your Passion: Exploring How Types of Entrepreneurial Passion and Gender Influence Different Entrepreneurial Intentions

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1. Introduction

Entrepreneurial intentions are typically considered one of the strongest predictors of eventual entrepreneurial behavior (Krueger et al., 2000). Entrepreneurial intentions are generally defined as the commitment to create a new venture (Krueger, 1993). In considering creating a new venture, however, individuals have multiple paths to choose from. Influenced by their traditional entrepreneurial intentions (EI), individuals can undertake efforts to start-up independent for-profit new ventures (Fayolle and Linan, 2014). In this context, individuals possess significant autonomy, encounter significant uncertainty, assume most of the risk, and have the potential for generating substantial personal wealth. Social entrepreneurship represents a second path, influenced by social entrepreneurial intentions (SEI), to create a social enterprise characterized by much of the same autonomy and risk of a traditional new venture; however, social entrepreneurs are mainly concerned with addressing social needs versus generating personal wealth (Bacq and Alt, 2018). Finally, individuals can have corporate entrepreneurial intentions (CEI) reflecting a desire to create value by forming new ventures within existing corporations (Fini et al., 2012). Corporate entrepreneurs have less autonomy, and the corporation reaps more of the financial gains, but these individuals also assume less personal risk. Overall, these entrepreneurial paths share fundamental commonalities (e.g., recognizing and exploiting opportunities) but also notable differences (e.g., motivations and decision rights).

A large body of research has shown entrepreneurial passion—intense positive feelings associated with engagement in entrepreneurial activities— to be an important factor influencing individuals' entrepreneurial intentions (Cardon et al., 2009, 2013). Cardon and her colleagues (2013) distinguished between three different types of entrepreneurial passion (i.e., *founding*, *inventing*, *developing*). Scholars have shown passion for founding to be an important driver of EI (Biraglia and Kadile, 2017; Syed et al., 2020) and more recently SEI (Chandra et al., 2021), and passion for inventing has been shown to enhance academic researchers' EI (Huyghe et al., 2016). Despite the progress made towards understanding the impact of entrepreneurial passion on entrepreneurial intentions (Cardon and Murnieks, 2020), important gaps remain in our understanding. First, research largely focuses on a single type of passion, even though Cardon and colleagues (2013) suggest the three types of passion might not be uniform in influencing entrepreneurial intentions. Second, research tends to focus on a single type of entrepreneurial intention, predominantly EI (Newman et al., 2021), even though prior research shows that individuals often consider multiple options when determining how they intend to pursue entrepreneurship (Gruber et al., 2008). Questions remain then as to how individuals' positive feelings towards different entrepreneurial activities (founding, inventing, developing) influence their EI, CEI, and SEI. Specifically, does each type of entrepreneurial passion similarly or differentially influence each different type of entrepreneurial intention?

In the current study, we aim to address this question by drawing on entrepreneurial passion (Cardon et al., 2009, 2013) and entrepreneurial intentions research (Chandra et al., 2021; Fayolle and Linan, 2014; Fini et al., 2012). We theorize how the three types of entrepreneurial passion engender different entrepreneurial intentions based on individuals' perceptions of whether they can engage in the activities they are passionate about. We test our theoretical arguments using a two-stage survey sample of 231 individuals participating in a two-year entrepreneurship fellowship program that prepares recent college graduates for entrepreneurial careers. Overall, our findings contribute to prior literature by providing a more holistic understanding of the entrepreneurial passion—entrepreneurial intentions relationship that accounts for diversity in both individuals' passions and intentions.

2. Theoretical background and hypotheses

2.1 Entrepreneurial passion and entrepreneurial intentions

Entrepreneurial passion manifests in individuals' intense positive feelings towards specific entrepreneurial activities (Cardon et al., 2009, 2013). *Passion for founding* refers to one's passion for activities related to assembling financial, human, and social resources necessary to launch a new venture; *passion for inventing* refers to one's passion for scanning the environment for new market opportunities, creating new products or services, and working with new prototypes; and *passion for developing* refers to one's passion for growing and expanding the venture after founding. Individuals' feelings about some entrepreneurial activities can be more or less positive than for other entrepreneurial activities (Cardon et al., 2013).

The specific types of entrepreneurial activities that individuals are passionate about can influence their entrepreneurial intentions. For example, some scholars have found that passion for founding was directly related to EI (Biraglia and Kadile, 2017; Syed et al., 2020; Turner and Gianiodis, 2018), and this relationship was partially mediated by individuals' innovativeness (Syed et al., 2020) and self-efficacy (Biraglia and Kadile, 2017). More recently, scholars have also sought to understand how individuals' entrepreneurial passion can influence other forms of entrepreneurial intentions. For example, Chandra and colleagues (2021) found that passion for founding was directly related to SEI because it serves as the "glue" that binds the conflicting premises (i.e., pecuniary vs. non-pecuniary) underlying social entrepreneurship. Other scholars have found that passion for inventing among academic researchers was positively related to EI (Huyghe et al., 2016). To our knowledge, no research has explicitly examined how one's passion for developing might influence EI, CEI, or SEI and, separately, the relationship between any of the types of passion and CEI (Newman et al., 2021).

