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Entrepreneurial Passion and the Myth of Breaking Free from Underdevelopment Cycle: The Case of Pakistan

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The successes in entrepreneurial domain attained by efficiency and innovation driven economies in past few decades witnessed the surge of structured entrepreneurial efforts at government and higher education levels in efficiency and factor driven economies. Factor driven economies are still struggling to create a viable ecology for promotion of entrepreneurial culture and motivate the young generations to indulge in entrepreneurial activity. Individual personality traits have been extensively studied to come up with a policy to induce entrepreneurial culture in the society but these policies seem to have ignored factors affecting entrepreneurial passion. The present study is an effort to understand the entrepreneurial passion in the context of harmonious and obsessive passions, and tried to understand the entrepreneurial inclination of youth living in rural areas of Pakistan for indulgence in agricultural based innovations. The respondents represented the four sub-sectors of agriculture (i.e. Crop Production, Agricultural Marketing, Livestock, and Agricultural Engineering). The final results were based on the questionnaire modified due to results of the confirmatory and exploratory factors analysis, and also the invariance between the four sub-samples. The results show that harmonious passion dominates in agriculture based entrepreneurs in contrast with obsessive passion. This clearly indicated that the passion to indulge in entrepreneurial activity in Pakistan is need driven and not built inherently in the personality.

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That is why the new business creation is either imitation or with low level of innovation. The study proposes that the policies of governments must focus on inculcating the spirit of newness and innovation at early education level. Once it is achieved the growing generations will themselves indulge in entrepreneurial activity when they reach the university and incubators there will further cater for their growth into practical and professional structures.

Key Words: Entrepreneurial Passion; Harmonious Passion; Obsessive Passion.

1. INTRODUCTION

The success of past few years due to entrepreneurial activity in innovation driven economies brought successes for efficiency driven economies. This in turn triggered need for entrepreneurship in factor driven economies at public policy level. This also lead the governments in these countries to formulate policies at higher education institutions and initiate incubators to foster new entrepreneurs. The efficiency driven economies experienced surge of entrepreneurial activity in production, retailing, ware housing, supply chains and whole selling. But factor driven economies are faced with the problem of initiating entrepreneurship at factors management and creating something that has not been done in economies with higher level of learning and experience. Therefore, the policies so created in these economies have not been able to attain the perceived outcomes. This lead these economies to rely on foreign direct investments and providing enabling environment for development of local small and medium scale industry to support them. This failure initiated the research into the personality aspects of the young entrepreneurs especially in the context of big-five personality traits (Goldberg, 1992; Baron, Frese & Baum, 2007). Despite a lot of such studies, it is found that the aspect of entrepreneurial passion is not covered in most of the studies. This study has tried to cover this gap and focused on studying the entrepreneurial passion in agricultural sector of Pakistan as most of the factor driven economies are trying to indulge its larger segment of society into entrepreneurship.

2. REVIEW OF RELATED LITERATURE

Generally, it is the individual level personality factor that differentiate entrepreneurs from non-entrepreneurs when it comes to understanding risk tolerance. The big five personality traits (i.e.

Agreeableness, Openness, Extraversion, Conscientiousness and Emotional Stability) are extensively studied but understanding about abilities of individuals when it comes to recognizing, creating and exploiting opportunities by innovation and newness is still not very well researched. The positive feeling of indulgence into a risk bearing entrepreneurial activity is something that delves upon the passion of doing something (Cardon, Foo, Shepherd & Wiklund, 2012). The entrepreneurial behavior and variations in it may be explained by the big five personality traits but it ignores the emotional aspect of entrepreneurial personality. Most important of these emotions is the passion to deliberately indulge in an activity that does not have a clearly well defined expected outcome (Cardon, Foo, Shepherd & Wiklund, 2012). It is the feeling of independence, self-realization and enthusiasm that drives the need to innovate. The realists view point on enthusiasm is divided into a feeling of control that can be explained with logical reasoning, while the locus of satisfaction associated from it is linked with passion. Passion, in turn, also has its own constructs. The latent view is that passion controls the actions of the individuals, and the other is progressive aspect that drives the need dominating to the extent that it starts to control the actions of individuals while embracing the change and remaining dynamic (Chamorro-Premuzic & Furnham, 2010). Passion is also understood as high-priority goals with emotionally important outcomes (Cardon & Kirk, 2015). Entrepreneurial activity is also aligned with passion as it's a specific activity which becomes important for an entrepreneur and they deliberately invest time and energy in it (Deci, Eghrari, Patrick & Leone, 1994). But entrepreneurial passion does not in itself explain the intent to pursue a risk bearing professional career. The skills related to create a firm out of scratch and managing its personnel and finances while competing in an uncertain market for an innovative idea are unique to a passionate mind set. Operating and sustaining with an innovative idea while planning for growth requires unique set of skills that is all the time prepared to embrace challenges related to uncertain outcomes within and outside the organization. Self-belief is closely associated with planning for future growth and success (Baron, Frese & Baum, 2007). This desire to become successful and remaining successful while maintaining a competitive outlook precedes the need of becoming successful. The ability to predict the future success is reflected upon the self-belief in the personal skill sets and mental strength to withstand the uncertainty future holds. The prediction about the success and rationality attached with it is subject to high degree of self-efficacy. Passion is focused on internalizing the feeling of knowing the abilities to face any

situation that comes along with a rational and thinking mindset in a structured perceived framework. For the sake of argumentation and assessment, the researchers have identified one aspect of passion as harmonious passion in which there is autonomous internalization of the activity into the identity of a person (Krueger & Brazeal, 1994). The other aspect is obsessive passion where there is a controlled internalization of the activity into the identity (McGee, 2014).

