

The Role of Identify and Passion on Entrepreneurial Behavioral: Evidence from Pakistan

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Abstract

The objectives of the research are to explore how entrepreneurial identities influence the entrepreneurial passion and how entrepreneurial passion affects the entrepreneurial behavior among Pakistani entrepreneurs. Data was collected through 123 Pakistani entrepreneurs, who worked as founder of a new start-up business or early-stage business. The empirical result found the associations between entrepreneurial identity centrality and entrepreneur's passion and also validates the relationship between entrepreneur's passion and entrepreneurial behavior. The variation in the present study may be helpful to strengthen and validate the literature of entrepreneurial passion and also the constructs examined in this research.

Keywords: Identify, Passion, Entrepreneurial Behavioral, Pakistan

Introduction

The term 'entrepreneur' originates from the French word 'entreprendre', which means "to do something" Swedberg (2000) or "to undertake"(Kuratko & Hodgetts, 2001). Schumpeter (1911) highlighted the definition of entrepreneurship as "the assumption of risk and responsibility in designing and implementing a business strategy or starting a business". The Researchers define the entrepreneurship phenomenon differently and often use different terms interchangeably (Ireland, Covin, & Kuratko, 2009; Zahra, Kuratko, & Jennings, 1999). The government of the developing countries should use combined model of entrepreneurship and innovation that will simplify economic growth and control the competitive advantage of countries in the twenty-first century ((Acs, Braunerhjelm, Audretsch, & Carlsson, 2009; Chavis, Klapper, & Love, 2011). A huge amount of monetary resources should be expanded to promote entrepreneurial activities in developing countries

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(Estrin, Mickiewicz, & Stephan, 2013). In addition, many researchers are of the view that the solution to social development and economic growth, including job creation, is possible through entrepreneurship (Basu, Phelps, & Kotha, 2015). Together management and finance researchers and those learning entrepreneurship verify entrepreneurship as a deriving economic growth and social development tool (Bruton, Ahlstrom, & Li, 2010).

Therefore, it is essential to enhance the understanding of entrepreneurship and entrepreneur's passion in term of the business venture. Further, it is a risk-taking quality and proactiveness, which are especially principal for the development and entrepreneurial performance in a selected economic system. Nowadays, there is little and less understanding about entrepreneurship in the third world countries. Particularly growing issue of knowledge views entrepreneurship as a socialized process (Hindle, 2010). In general, entrepreneurship is significant for creating tasks, reducing unemployment, empower economic growth and refreshing business evolution in making of wealth. Entrepreneurship has become significant to each country since the period of globalization, entrepreneurial exercises will help in making employments for the general public, and diminishing the unemployment rate (H. M. A. Asad & Umar Islam, 2014; Hyder, Azhar, Javaid, & Rehman, 2011).

Nafukho, Nafukho, and Helen Muyia (2010) proved that the entrepreneurship is vital in creating and fulfilling a healthy economy. Supported by Solomon, Dickson, Solomon, and Weaver (2008) narrating that the development of entrepreneurship contribute largely to the economy. Entrepreneurial adjacent confronted by potential entrepreneurs from developing countries may vary from those in developed countries. Since in developed countries entrepreneurship may have more institutional subsidizing, instruction and arrangement plots that are more dynamic accordingly reinforcement entrepreneurial exercises and surroundings. Since, Pakistan has different economic, social, values, instructive, and political situations. The entrepreneurial studies open up the doors of development in advancing the local entrepreneurial movements. The reason starting the above condition is the trouble in the measure for entrepreneurial behavior. As a concept, entrepreneurship is strengthening in Pakistan; social acceptance of entrepreneurship as a profession and the number of entrants in the domain are increasing. The number of platforms facilitating entrepreneurship, both academic and non-academic, has grown in the last few years in Pakistan. This is a core factor associated with the notable change in this trend. At present, entrepreneurship education is now considered as an essential curriculum in the tertiary education institutions in Pakistan.

Through the latest formation Pakistan Entrepreneurship Ecosystem Report Bretschneider, Knaub, and Wieck (2014) highlighted a response to the global trend of entrepreneurship due to the establishment of new organizations, funds, and institutions to support entrepreneurial activities in Pakistan. To add to the information in Pakistan two new platforms has been established to support entrepreneurship. One is Plan9, and second is PlanX, a technology accelerator, have been launched as projects of Punjab Information Technology Board (PITB). According to report, Pakistan is in the list of top 10 countries based on the number of participants in entrepreneurship courses. Thus, the government will provide youth loan to foster the entrepreneurial activity. The fund will offer most extreme of Rs.2 million at an investment rate of 6% soft loan. Moreover, Higher Education Commission of Pakistan offering entrepreneurship as an academic course in order to facilitate higher learning within the country. Government motivates graduates to venture into entrepreneurship upon graduation in order to decrease graduate unemployment. The young generation in Punjab is turning away from conventional industries. The Multan in particular and Punjab in general offers great opportunities to tech companies providing number of e-commerce solution. Specifically Punjab targeted in the budget for the ongoing year to spend Rs.400bn on development, mainly on infrastructure, transport and energy sectors. It had spent a total of Rs.210bn on development during the last fiscal year (M. Asad, Sharif, & Alekam, 2016). In focus, entrepreneurship is exceedingly vital to the soundness of Pakistan's economy. Pakistan is a suitable model to assess the capacity of entrepreneurship in developing countries for several reasons(Brunswick, Van de Vrande, Chesbrough, Vanhaverbeke, & West, 2014).

Thus, the study of entrepreneurship is a continuing research area with a multidimensional process that calls for further research. Since, entrepreneurship has become the important issues for policy making in developing countries like Pakistan. One of the most challenging areas in entrepreneurial discipline is to study about entrepreneur's passion. Entrepreneur's passion is crucial for improving businesses. It has been characterized as the methodology, practices, and choice making exercises that conceive new entrance. The term entrepreneurial passion is passed on the individual mental attributes, traits, and mentality emphatically connected with an inspiration to take part in an entrepreneurial venture. Specifically, entrepreneurial passion is recognized as the true dedication and consistent attitude of entrepreneurs to obtain the entrepreneurial goals (Schindehutte, Morris, & Allen, 2006). Scholars have examined entrepreneur's passion and agreed that in order to achieve desired enterprise goals it is important to determine the entrepreneurs' passion as

an important factor. It is observed that entrepreneur's passion also relates to 4 individual personalities that impact conclusively in increasing the individual performance (Cardon & Kirk, 2015). It is also considered as a highly influencing factor in driving the entrepreneurial activities.