2.2 Entrepreneurial passion and entrepreneurial intentions (EI)

Entrepreneurial intentions refer to one's commitment to launch an independent for-profit venture (Fayolle and Liñán, 2014). Launching an independent for-profit venture involves attracting investors to invest financial capital in the new venture (Colombo, 2021; Delmar and Shane, 2004; Ko and McKelvie, 2018), assembling founding team members to join the venture (De Mol et al., 2020; Klotz et al., 2014), and building social networks to establish goodwill that can be leveraged to attain resources, influence, and sponsorship (Adler and Kwon, 2002; De Carolis et al., 2009; Tracey et al., 2018). Hence, launching an independent for-profit venture often involves founding activities, focused on assembling the necessary resources (i.e., financial, human, and social) to create the new venture (Cardon et al., 2009; Shepherd et al., 2021). Therefore, in line with prior research we expect that passion for founding will be positively related to individuals' EI (Biraglia and Kadile, 2017; Syed et al., 2020).

Similarly, launching an independent for-profit venture often also involves scanning the environment to identify new market opportunities that arise due to shifts in the economic or social landscape (Davidsson et al., 2020; Gruber et al., 2008), and creating new products or services to solve unmet market needs (Marvel et al., 2020; Symeonidou and Nicolaou, 2018; Zhang and Li, 2010). Designing new product prototypes and tinkering with those prototypes based on market feedback is often part of launching an independent for-profit venture (Cohen et al., 1996; Kiss and Barr, 2017). Thus, launching an independent for-profit venture often involves activities associated with inventing (Cardon et al., 2009). Accordingly, in line with prior research which has shown that passion for inventing is positively associated with academic researchers (Huyghe et al., 2016) and recent college graduates' (Turner and Gianiodis, 2018) EI, we also expect individuals' passion for inventing will be a salient driver of EI.

Finally, launching an independent for-profit venture is likely to involve activities associated with developing the venture. Launching an independent for-profit venture often involves attracting and hiring new employees (Cardon and Stevens, 2004; Moser et al., 2017) with the specific intent of increasing sales and establishing a viable market (Delmar and Shane, 2006; Short et al., 2009) – activities associated with developing. Furthermore, individuals thinking about launching an independent for-profit venture are likely to be considering how they can create a lasting and successful venture, along with management styles that can effectively balance entrepreneurial and strategic thinking to capitalize on value-creating opportunities (Baum and Bird, 2010; Hitt et al., 2001). Thus, launching an independent for-profit venture offers individuals with a passion for developing the opportunity to engage in activities they have positive feelings for, which, in turn, will likely increase their EI. Therefore, we hypothesize:

Hypothesis 1a**:** Passion for founding is positively associated with EI.
Hypothesis 1b**:** Passion for inventing is positively associated with EI.
Hypothesis 1c**:** Passion for developing is positively associated with EI.

2.3 Entrepreneurial passion and corporate entrepreneurial intentions (CEI)

Corporate entrepreneurial intentions refer to one's commitment to creating value within existing corporations by forming new ventures through innovative, proactive, and risk-taking behaviors (Fini et al., 2012). As such, corporate entrepreneurship is fundamentally different from traditional and social entrepreneurship in that it occurs within an existing organization (Sharma and Chrisman, 1999). While this does not preclude the potential to spin-off a new independent venture, the process and objectives of venture creation activities can be different within an established corporation (Ireland et al., 2009). One key difference from traditional and social entrepreneurship is that the resources necessary to create a new venture are drawn from the existing organizations' resource endowments (Phan et al., 2009; Sharma and Chrisman, 1999).

All this considered, activities associated with corporate entrepreneurship might still be intriguing to individuals with a passion for founding. Even though corporate entrepreneurship involves creating new ventures within existing organizations, this process still involves activities associated with assembling the financial, human, and social resources necessary to launch a new venture (Dess et al., 2003; Urbano et al., 2022). The stakeholders (i.e., corporate parent managers; existing employees) with whom corporate entrepreneurs engage are simply different than stakeholders for independent entrepreneurs (i.e., lenders; prospective new hires). Moreover, in assembling the resources required to create a new venture, individuals' need to be cognizant of how the new venture will fit with the existing parent organization (Covin et al., 2020; Narayanan et al., 2009), creating appropriate ties between ventures and parents, negotiating effective growth targets, and other responsibilities. Hence, while corporate entrepreneurship does differ from other entrepreneurial paths, it still fundamentally involves activities associated with founding (Phan et al., 2009; Urbano et al., 2022). As a result, corporate entrepreneurship offers individuals with a passion for founding the opportunity to engage in activities they have positive feelings for, which, in turn, will likely increase their CEI.

Likewise, a key activity stimulating corporate entrepreneurship is scanning the environment, internally and externally, to identify new market opportunities to innovate and create new value (Ireland et al., 2003; Kuratko and Covin, 2021; Sirmon et al., 2007). Activities associated with identifying ways to adapt current products and services or develop new products or services based on changes in the environmental or social landscape play a key role in corporate entrepreneurship (Covin and Miles, 1999; Ireland et al., 2009; Phan et al., 2009). Similarly, corporate entrepreneurship can involve experimenting with and refining prototypes as part of the new product development process (Browder et al., 2019; Hampel et al., 2020). Thus, corporate entrepreneurship offers individuals with a passion for inventing the opportunity to engage in activities they have positive feelings for, which, in turn, will likely increase their CEI.

