

The Promise of Entrepreneurial Passion to Advance Social Entrepreneurship Research

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Abstract

This article aims to advance the theoretical debate on the role of *entrepreneurial passion* and paradoxical *entrepreneurial interests*—two influential concepts of entrepreneurship that have received little empirical validation so far—in predicting social entrepreneurial intention. Drawing on the literature on entrepreneurial passion and pecuniary vs. non-pecuniary interests in entrepreneurship, in particular the tension between money ethics, meaning in life, and public service motivation, we collected survey data from young people who were at the career choice contemplation stage ($N = 1,021$) to test a model of social entrepreneurial intention. Structural equation modeling and mediation analyses supported the tested model. This article contributes to the literature by demonstrating the centrality of entrepreneurial passion in predicting social entrepreneurial intention and the complex role of pecuniary and non-pecuniary interests in the relationships.

Keywords: Entrepreneurial Passion, Social Entrepreneurship, Pecuniary, Non-Pecuniary

Headline: Entrepreneurial passion and social entrepreneurship

Highlights

- Little research on how passion influences social entrepreneurship
- Entrepreneurial passion as a glue that binds pecuniary vs. non-pecuniary interests
- Exploring how entrepreneurial passion predicts social entrepreneurial intention
- Entrepreneurial passion is a key predictor of social entrepreneurial intention
- Direct, indirect effect of money ethics, meaning in life, public service motivation

Introduction

For many years, passion has become a popular topic in the media (The New York Times, 2018) and international best sellers (Duckworth, 2016). As Oprah Winfrey famously said (2018) “*If you can find what is your passion, if you find what you love, you never get tired...and you would do it [what you love] for nothing.*” The general idea of *passion* is well captured in Mel Gibson’s *The Passion of the Christ* movie—as love, sacrifice, suffering, and victory in pursuit of a (sacred) mission. Many people agree that finding and pursuing one’s own passion is the right thing to do as it brings the best out of them and helps transform their interests into productive actions (O’Keefe et al., 2018) and achievement (Cai et al., 202; Li et al., 2021).

In the field of entrepreneurship, *entrepreneurial passion*¹ (EP)—the intense positive feelings by engagement in entrepreneurial activities—has become a widely accepted ‘theory’ to explain and predict entrepreneurial outcomes (Cardon et al., 2009, 2013; Newman et al., 2021). Research shows that EP increases entrepreneurs’ creativity and ability to recognize opportunities (Baron, 2008) and their persistence and engagement in pursuing goals (Cardon et al., 2009). EP can also be contagious; it increases investor interest (Shane et al., 2020), boosts employee motivation (Hubner et al., 2020) and attracts top employees (Lewis & Cardon, 2020).

In the field of social entrepreneurship (SE) (Battilana & Lee, 2014; Saebi et al., 2019; Santos, 2012), there has been much less discussion on whether, how and the extent to which EP matters. While there has been no shortage of conceptual work on SE in the management and organization literature—SE has been casted in many ways: as value creation (Santos, 2012),

¹ Although EP has been around for a decade, its intellectual root is much older and dated back to Adam Smith (1937) and Marx Weber (1978) who reasoned that entrepreneurial beings are paradoxically complex—they are driven by selfish and social passions or interests (Van de Ven et al., 2007). The realization that entrepreneurial interests are complex (Van de Ven et al., 2007) coincides with the growing inquiry in the *social* role of entrepreneurship (Zahra & Wright, 2016) and other non-economic/non-materialistic explananda, including religion (Smith et al., 2021), arts (Hjorth & Holt, 2016) to myth (Laine & Kibler, 2018).

hybrid organization (Battilana & Lee, 2014), meaningful work (Dempsey & Sanders, 2010), emancipatory work (Chandra, 2016), to values work (Chatterjee et al., 2021; Gehman et al., 2013)—there has been little theoretical development and empirical work that examines in what way and how EP fits in the rapidly evolving SE scholarship. Cardon et al. (2017) was among the first who identified that ‘passion for social mission’ can be found among entrepreneurs and they made remarks on the absence of EP research in the SE literature. The (near) absence of EP in SE research is making our understanding of SE incomplete, akin to expunging Antonio—a merchant and an altruist—from the discussion of Shakespeare’s *The Merchant of Venice*.

A core domain of SE is the study of people’s intentions to ‘take the plunge’ as social entrepreneurs, or *social entrepreneurship intention* (SEI). Over the years, there has been ample anecdotal stories claiming that SEI is driven by *passion* (Bornstein, 2006; Thorgren & Omorede, 2018; UnLtd India, 2019). The growing body of SEI research has been dominated by research that examines self-efficacy (Hockerts, 2017, 2018), empathy (de Sousa-Filho et al., 2020), social identity (Smith & Woodworth, 2012), and conceptual discussions of compassion (Grimes et al., 2013; Miller et al., 2012). Unfortunately, whether and how EP plays a role in predicting SEI remains unknown. This gap is further exacerbated by the debate in SE between those who espouse the ‘profit is not a dirty thing’ (Alonso et al., 2020; Boluk & Mottiar, 2014) and those who adhere to the ‘primacy of social purpose’ (Cho, 2006; Parkinson & Howorth, 2008; Howorth et al., 2012) premises. This echoes the tension between *pecuniary*² and *non-pecuniary* interests (Van de Ven et al., 2007) as well as competing identities, value systems and norms (Battilana & Dorado, 2010; Tracey et al., 2011) as the underlying drivers of SEI yet also normative issues in SE.