Passion for starting an entrepreneurial business also includes arranging assets in the form of liquidity, technology and important human networks (Cardon et al, 2009). It also covers for developing new markets and being prepared to manage the related uncertainty (Cardon et al., 2013). This also compels entrepreneurs to continue to experiment with carving out new products and services along with the existing ones.

The relationship between ability and passion for creating a new firm is reflective in the need to understand one's self and confidence in the abilities to perform tasks that are prone to uncertainty. Generally, self is aligned with the activities in which it is having a self confidence (Baum & Locke, 2004). Individuals prevail with the activities with which they attach future success and also attain the emotional happiness in their performance (Hsu, Wiklund & Cotton, 2017). The happiness and satisfaction related to indulgence in such an activity that reflects the passion of doing something boosts self-confidence and self-efficacy (Ong, Bergeman, Bisconti, & Wallace, 2006).

Just as the entrepreneurial activity requires an enabling environment, the same is true for passion for doing something in reality. Wang and Wong (2004) found that the entrepreneurial startups face unanticipated problems mainly because of lack of passion to know more about the uncertainty that is may arise in the process. The effort to search and create new markets for innovation based business outcomes is mainly due to the passion of founding new business (Segal, Borgia & Schoenfeld, 2005). But to foster the passion to indulge in risk bearing entrepreneurial endeavors the supportive ecological environment is necessary. Different societies have accepted as a social norm to provide such enabling environment for the new generations. For instance, there are ample political opportunities provided to the local governments in Sweden to develop conditions that can foster, develop and attract the entrepreneurial businesses (Lindsay, 2005). In this perspective, the training and experience of developing, adopting and accommodating new ideas must start at a very

early age. This is reflected in a comprehensive plan that is integrated at different educational levels to develop capacity of the emerging generations to be innovative and independent (Shane, 2000). This also requires continuous research and improvements to in the curricula and community awareness as entrepreneurship is a dynamic process. Side by side, there is also a need to development financial ecology specific to entrepreneurship otherwise the translation of ideas into actual startups cannot be attained (Karlsson & Gråsjö, 2013). If the property rights are not clearly defined and protected, then it leads to low number of organizational founding. The entrepreneurs then tend to move to the environments that are most suited to their risk taking attitude (Bozkaya & Kerr, 2007). If there is low rate of organizational founding, then it is reflected in low level of product differentiation and market niche formation (Tonoyan et al., 2010). Unless there is an environment where entrepreneurial startups happen, the nascent entrepreneurs cannot maintain a competitive edge of the organization by deciding how much of the innovation is enough for the time being to remain ahead of the competitors (Henry, Foss & Ahl, 2016). Similarly, the developed financial structure and well defined property and labour laws also contribute towards creating the market conditions that can support the entrepreneurial startups. The experience of developed countries has seen that in highly developed financial structure, the strategic partnerships are also enhanced regardless of the geographical and other constraints between the firms (Sullivan & Meek, 2012).

This give rise to developing social capital related to entrepreneurship and it is strengthened by attaining expertise and social associations in the region (Karlsson & Nystorm, 2009). It sometimes happens that any firm belonging to a certain geographical region is immediately recognized as an innovative firm as being located in that particular locality that fosters and promotes entrepreneurial startups. This is generally seen in developed countries where all the pillars of successful business integrate well especially in urban areas (Habib, 2013). The flow of information and decisions made accordingly have given rise to higher rate of agglomerations of human capital, ability and inventive in urban areas (Karlsson, 2011; Karlsson, Johansson & Stough, 2012). But at the same time, Habermeier and Kirilenko (2001) found that that urban areas with higher tax rates become less preferred for entrepreneurs and reduced income and work motivation causes the people to choose more rest over work. Elevated levels of tax collection may misshape motivations to deliver, work,

and contribute in light of the fact that duties decrease comes back from private venture and beneficial exertion and may, thus, lead to increments in the interest for recreation over work. Bonizzi (2013) found in their political economy model absence of equitable political structure and financial insecurities reduce the confidence of entrepreneurs.