Finally, corporations have an existing market and are creating the new venture to support new growth and expansion efforts even from the earliest stages of development (Ireland et al., 2003; Kuratko and Covin, 2021). Growing the new venture is important for allowing the corporation to develop economies of scale and market power (Ireland et al., 2009; Kreiser et al., 2021). Hence, corporate ventures that can move the earnings needle noticeably and that build upon and advance the parent firm's broader strategic imperatives gain priority (Ireland et al., 2003; Urbano et al., 2022). Such objectives align with a passion for developing, and therefore, individuals with a stronger passion for developing are likely to have positive feelings towards corporate entrepreneurship and increased CEI. Overall, we hypothesize:

***Hypothesis 2a*:** Passion for founding is positively associated with CEI.
***Hypothesis 2b*:** Passion for inventing is positively associated with CEI.
***Hypothesis 2c*:** Passion for developing is positively associated with CEI.

2.4 Entrepreneurial passion and social entrepreneurial intentions (SEI)

Social entrepreneurial intentions reflect individuals' commitment to delivering a social impact through the creation of a social venture (Chandra et al., 2021; Hockerts, 2017). Creating a social venture involves many of the activities associated with founding and inventing that are inherent in launching an independent for-profit venture. For instance, before launching a social venture, individuals typically scan the environment to identify specific market needs and viable solutions for those needs, although social entrepreneurs tend to be motivated more by addressing a societal problem than a desire for profits (Bacq and Janssen, 2011). Launching a social venture also involves assembling the necessary financial, human, and social resources to create the venture and generate the desired social impact (Hockerts, 2017). Recent research has shown that a passion for founding is positively associated with SEI (Chandra et al., 2021). Therefore, as with EI, we expect that individuals with either a passion for founding or inventing are likely to have positive feelings towards social entrepreneurship, increasing their SEI.

Likewise, we expect that creating a social venture is likely to reflect developing activities. Prior social entrepreneurship research notes that social entrepreneurs are fundamentally concerned with growing and expanding the social impact or value that their ventures deliver (Bacq et al., 2016; Mair and Marti, 2006; Saebi et al., 2019). Furthermore, such considerations of growth and expansion often exist even before founding because social entrepreneurs seek to address complex societal problems that impact broad, disadvantaged populations who need the unique products or services that social entrepreneurs' ventures provide (Santos, 2012; Zahra et al., 2009). Additionally, being able to employ effective management styles that promote the expansion of the social venture, key developing activities (Cardon et al., 2013), is critical when creating a social venture as these entrepreneurs interact with diverse stakeholders with different logics (e.g., community vs. market) and, in turn, face inevitable financial and social tradeoffs when trying to grow the venture (Battilana and Dorado, 2010; Battilana et al., 2022). Hence, while engaging in developing activities may be more complex in social ventures than independent for-profit ventures, social ventures still offer individuals with a passion for developing the opportunity to engage in activities they have positive feelings for, which, in turn, will likely increase their SEI. Therefore, we hypothesize:

Hypothesis 3a**:** Passion for founding is positively associated with SEI.
Hypothesis 3b**:** Passion for inventing is positively associated with SEI.
Hypothesis 3c**:** Passion for developing is positively associated with SEI.

3. Methods

3.1 Research design and sample

Our sample was drawn from a large American nonprofit organization and fellowship program (henceforth, VentureConnect). VentureConnect is a two-year program that recruits recent graduates who are ambitious, diverse, and looking to help contribute to economic progress in cities across the U.S. with emerging entrepreneurial ecosystems by connecting graduates with jobs in startups, entrepreneurship-adjacent organizations, and early-stage companies. We used a two-stage survey design to avoid methodological concerns associated with cross-sectional designs (Podsakoff et al., 2003; Pryor et al., 2019). Between November and December 2020, the first survey was sent via email to 1248 fellows, with a response rate of 38% (479 responses). At time 1, we collected data on individuals' entrepreneurial passion and control variables. About 1.5 months later, between January and February 2021, the 479 round 1 respondents were surveyed again via email, with 351 responses and a 73% response rate for the follow-up survey. At time 2, we captured our dependent variables: EI, SEI, and CEI. After accounting for incomplete responses (70) and missing data (50), the final sample consisted of 231 responses.

3.2 Dependent variables

We captured respondents' *EI* by administering the Liñán and Chen (2009) scale, where respondents were asked about their intentions to "found a commercially-oriented new venture." We adapted Linan and Chen's (2009) scale for both SEI and CEI. To assess perceptions of *SEI*, we asked respondents to rate their intentions to start a new venture to deliver solutions for social, cultural, or environmental issues via a social venture, whether for-profit or nonprofit (Hockerts, 2017). For CEI, we asked about respondents' intentions for founding ventures within existing corporations to deliver products, services, or processes to create value and generate new revenue growth (Fini et al., 2012). We measured each using a 7-point Likert-type scale (1 = completely disagree, 7 = completely agree). Table 1 provides more details. We also examined the discriminant validity of EI, CEI, and SEI using the Fornell and Larcker (1981) criteria. Table 2 shows our results, which indicate a good level of discriminant validity among EI, CEI, and SEI.