² We follow Van de Ven et al.’s (2007) definition of pecuniary interests as actions undertaken to achieve economic or power gains regardless the approaches by which the ends are achieved; and non-pecuniary interests as actions that generate the general welfare for the community or society at large regardless whether one’s own interests are served in the process or not. Examples of the former include money, success to fame and recognition; while examples of the latter include using one’s private funds to benefit women to help them out of poverty or ex-criminals who set up an organization to employ newly released inmates.

We reason that EP could be the *glue* and the missing piece in the puzzle that binds the conflicting premises about SE and the contradictions between pecuniary and non-pecuniary interests in SEI, and holds promise to advance SE research. In this article, we aim to interrogate and encourage new conversations in SE research by theorizing and testing the roles of EP as a predictor of SEI and as a central mechanism that connects pecuniary vs. non-pecuniary interests in entrepreneuring. We asked two related questions: *Does EP drive SEI? What pecuniary and non-pecuniary interests are associated with EP and SEI?*

To answer these questions, we interrogated a model of SEI comprising *money ethics* (ME)—a form of pecuniary interest—as well as *meaning in life questionnaire* (MLQ), and *public service motivation* (PSM)—forms of non-pecuniary interests—as drivers of EP, which mediates the relationship between these variables and SEI. Using survey data collected from final year university students who were at the career choice contemplation stage in three cities in Indonesia, the largest economy in Southeast Asia and the fourth most populous nation in the world (CIA, 2021), we performed structural equation modeling and mediation analysis. Overall, we found empirical support for the model and offered one of the first contributions of the role of EP in predicting SEI and demonstrated the veracity of EP as a ‘theory’ to advance SE scholarship.

Hypothesis Development

Social Entrepreneurial Intention (SEI)

Entrepreneurial motives and interests are complex and often involve competing self (pecuniary) and collective (non-pecuniary) interests (Van de Ven et al., 2007). The prefix ‘social’ in social entrepreneurship (SE) adds layers of complexity to the competing *pecuniary* and *non-pecuniary* interests—and competing identities, value systems and norms (Battilana & Dorado, 2010; Smith et al., 2012; Tracey et al., 2011)—that drive SE. The puzzle is, how do individuals

reconcile contradictory (pecuniary and non-pecuniary) interests when deciding to be social entrepreneurs? We propose EP (Cardon et al., 2009, 2013, 2017) as a missing puzzle and *glue* that binds ³ conflicting interests in entrepreneuring in explaining and predicting SEI. Specifically, we theorize that SEI requires EP as a central driving mechanism, which is influenced by pecuniary and non-pecuniary interests as antecedents. The *pecuniary* interests include the desire for money and success or Money Ethics (ME) (Tang, 2016), while the *non-pecuniary* interests include the presence and search for meaning in life (MLQ, or meaning in life questionnaire) (Steger et al., 2006), and the desire to serve the public (PSM or public service motivation) (Perry, 1996). Figure 1 describes the conceptual model explored in the study.

---Insert Figure 1 about here---

Entrepreneurial Passion (EP)

EP⁴ is the fire that provides the persistence, dedication, and commitment to fully engage in actions to achieve entrepreneurial outcomes (Cardon et al., 2009, 2013, 2017). Research has shown that EP can predict general entrepreneurial success (Santos & Cardon, 2019) and intention (Biraglia & Kadile, 2017). As EP can explain and predict various general entrepreneurial phenomena where the focus has been on pecuniary interests and that SE adds the non-pecuniary interests to the pecuniary interests in venturing (Van de Ven et al., 2007)—it follows that EP may be a relevant predictor of SE. This corroborates with Cardon et al. (2017) that found that some entrepreneurs were also passionate about social mission and

³ As an illustration, a computer geek—who works long hours to develop an app that provides micro loans to the poor—may be torn apart between thinking how much fame, recognition and money (pecuniary interests) he could get and thinking how much the apps could create value for the poor (non-pecuniary interests); the tensions between the two interests can be reconciled and glued together by his passion for founding and creating artefacts, which is the EP that we are theorizing.

⁴ EP comprises three main domains: passion for inventing new products/services (inventing), passion for founding new ventures (founding), and passion for developing these ventures for growth and expansion after founding (developing) (Cardon et al., 2009; Murnieks et al., 2014). Cardon et al. (2013) argued that the three domains of EP (inventing, founding, and developing) cannot be combined into “an overall average-across-all-domains measure of EP” (p. 389). Instead, Cardon and colleagues suggested that researchers should explore one or multiple domains of EP in an entrepreneurship study.

transformation, which would eventually drive SE. Accordingly, we expect that EP can predict individuals' SEI. In this article, we propose that EP, in particular the *passion to establish new organization* (EPF), is an important predictor of SEI. We propose the following:

Hypothesis 1: EPF is positively associated with SEI.