The field of entrepreneurship is very much influenced by the idea of passion. However, not much is known about the factors that might impact the entrepreneurs' passion itself, and the process of how passion impacts the individual behavior. The significant antecedents of passion might help entrepreneurs to better understand and deal with their passion. In previous studies the entrepreneurial identity factors have not been significantly elaborated and also, the passion has not been pragmatically applied to understand the entrepreneurial behavior. Moreover, its relevance and impact in the context of entrepreneurial behavior have not been studied with its implications. In light of the problems identified, this study develops a theoretical model and empirically tests it in order to help individuals in finding the best mechanism that relates to entrepreneurial behavior. Based on the above problem statement, we derive the following research questions as under: Research Question 1: What is the relationship between entrepreneurial identities and entrepreneur's passion? Research Question 2: What is the relationship between entrepreneur's passion and entrepreneurial behavior?

The present research investigates the impact of entrepreneurial identity on entrepreneur's passion and further entrepreneurs passion impact on entrepreneurial behavior among Pakistani entrepreneurs. The respondents for this study would be 6 all Pakistani entrepreneurs who are engaged in new start up business or being the founder of new firms and exclusively working in Multan.

Conceptual Model

In building the research model of identity, passion, and behavior, we draw from the theory of Vallerand et al. (2003) because their studies are well established throughout social psychology as laying a foundation for a rigorous investigation of passion in general. Passion is defined as a strong inclination towards an activity that expresses one's passion and it requires lots of hardship, and investment of time (Vallerand et al., 2003). The researcher identified two types of passions; harmonic passion, and obsessive passion. In this study, we undermine only obsessive passion theory to investigate its impact on entrepreneurial behavior in order to limit the scope of the study. Obsessive passion refers to a controlled internalization of an activity into one's identity. Concerning to the theory of obsessive passion and behavior, obsessive passion develops from an organized way which is self-built in an individual so entrepreneurs

become passionate for the activity that relates identity of the individual, but outside the integrating self, that is the activity comes with contingencies attached to it. The individual engages in the activity, but without a sense of volition, may persist with the activity to their detriment, and consequently may experience less adaptive outcomes (Murnieks, Mosakowski, & Cardon, 2014; Vallerand et al., 2003). However, self-identity theory exerts that identity guide practices (Stryker & Serpe, 1982). Identity is defined as the “subjective perception of one’s self to be a person” ((Vignoles, Regalia, Manzi, Golledge, & Scabini, 2006). Identities are different in numbers and entrepreneurial identities are one of them (Shepherd & Haynie, 2009). Entrepreneurial identities are a cognitive schema that helps individual in recognizing his role as an entrepreneur (Hoang & Gimeno, 2010; Shepherd & Haynie, 2009). Identity theorists are of the view that all identical roles began with social activity (Stryker & Burke, 2000).

Identities are formed when person accept the external meaning, and it becomes self-defining to the role in which he is engaged (Stryker & Serpe, 1982). Hoang and Gimeno (2010) conceptualize identity as a structure of implications identified with the self that progress on a continual basis. Entrepreneurial identity is essentially a construct that refers to the identity of the entrepreneurs (Down & Reveley, 2004). Entrepreneurial identity provides confidence in entrepreneurs, so they can take a decision in favor of business and communicate with others in business dealings (Alvesson & Kärreman, 2001). Identity theorists posit that identities are a source of motivation for the entrepreneurs . Based on self-concordance model, self identity theory includes connecting one’s personality with certain behavior which encourages him to pursue goals even when a person is getting sick of doing the same process (Houser-Marko & Sheldon, 2006). Similarly, research scholars (Cardon, Sudek, & Mitteness, 2009; Cardon, Wincent, Singh, & Drnovsek, 2009) found that identities are formed when individuals engaged themselves in a particular role, for instance, start considering themselves as the founder of business or classify themselves as an innovator. In line with above discussion, this study incorporate the Vignoles et al. (2006) theory of obsessive passion and (Cardon, Wincent, et al., 2009) theory of entrepreneurial identity to examine the identity components as keys to the inspiring power that rises up out of passion on the grounds that both of them highlighted the significance of their connecting results and consider the identity variable as a motivational catalyst to drive passion. If we accept that notion passion drive behavior, then we should not overlook that which aspect of identity impacts the experiential part of passion itself.

Passion is an inherent intensity that began with the self-verification of individual which resides in self (McCall & Simmons, 1966). Moreover, social psychologist (Vallerand et al., 2003) established foundational grounds to work comprehensively for further investigate the passion in general. Around 26 articles concerning the topic of passion provide a strong theoretical and empirical evidence for the researchers to find out the role of passion in entrepreneurship and management activities. Based on the above discussed theories this study aims to develop a conceptual model and further empirically test it to find out its hypothesized relationships.

The theory of obsessive passion and identity theory is used to find out the direction of our integrated conceptual model for the study. In first part study aim to find out the impact of entrepreneurial identities on entrepreneurs passion and secondly the entrepreneur's passion impact on entrepreneurial behavior. Conceptual model of the study is as under:

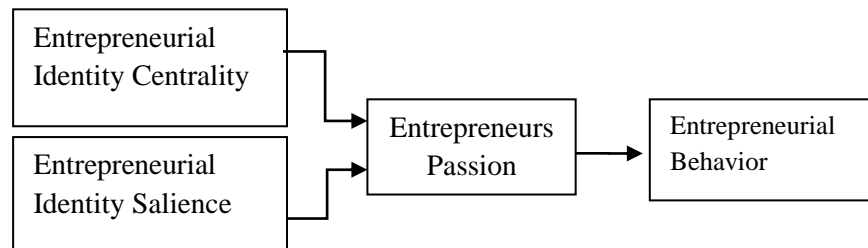


Figure 2.1: Conceptual Model of the Study

Hypothesis Development

Entrepreneurial Identity Centrality and Entrepreneurs' Passion

According to researchers, passion and identities are interrelated (Bonneville-Roussy, Lavigne, & Vallerand, 2011) and entrepreneur's passion also has a connection with entrepreneurial identities (Cardon, Wincent, et al., 2009). The construct of identity refers to internalized expectations that people have regarding the characteristics they hold as central, distinctive and enduring; which are a minimum of partly mirrored within the roles they enact (Burke, 1991). Cardon, Foo, Shepherd, and Wiklund (2012) capture the direct and interactive relationships between entrepreneurial passion and identity centrality and is of the opinion that it provides an upscale basis to advance analysis of passion, on the emotive aspects of the entrepreneurial action. Murnieks et al. (2014) examines the role of passion among entrepreneurs in connection with identity theory. Finding reveals that entrepreneurs ought to feel competent and identity centrality play a vital role in it. In an interaction with their surroundings, the people make sure behaviors and perception regarding themselves, impelled by their entrepreneurial