---- Insert Tables 1 and 2 here ----

3.3 Independent variables

Entrepreneurial passion was measured using the three separate subscales developed by Cardon et al. (2013). The measure captures individuals' intense positive feelings and identity centrality for specific entrepreneurship-oriented activities – *inventing, founding*, and *developing*, assessed on a 7-point Likert-type scale (1 = completed disagree, 7 = completely agree). The Cronbach's alphas were 0.82, 0.83, and 0.78 for inventing, founding, and developing firms, respectively, indicating acceptable reliability in the measure. We followed prior research (e.g., Cardon et al., 2013; Cardon and Kirk, 2015) to construct out multiplicative entrepreneurial passion measures (e.g., founder identity centrality x intense positive feeling for founding).

3.4 Control variables

We control for several variables that prior research has shown to influence entrepreneurial intentions. Specifically, *entrepreneurial self-efficacy* (Zhao et al., 2005), fellows' *work-family balance* (Hsu et al., 2016) and their perception of the *importance of community* (Gartner et al., 2006), using a 7-point Likert-type scale for all. Then, we control for fellows' social support regarding having *family in entrepreneurship*, a *fellowship mentor* (Meoli et al., 2020), and a *role model* (Rocha and van Praag, 2020), using dummy variables. We also control for *respondent age* (Meoli et al., 2020). *Gender* was controlled for with a dummy variable coded '1' for individuals who identified as female and '0' for male. In our sample 47% of individuals identified as female. Finally, we use dummy variables to control for *race* (1 = non-white; 0 = white), *fellowship city* (18 cities), *salary* (ranging from 1 = 0 – 25K to 7 = 200K and above), *education* (0 = bachelor's, 1 = master's and above), *relationship status* (0 = single, 1 = in a relationship), and *generational status* in the U.S. (from 1 = first to 4 = fourth or above).

4. Results

The descriptive statistics and inter-correlations for the sample are provided in Table 3. The mean variance inflation factor (VIF) was below 3.0 for all our models, which is well below the guideline of 10 (Murnieks et al., 2020), suggesting that multicollinearity is not likely an issue. Table 4 reports the results of our hierarchical regression analyses using STATA 17.

---- Insert Tables 3 and 4 here ----

For *EI*, Model 1 is the baseline model with only controls. In Model 2, we include the test for Hypotheses 1a, 1b, and 1c. Model 2 shows passion for founding (β = 0.064, p=0.000) and passion for inventing (β = 0.019, p=0.023) are positively related with EI. Passion for developing (β = 0.01, p=0.292) was positive but not significant. Thus, our results provide support for Hypotheses 1a and 1b, but we fail to find support for Hypothesis 1c.

For *CEI*, Model 3 is the controls model. In Model 4, we include the tests for Hypotheses 2a, 2b, and 2c. Model 4 shows that passion for founding (β = 0.01, p=0.982) is positively related to CEI but not significant. Passion for inventing (β = 0.026, p=0.048) is positively related to CEI and significant. Passion for developing (β = 0.011, p=0.313) was positively related to CEI but not significant. Thus, we find support for Hypotheses 2b but no support for Hypotheses 2a or 2c.

For *SEI*, Model 5 is the control model. Model 6 includes the tests for Hypotheses 3a, 3b, and 3c. Model 6 shows that passion for founding (β = 0.037, p=0.000) and passion for inventing (β = 0.022, p=0.043) were positively related with SEI. Contrary to our expectations, we found that passion for developing (β = -0.012, p=0.517) was negatively related to SEI, but not significant. Thus, we find support for Hypotheses 3a and 3b, but not for Hypothesis 3c.

4.4 Post hoc analysis

Given that we found passion for founding and inventing were both positively associated with EI and SEI, we calculated partial eta squared (η^2) estimates, which measures the proportion of variance explained by a particular variable in a linear equation (Gregoire and Shepherd, 2012; Kiss et al., 2020). Values of η^2 typically range from 0.01 (small effect size) to 0.09 (large effect size) (Cohen, 1988). For EI, we found the effect sizes were 0.28 (founding) and 0.03 (inventing). For SEI, we found the effect sizes were 0.05 (founding) and 0.02 (inventing). These effect sizes suggest that individuals' passion for founding has a much larger effect on EI than SEI, while passion for inventing has almost the same medium effect on EI as SEI. Interestingly, while individuals' passion for founding has a much stronger effect on EI than passion for inventing, both types of passion have the same moderate effect on SEI, suggesting that as individuals' passion for founding increases, they will be more likely to follow a more traditional entrepreneurial path. Finally, for CEI, we found the effect size was 0.02 (inventing), suggesting that passion for inventing has a relatively uniform moderate effect on EI, CEI, and SEI.

5. Discussion

This study aimed to examine how individuals' passion towards different entrepreneurial activities (founding, inventing, developing) may differentially influence their EI, CEI, and SEI. We found that passion for inventing is the only type of entrepreneurial passion that is positively associated with all the different types of entrepreneurial intentions, suggesting that passion for inventing activities may be a central driving force for why individuals pursue entrepreneurship as a career path, regardless of the specific route they select. We also found that passion for founding is positively associated with EI and SEI, which aligns with findings from previous research (e.g., Biraglia and Kadile, 2017; Chandra et al., 2021). However, our post-hoc analysis findings suggest that the strength of individuals' passion for founding might be the differentiating factor that drives individuals towards traditional entrepreneurship rather than social entrepreneurship.