Money Ethics (ME)

ME⁵ (Mitchell & Mickel, 1999)—a form of pecuniary interest—reflects people's attitude toward and desire for money. A high ME score reflects a strong tendency to pursue success and money. Unfortunately, there has been little research that examined the relationship between ME and the SEI. Scholars have long argued that the key distinction of social entrepreneurs is their commitment to social change (Dees, 2001), social values (Santos, 2012) and the tendency to rely on their 'social' identities instead of entrepreneurial or managerial identities (Parkinson & Howorth, 2008). We thus reason that ME—which reflects individuals' passion for money and success—can weaken the desire for SEI (yet strengthening the intention for for-profit venturing). Moreover, Cardon et al. (2017) argued that research on the relationship between passion for social mission and EP is missing from the literature. They also argued that passion for social mission can lead to the pursuit of SE. Because passion for social mission is the inverse of ME, it is thus logical to expect ME to weaken EP. Therefore, we propose the following hypotheses:

Hypothesis 2: ME is negatively associated with SEI.

Hypothesis 3: ME is negatively associated with EP.

Meaning in Life (MLQ)

⁵ ME comprises three dimensions: *affective* (e.g., perception of money as evil, useless, shameful vs. perception of money as good, valuable, and attractive), *cognitive* (e.g., achievement, respect, and power), and *behavioral* (e.g., budgeting, investing, or saving money) (Tang, 1995, 2016).

MLQ (Steger et al., 2006)—a form of non-pecuniary interest in entrepreneurship (Van de Ven et al., 2007)—reflects people’s drive to find meaning and significance in their lives, which helps them achieve important goals in life (Klinger, 1977). The linkage between meaning in life and SE was first theorized by Dempsey and Sanders (2010). As the authors noted, social entrepreneurship is “a career with meaning and in which [one] feels *passion*” (Dempsey & Sanders, 2010, p.450) and social entrepreneurs as being “*deeply passionate* about their work” (p.453). MLQ also shares resemblance with Cardon et al.’s (2017) passion for people (i.e., building meaningful relations with stakeholders) and passion for creating things (e.g., ideas, products, systems), which are key sources of EP. Based on these rationales, we reason that MLQ is the fire that provides the passion to build organizations. Therefore, we propose the following hypothesis:

Hypothesis 4: MLQ is positively associated with EP.

Public Service Motivation (PSM)

PSM⁶ (Perry & Wise, 1990) refers to an individual’s predisposition to respond to motives that go beyond self-interest. PSM—a non-pecuniary interest in venturing (Van de Ven et al., 2007)—is parallel with the compassion ‘theory’ in SE (Grimes et al., 2013; Miller et al., 2012) and comprises compassion as one of its dimensions. Research has shown that PSM drives individuals to volunteer and to work for non-profit organizations and in public services (Leisink et al., 2018; Holt, 2018; Vandenabeele, 2011). A qualitative study by Germak & Robinson (2014) revealed that PSM is a factor that triggers people to build and own their social ventures. It thus follows that PSM is related to EP and SEI. We hence theorize that PSM, as a selfless

⁶ PSM includes *rational* (maximizing personal benefits), *effective* (desire to help others and self-sacrifice), and *norm-based* (complying with rules and tradition) motives (Perry & Wise, 1990; Vandenabeele, 2007). PSM comprises four dimensions: *social justice*, *compassion*, *self-sacrifice*, and *commitment to public interest* (Perry & Wise, 1990).

desire to create benefit for the collectives, can drive the passion to build organizations and SEI. Therefore, we propose the following hypotheses:

Hypothesis 5: PSM is positively associated with EP.

Hypothesis 6: PSM is positively associated with SEI.

Methodology

Study Context: Young Indonesians Contemplating Career Options

In a country like Indonesia, Millennials/Generation Z are leading the development of the SE profession. SE plays a key role in tackling youth unemployment and the environmental crisis in the country (ILO, 2019). According to British Council (2018), around 67% of the social enterprises in Indonesia are established and led by young people. Young people's desire to become social entrepreneurs has increased during the ongoing COVID-19 pandemic. Indeed, there is considerable media coverage of young people using an entrepreneurial approach to alleviate the suffering of others during the pandemic (e.g., Putera, 2020).

Our survey questionnaire, discussed below, was distributed to final year undergraduate students in Semarang (Central Java), Surabaya (Eastern Java), and Samarinda (Eastern Kalimantan). Of the 1,200 questionnaires distributed, 1,021 were returned completed (a response rate of 85%). There were slightly more female (52%) than male respondents (48%). In total, 87.2% of the respondents were aged between 18 and 23 years old, 71.7% studied social sciences, 55.7% attended a public university, 54.3% did not have prior business experience, 57.7% had entrepreneurial family members (parents and/or siblings), and 92.1% were interested in becoming entrepreneurs. The demographic characteristics of the respondents are presented in Appendix 1.

Measurements

We used previously validated scales to test the model. SEI was measured using the scale developed by Hockerts (2017), which comprises three items (one of the items was reverse coded). EPF was measured using the scale developed by Cardon et al. (2013) using only the dimensions for *founding*, which comprises four items (“Establishing a new company excites me”, “Owning my own company energizes me”, “Nurturing a new business through its emerging success is enjoyable”, and “Being the founder of a business is an important part of who I am”). ME was measured using Tang’s (1995) scale, which comprises success (eight items), budget (two items), and evil (two items, reverse coded). MLQ was measured using the scale developed by Steger et al. (2006), which comprises presence of meaning (five items) and search for meaning (five items). PSM was measured using Perry’s (1996) scale, which consists of four dimensions: social justice (five items), compassion (eight items), self-sacrifice (eight items), and commitment to public interest (seven items). Some of the items and dimensions (ME—budget, ME—evil, and PSM—compassion) were omitted because of low item loadings (below 0.5).