identity. Hence, it is assumed that general aspects of entrepreneurial behavior, like competences, are supported by extremely entrepreneurial identity centrality role. Yitshaki and Kropp (2015) examines that entrepreneurial passion and elements of entrepreneurial identity centrality, and identity position and salience in two totally different contexts, high-tech and social entrepreneurship. Supported history interviews of forty-five high-tech entrepreneurs and social entrepreneurs, passion and identities are joined for every cluster, however, evolve otherwise from totally different influences. For high-tech entrepreneurs, passion consists of a robust challenge to guide a significant activity and to go away a fingerprint. Social entrepreneur's passion is characterized additionally in terms of enthusiasm and excitement and a want to go away a mark. High-tech entrepreneurs' identities are central to their self-concept, Social entrepreneurs identities are additional synchronized than those of high-tech entrepreneurs. For high-tech entrepreneurs, distinctness is dominant in their self-concept; but, they additionally maintain a thought of salience. The study of Cholakova and Clarysse (2015) identifies however professionals identity centrality influences their passion once endeavor for goals. Analyzing data from 205 nursing practices, results reveals that people who run their own nursing practices, distinguishing themselves as their identity were central to their role. They are of the opinion that their identities form the means they see their roles within the venture and result in the expertise of passion. Skilled passion encourages the entrepreneur to try for goals that are targeted around the services they offered to the consumer. Bridging the above mentioned linked in light of the above discussion, it assumes that entrepreneur's passion fluctuates due to ups and downs in the individual identity centrality roles. Passion for the activity leads individuals to engage in the certain identical role that becomes important to their self as well. So, those individuals who are highly motivated for certain identical roles are highly engaged in activity importance as well that become central to their identity afterward. With a high centrality, the individuals internalize and centralize the role of being an entrepreneur. They are strongly attached to their role as a founder, which increases the motivation to realize challenging entrepreneurial activities (Hoang & Gimeno, 2010). Identities are highly related to self verification of an individual and are strongly associated with the central role and increase the importance of work as well. Identities that are central to the identical role also increases the expectations of achievement, the more the individual achieve goals the more his level of confidence tends to increase and he feel more motivated. The identity complexity of an entrepreneur could be defined by only a few homogenous and redundant dimensions (low complexity), or by many different dimensions (high

complexity). Individuals with a high complexity of their self-concept can deal better with uncertainties and negative predictions concerning the likelihood of success or failure in their profession. Due to this, the assumption was made, that high complexity regarding the entrepreneurial identity also has a positive influence on entrepreneurial skills.

Hypothesis 1: Entrepreneurs' passion is significantly positively related to their entrepreneurial identity Centrality.

Entrepreneurial Identity Salience and Entrepreneurs' Passion

Identity salience is defined as the readiness to showcase the focal identity. It ought to be noticed that Ervin and Stryker (2001) characterizes the identity salience nature in an unexpected way, as far as the likelihood that an individual will decide to summon or establish a specific identity when circumstances permit decision. Identity Salience incorporates the individual time, effort and consistency with his assignments in the part that may be in the type of extraneous and inherent reward get from salient nature part execution or as other supplied critical elements (Burke & Stets, 2009; Callero, 1985). Contingent upon such elements, people involving the same identity salience quality will fluctuate in their assessments of its own significance. The more prominent the salience identity, the more salience identity ought to be its gainful impacts on entrepreneurial passion, and these salience identity impacts ought to be diverted through the reason, significance, and regularizing course that persons draw from their parts. Salient identities are not self-governing in nature they are affected through distinctive variables. Thus, the entrepreneurs may do it when their own worth is in threat. Shipley and Tatum (2000) study and examine within the article on the complexness of identity, she explained that bound aspects of one's identity were a lot of salient at specific times in one's life, that supports the analysis by (Abes, Jones, & McEwen, 2007; Patton, Renn, Guido, & Quaye, 2016). The research also suggests that the foremost salient identities for an individual are people who are targeted. In her analysis, she targeted the seven most typical classes by which individuals are outlined within the United States are race, gender, religion, sexual orientation, socio-economic standing, age, and physical or power . In every of those classes, there's a dominant cluster and subordinate group; those identities that are targeted, or a part of the subordinate cluster, are a lot of possible to be salient for people. This study also provided associate in nursing example by stating, women sometimes mention being feminine, whereas men don't sometimes mention their maleness, it had been conjointly true that students of color mentioned their racial identity, whereas White students failed to mention being White, and gay students mentioned their sex and heterosexual

students did not. The researcher also suggests that almost all people have each dominant and subordinate identities, and by recognizing one's expertise with a targeted identity one could also be higher ready to relate and perceive the oppression others experience (Burke & Stets, 2009; Shipley & Tatum, 2000; Stryker & Burke, 2000). The identity salience contributes to the literature on identity salient development by recognizing that certain varieties of identities are a lot of targeted, and thus, a lot of possible to be salient for people. Abes et al. (2007) the conception of identity salience refers to identities that are a lot of or less noticeable to oneself, looking on the context. This understanding of identity prominence builds from the analysis. The researcher reviewed the theories of salience in the literature to come to a better understanding of the concept, how it was related, and how it creates impact. Based on the readings of several psychologists, it has been explained that salience is defined as a readiness to act out an identity as a consequence of the identity's properties as a cognitive structure or schema. In other words, salience is how easily or likely an individual is to enact the behaviors attached to a particular identity and how much time is devoted to these behaviors. An example of salience provided by the researcher is that of a professor who finds herself lecturing her children and grandchildren. In this example, the identity of professor is salient, and thus, a behavior associated with that identity lecturing is easily drawn upon in certain situations. It is stressed that salience is situational; different identities will be more or less salient depending on the contextual situation (Abes et al., 2007; Stryker & Serpe, 1994). Moreover, Chen, Xu, Mi, Zheng, and Xu (2015) examine identity salience role by developing the model; however, the behavior of the individual in an identity salience role influence in one domain to alternative domain. Supported the ethical licensing that relies on the full study of past literature justify a development wherever a business executive director's behavior within the director role domain will have an effect on behavior within the CEO role domain. It is posited that the link between identity salience and business executive director roles influences the degree to that a CEO-director gains an ethical license. However, empirical finding infers that entrepreneurs get to be over the top and may feel constrained to seek after enterprise out of any number of inner or outer possibilities, for example, the dread of disappointment, doubts of humiliation, need to legitimize the choice to abandon one vocation and be hopeful as an entrepreneur. Taking after this line of rationale, it is contended that individual passion for activity is more inclined to be connected to identity salience quality, and expected that connection in the middle of enthusiasm and identity salience nature may create constructive impact. Identity centrality is one of the drivers of identity salience since

readiness to showcase the focal identity is undoubtedly affect those individuals that engaged in certain kind of identical roles(Cote & Levine, 2014; McCall & Simmons, 1966; Thoits, 2013). This study assumes that the construct of salience versus centrality linkage might be very strong in individuals who are obsessed with the entrepreneurial activity. For those people who are fixated on the entrepreneurial journey, maybe the linkage in the middle of identity and passion takes after the build of identity salience versus centrality. The work is steady with work was done by identity scholars, who argue that tests of identity centrality ought to include identity salience too keeping in mind the end goal to represent fluctuation over the constructs (Murnieks et al., 2014). There are so many connections in the middle of feelings and salience nature of identical character specified by identity scholars. On the above premise dialog, we assume that:

Hypothesis 2: Entrepreneurs' passion is significantly positively related to their entrepreneurial identity Salience

Entrepreneurs Passion and Entrepreneurial Behavior

Passion is considered to have a strong impact on the venture growth. Passion helps entrepreneurs' to dream for their own venture (Baum & Locke, 2004; Murnieks et al., 2014) help them in achieving their goals and have a direct relationship the way individual approach desired goals (Murnieks et al., 2014). It is grounded in theories that passion directly relates to individual persistence, absorption and solving business problems. Entrepreneurial behavior has been defined as the study of human behavior involved in identifying and exploiting opportunities through creating and developing new ventures (Bird & Schjoedt, 2017) as well as exploring and creating opportunities while in the process of emerging organizations (Gartner, Carter, & Reynolds, 2010).Further, passion suggested being the main psychological factor that drives entrepreneurial behavior during work and that it is a source from which individuals might receive energy. The concept of obsessive passion required more consideration in the field of entrepreneurship. However, it is widely studied in clinical and non-clinical literature and shows indications of a productive aspect to obsession and acknowledges that obsession does not always result in impairment. However, the obsession has been researched and understood preponderantly by the psychological field to know and cure the health problem. Descriptions of pathological obsessions demonstrate that the obsession acts as subjectively practiced stimuli (S. Rachman & de Silva, 1978) that invoke associate in nursing emotional reaction (Fisher, 2011; Fisher, Maritz, & Lobo, 2013) and also the person closely identifies with the obsessional content (Jenke, Baer, & Minichiello, 1998). Emotions are a singular supply of motivation that activates and guide behavior (Decker, Calo, & Weer, 2012). Obsessions,

too, recognized as contributive to or inflicting have an effect on emotional responses (S. J. Rachman & Hodgson, 1980). In motivation and goal theory, cognitions generate robust emotions that alert the individual to act however don't seem to be essentially negative (Baum & Locke, 2004). Thus, having robust emotions capable of motivating purposeful behavior (consciously or unconsciously) is recognized on the far side the clinical literature on obsessive compulsive disorder. Indeed, robust emotions that encourage behaviors are part of the outline of entrepreneurial passion (Cardon, Wincent, et al., 2009) the mix of perseverance and keenness for long goals contributes to success. The attachment of nice personal significance to the thought is taken into account a vital part of the obsession. Within the goal-seeking literature, the extent to that people values one thing regulates the direction, intensity, and persistence of their actions (Löbler, 2006). However, within the entrepreneurship literature, Murnieks et al. (2014) discuss the importance of the entrepreneurs' role identity, encapsulated in their cognitions, is joined to the power of their feelings. (Cardon, Wincent, et al., 2009) examine the role of entrepreneurial passion in entrepreneurship, through building on a fragmented and disparate living work to conceptualize the character of entrepreneurial passion related to salient entrepreneurial role identities. Study finding reveals the mechanisms of the expertise of entrepreneurial passion that offer coherence to purposive cognitions and behaviors throughout the pursuit of entrepreneurial effectiveness. Concerning general obsessive passion and behavior, obsessive passion results from controlled internalization of an activity and is driven by inter or interpersonal pressures, such as the need for self-esteem, acceptance or rewards; it is in conflict with other life activities and comes at a cost for the individual.. A self-defining activity is internalized owing to external pressures for social acceptance or a desire to bolster one's self esteem. Because it is not autonomous internalization, obsessive passion conflicts with other aspects of life and results in 'rigid persistence toward the activity' (Vallerand, 2010). Unlike harmoniously passionate individuals with an obsessive passion for work will engage in work activities because they perceive work instrumental in achieving desired outcomes, such as group acceptance, pay raises, promotions or other rewards that would reinforce their self-worth. Obsession and obsessive are unit words often related to entrepreneurs. A passion verging on obsession is attributable to being important to the success of young entrepreneurs. Roberts and Eesley (2011) forum discusses whether or not it's obsession or genius that's behind the massive success of an internet forum. In line with Fisher et al. (2013)who examined that passion among entrepreneurs and their experience in venture-related obsession, they develop an understanding

of obsession in entrepreneurship and clinical and nonclinical populations. The study proposes that entrepreneurs may experience venture-related obsessions that are similar to obsession as described in the clinical literature and further develop a model of entrepreneurial obsession. It is further suggested that obsession may have a relationship with passion and contribute productively towards desirable entrepreneurial outcomes despite its potential to stimulate negative affect or anxiety. Also suggest the need for further research, warranted to explore and define this construct. In the scholarly literature on entrepreneurship, the terms “obsession” or “obsessive” are also readily evident. Timmons, Smollen, and Dungee (1990) observe that entrepreneurs are “opportunity obsessed,” find it a characteristic of entrepreneurs. Harmeling (2011) finds a private obsession can fulfill a public need through the agency of entrepreneurship. However, being an obsessive entrepreneur or having an obsession is not always recognized as a positive attribute. Zahra and Wright (2011) propels the evolution of passion into dysfunctional obsession as a fertile ground for research. The researcher views that entrepreneurs are “rule breakers” in the sense that they do not live by established tradition, but this does not mean breaking the law. However, on the basis of above discussion we assume that:

Hypothesis 3: Entrepreneurs’ passion is significantly positively related to their entrepreneurial behavior

Methodology

This section explains the research methodology and procedures that were adopted in this study. Discussion of this section includes the design of research, operationalization of key variables, study sample, and procedure of collection information and data analysis techniques.

The population for this study consists of 142 Pakistani entrepreneurs, who work as founder of a new start-up business or early-stage business in Multan region, Pakistan. In order to collect the data all entrepreneurs were approached by sending questionnaires through email.

Questionnaire Design

The questionnaire comprises of close-ended questions. Questions were taken from the previous studies for which the validity was rectified. As shown in table 4.0, Part A is related to the demographic profile of respondents that consist of personal information will be queried in this subdivision. The Part B is related to the setting of the business background. The Part C is the most important part which referred to this study that explains the independent and the dependent variables. Part C is to identify the entrepreneurial identity salience and centrality factors influencing the entrepreneur passion and entrepreneurial behavior among

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respondents. So, five-point scale items were adopted in part C of the questionnaire. The items in the research and also for the questionnaire for this study were adopted from the same sources. Five points Likert scale is adopted to measure the independent and dependent variables, including entrepreneurial identity salience, entrepreneurial identity centrality, entrepreneur's passion and entrepreneurial behavior as shown in table 3.1.