When it comes to assess how supportive an ecology is for new startups in developing countries like Pakistan is to look at the rate of new company founding. Majority of startups in Pakistan are small and medium size enterprises with low potential of future. Hussain (2012) found that most of these new firms don't last for more than five years, and only 4% have life more than 25 years. According to Soomro, Abdelwahed and Shah (2024) the situation has not changed much in past two decades. This is also the reason that the Global Entrepreneur Monitor (GEM)

The majorities of the entrepreneurial startups especially the SMEs in Pakistan are in vicious trap of low development, and actually, 19% of the SMEs are under 5 years of age and just 4% get by past 25 years (Khawaja, 2006). Pakistan's development when all is said in done and that of the assembling part explicitly has remained genuinely stale in the ongoing past. Notwithstanding of its whole development still SMEs are not given appropriate consideration and the pace of disappointment is extremely high (Hussain et al., 2010). It gets essential to distinguish those components that fundamentally add to the achievement and disappointment of any SME. As indicated by Hussain et al. (2010) absence of monetary help and incapable to get to capital are most basic natural disappointment factors. In Pakistan SMEs show incredible disappointment structure the help of government and its establishments and furthermore accept that expanding defilement in the nation have placed obstacles in working together (Ali et al., 2010). The Enterprise Survey was last led in Pakistan in 2007 and studied more than 900 firms (World Bank, 2009). The World Bank Enterprise Analysis Unit and the Investment Climate Assessment (ICA) Survey gathered information on impression of the business condition in 2002 and 2007. Hussain, Khan, Malik & Faheem (2012) have likewise utilized the ICA as a beginning stage to distinguish the limitations looked by Pakistani firms explicitly in Punjab. Together, the outcomes from these reviews empower one not simply to get a preview of the limitations that are generally significant at one point in time, yet additionally to watch slants that encourage a more profound comprehension of the business condition.

The Enterprise Survey thinks about the top impediment announced by organizations in Pakistan to those detailed by different nations in South Asia in 2007. Power gives off an impression of being the most basic limitation, trailed by defilement and wrongdoing, every one of the three of which were viewed as more extreme than in different nations in the locale. Other significant obstructions recognized incorporate access to back, charge rates, and access to land. These, and different deterrents, are power, defilement, wrongdoing and disarray, access to fund, deficient workforce, political unsteadiness, and macroeconomic insecurity. Hussain et al. (2012) report that, because of intensity blackouts, firms in Punjab lost by and large in excess of 10 percent of their all out yearly deals. Transparency International's corruption perception index for 2012 ranks Pakistan at 139 out of 176 countries, with a corruption control percentile rank of just 12 percent. Hussain et al. (2012) locate that in excess of 33% of the organizations they have reviewed recognize debasement in their best three limitations. The most well-known type of defilement revealed is the conflicting understanding and utilization of guidelines and approaches over the administration offices important to assembling: duty, work, and authorizing. Be that as it may, the level of firms revealing this as the top snag to working together tumbled from 8 percent in 2007 to 3 percent in 2010 (World Bank Enterprise Analysis Unit). The ICA overviews uncover that, in spite of the fact that wrongdoing and security misfortunes are less across the board in Pakistan than in other comparator nations, their power is more noteworthy. The World Bank's (2007) study uncovers that fewer than 20 percent of Pakistani firms accept that the courts work genuinely, an extent a large portion of that of other South Asian nations and low-salary nations in general. The World Bank Enterprise Analysis Unit additionally reports that under 15 percent of firms utilize outside financing for working capital contrasted with more than 30 percent in South Asia, which shows possibly wasteful monetary intermediation. In accordance with this, under 10 percent of Pakistani firms have bank advances or credit extensions with a bank contrasted with more than 30 percent of firms in South Asia. Hussain et al. (2012) report that 7.9 percent of firms in Lahore recognize macroeconomic and political unsteadiness as their most genuine imperative while right around 46 percent rank it among their best three requirements. Other significant obstructions recognized incorporate access to back, charge rates, and access to land. These, and different deterrents, are power, defilement, wrongdoing and disarray, access to fund, deficient workforce, political unsteadiness, and macroeconomic insecurity. Macroeconomic flimsiness is increasingly genuine

for those organizations that rely upon imported crude material as the deterioration of the rupee expands their expenses of production. Both conversion scale unpredictability and expansion are viewed as obstacles to working together. Yang (2011) reports that 20 percent of Pakistani firms positioned political shakiness as their top obstruction to development in 2010 - a fivefold increment from 2007. The ICA reviews additionally discover an expansion somewhere in the range of 2002 and 2007, from 40.4 percent of firms revealing political unsteadiness as a significant imperative in 2002 to 46.8 percent in 2007 (Manes, 2009). The World Bank (2007) likewise finds that 8.1 percent of Pakistani firms referred to the absence of an informed workforce as a significant imperative contrasted with 14.3 percent in South Asia and 26.8 percent all inclusive.

But success may sometimes become secondary when it comes to engaging in entrepreneurial activity. In this context passion is not driven towards perceived success. It is actually the feeling of engagement in uncertain entrepreneurial activity that produces the effects of self-fulfillment and enjoyment. In this context, the primary end result may not be the success in the beginning of the business rather the satisfaction of indulgence and non-avoidance. It is at the later stage that one tries to revert to those actions that are protecting and developing rather than irrational and impulsive. The success and the feelings of satisfaction from success starts to affect the actions of the entrepreneurs at a later stage. It is where when one starts to become protective of self-efficacy over time and entrepreneurs start to confine their actions that identify with their ability to manage uncertainty, and rely less on actions that consumed time and energy but with no or little results regarding uncertainty management. This leads to mastering a set of actions that entrepreneurs start utilizing in managing any risk to be encountered in future. If practiced successfully, this leads to developing a sense of comfort in performing risk bearing tasks along with a confidence to keep the entrepreneurial spirit active (Vignoles et al., 2006). This process of identification is strongly aligned with entrepreneurial passion that then has strong effects on entrepreneurial self-efficacy, self-esteem and self-confidence.