Control variables

We included several control variables in the study: year of study, gender, age, type of university (public vs. private), faculty (natural sciences vs. social sciences), previous business experience (yes vs. no and length of time), and entrepreneurial family member (yes vs. no and who they were).⁷

Findings

⁷ A hierarchical regression model using the control variables and the independent variables (ME, EPF, and PSM) as predictors of SEI was developed. The results show that ΔR^2 is significant, thus indicating that the independent variables better explain SEI than the control variables. Similar findings are found for a hierarchical regression model using the control variables, ME, MLQ, and PSM as antecedents of EPF.

We used structural equation modeling using AMOS version 23.0 and Hayes PROCESS Macro Model 4 to test the mediation effects of EP.

Validity and Reliability Tests—The Measurement Model

Confirmatory factor analysis was conducted to validate the measures. Appendix 2 presents the items used for each construct: loadings, average variance extracted (AVE), composite reliability (CR), and Cronbach's alpha values. All item loadings are above the minimum criteria of 0.5 (Hair et al., 2018), indicating good convergent validity. The AVE values for all constructs (ME = 0.555; EPF = 0.609; SEI = 0.554; MLQ = 0.527; and PSM = 0.549) are above 0.5, suggesting acceptable convergent validity.

Following Fornell and Larcker's criteria (1981), all construct correlations are less than the corresponding square root of the AVE, suggesting good discriminant validity (see Table 1). Cronbach alpha's and CR are both greater than 0.7 (except for MLQ = 0.689), showing very good internal consistency for all constructs in the final model (Hair et al., 2018).

---Insert Table 1 about here---

To exclude the possibility of common method bias (CMB), we conducted Harman's single factor test by reducing all of the items to a single factor (Podsakoff et al., 2003). The result shows that the total variance explained is only 29.29% (below the criteria of 50%), indicating that CMB is not a concern (Bagozzi et al., 1991). We also examined CMB by checking the variance inflation factors (VIFs) (Kock & Lynn, 2012). First, we created a dummy variable with random values (the type of university, i.e., public vs. private university). Second, the model was specified such that all latent variables pointed to the dummy variable. Third, a regression analysis was conducted. Finally, the VIF of each latent variable was examined. All of the VIFs are below the cutoff point of 3.3 (i.e., ranging from 1.008 to 1.975), indicating that CMB is not a problem in this study (Kock, 2015).

Model fit indices

The chi-square, CFI (Comparative Fit Index), TLI (Tucker-Lewis Index), and RMSEA (Root Mean Square Error of Approximation) values of the final measurement model indicate a good model fit (Hair et al., 2018) (refer to Table 2).

---Insert Table 2 about here---

Structural model assessment

We first present the descriptive statistics of the analysis. Table 1 shows the means, standard deviations, and correlation coefficients of all of the constructs studied. The correlation coefficients are in the expected direction for all of the hypotheses tested. Specifically, EPF is positively correlated with SEI ($r = .403, p < .01$). ME is negatively correlated with SEI ($r = -.075, p < .05$), but it is not significantly correlated with EPF ($r = -.039, p = .213$). MLQ is positively correlated with EPF ($r = .456, p < .01$), PSM is positively correlated with EPF ($r = .450, p < .01$), and PSM is positively correlated with SEI ($r = .619, p < .01$).

Direct Effects

The above results show that EPF is significantly related to SEI ($\beta = .096, p < .05$; see Table 3 and Figure 2), supporting H₁. ME is hypothesized to have a negative influence on both SEI (H₂) and EP (H₃). The results show that the effect of ME on SEI is negative and significant ($\beta = -.066, p < .05$). Therefore, H₂ is supported. However, no significant effect is found on the association between ME and EPF ($\beta = -.014, p = .642$). Therefore, H₃ is not supported.

H₄ proposes that MLQ positively influences EPF. A significant and positive effect is found ($\beta = .423, p < .01$). Thus, H₄ is supported. As predicted in H₅ and H₆, PSM is positively associated with both EPF and SEI. Consequently, H₅ and H₆ are supported.

---Insert Table 3 about here---

---Insert Figure 2 about here---

Mediating Effects

To test the mediating effects of EPF on ME and SEI, of EPF on MLQ and SEI, and of EPF on PSM and SEI, we used three mediation models using Hayes PROCESS Macro Model 4 (Hayes, 2018). The results indicate that EPF does not mediate the effect of ME on SEI (see Figure 3(a)). As the effect of ME on EPF is not significant, but its direct effect on SEI is significant, it can be classified as direct-only nonmediation (Zhao et al., 2010). Furthermore, EPF partially mediates (or complementary mediation; Zhao et al., 2010) the impacts of MLQ on SEI and of PSM on SEI (see Figures 3(b) and 3(c), respectively), because both the mediated effect ($a \times b$) and the direct effect (c) exist and have the same direction.