Table 3.1: Questionnaire Description

Section A
This section contained a demographic profile of respondent (Gender, Name of company, Educational level, Marital status, Age).
Section B
This section contained business Age of company, Working Experience, Type of Industry.
Section C
This section contained 14 questions measuring all the independent and dependent variables

Measurement Instrument

The instrument used in this study is based on instruments adopted from past resources and literature.

Table 3.2 Measurement Instrument

Variable	Author and Year	Items Sample
1. Entrepreneurial Behavior	(Kolvereid & Isaksen, 2006)	2
2. Entrepreneurial Obsessive Passion	(Vallerand et al., 2008)	7
3. Identity Centrality	(Callero, 1985)	2
4. Identity Salience	(Stryker & Serpe, 1994)	2

Data Collection Procedures

In this study, primary data were collected through survey method using questionnaires. The research conducted a study through self-administered, using online Google survey document or by emailing questionnaire to obtain a quick response from the participants. At the same time, the study motivates them to take part in the research (Sekaran, 2006). The study as well encourages them to give their honest opinions concerning the topic matter. In addition, the researcher saved time and could also assist the respondents. The researcher employed online medium to collect data from the respondents. Online survey document (Questionnaire) prepared and send the same through email as the means together the data in order to get useful responses from 29 the respondents. This method also enables the respondent to simplify their uncertainties and allowed the researcher to refer to the respondents to fix

all the missing data. The questionnaires took around 5 to 10 minutes to be complete. The researcher collected the complete questionnaires responses in one and half month after the date of distribution. Data collected through direct approaching the respondents in order to obtain a proper response from them. Furthermore, the researcher had prepared a cover letter from the university, in order to get quick access, feedback and convince the respondents regarding the purpose of the survey.

Technique of Data Analysis

The information gathered from the respondent through the questionnaire will stored and tried using the software of Social Science (SPSS) version 20.0 for data analysis. With the aim to examine the relationship between the entrepreneurial identity centrality, entrepreneurial identity salience, entrepreneur's passion and entrepreneurial behavior, the existing study applies few methods, and the data analyze in chapter five. First of all, the reliability test conducted in the present study to make sure how accurate the participants answer questionnaire and the items included in a questionnaire how many items interrelated to determine the reliability of the measurement (Hayes, 1998). The Cronbach's alpha calculated the variance in average interrelations among the points used in the present work. Furthermore, J. C. Nunnally and Bernstein (1978) stated that Cronbach's alpha cut-off point the 0.7 as a suitable probability. Besides, descriptive analysis was lead to source information regarding the means, standard deviation, and frequencies of the primary variable. Moreover, the correlation analyzes source information almost the relationship between dependent and independent variables. Then, the correlation analysis capable of clarifying insufficient information about the relationship consequently that the multiple regression techniques will be lead as final analyzes stage to find out the result of the entrepreneurial identity salience, identity centrality, entrepreneurs passion and entrepreneurial behavior. A proposition testing was analyzed by using the multiple regression, and the p-value < 0.05 accepted as significant (Cavana, Delahaye, & Sekaran, 2001). The relationship between Independent variables and dependent variables can be identified by applying multiple regression analysis techniques and same is considered appropriate statistical tests. The result also shows the significant level of the 30 variance shows in the relationship between independent and dependent variables. Besides, regressions also establish the effects of independent and dependent variable.

Data Analysis and Interpretation

The data collection for the present study has been conducted from entrepreneurs working in Multan, and the respondents are the Pakistani

entrepreneurs. One hundred forty-two self-administered questionnaires were distributed to all Pakistani entrepreneurs, working in Multan. One hundred and twenty-three usable questionnaires were returned. The unusable questionnaires were either completely returned back blank or the significant section of such questionnaires was left blank. The data collected from the respondents will be material for analysis and finalize the findings to answer the research question and test the hypotheses that developed. Therefore, with 123 returned, and usable questionnaires out of 142, a valid response rate was 86.6%. Hence, a valid response rate of 86.6% is sufficient for analysis in the present study. This rate is valid because according to (Sekaran, 2006), mentioned that response rate of 30% could be considered appropriate for cross-sectional study.

Profile of Respondents

One hundred and twenty-three Pakistani entrepreneurs were participating in the present study from Multan region. As shown in Table 4.1, of 123 participants, 108, representing 87.80% were male, while the remaining 15 respondents (12.20%) were female counterparts.

As table 4.1 shows that eighty-six of the respondents were single (69.9%) while remaining of the target participants were married who represent 30.10%. The majority of the participant belonged to the age of less than 25 and was sixty-one which is 49.6% of the total population, forty-two respondents belong to the age group of 26-30, the number of participants from the age group was between 32 31 to 35 were sixteen which is 13% of the total population. Very low amount of participants belong to the age group of 35 and were only four in number. Total 92 respondents showing the highest number of representation which is 74.80% were undergraduates, 11 respondents (8.90%) were holders of Secondary School, and only 12 (19.80%) participants were Masters Degree holders. For the type of business, 22 of the target participants, representing 17.90% were manufacturing types and the majority of participants were belong to services industry showing the percentage of 82.1% of the total population.

As shown in Table 4.1, 82.90% of the target participants have company age is in between one to five years. Nine of the target companies are of age between 6- 10 years (7.3%). Besides, 12 (9.8%) remaining target participants company age were more than 10 years. As shown in Table 5.0, 39.80% of the target participants have been operating their business and have working experience for below than two years. Thirty-six of the target participants have working business experience is between 3 to 5 years (29.23%). Besides, 38 (8.50%) target participants have working business experience were more than five years.

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Table 4.1 Profile of Respondents

Description		Percentage
Gender	Male	87.8
	Female	12.2
Marital Status	Single	69.9
	Married	30.1
Age	Blow 25	49.6
	26-30	34.1
	31-35	13.0
	Above 35	3.3
Higher Education Qualification	Matric	6.5
	Intermediate	8.9
	Bachelor	74.8
	Masters	9.8
Age of Company	1-5 years	82.9
	6-10 years	7.3
	More than 10 years	9.8
Working Experience	Less than 2 years	39.8
	3-5 years	29.3
	More than 5 years	30.9

Descriptive Statistics of the Study

Variables As shown in Table 4.2, the mean and standard deviations were calculated for each of the four variables. For the 5-point Scales (entrepreneurial identity centrality, entrepreneurial identity salience, entrepreneurs passion and entrepreneurial behavior), mean ranged from 3.69 to 4.29, and the standard deviations ranged from 0.78 to 1.46.