We also had several hypotheses that were not supported that warrant further discussion. First, somewhat surprisingly, we found that passion for developing was not associated with any type of entrepreneurial intention. Our lack of findings might be attributed to the nature of our sample. While our sample consisted of prospective entrepreneurs, prior research examining passion for developing (e.g., Cardon and Kirk, 2015; Drnovsek et al. 2016; Mueller et al., 2017) largely utilizes established entrepreneurs who are more likely to have had the opportunity to engage in developing activities. Whereas the extant research highlights how passion for developing can have an important influence on entrepreneurial orientation and venture performance, our sample of prospective entrepreneurs have unlikely had the opportunity to engage in developing activities and, as a result, have not formed intense positive feelings towards developing activities, which could explain our lack of findings regarding the various forms of entrepreneurial intention.

Second, we did not find support for passion for founding influencing CEI. We reason individuals may be skeptical of whether they can engage in the founding activities they have positive feelings for, because corporations generally place constraints on their ventures in terms of resource allocations, autonomy in decision-making, and the benefits and recognition for creating the new venture (Covin et al., 2020; Jessir et al., 2020; Kirsner, 2018; Narayanan et al., 2009). Thus, a concern over controlling parenting styles and wealth appropriation differences might engender negative feelings for individuals with a passion for founding, reducing their CEI.

5.1 Theoretical contributions and implications

Our study makes important contributions to research on entrepreneurial passion and entrepreneurial intentions. First, we extend our understanding of the link between passion and entrepreneurial intentions by examining how individuals' positive feelings towards different entrepreneurial activities (founding, inventing, developing) differentially influence their entrepreneurial intentions. In doing so, we move beyond prior research which has largely focused on passion for a singular type of entrepreneurial activities as the driver of individuals' entrepreneurial intentions to examine how passion for a broader range of entrepreneurial activities may also be important drivers of individuals' entrepreneurial intentions. Hence, we respond to scholars' calls (Cardon et al., 2013; Pollack et al., 2020) to examine the unique effects of the three types of entrepreneurial passion to uncover important and meaningful distinctions.

Second, we extend our understanding of how the three types of entrepreneurial passion influence entrepreneurial intentions by broadening the scope of entrepreneurial intentions considered in prior research. While prior research has advanced our understanding of how types of passion influence entrepreneurial intentions, this research tends to restrict the range of entrepreneurial paths available to individuals (usually EI [Newman et al., 2021]), thereby pre-determining the potential outcome of individuals' passion, rather than allowing individuals to consider the multiple entrepreneurial paths available to them simultaneously. In contrast to prior research, we demonstrate how each of the three types of passion is linked with EI, CEI, and SEI.

5.2 Practical implications

Our research has important practical implications. For entrepreneurs, our findings suggest that understanding the specific entrepreneurial activities they feel strongly about is important when considering which types of entrepreneurship development programs to apply for. For entrepreneur development programs, our results suggest that programs may benefit from understanding the specific entrepreneurial activities about which prospective entrepreneurs feel strongly and, in turn, focus on promoting how specific entrepreneurial paths fit (e.g., Zhu et al., 2022) with their desired activities. Additionally, our findings suggest the importance of individuals' passion for founding and inventing for pursuing traditional and social entrepreneurship. As such, assessing passion for founding and inventing as selection criteria for these programs could help these programs translate intentions into actual start-up activity.

5.3 Limitations and future research

Our study has limitations that offer opportunities for future research. First, while we examine the three types of passion in isolation, future research could adopt a configurational analysis approach, such as QCA, to advance knowledge of how individuals' passion for multiple activities holistically influences different entrepreneurial intentions (e.g., Douglas et al., 2021; McSweeney et al., 2022). Second, future research should examine moderators that might also exist that mask the direct effect of developer passion, such as individuals' growth aspirations (e.g., Gartner and Liao, 2012) or the influence of accelerator program participation (e.g., Hallen et al., 2020). Finally, while our results on passion for developing might have been due to our sample and focus on entrepreneurial intentions, we echo scholars' calls (Newman et al., 2021; Pollack et al., 2020; Zhao and Liu, 2022) to further examine the entrepreneurial passion measures developed by Cardon et al (2013) and offer multiple avenues for future research to do so in Table 5. For instance, we believe scholars should a) reexamine the items and factor structure of each measure, b) ensure passion for specific activities is being captured by the corresponding scale items (e.g., items like "Assembling the right people to work for my business is exciting" consistent with an entrepreneurial passion for developing or a passion for being a manager), c) relax the "domain" approach to explore the interconnectedness among scale items to theoretically derive different configurations of entrepreneurial passion that lead to specific outcomes (positive and negative) in different entrepreneurial contexts (e.g., traditional, social, corporate), and d) develop a temporal understanding of when certain types of passion are more or less emphasized by (prospective) entrepreneurs, such as during ideation, start-up, or market expansion.

---- Insert Table 5 here ----

6. Conclusion

Individuals' passion towards different entrepreneurial activities differentially influences their EI, CEI, and SEI. We found that passion for inventing is positively associated with EI, CEI, and SEI, passion for founding is positively associated with EI and SEI, and passion for developing is not associated with any type of entrepreneurial intention. Our study shows that individuals with entrepreneurial intentions, regardless of the specific path of entrepreneurship they intend to pursue, share a common passion for inventing activities. Thus, our study suggests that passion for inventing is a hallmark of entrepreneurship.