---Insert Figure 3 about here---

Discussion

This quantitative exploration aimed to examine the role of EP (Cardon et al., 2009, 2013, 2017) and paradoxical entrepreneurial interests that characterize SE (Saebi et al., 2019; Van de Ven et al., 2007) as a mechanism that predicts SEI. We proposed and tested a model that theorizes the role of EP and pecuniary vs. non-pecuniary interests in driving *social entrepreneurship intention* (SEI). The results show the centrality of EP and the interplay of pecuniary and non-pecuniary interests, in particular ME, MLQ, and PSM, in influencing SEI. We found empirical support for the model: EP was positively and significantly associated with SEI (supporting H₁). ME was negatively and significantly associated with SEI (supporting H₂), but had no effect on EP (not supporting H₃). MLQ was positively and significantly associated with EP (supporting H₄), and PSM was positively and significantly associated with EP (supporting H₅) and SEI (supporting H₆).

This study makes several important contributions to the SE scholarship. First, it provides a first empirical examination of EP, a factor that has been widely reported in many anecdotal stories (e.g., Ashoka, 2018; Bornstein, 2007; UnLtd India, 2018) and conceptual work (Dacin et al., 2011; Thorgren & Omerede, 2018) as a driver of SE but rarely examined systematically. We provide one of the first empirical validations that the passion to create organizations, or EPF (Cardon et al., 2013) serves as a central mechanism that predicts SEI. Importantly, we show the veracity and generalizability of EP as a ‘theory’ outside of the traditional for-profit venturing context to explain SEI, a core area of interest in SE scholarship. This paves the way for a stronger integration between SE and EP theories to explain SE phenomena, from intention, to process (e.g., different pathways) to outcomes (e.g., success).

Second, this study offers one of the first empirical examinations of the tension between pecuniary and non-pecuniary interests (ME versus MLQ and PSM)—that reflects the complex nature of entrepreneuring (Van de Ven et al., 2007)—and their relationship with EP and SEI. It validates the role played by *non-pecuniary interests*—MLQ and PSM—(versus pecuniary interests, as in ME) as drivers of SEI and how EP plays a complementary mediating role in the effects of MLQ and PSM on SEI. The findings validate the notion that SE is driven by contradictory interests and present SE as composed of more complex and multifaceted interests and orientations compared with conventional for-profit entrepreneurship.

Third, this study fills the “context gap” (Welter & Baker, 2020) in SEI research, which has tended to lack data from developing countries. Indonesia, despite being the largest economy in ASEAN and the fourth most populous nation in the world, has been mostly absent from scholarly research on SE. In fact, SE is a highly attractive vocation for young people in developing countries, including Indonesia (British Council, 2019, 2021). Thus, Indonesia is a valuable strategic research site (Merton, 1987) that can extend SE and EP theory and theorizing.

In conclusion, this article demonstrates the promise of entrepreneurial passion to advance social entrepreneurship scholarship, as a new lens to study the motives, processes, and outcomes of social entrepreneurial activities. Moreover, it could provide insights for educators and policy makers in grooming future social entrepreneurs.

Implications for Practice

This study offers some implications for practice. First, the variables that contribute to negative (i.e., ME) and positive (e.g., MLQ, PSM, EP) influence on SEI can offer initial criteria for self-assessment for one's potential to be a social entrepreneur, as well as identifying and funding social entrepreneurs by investors and policy makers. It also suggests that displaying and enhancing 'passion' (Li et al., 2017) could be a key strategy to win funding in SE. As EP comes from various sources (i.e., passion for people, product, inventing, social mission; Cardon et al., 2017), future entrepreneurs can pick *certain* beneficiary groups or social intervention or innovative solution, or type of social mission that they are most passionate about to increase the likelihood of being a social entrepreneur and being successful in SE. The idea that money and success (ME) can reduce the desire for SE among young people could also mean that promoters of SE can adopt appropriate (social) framing when 'selling' SE to the youths. This also suggests that over-emphasis on business subjects (e.g., finance, business planning) might be counterproductive to entice future social entrepreneurs. This requires a more balanced approach that stimulates a reflection of one's own purpose in life, desire to serve the public, and the passion to found new organizations such as using reflective learning (Howorth et al., 2012). Novel approaches, such as using comics (Short et al., 2013), could be fruitful as it can portray the complex reality (pecuniary vs. non-pecuniary interests) of SE in an engaging way, as a tool to stimulate young people's intention to be social entrepreneurs.

Limitations and Future Research

This study is limited in at least four ways and in addressing them we offer three avenues for future research (see Table 4).

---Insert Table 4 about here---

In general, this study a) was cross sectional in nature, b) focused on a single country context, c) lacked experimental validation to understand causality of the variables studied, and d) did not connect EP with other theories that can predict SEI. Accordingly, we suggest several new theoretical perspectives in connection with the EP ‘theory’ and offer some potential avenues for future research in SE. The first is to interrogate the relationship between EP and *social learning theories* (Howorth et al., 2012; Hockerts, 2018). For example, one might examine how different types of social learning enhances EP for social entrepreneurs, or the effects of including individuals with high (versus low) levels of EP and SE learning outcomes. The second is to examine the role of *paradoxical theory* (Smith et al., 2012; Smith & Tracey, 2016) in understanding, for example, how EP enhances the ability to search for solutions to social challenges and how social entrepreneurs choose between different approaches when facing competing demands. The third is to investigate *social identity and self-efficacy theories* (Cardon & Kirk, 2015; Smith & Woordworth, 2012), for instance, how social identity triggers EP in relation to SEI and the effect of the decay of EP on self-efficacy and SEI.