Therefore, the entrepreneurial identity is not just the personality characteristics and practical experience but its also about the way performance of entrepreneurial activities successfully to attain the pre-determined outcomes. The engagement and trying to know the unknown needs passion as a compelling impetus to create the balance in the 'self' and to avoid conflict from other

activities that one has to perform alongside (Deci & Ryan, 2000). Passion enhances the effect of personality traits and integrates it with the activities one feels comfortable to perform regardless of the actual difficulties involved in terms of social acceptance and competition (Schlenker, 1985). It is the need to address these aspects of entrepreneurial passion in policies that are directed towards creating an enabling environment for creating a sustainable entrepreneurial culture especially in the developing countries like Pakistan.

3 QUESTIONNAIRE DESIGN

The study conducted the pilot study to come up with a questionnaire that has minimum errors commonly made in its designing. The questionnaire tried to start with a motivating introduction that was expected to help the respondents to clearly understand the purpose of the study and fill it with ease and interest. The measurement errors if left untreated can accumulate and reflect on inaccurate statistics so generated. The efforts were made to minimize the occurrence of any systematic error in questionnaire that may add to those sources of errors that are beyond the control of the study like carelessness of respondents, ambiguity in understanding the questions, and uninterested attitude. The focus of pilot study is to make the content of questionnaire properly defined and laden with measurement content. The study tried to consider cognitive approach to design and develop questions by keeping the background and environment of the respondents to minimize variations and biases in responses. To achieve this end the study tried to establish cooperation with the respondents by trying to make them realize that their contribution will help shape the perception of entrepreneurship in Pakistan especially when due to CPEC the degree of competition and need to innovate has become inevitable.

Initially in pilot testing, the study defined the target population and its attributes and the statistics it intends to attain from this activity. As the study is focused on ESE, the purposive sampling technique is used where snowballing helped to identify entrepreneurs in agricultural sector of Pakistan. The study identified the list of observed variables identifying the respective latent constructs and method of analysis i.e. structural equation modeling. Questionnaire was then designed and observed variables were transformed into questionnaire by carefully considering linguistic, logical and technical aspects in order to minimize systematic errors. Although the study

used the adopted constructs from the other studies, questions needed to be rephrased according to local circumstances and use of vocabulary was ensured to make it understandable for the respondents.

Cognitive tests were then conducted to assess the proficiency of sentence structure and phrases used in construction of questions. The study tried to record the responses to the questions in terms of their clarity, speed of response, and quality of information recorded. This was done with the help of peers and 5 entrepreneurs of Rawalpindi and enabled the study to eliminate some of the wordy expressions used in the adopted questionnaires and add brief explanations to improve the understanding of the respondents. This followed the data coding on a five responses Likert scale. It was felt that scale of five responses could not properly record the perceptions of the respondents. Therefore, the study gathered the data on a seven responses Likert scale that then seemed to be more relevant to record responses as the respondents were mostly not having a properly clear idea of their responses. Lack of information and underdeveloped information networks may be responsible for such a behavior that made the respondents to rethink and readjust their responses again and again. Therefore, the study used a seven responses Likert scale for final questionnaire. Due to time constraint the study did not conduct this analysis for a relatively larger group of respondents.

Once the questionnaire was finalized the study gathered the data from 110 respondents from Crop Production; 67 from Live Stock; 21 from Agricultural Marketing, and; 25 from Agricultural marketing (total = 223, i.e. 27% of the sample). One of the most important finding of the pilot study was the insignificant responses of construct of 'Searching' in ESE. It was, therefore, concluded that entrepreneurs in agricultural sector of Pakistan are not making significant efforts search for the entrepreneurial opportunities and make deliberate attempts to indulge in such businesses that may be risk bearing but give them higher returns and control over their activities. The aspect of Neuroticism in Entrepreneurial Personality was replaced by Agreeableness to make the responses consistent on the Likert scale so that all the measures are recorded from less to higher. As the adjusted and revised questionnaire attained high level of reliability and consistency, the study adopted it for data gathering form the full sample.

3.1 Entrepreneurial Passion

Aron et al. (1992) evaluated passion for imagining as movement related with checking nature for new market openings, growing new items or administrations, and working with models. People encountering passion for designing may effectively search out new chances, appreciate concocting new item or administration thoughts, and relish imagining answers for existing issues. Passion for establishing includes gathering essential monetary, human, and social assets expected to make another endeavor (Cardon et al., 2009). Business visionaries who experience enthusiasm for establishing fundamentally appreciate the way toward establishing an endeavor and regularly create personalities that are interlaced with the endeavor character (for example Cardon et al., 2005). Enthusiasm for creating firms is related with exercises, for example, growing new markets and extending the size of the endeavor. Business people who experience passion for developing their organizations may appreciate exercises, for example, growing new items to supplement their current ones, or taking the firm to the following degree of rivalry. Cardon et al. (2013) created things for pioneering enthusiasm and included three separate proportions of passion for designing, enthusiasm for establishing, and passion for creating firms. For every enthusiasm scale, two subscales incorporated the exceptional positive sentiments the business visionary may have towards the specific movement and the personality centrality of each enterprising job (designing, establishing, and creating) (Cardon et al., 2013).