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Tables and Figures

Table 1. Scale Items for Entrepreneurial Intentions, Social Entrepreneurial Intentions, Corporate Entrepreneurial Intentions

Entrepreneurial Intentions (Original) (EI)	Social Entrepreneurial Intentions (SEI)	Corporate Entrepreneurial Intentions (CEI)
1) I am ready to do anything to be an entrepreneur.	1) I am ready to do anything to be a **social entrepreneur**.	1) I am ready to do anything to be a **corporate entrepreneur**.
2) My professional goal is to become an entrepreneur.	2) My professional goal is to become a **social entrepreneur**.	2) My professional goal is to become a **corporate entrepreneur**.
3) I will make every effort to start and run my own venture.	3) I will make every effort to start and run my own venture focused on **social, cultural, or environmental issues**.	3) I will make every effort to develop **new businesses, products, services, or processes inside of an existing organization**.
4) I am determined to create a venture in the future.	4) I am determined to create a venture in the future that is focused on **social, cultural, or environmental issues**.	4) I am determined to create **new businesses, products, services, or processes inside of an existing organization** in the future.
5) I have very serious thoughts of starting a venture.	5) I have very serious thoughts of starting a venture that focuses on **social, cultural, or environmental issues**.	5) I have very serious thoughts of starting **new businesses, products, services, or processes inside of an existing organization**.
6) I have the firm intention to start a venture someday.	6) I have the firm intention to start a venture someday that focuses on **social, cultural, or environmental issues**.	6) I have the firm intention to start **new businesses, products, services, or processes inside of an existing organization** someday.
Cronbach's alpha =0.95 CFI=0.99 RMSEA=0.05	Cronbach's alpha=0.96 CFI=0.99 RMSEA=0.04	Cronbach's alpha=0.95 CFI=0.99 RMSEA=0.09

1. Bold font is to emphasize differences of SEI and CEI versus EI.

Table 2. Discriminant validity results for EI, CEI, and SEI[1]

	EI	CEI	SEI
EI	**0.88**		
CEI	0.24	**0.86**	
SEI	0.46	0.03	**0.89**

1. In Table 2 we examined the discriminant validity between EI, CEI, and SEI using the Fornell and Larcker (1981) criteria. According to this criterion, the square root of the average variance extracted (AVE) of a focal construct must be larger than the correlations between the focal construct and all other constructs. As can be seen in Table 2, the square root of AVE of EI, CEI, and SEI in bold on the diagonal, exceeds the correlations among these three constructs as depicted in the off-diagonal elements. Thus, our results provide support for the discriminant validity of EI, CEI, and SEI.

Table 3. Sample Descriptive Statistics and Correlations

Variables	Mean	Med.	S.D.	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	(17)	(18)	(19)	(20)	(21)
(1) Age	25.33	25.00	2.34																					
(2) Race	0.64	1.00	0.47	0.14																				
(3) City	7.96	7.00	5.08	0.00	-0.05																			
(4) Salary	3.07	3.00	1.22	0.47	0.11	-0.47																		
(5) Education	1.10	1.00	0.33	0.40	-0.00	-0.37	0.07																	
(6) Entrepreneurial Self-efficacy	5.19	5.25	0.96	0.19	0.17	-0.21	0.07	0.08																
(7) Family in Entrepreneurship	0.52	1.00	0.49	-0.01	-0.19	0.02	0.03	-0.05	0.08															
(8) Mentor	0.45	0.00	0.49	0.07	0.13	-0.11	0.02	0.05	0.06	0.23														
(9) Role Model	0.54	1.00	0.49	-0.06	-0.05	0.08	0.08	0.01	-0.01	0.15	0.03													
(10) Community Importance	6.08	6.20	0.81	-0.13	-0.17	0.19	0.00	-0.19	-0.01	-0.01	0.08	-0.16												
(11) Relationship Status	1.46	1.00	0.71	0.29	0.01	-0.29	0.00	0.23	0.13	0.01	-0.04	0.02	-0.15											
(12) Generational Status	2.95	3.50	1.20	0.19	0.70	-0.15	-0.03	0.15	0.05	0.13	-0.12	0.08	-0.06	-0.09										
(13) Work-Family Centrality	2.79	2.60	1.24	-0.02	0.07	0.04	0.11	0.01	-0.08	0.07	0.02	0.16	0.14	-0.08	-0.17									
(14) Work-Family Interference	2.63	2.37	1.22	-0.00	-0.08	-0.01	0.14	-0.06	-0.04	0.08	0.10	0.00	0.07	0.04	-0.05	-0.05								
(15) EI	4.48	4.58	1.60	-0.01	-0.08	0.05	0.08	-0.05	-0.00	0.39	0.14	0.07	0.26	-0.03	-0.01	-0.11	0.24							
(16) SEI	4.21	4.16	1.59	-0.14	-0.11	0.19	0.09	-0.16	-0.01	0.12	0.13	-0.05	0.16	0.31	-0.07	-0.12	0.15	0.18						
(17) CEI	3.44	3.33	1.60	0.03	0.05	-0.02	0.18	0.15	-0.01	0.22	0.07	0.00	0.14	-0.11	0.02	0.09	0.09	0.11	0.23					
(18) Passion Founding	5.06	5.25	1.33	-0.06	0.02	0.08	-0.03	-0.08	-0.07	0.42	0.18	0.14	0.19	0.07	0.06	0.00	0.26	0.00	0.76	0.40				
(19) Passion Inventing	5.60	5.80	1.02	-0.01	-0.01	0.00	0.11	0.03	-0.04	0.50	0.07	0.12	0.22	0.15	0.06	-0.00	0.14	0.05	0.57	0.29	0.32			
(20) Passion Developing	5.30	5.50	1.13	-0.06	-0.03	0.04	0.06	-0.04	-0.03	0.42	0.10	0.14	0.24	0.17	0.02	0.04	0.23	0.11	0.55	0.29	0.25	0.71		
(21) Gender	0.49	0.00	0.50	-0.19	0.02	0.13	0.03	-0.11	0.08	-0.09	0.01	-0.02	-0.06	0.21	-0.07	0.11	-0.11	0.11	-0.20	0.07	-0.06	-0.14	-0.13	