These avenues for future research can be pursued using a combination different experimental research and nonconventional qualitative research. Examples include priming the role of ME, MLQ, PSM, and passion for inventing/founding/developing in a laboratory setting to examine their effects on SEI. Field experiments and randomized control trials could be conducted to examine how different coaching methods with different focus on (non) pecuniary interests and (sources or types of) EP can influence the intention for and success in SE. Discrete choice experiments can be designed to test how social entrepreneurs choose to integrate,

differentiate or accept tensions in SE. Lastly, visual methods—that ask respondents to visualize their experiences—and netnography (observing participants behavior online) can be fruitfully used to study the persistence of EP and how it affects SEI and SE success.

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Table 1. Means, Standard Deviations, Correlations, and Discriminant Validity Test Results

Variable	Mean	SD	ME	EPF	SEI	MLQ	PSM
ME	4.424	1.429	0.745				
EPF	5.983	1.020	-0.039	0.780			
SEI	5.523	1.232	-0.075*	0.403**	0.744		
MLQ	5.795	0.870	-0.030	0.456**	0.481**	0.726	
PSM	5.583	0.789	-0.015	0.450**	0.619**	0.565**	0.741

Notes: N = 1,021.

Those printed in bold are square roots of the average variance extracted.

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

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

Table 2. Goodness-of-fit indices

Model	χ^2	<i>df</i>	<i>P-value</i>	χ^2/df	CFI	TLI	RMSEA
Initial measurement model	8107.128	1289	0.000	6.289	0.673	0.650	0.072
Revised measurement model 1	1706.793	507	0.000	3.366	0.916	0.901	0.048
Revised measurement model 2	240.560	99	0.000	2.430	0.981	0.974	0.037
Structural model	243.504	100	0.000	2.435	0.980	0.973	0.038

Table 3. Summary of Hypothesis Testing Results

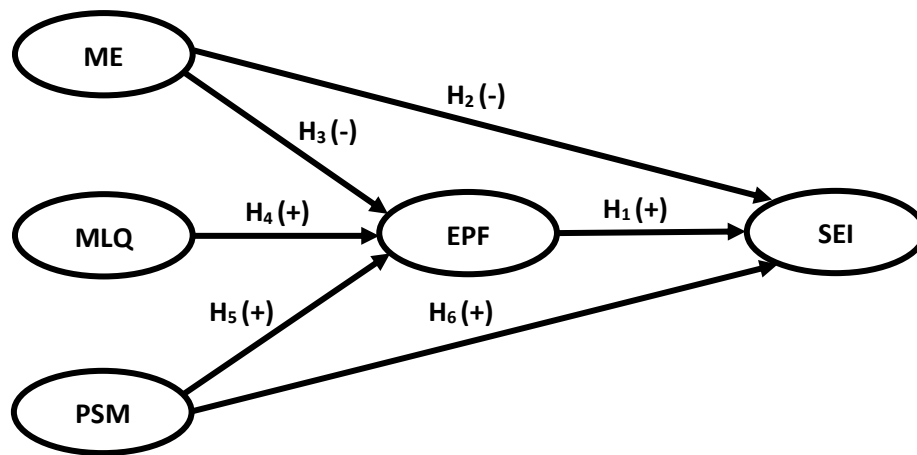
Hypothesis	Path Description	Standardized Estimates (β)	<i>Critical Ratio (C.R.)</i>	<i>P-value</i>	Remarks
H ₁ (+)	EPF \rightarrow SEI	0.096	2.351	0.019	Supported
H ₂ (-)	ME \rightarrow SEI	-0.066	-2.217	0.027	Supported
H ₃ (-)	ME \rightarrow EPF	-0.014	-0.464	0.642	Not supported
H ₄ (+)	MLQ \rightarrow EPF	0.423	5.344	***	Supported
H ₅ (+)	PSM \rightarrow EPF	0.206	2.816	0.005	Supported
H ₆ (+)	PSM \rightarrow SEI	0.772	14.646	***	Supported

Notes: *** p-value < 0.001, ** p-value < 0.05.

Table 4. Future Research Connecting Entrepreneurial Passion and Social Entrepreneurship