Table 1 Measurement scales of entrepreneurial passion

Scale	Number of Factors	Number of Items	Reference
	4		
Passion for entrepreneurial activity	Seek out new opportunities; enjoy developing new product or service ideas; invent solutions; gather new human and material resources	18	Aron et al. (1992).
Passion for entrepreneurial activity	3		
Passion for entrepreneurial activity	Passion for inventing; passion for founding, and; passion for developing firm	12	Cardon et al. (2013).
Passion for entrepreneurial activity	2		
Passion for entrepreneurial activity	Harmonious Passion, and; Obsessive Passion	10	Marsh (1996).

The sentiments things were estimated as follows: Passion for concocting things included: satisfaction in looking for new thoughts for items/administrations; fervor in checking the earth for new chances. Also, enthusiasm for establishing things notwithstanding: fervor in setting up another organization, and; empowered by owning my own organization. Passion for creating included: pushing workers and myself to perform persuades me; securing opportune individuals for position fulfills me. The sentiments things for each sort of enthusiasm (creating, establishing, and creating) were found the middle value of to shape a solitary composite proportion of the extraordinary positive sentiments of the business visionary for each innovative action. They estimated character centrality of each arrangement of exercises with one thing for every enthusiasm scale: being the originator characterizes me.

Given this viewpoint the investigation recognized these measures as in Jackson & Marsh (1996) between over the top passion (OP) and agreeable enthusiasm (HP). Operation things underscored an inactive point of view where the individual feels constrained to participate in the action, the movement takes a ton of room in the individual's self, and struggle is experienced. HP things accentuated a functioning viewpoint where the individual has power over the movement, individual volition permits the person in question to completely take part in the action, and the action is in concordance with the individual's different exercises, and things were appraised on a 7-point scale. Valuation of the movement was estimated with three things, time and vitality put resources into the action was evaluated with one thing. Level of contention between the enthusiastic action and different exercises in the individual's life was evaluated with five things. Hence, study utilized scales created by Marsh (1996) for evaluating innovative enthusiasm.

3.2 Data Collection

The main instrument of data collection for the study is the questionnaire making it a survey based research. The study standardized the questionnaire with the help of pilot testing to minimize the errors that may occur during the data collection process. It provided a consistent instrument across all the sub-sectors of agricultural sector of Pakistan to measure the attitudes and behaviors of agripreneurs and assesses their preferences and opinions about their entrepreneurial intentions.

Although the study faced the problem of non response from some of the respondents but still it was able to collect sufficient number of responses that can be submitted for statistical analysis.

As the study used purposive and snowball sampling as it is focused on understanding entrepreneurial behavior and the factors influencing it. The data is based on structured observations as the study followed a predetermined structure of and the latent variables used and it helped to minimize the research bias. The replicability of instruments and ease in their understanding helped the study to generate a reliable data set. The responses recorded against observed variables in the study are on Likert scale and coded accordingly. As the measures devised are so constructed that the observed variables may have a positive influence, the consistency of scales is considered in coding the responses. The questionnaires were interviewer-administered and pre-coding technique was used so that the respondents may know relative meanings of their responses. Study conducted the pilot testing in the vicinity of Rawalpindi with carefully selected 100 respondents. The decision to conduct interviewer-administered questionnaire instead of self-administered came after finding out that most of the respondents were not understanding the purpose of research by reading the covering letter and introduction of the questionnaire. Moreover, the study used seven point Likert scale instead of five due to difficulty of respondents to rate their preferences.

3.3 Pilot Study

Pilot test is done in order to ascertain the appropriateness of instruments used in the study. The issue of submitting an instrument for collecting data from the sample that is in turn used for predictions about the entire population needs very careful assessment of the way research is approached and designed. Results of pilot testing helped the study to fine tune the instruments and also check for the validity and consistency so that the predictions thus made are not marred by errors.

3.6 Results of Pilot Study

The results of pilot testing revealed some very important attributes of the target population that were taken into consideration in finalizing not only the instruments of the study but also in understanding the problems pertaining to data collection. The study conducted the EFA and CFA

to finalize the research instruments for all the variables used. Although study used the adopted instruments but the change of scale of measurement from five to seven point Likert scale needed to be assessed again for suitability for the study. At the same time the study also conducted the invariance across the sub-sectors of agricultural sector of Pakistan. The invariance tested for the stability of the instruments so that the study can gather the data from different sub-sectors with the confidence that the perception of the respondents remain consistent. The research in theory of entrepreneurial self efficacy (ESE) has not yet developed one-factor construct that can describe the entrepreneurial competence but generally describes it around accomplishments, vicarious experience, means at hand and entrepreneurial experience of the individuals. In table 5 the results of all constructs of ESE are reported, and it can be readily seen that results related to searching have been dropped because of their insignificance found in the pilot testing. The results of entrepreneurial efficacy in agricultural sector of Pakistan reveal that skills related to searching for make an idea work are not as strong as for creating an entrepreneurial firm. Entrepreneurs do not generally study the market and are reluctant to spend on market surveys. One successful startup does not trigger the sense of exploring the inherent abilities to create more value adding startups. This attitude of elders is also reflected in the young and middle aged entrepreneurs who prefer to have a stable life style with a regular and risk free stream of earning to support their families. They still do not consider creating market niche and designing and managing production according to the requirements of specific target markets an important aspect of successful and sustainable startup.