Table 4.2 Descriptive Statistics of the Study Variables

Variable	Mean	Std. Deviation
Entrepreneurial Behavior	3.95	0.63
Entrepreneurs Passion	3.97	0.60
Entrepreneurial Identity Centrality	4.29	0.70
Entrepreneurial Identity Salience	3.78	1.46

Reliability

In terms of the internal consistency reliabilities of the study variables, the results show that Cronbach's alpha coefficients ranged from the study between .59 and .85, which are within the minimum acceptable value of .70 as suggested by (J. Nunnally, 1978). Table 4.3 shown reliability statistics of the Study Variables.

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Table 4.3 Reliability statistics of the Study Variables

Variable	Items	Cronbach's Alpha
Entrepreneurial Behavior	2	0.70
Entrepreneurs Passion	7	0.80
Entrepreneurial Identity Centrality	3	0.75
Entrepreneurial Identity Salience	2	0.88

Hypotheses

Testing Pearson correlation and multiple regression tests were adopted in the present study. The direction and strength of variables relationship that measured by using an interval scale illustrated by the Pearson correlation matrix (Sekaran, 2006). The Table 4.3 Reliability statistics of the Study Variables 34 next analysis use in this study is multiple regressions to test hypotheses that developed in the early chapter.

Correlation Analyses

Pallant (2010) argues that the Pearson Correlation used to measure items that calculated with one dichotomous variable and one constant variable. Pearson correlation analysis is underpinned analysis for the multiple regressions. The variable of the study, which analyses in correlations, is presented in Table 4.4. However, the correlations between entrepreneurial identity centrality were positive and significantly correlated with entrepreneurial behavior (.22), but entrepreneurial identity salience does not (.13). Besides, the result indicated that entrepreneur passion is a positive contributor and strongly significantly correlated with entrepreneurial behavior (.880**). Table 5.3 below shows the Correlations between all the variables.

Table 4.4 Correlations for Study Variables

	1	2	3	4
1.Ent. Behavior	1			
2.Ent. Passion	.88*	1		
3.Ent. Identity Centrality	.22*	.26**	1	
4.Ent. Identity Salience	.13	.27**	.34**	1

***. Correlation is significant at the 0.01 level (2-tailed).*

**. Correlation is significant at the 0.05 level (2-tailed).*

However, the correlation analyses deliver narrow information about the foundation and result of the variables, the more significant effect to further establish or disconfirmed the research hypotheses regression analyses have to be completed. Besides, to define the influence of independent variables in clarifying the impact of entrepreneurial

identities on entrepreneur’s passion and further entrepreneurial behavior the regression analyses were performed.

Data Screening

Above mentioned to the regression analysis, several expectations were adopted such as multicollinearity assumption included (Hair, Black, Babin, Anderson, and Tatham, 2006) to mark sure the data are valid and reliable. Altogether data were screened for finding the disappeared value by using SPSS. As said earlier the data was also tested for validity and reliability were also checked. Finally, the data for the present study was also checked for violation of multicollinearity assumption. The variance inflation factor (VIF) and tolerance were used to detect whether one or two independent variables are highly correlated. The results of multicollinearity analysis showed the VIF value ranged from 1.16 (entrepreneurial identity Saliency) to 1.31 (entrepreneurial identity centrality) and that of tolerance value ranged from .76 (entrepreneurial identity centrality) to .86 (entrepreneurial identity saliency). Hence, following guidelines for testing multicollinearity (VIF 0.20; condition index <30, Table 4.5 showed that the assumption of multicollinearity was not violated.

Table 4.5 MultiCollinearity Statistics

Variables	Tolerance	VIF
Entrepreneurial. Passion	.799	1.25
Entrepreneurial. Identity Centrality	.760	1.31
Entrepreneurial. Identity Saliency	.860	1.16
Entrepreneurial. Behavior	1.00	1.00

Regression Analyses

There are three types of multiple regressions technique (standard or simultaneous, Hierarchical or sequential and stepwise) are suggested by (Pallant, 2010). The present study adopted the standard multiple regression analysis to examine the relationship between variable additional apparently. Assess of self-control figured the interaction between the independent and dependent variables. Multiple regressions are suitable for evaluating the significant level of the relationship, towards independent and dependent variables and also the interface among the variables. The complete analyses were conducted and run by using the SPSS v 20.0. As shown in Table 4.6 are two predictor variables (entrepreneurial identity centrality and entrepreneurial identity saliency) contribute to entrepreneur passion. As showed in Table 5.5 the result of $R^2 = 0.20$, the variable contributed 20.10% on entrepreneurs passion. However, the model summary (B) shows entrepreneurs passion as a

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predictor variable contribute to entrepreneurial behavior $R^2 = 0.77$. This mean entrepreneurial passion contributes 36 only 77.4% to entrepreneurial behavior, whereas the remaining 23.6% are contributed by other variables that are not covered in this study. The one-tailed test evaluates the relationship between the variable to confirm the hypothesis, t-value used to estimate the significant level. As suggested by (Kumar, Talib, & Ramayah, 2013) the t-value > 1.64 that the relationship is significant, and the hypothesis can be accepted.

Table 4.6 Model Summary (A)

Model	R	R Square
1	0.449	0.201

a. Predictors: (Constant), Entrepreneurial Identity Saliency, Entrepreneurial Identity Centrality

b. Dependent Variable: Entrepreneurs passion

Table 4.7 Model Summary (B)

Model	R	R Square
2	0.88	0.77

a. Predictor (constant), entrepreneurs passion

Table 4.8 Result of the Multiple Regression Analysis (Entrepreneurs Passion as Dependent Variable)

Hypotheses	Variable	Beta	SE	t-value	p-value	Findings
H1	Entrepreneurial Identity Centrality	0.38	.08	4.29	0.00	Supported
H2	Entrepreneurial Identity Saliency	0.77	.048	.62	0.10	Not Supported

Table 4.9 Result of the Multiple Regression Analysis (Entrepreneurial Behavior as Dependent Variable)

Hypotheses	Variable	Beta	SE	t-value	pvalue	Findings
H3	Entrepreneurs Passion	0.92	.045	20.37	0.00	Supported

Firstly, Hypothesis 1 stated as entrepreneurial identity centrality are positively related to entrepreneurial passion. As shown in table 4.7, the result indicated a positive and significant relationship between entrepreneurial identity centrality and entrepreneurial passion ($\beta = .380$, $t = 4.29$; $p = .000$). Thus, the hypothesis is supported that the entrepreneur's passions have a significant impact on entrepreneurial behavior during work.

Secondly, Hypothesis 2 proposed that the entrepreneurial identity salience is not statistically significant to entrepreneur's passion. This hypothesis was tested using multiple regression as shown in Table 4.8. The result showed that it is not supported and non-significant relationship found between entrepreneurial identity salience and entrepreneurs passion ($\beta = .077$, $t = 1.62$; $p = .10$). Hypothesis 2 was not supported, such that the entrepreneurial identity salience is not that much higher to have impactful results on entrepreneur passion.