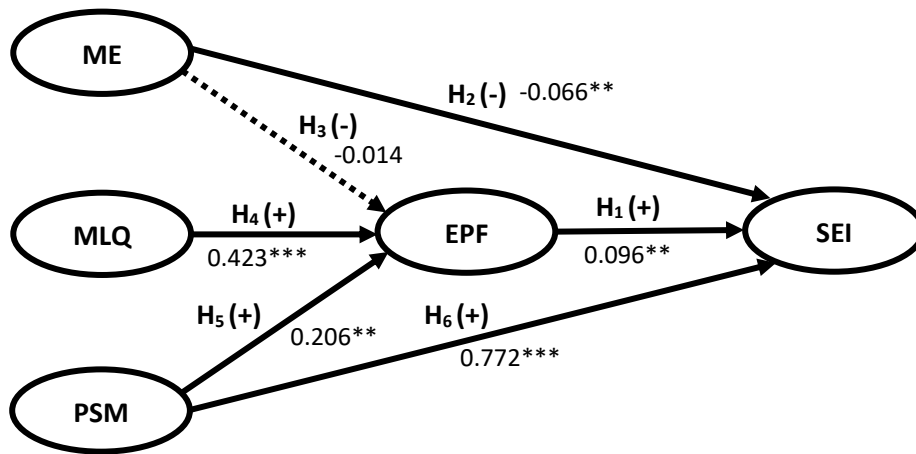
Research Limitations	Suggested theoretical perspectives and methods	Examples of future research questions and possible methods
<ul style="list-style-type: none"> • A cross sectional study. • Focuses on a single country context. • A survey study thus not experimentally examining the causal relations between pecuniary (Money Ethics) and non-pecuniary (MLQ, PSM) and entrepreneurial passion (EP) in influencing drive SEI. • Focuses on EP ‘theory’ alone and has not interrogated the role of cognate theories as predictors of SEI. 	<ul style="list-style-type: none"> • The relationship between entrepreneurial passion and <i>social learning</i> in SE (Howorth et al., 2012; Hockerts, 2018) <ul style="list-style-type: none"> ○ Field, laboratory experiments, randomized control trials (RCTs). ○ Experience sampling methodology (ESM) ○ Netnography 	<ul style="list-style-type: none"> • Can the ‘contagion effect’ from social learning enhance entrepreneurial passion for social entrepreneurs? (field experiment, ESM) • To what extent can the inclusion of individuals with strong entrepreneurial passion drive overall SE education outcomes? (field experiment, RCT, netnography) • What types of social learning approaches predict higher entrepreneurial passion and SE intention? (lab experiment, RCT)
	<ul style="list-style-type: none"> • The relationship between entrepreneurial passion and <i>paradoxical leadership</i> in managing social-commercial tensions (Smith et al., 2012; Smith & Tracey, 2016) <ul style="list-style-type: none"> ○ Surveys ○ Field experiments, randomized control trials (RCTs). ○ Discrete choice experiments (DCM) 	<ul style="list-style-type: none"> • Can entrepreneurial passion enhance abundance/paradoxical thinking needed in search for solution to social challenges? (survey, lab experiment) • To what extent does entrepreneurial passion drive the tendency to integrate, differentiate or accept social-commercial tensions among social entrepreneurs? (DCM) • Can paradoxical leadership helps reconcile the tensions among Money Ethics, Meaning in Life and Public Service Motivation in SE? (survey)
	<ul style="list-style-type: none"> • The relationship between entrepreneurial passion and <i>social identity</i> and <i>self-efficacy</i> (Cardon & Kirk, 2015; Smith & Woodworth, 2012). <ul style="list-style-type: none"> ○ Surveys ○ Field experiments, randomized control trials (RCTs). ○ Visual methods 	<ul style="list-style-type: none"> • Does social identity trigger stronger entrepreneurial passion in SE? (survey, visual methods) • Can entrepreneurial passion drive self-efficacy for social entrepreneurs, and to what extent? (survey, field experiment) • Does entrepreneurial passion diminish over time and how does it affect self-efficacy for SE? (RCTs)

Figure 1. A Conceptual Model of Social Entrepreneurship Intention



Notes: ME = Money Ethics; MLQ = Meaning in Life; PSM = Public Service Motivation; EPF = Entrepreneurial Passion; SEI = Social Entrepreneurial Intention.

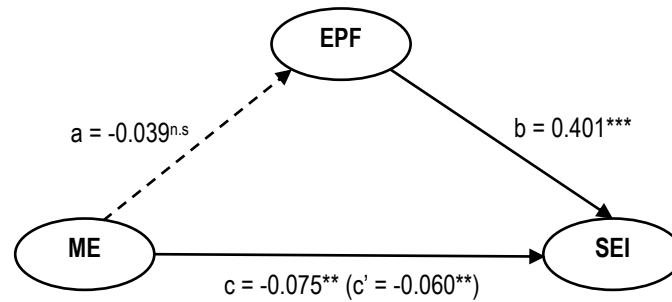
Figure 2. Structural Model Results.



Notes: ME = Money Ethics; MLQ = Meaning in Life; PSM = Public Service Motivation; EPF = Entrepreneurial Passion – Founding; SEI = Social Entrepreneurial Intention.
 *** p-value < 0.001, ** p-value < 0.05.