4. Results and Discussion for Entrepreneurial Passion

The literature on entrepreneurial passion concentrates more on harmonious passion that makes entrepreneur feel good about its behavior and passion controls it. The identity of an entrepreneur is defined in terms of personality characteristics and experiences, and how it integrates them to perform entrepreneurial activities. Certain characteristics profoundly dominate others that start to form the identity of an individual.

Table 2 Descriptive statistics for entrepreneurial passion

	N	Min	Max	Mean	Std. Deviation	Skewness
Variety of Experiences	212	1.00	7.00	4.97	1.05	.022
New Things to Discover	212	1.00	7.00	4.08	1.03	-.040
Memorable Experiences	212	1.00	7.00	4.93	.86	.102
Harmony with Life Activities	212	1.00	7.00	5.20	1.03	.056
Matching with Personality	212	1.00	7.00	4.95	.79	.112
Can't Live Without	212	1.00	7.00	4.14	.89	-.030
Compelled to indulge	212	1.00	7.00	4.20	.87	.259
Emotional Dependence	212	1.00	7.00	4.49	.77	-.062
Mentally Indulged	212	1.00	7.00	4.24	.88	-.005
Mood Controller	212	1.00	7.00	4.97	.73	-.106

Descriptive statistics indicate that most of the variables are negatively skewed but this skewness only moderate and does not violate the basic assumptions of ML estimation.

Table 3 KMO and Bartlett's test for entrepreneurial passion

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.885
Bartlett's Test of Sphericity	Approx. Chi-Square
	1.738E3
	Df
	45
	Significance
	.000

It can be seen that the sample size is adequate and it can be used for analysis to determine the significance of perceived relationships. The test of sphericity indicates that the correlation matrix is not identity matrix and the results attained from the sample can be significant to indicate the entrepreneurial passion for the agricultural sector of Pakistan.

Table 4 Total variance explained for entrepreneurial passion

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.050	40.502	40.502	4.050	40.502	40.502	4.042	40.420	40.420
2	3.802	38.016	78.518	3.802	38.016	78.518	3.810	38.098	78.518

Extraction Method: Principal Component Analysis.

The factors so extracted from the component analysis reveal a well suited structure as these factors explain around 78% of the variance in entrepreneurial passion. Although the rotation reveals that the manifest variables load on all the factors but the items related to specific factors vary more than 0.2 in cross loading generating a reliable factor structure. There is no multicollinearity in the model and the extracted components seem to fit well to describe entrepreneurial passion. The literature on entrepreneurial passion concentrates more on harmonious passion that makes entrepreneur feel good about its behavior and passion controls it. The identity of an entrepreneur is defined in terms of personality characteristics and experiences, and how it integrates them to perform entrepreneurial activities.

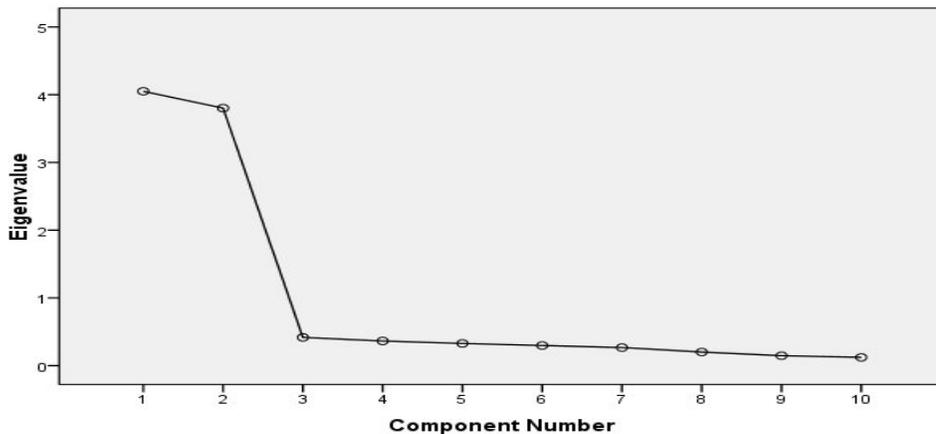
Table 5 Component matrix for entrepreneurial passion

Component	Harmonious Passion	Obsessive Passion	Communalities	VIF
Variety of Experiences	.933		0.90	2.27
New Things to Discover	.864		0.76	1.39
Memorable Experiences	.870		0.78	1.24
Harmony with Life Activities	.892		0.82	2.83
Matching with Personality	.863		0.78	1.27
Can't Live Without		.921	0.89	1.54
Compelled to indulge		.843	0.74	1.40
Emotional Dependence		.828	0.71	2.55
Mentally Indulged		.849	0.74	1.90
Mood Controller		.840	0.73	1.78

Extraction Method: Principal Component Analysis.