Hypothesis 3 stated that entrepreneur's passion is strongly related to entrepreneurial behavior. This hypothesis was also tested using multiple regressions (see Table 4.9). The result showed the entrepreneurs passion is positively and significantly relates to entrepreneurs passion and entrepreneurial behavior ($\beta = .921$, $t = 20.374$; $p > .000$). Thus, the hypothesis is supported that the entrepreneur's passions have a significant impact on entrepreneurial behavior during work.

Discussion and Conclusion

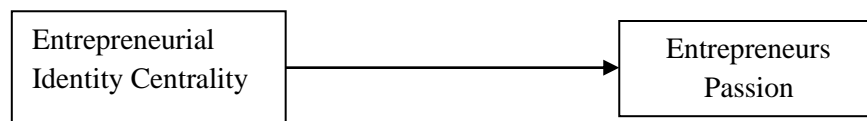
Firstly, descriptive statistics of the study shows that all the participants were the owner of the business. There were 123 business participants participate in the study. The total number of male respondents is 87.8% of the total population and 15 female participants who take a part in the survey which was consist of 12.2% of the total population. The results indicate that most of the entrepreneurs were graduate and number of graduate entrepreneurs are 92 which turn out to be the high ratio of the rest of the respondents who take a part in the survey. Secondly, entrepreneurs who were involved in the different business start-up categories were mostly from the service industry. The number of entrepreneurs who were engaged in providing services to their target customers was 101, which shows the percentage of 82.1% of the total population. Contrary, to this the number of participants who were engaged in manufacturing business was 22 which show the percentage of 17.9% of the total population. The results also indicate that there are huge number of participants who were below the age of 25, which were 61 in number and having a percentage of 49.6% which is very interesting itself.

The data shows that the most of the entrepreneurs were young and enthusiast to take up the work as a challenge in a competitive IT sector in Pakistan. Further, the data also reveal that most of the entrepreneurs were belong to that group who have a working experience less than two years which is 49 (39.8%) in number. However, entrepreneurs who belong to the age group to 3-5 years working experience were 36 which showed 29.3% of the population. The rest of the entrepreneurs which is 38 in number have more than five years of

business working experience. Then, the primary focus of the present study is to examine the relationship of entrepreneurial identity centrality, entrepreneurial identity salience, and 39 entrepreneur's passion. More so, to find out the relationship between entrepreneurs passion and entrepreneurial behavior among Pakistani entrepreneurs in Multan, the present study discovered several relationships between the independent variables and the dependent variable which covered in the three hypotheses, entrepreneurial identity centrality, entrepreneurial identity salience and entrepreneurs passion.

To investigate the relationship between entrepreneurial identities and entrepreneurs passion. The first hypothesis expected that entrepreneurial identity centrality to be positively related to entrepreneur passion. The current research makes an important contribution to entrepreneur's passion literature. The concept of passion is an emerging concept specifically in the field of entrepreneurship, and insufficient empirical research is to be conducted on this concept. Mageau, Carpentier, and Vallerand (2011) is of the view that certain identical roles lead to the development of passion that perhaps associated with some identical activities.

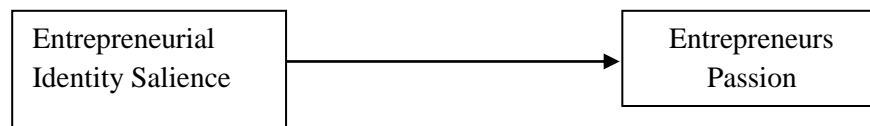
We find empirical evidence that identity centrality has a strong correlation with passion, whereas identity salience does not. Our study also confirmed the prior study conducted by (Murnieks et al., 2014) who is of the view that individuals who are central to their identical role experience a greater level of passion. In Pakistani entrepreneurs, entrepreneurial identity centrality plays an important role in forming entrepreneur's passion.



H₁: Entrepreneurs' passion is significantly positively related to their entrepreneurial identity Centrality.

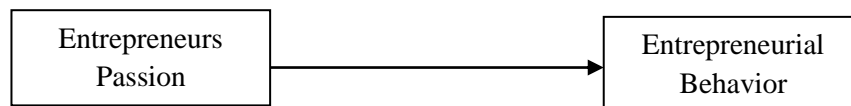
The second hypotheses assumed that entrepreneurial identity salience is positively related to entrepreneur's passion. As identity salience required the readiness to showcase the focal identity. The previous research literature found that identity salience has no correlation with passion (Murnieks et al., 2014). Our study results confirmed that identity salience is not correlated with entrepreneur's passion. Perhaps, people enact to salient identities without knowing that they are central to their self-role or not. Though salient identities are derived through several extrinsic factors (such as the need for an hour or external pressure to conduct the activity or may be fear of failure) or due to some other factors that are not necessarily self-directed in nature. They might be

carried out due to extrinsic motivation or when self-worth is at jeopardy if the act is not conducted according to the requirements. More probably, there might be a factor that individual urge is more intriguing him towards the intrinsic motivation that linked to passionate activity and more central to his self. Thus, overall the present study found that entrepreneurial identity centrality is positively significant to entrepreneur's passion. Besides that, it is found that 40 entrepreneurial identity salience has no significant impact on the entrepreneur's passion. It is shown that the Pakistani entrepreneurs are more central to their identical role in running their business startups.



H₂: Entrepreneurs' passion is significantly positively related to their entrepreneurial identity Salience

To investigate the relationship between entrepreneur's passion and entrepreneurial behavior. In this study, we explore that how passion influences the individual behavior. The third hypotheses assumed that entrepreneur's passion is positively related to entrepreneurial behavior. Our study results find out that entrepreneurs passion is strongly and significantly related to entrepreneurial behavior, which is confirmatory of the statement of several scholars that postulates; that passion is a vital element that incites the individual entrepreneur's behavior (Cardon, Zietsma, Saparito, Matherne, & Davis, 2005). Previous study Baum and Locke (2004) draw indirect link between individual passion and venture performance to find out the passion impact on venture outcome. However, this study constructs a unique linkage model of entrepreneurs passion and entrepreneurial behavior and confirm that entrepreneurs passion is directly linked to individual behavior, which is in conformity with the previous study of (Cardon, Wincent, et al., 2009).



H₃: Entrepreneurs' passion is significantly positively related to their entrepreneurial behavior.