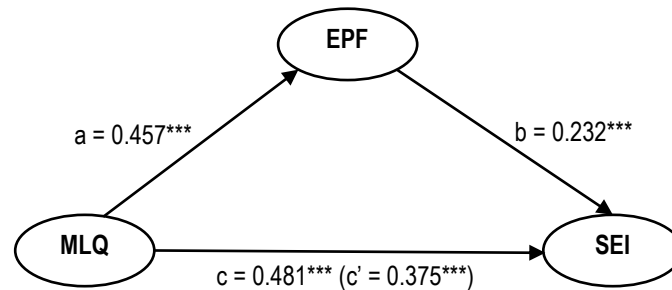
Figure 3. Mediating Effect Results

(a) The mediation effect of EPF on SEI (ME → EPF → SEI)



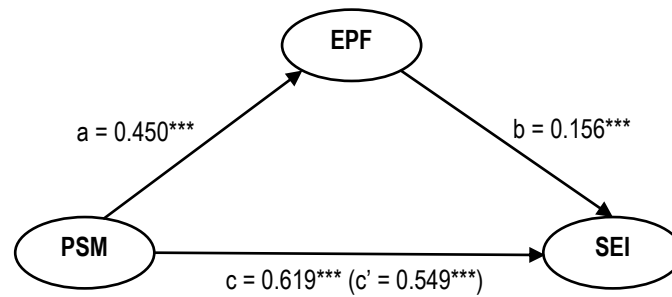
Notes: *** p-value < 0.001, ** p-value < 0.05, n.s. = not significant.

(b) The mediation effect of EPF on SEI (MLQ → EPF → SEI)



Notes: *** p-value < 0.001.

(c) The mediation effect of EPF on SEI (PSM → EPF → SEI)



Notes: *** p-value < 0.001.

Appendix 1. Respondent Profile (n = 1,021)

Profile	Description	Number	%
Gender	Male	490	48.0
	Female	531	52.0
Age	< 18 years old	18	1.8
	18-19 years old	205	20.1
	20-21 years old	526	51.5
	22-23 years old	159	15.6
	24-25 years old	43	4.2
	> 25 years old	70	6.9
Type of University	Public University	569	55.7
	Private University	452	44.3
Faculty	Natural Sciences	289	28.3
	Social Sciences	732	71.7
Prior Business Experience	No	554	54.3
	Yes	465	45.5
	Missing	2	0.2
Entrepreneurial Family Member	No	428	41.9
	Yes	589	57.7
	Missing	4	0.4
Interested to Be an Entrepreneur	No	80	7.8
	Yes	940	92.1
	Missing	1	0.1

Appendix 2. Factor Loading and Construct Reliability

Construct		Item	Loading (λ)	AVE	CR	Cronbach α
Money Ethics (ME)	ME1	Money is a symbol of success.	0.804	0.555	0.881	0.863
	ME2	Money will help me express my competence and abilities.	0.823			
	ME3	Money represents one's achievement.	0.715			
	ME5	Money makes people respect me in the community.	0.818			
	ME6	Money can give me the opportunity to be what I want to be.	0.577			
	ME7	Money gives me autonomy and freedom.	0.704			
Entrepreneurial Passion – Founding (EPF)	EPF1	Establishing a new company excites me.	0.732	0.609	0.861	0.859
	EPF2	Owning my own company energizes me.	0.839			
	EPF3	Nurturing a new business through its emerging success is enjoyable.	0.749			
	EPF4	Being the founder of a business is an important part of who I am.	0.797			
Social Entrepreneurial Intention (SEI)	SEI1	I expect that at some point in the future I will be involved in launching an organization that aims to solve social problems.	0.748	0.554	0.713	0.713
	SEI2	I have a preliminary idea for a social enterprise on which I plan to act in the future.	0.741			
Meaning in Life – Presence (MLQP)	MLQ1	I understand my life's meaning.	0.677	0.553	0.829	0.813
	MLQ4	My life has a clear sense of purpose.	0.822			
	MLQ5	I have a good sense of what makes my life meaningful.	0.857			
	MLQ6	I have discovered a satisfying life purpose.	0.586			
Meaning in Life – Search (MLQS)	MLQ2	I am looking for something that makes my life feel meaningful.	0.761	0.515	0.761	0.759
	MLQ3	I am always looking to find my life's purpose.	0.703			
	MLQ7	I am always searching for something that makes my life feel significant.	0.687			
Public Service Motivation – Commitment to the Public Interest (PSMCP)	PSM4	Meaningful public service is very important to me.	0.571	0.326	0.492	0.483
	PSM7	I consider public service my civic duty.	0.571			

Construct		Item	Loading (λ)	AVE	CR	Cronbach α
Public Service Motivation – Social Justice (PSMSJ)	PSM8	I believe that there are many public causes worth championing.	0.629	0.337	0.602	0.613
	PSM11	I am willing to use every ounce of my energy to make the world a more just place.	0.601			
	PSM12	I am not afraid to go to bat for the rights of others even if it means I will be ridiculed.	0.505			
Public Service Motivation – Self Sacrifice (PSMSS)	PSM21	Making a difference in society means more to me than personal achievements.	0.565	0.402	0.823	0.821
	PSM22	I believe in putting duty before self.	0.557			
	PSM24	Much of what I do is for a cause bigger than myself.	0.590			
	PSM25	Serving citizens would give me a good feeling even if no one paid me for it.	0.694			
	PSM26	I feel people should give back to society more than they get from it.	0.576			
	PSM27	I am one of those rare people who would risk personal loss to help someone else.	0.658			
	PSM28	I am prepared to make enormous sacrifices for the good of society.	0.767			
Meaning in Life (MLQ)	MLQP		0.694	0.527	0.689	0.683
	MLQS		0.756			
Public Service Motivation (PSM)	PSMCP		0.719	0.549	0.785	0.755
	PSMSJ		0.733			
	PSMSS		0.769			

Note: (r) = reversed coded items.