Table 4. Hierarchical Regression Results

Dependent Variable	**Entrepreneurial Intentions (EI)**		**Corporate Entrepreneurial Intentions (CEI)**		**Social Entrepreneurial Intentions (SEI)**	
Variables	**Model 1**	**Model 2**	**Model 3**	**Model 4**	**Model 5**	**Model 6**
Controls						
Age	0.203	0.150*	-0.012	0.069	0.116	0.064
	(0.057)	(0.025)	(0.927)	(0.584)	(0.370)	(0.592)
Race	-0.232	-0.243	-0.359	-0.076	0.192	0.135
	(0.404)	(0.261)	(0.389)	(0.846)	(0.589)	(0.679)
Entrepreneurial Self-Efficacy	0.673***	0.135	0.234^{+}	-0.030	0.308*	0.024
	(0.000)	(0.219)	(0.071)	(0.827)	(0.010)	(0.852)
Family in Entrepreneurship	0.319	-0.070	0.101	0.189	0.325	0.110
	(0.127)	(0.659)	(0.695)	(0.420)	(0.189)	(0.642)
Mentor	-0.127	-0.219	-0.165	-0.175	-0.171	-0.208
	(0.561)	(0.184)	(0.525)	(0.437)	(0.466)	(0.336)
Role Model	0.458*	0.230	0.332	0.166	0.354	0.262
	(0.022)	(0.132)	(0.187)	(0.491)	(0.120)	(0.223)
Community Importance	-0.067	-0.225**	-0.248	-0.464***	0.567***	0.505***
	(0.589)	(0.007)	(0.066)	(0.000)	(0.000)	(0.000)
Work family Centrality	0.231**	-0.008	0.058	-0.024	0.138	0.005
	(0.002)	(0.885)	(0.574)	(0.806)	(0.212)	(0.963)
Work family Interference	0.054	0.144*	0.137	0.114	0.147*	0.205**
	(0.497)	(0.023)	(0.168)	(0.210)	(0.040)	(0.004)
Gender	-0.557**	-0.266	-0.178	-0.077	0.116	0.187
	(0.008)	(0.072)	(0.438)	(0.743)	(0.617)	(0.349)
Main Effects						
Passion for Founding		0.064***		0.01		0.037***
		(0.000)		(0.982)		(0.000)
Passion for Inventing		0.019*		0.026*		0.022*
		(0.023)		(0.048)		(0.043)
Passion for Developing		0.01		0.011		-0.012
		(0.292)		(0.313)		(0.517)
Constant	7.04	2.42^{*}	7.37	2.75	-4.58	-4.04
	(0.064)	(0.042)	(0.239)	(0.521)	(0.238)	(0.051)
Observations	231	231	231	231	231	231
R-squared	0.32	0.65	0.21	0.24	0.31	0.41
R-squared difference	-	0.33***	-	0.03***	-	0.10***

p-values calculated with robust standard errors in parentheses *** p<0.001, ** p<0.01, * p<0.05. Dummies for City, Salary, Education, Relationship Status, and Generational Status included in all models.

Table 5. Recommendations for Future Research Using Cardon et al (2013) Entrepreneurial Passion Measures

Measure (s)	Specific Scale Items if Applicable	Limitations	Future Research Recommendations

Developing-IPF	*IPF-dev1 I really like finding* ***the right people*** *to market my product/service to.*
	IPF-dev2 Assembling ***the right people*** *to work for my business is exciting.*
	IPF-dev3 Pushing my employees and myself to make our company better motivates me.
		• Focuses too much on assembling the right team of people or human resource development.
		• Does not capture the diversity of developing activities underlying the conceptualization of passion for developing put forth by Cardon et al (2013).
			• Conduct factor analyses to reexamine IPF-dev Scale Items that were not included in final scale for potential Inclusion.
			  o ***IPF-dev 5*** Attracting new customers to my existing business is highly motivating.
			  o ***IPF-dev 6*** Taking a small business and growing it is exciting.
			  o ***IPF-dev 7*** Expanding my company by offering new products and services excites me.
			  o ***IPF-dev 8*** I really like it when we meet or exceed sales projections.
			  o ***IPF-dev 9*** Expanding the number and type of products and services we offer is thrilling.
			• Explore whether Developing IPF can be characterized along two subscales (Internal vs. External) that distinguishes developing activities aimed at internal (e.g., attracting new employees, pushing existing employees) vs. external (e.g., new customers, types of products) growth.