Certain characteristics profoundly dominate others that start to form the identity of an individual and the analysis helped to extract the theoretically identified factors. Passion compels an entrepreneur to engage in entrepreneurial activity and it dominates its ‘self’. Passion also allows the individual to attain balance in the ‘self’ and avoid conflict with other activities of life that one performs as well. Therefore, if not entirely, passion can enhance the effect of personality traits on effectual entrepreneurial decision making.

Figure 1 Scree plot for entrepreneurial passion



The components are extracted on the steep part of the slope that indicates the reduction of variance explained due to the subsequent factors. On this part of the curve are located factors that contribute less to the variance. Although sometimes ambiguity may arise due to not finding a definite breaks or bend in the curve which may happen due to small sample size or ration of variables to factors is low. But this analysis did not encounter such problem. It can be seen that two factors were extracted that were theoretically perceived in Marsh (1996).

The results of invariance indicate that the second order scalar invariance could not be established but still the first order metric and scalar invariance along with second order scalar invariance is enough to establish that the research component is stable across the sub-sectors of agricultural sector of Pakistan.

Most of the middle aged business owners are indulged in entrepreneurial activity in Pakistan, and lack of young entrepreneurial initiatives indicate that the markets in Pakistan are generally risk prone and after successfully maintaining investments for few years only then entrepreneurial risk bearing initiatives with high propensity of profits are undertaken. It conforms to the findings of Azoulay, et al. (2018) that in the US the high growth entrepreneurs are middle aged and industrial growth is not due to youth entrepreneurship.

Table 6 Invariance of entrepreneurial passion

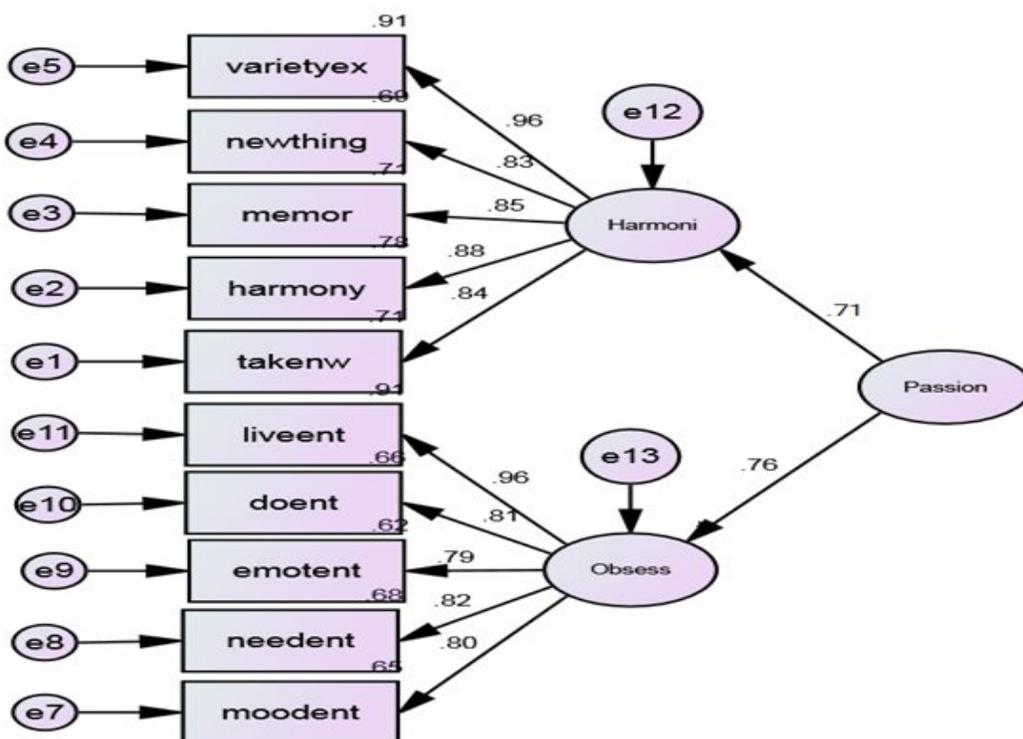
Model	χ^2	$\Delta \chi^2$	df	$\frac{\Delta}{df}$	CFI	Δ CFI	RMSEA
Model 1: Configural invariance	22.45	-	33	-	0.904	-	0.041
Model 2: Metric Invariance: first-order factor loadings invariant	31.63	9.18	41	8	0.899	0.005	0.049
Model 3: Metric Invariance: first-and second-order factor loadings invariant	39.04	7.41	42	1	0.890	0.009	0.056
Model 4: Scalar Invariance: first-and second-order factor loadings and intercepts of first order	46.31	7.27	50	8	0.889	0.001	0.061
Model 5: Scalar Invariance: first-and second-order factor loadings, and intercepts of measured variables and first-order factors invariant	52.93	6.62	51	1	0.849	0.04	0.094

Study found a prominent gender economic exclusion in Pakistan where female participation in organized businesses is very low. Although the study is not set to assess the gender based differences in the entrepreneurial efficacy but some of the observations could not be overlooked.