Our result unveiled the theoretical conjecture and confirmed the hypothesize relationship. Our results also empirically confirmed the linked developed by (Vallerand, 2007) who is of the opinion that there is a link between passion and deliberate practice and our study affirm the same by constructing a link between entrepreneur's passion and

individual behavior. One of the interesting findings of our research reveals that obsession highly contributes to entrepreneurial behavior. This study negates the previous concepts of obsession for being always wrong for the individual and provides a fruitful insight for the future entrepreneurial studies. This study helps to understand that obsession is not always categorized as negative behavior. In motivation and goal theory Baum and Locke (2004) is of the view that cognition generates robust emotions that help individual to avoid the negative feelings for the activity and thus this robust emotion helps individual to motivate a purposeful behavior. Indeed such robust emotions encourage behavior are part of entrepreneurial passion. Obsessive passion enlightened the new avenue for future entrepreneurship studies and postulate that entrepreneurs who are compelled to pursue their entrepreneurship career are always in search of success despite extrinsic or intrinsic contingencies such as doubt of failure, fear of embarrassment, to justify their decision right. They work out for long hours, take risks, sort out their own problems by focusing on their activities and achieve success.

Theoretical Implication of Study

The variation in the present study may be helpful to strengthen and validate the literature of entrepreneurial passion and also the constructs examined in this research. The present study demonstrated a relationship between entrepreneurial identity centrality, entrepreneurial identity salience, entrepreneur's passion and entrepreneurial behavior. It strengthens and validates the previous research with reference to the relationship of construct. The study contributes significantly to the stream of entrepreneurship passion based on hypothesis. It gives a sign how entrepreneurs passion can impact entrepreneurs' entrepreneurial behavior. Beside, this it improves the point of view of entrepreneurial identities by incorporating the constructs of identity centrality and identity salience on entrepreneur's passion and further seeks its impactful relationship on entrepreneurial behavior. Findings from this study, as discussed above, the study has contributed by extending knowledge in entrepreneur's passion. Firstly, the researchers make an important contribution to the theory of entrepreneur's passion including the role of identities on passion and thereafter its impact on entrepreneurial behavior. The present study proves that these factors hold true in the Pakistani entrepreneurs in IT sector. This study is providing evidence regarding the role of entrepreneur passion in understanding the entrepreneurial behavior in the Pakistani context.

Practical Implication of Study

The present study's findings have presented the practical implication to explain deeply about the relationship between the variables that included in this study. The study provides a few key managerial implications on how entrepreneur's passion impacts the entrepreneurial behavior and how they can manage their passion. It is observed that entrepreneurial passion can be increased with the effort of individual entrepreneur's behavior as they are engaged in their identical role and eager to pursue their entrepreneurial objectives. It is significant to observe this issue in earlier stages since entrepreneurs engage in the entrepreneurial journey and they should be properly communicated how they get best out of them using their potential. Various entrepreneurial programs should properly guide and cover the psychological aspects that relate to entrepreneurs concerning how to manage identical role and make it impactful in the journey of their entrepreneurial career. They must have the knowledge to regulate their activity with proper mindset instead of that activity control them. Moreover, realizing potential entrepreneur's passion that influence entrepreneurial behavior has important practical implications for entrepreneurs in entrepreneurship domain for which SMEDA can play a pivotal role in arranging trainings which can influence passion in Pakistani entrepreneurs. As to enhance passion the private sector and government support have become as a key network .Pakistani entrepreneurs should rely upon the support from the angel investors while working under incubation programs, and also, seek support from their potential customer after launching their business activities, but again the key remains the entrepreneurial passion. Government and private sectors also could play an important role in facilitating entrepreneurial passion. Assistance in terms can access information regards to angel investment, business space, trainers guidance, the existence of government micro-loans, and local activities, can be offered to local entrepreneurs.

Limitations and Recommendation for Future Research

There are several limitations faced by the present study. First of all, the studies focus on one state of the sample (Pakistani entrepreneurs who trained from incubating centers working in Multan). The present research considers small, so the findings of the study cannot be generalized. Moreover, the future researchers sample has to be larger and research should be longitudinal in nature. In addition, research of this nature should be conducted using similar variables from different places in Pakistan to get more valid results. This study included independent variables towards entrepreneurial behavior. However, there are many other variables influencing the entrepreneur's passion and

entrepreneurial behavior. Although in present research moderator and mediator variables not included so that is the study gap. Thus, future study can include the moderator and mediator variables (e.g self-efficacy, deliberate practices etc.) to make the research new and discover new findings. Another limitation of the study is that we measure the entrepreneurial behavior by taking the average working week hours by the respondents that can also be used in several studies (Kolvereid & Isaksen, 2006; Ratelle, Vallerand, Mageau, Rousseau, & Provencher, 2004). But the future study is to be conducted by considering other variables such as creativity or opportunity recognition that create a critical role in the entrepreneurial process. This study is cross-sectional in nature so if fails to ground more facts deeply further study should be conducted to probe more specifically that why entrepreneurial identity salience has a negative impact on entrepreneur's passion. Further, there is more opportunity for the researcher to expand the concept of passion for including both harmonious and obsessive passion. In additional, the 43 most significant limitation of the present study was time-consuming to complete the research. There are many procedures for data collection so limit the figure of respondents for this research since the time is not sufficient to get more respondents for this study. Thus, future researchers spend more time in data collection.

Conclusions

The present study finding provides evidence that the entrepreneurs who are running their own business in Multan were working passionately to flourish their entrepreneurial venture. Our study results show that entrepreneurs who carried their entrepreneurial journey are obsessively passionate, working for long hours in search of making their businesses successful. It is also observed that entrepreneurial identity is highly central that they were not ready to compromise on their identity this makes them more motivated and energetic to follow their passion, which has a positive impact on their behavior. Overall representations are that the entrepreneurs engaged themselves in the broader prospect configuration and have ambitions to take up their business globally. The present study supported the observation that entrepreneur's passion has a direct impact on their behavior. They like to work for long hours. They feel highly motivated to spend their most of the free time to their ventures to get success, which could encourage them to pursue their targeted goals efficiently. Additionally, our study opens up the venues for the future researchers to find out the various factors that also impact the entrepreneurial behavior. Our study empirically designs cross-sectional rather than longitudinal so to mention various causal factors. Beside this our study also beneficial for those entrepreneurs, who are

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currently enrolled in various entrepreneurial training programs, and working on their upcoming projects. In the sense they are better able to manage that what kind of antecedents are more need to be focus to improve their level of knowledge or in return to get success in true meaning. They find an opportunity to realize that how they can increase their creativeness, awareness, talents, self-inspiration and high self-confident level while managing their entrepreneurial roller coaster. Obviously, there are many more avenues still unexplored, our study initially provide a chance for the future researchers to find out the other antecedents and individual consequences of passion among entrepreneurs. Our study confirms the aforementioned associations between entrepreneurial identity centrality and entrepreneur's passion and also validates the relationship between entrepreneur's passion and entrepreneurial behavior.

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