Developing-IPF	*IPF-dev1 I really like finding the right people to market my product/service to.* *IPF-dev2 Assembling the right people to work for my business is exciting.* *IPF-dev3 Pushing my employees and myself to make our company better motivates me.*	• Term "after founding" from definition not explicit enough in scale items. Makes it difficult to differentiate from founding activities.	• The scale items should be adjusted to explicitly include the term "after founding" or a close variation of this term (e.g., the venture I founded, my existing business) to make it clear the activities are associated with the growth and expansion of the venture after founding.

Founding-IPF	*IPF-fnd1 Establishing a new company excites me.*
	IPF-fnd2 Owning my own company energizes me.
	IPF-fnd3 Nurturing a new business through its emerging success is enjoyable.
		• Scale items do not capture founding activities.	• Based on the conceptualization offered by Cardon et al (2013) "Passion for founding relates to *assembling the necessary financial, human, and social resources needed to create a new venture*", we suggest the Founding-IPF scale be revised.
			• Scholars could replace IPF-fnd2 and IPF-fnd3 with the following items:
			  o *IPF-dev2 Assembling the right people to work for my business is exciting.* (Drop from Developing-IPF scale, loaded on Founding factor during pilot studies conducted by Cardon et al (2013)).
			  o *IPF-fnd5 Trying to convince others to invest in my business motivates me.* (Dropped from final scale by Cardon et al (2013))

Developing-IPF & IC and Founding-IPF & IC	*IPF-dev1 I really like finding the right people to market my product/service to.* *IPF-dev2 Assembling the right people to work for my business is exciting.* *IPF-dev3 Pushing my employees and myself to make our company better motivates me* *IC-dev1* ***Nurturing*** *and growing companies is an important part of who I am.* *IPF-fnd1* ***Establishing*** *a new company excites me.* *IPF-fnd2 Owning my own company energizes me.*	• Inconsistent use of temporal words in scale items.	• The term "Nurturing" should be removed from the *IPF-fnd3* scale item • Founding scale items should only utilize synonyms of founding (e.g., establishing, creating, launching, forming, starting). For instance, *IPF-fnd2* could be revised to "Creating my own company energizes me" • Developing scale items should only utilize synonyms of growing (e.g., expanding, evolving, enlarging, nurturing, maturing, scaling). • To reduce temporal confusion between founding and developing activities (e.g., found and develop are synonyms), it may be worthwhile to relabel *passion for developing* to *passion for growing*. This would also offer a clearer link with the literature on venture growth.

	IPF-fnd3 ***Nurturing*** *a new business through its emerging success is enjoyable.* *IC-fnd1 Being the founder of a business is an important part of who I am.*		
Founding, Inventing, and Developing		• Intertemporal dynamics between the three measures not dealt with. • Time horizons for each type of passion and the activities underlying each type of passion not addressed.	• Examine intertemporal dynamics between three types of passion and how they become more or less salient during different stages of venture development process. For instance, how does the increase or fading of one type of passion influence the other types? • Use more longitudinal and multi wave studies to examine intertemporal dynamics • Scholars should conceptually develop the time horizons (e.g., short vs. intermediate vs. long) underlying each type of passion and how specific activities either fit with a certain time horizon or multiple. • Research can use more case studies to examine the point in time when entrepreneurs view engaging in specific activities as appropriate (i.e., initialization). Relatedly, scholars can examine what entrepreneurs perceive as the appropriate sequencing of activities to achieve specific outcomes (e.g., founding, growth) (i.e., chronology) (see Wood et al., 2021).
Founding, Inventing, and Developing		• The domain approach to examining passion does not consider passion holistically.	• Future research should relax the "domain" approach and explore the interconnectedness among the various scale items to theoretically derive different configurations of entrepreneurial passion that lead to specific outcomes (positive and negative) in different entrepreneurial contexts (e.g., traditional, social, corporate). • Scholars could adopt a configurational analysis approach, such as QCA, to address these issues.
Founding, Inventing, and Developing		• The use of the three passion measures is inconsistent in studies.	• Scholars should include all three measures in studies, at the very least as control variables if they are not specifically examining a certain measure. This will help advance understanding whether one form of passion is more strongly related to certain outcomes than the other two.

Founding, Inventing, and Developing		• What are appropriate samples to use when investigating passion measures.	• Fit with context/DV/type of entrepreneur is most important when determining what specific measures to utilize
			• General Guidelines
			    o *Passion for Inventing* can be used for all samples of entrepreneurs
			    o *Passion for Founding* might be utilized when investigating nascent (i.e., venture not yet founded) and early-stage entrepreneurs (i.e., venture already founded)
			    o *Passion for Developing* might be utilized when investigating early-stage, late stage, and growth-oriented entrepreneurs or contexts (i.e., technology ventures).

Note. IPF= Intense positive feelings; IC=Identity centrality; dev=developing; fnd=founding; inv=inventing