Therefore, the study adopted these scales for the final analysis. Entrepreneurs have relatively high need for autonomy and they continue to develop inherent competencies that help them to not only remain relevant to their environment but also can have significant contribution towards others. Due to this reason the study intended to assess moderating effect of entrepreneurial passion for Big Fiver personality traits driving effectual entrepreneurial startups.

The constructs of entrepreneurial passion describe the structural relationship significantly. The results of CFA indicate that the model fitness is appropriate to be used for the study. Entrepreneurs have relatively high need for autonomy and they continue to develop inherent competencies that help them to not only remain relevant to their environment but also can have significant contribution towards others (Sheldon, 2002). Due to this reason the study intended to assess the impact of harmonious and obsessive passion to understand the response of the entrepreneurs in agricultural sector of Pakistan.

Figure 3 Measurement model for entrepreneurial passion



Passion = Entrepreneurial Passion; Harmoni = Harmonious Passion; Obsess = Obsessive Passion

The results show that obsessive passion has a relatively stronger impact on entrepreneurial passion. Passion compels an entrepreneur to engage in entrepreneurial activity and it dominates its ‘self’. The constructs of entrepreneurial passion depict that the data describe the structural relationship significantly. The reliability of the constructs is high indicating that the data describes the constructs significantly. Average variance extracted is having a value greater than 0.5 indicating an acceptable level of validity of the instruments. Similarly, the value of composite reliability indicates that the measures so constructed are actually measuring what the study intended to measure in terms of passion. It can also be seen that the factor loadings of all the constructs are significant and high. The overall model fit indices like chi-square, root mean square error of approximation (RMESA), comparative and generalized fit indices are also indicating that the model is a good fit.

Table 6 Constructs of item for entrepreneurial passion

	Estimates	<i>p</i> -value
Entrepreneurial Passion		
Harmonious Passion	.71	0.00
Obsessive Passion	.76	0.00
	Cronbach's α	Factor Loading
	AVE	<i>p</i> -value
	CR	
<i>Harmonious Passion -</i>	0.91	
Variety of Experiences	0.52	.844
New Things to Discover	0.84	.882
Memorable Experiences		.845
Harmony with Life Activities		.832
Matching with Personality		.956
<i>Obsessive Passion -</i>	0.82	
Can't Live Without	0.76	.805
Compelled to indulge	0.86	.822
Emotional Dependence		.789
Mentally Indulged		.815
Mood Controller		.956

Chisq/df = 2.25; GFI = .95; CFI = .90; RMSEA = .04
 AVE=Average Variance Extracted; CR=Construct Reliability

ESE is a process in which an entrepreneur proceeds through different phases in a cognitive manner. In order to understand the phenomenon of firm creation in agricultural sector of Pakistan, the research tried to assess and validate each respondent on the basis of events occurring in entrepreneurial firm creation. The study interacted with novice as well as expert entrepreneurs in different branches of agricultural business in Pakistan. The surge of newness, value addition and breaking free from the traditional market structures for doing business generally describes the entrepreneurial behavior in all four sub-sectors of agricultural business in Pakistan. The need for supportive entrepreneurial ecosystem is felt gravely for creating a thriving agricultural sector that can innovate in multiple uses of available resources. There is a need to create a viable ecology in which the entrepreneurs who are passionate to become innovators. This ecological environment can be fostered from the grass roots especially from school and community level to enable the acceptance of innovation in somewhat traditional agricultural sector of Pakistan in general and factor driven economies in general.

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Appendix: Entrepreneurial Passion – Coding

Variable Description	SPSS Variable Name	Codes
<i>Harmonious Passion:</i>		
Entrepreneurship allows me to live a variety of experiences in life.	Varietyex	1 = Strongly disagreed 7 = Strongly Agreed
The new things that I discover with entrepreneurial activity allow me to appreciate it even more.	Newthing	1 = Strongly disagreed 7 = Strongly Agreed
Entrepreneurship allows me to live memorable experiences.	Memor	1 = Strongly disagreed 7 = Strongly Agreed
Entrepreneurship is in harmony with the other activities in my life.	Harmony	1 = Strongly disagreed 7 = Strongly Agreed
I am completely taken with entrepreneurial activity.	Takenw	1 = Strongly disagreed 7 = Strongly Agreed
<i>Obsessive Passion:</i>		
I cannot live without entrepreneurship.	Liveent	1 = Strongly disagreed 7 = Strongly Agreed
The urge is so strong. I can't help myself from doing entrepreneurship.	Doent	1 = Strongly disagreed 7 = Strongly Agreed
I am emotionally dependent on entrepreneurship, creativity and newness.	Emotent	1 = Strongly disagreed 7 = Strongly Agreed
I have a tough time controlling my need to do entrepreneurship.	Needent	1 = Strongly disagreed 7 = Strongly Agreed
My mood depends on me being able to do entrepreneurship.	Moodent	1 = Strongly disagreed 7 = Strongly Agreed