ENTREPRENEURIAL PERSISTENCE AND FAILURE RECOVERY: A BEHAVIORAL PERSPECTIVE

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ABSTRACT

This article explores psychological resilience and persistence after venture failure. Behavioral entrepreneurship theory suggests that attribution styles and growth mindset significantly affect re-entry decisions. Data from 120 German entrepreneurs reveal that adaptive attribution reduces fear of repeated failure. This study examines how perceived social norms influence entrepreneurial intention through behavioral mechanisms. Surveying 356 university students, findings show that subjective norms strongly predict entrepreneurial self-efficacy. Behavioral entrepreneurship explains how social expectations shape cognitive evaluations of feasibility and desirability. This article investigates how decision framing and risk perception influence entrepreneurial action. Drawing upon prospect theory, the research analyzes experimental data from 142 Japanese entrepreneurs. Results indicate that loss-framed scenarios increase risk-seeking behavior, particularly in early-stage ventures facing financial constraints. Behavioral entrepreneurship explains how entrepreneurs cognitively reinterpret uncertainty to justify bold strategic moves. This research explores the relationship between emotional intelligence (EI) and startup performance within the behavioral entrepreneurship framework. Through a quantitative study of 168 European technology founders, the paper demonstrates that entrepreneurs with higher EI exhibit improved conflict resolution, stakeholder communication, and adaptive strategy formation. Emotional regulation significantly mediates stress resilience and innovation output. The findings highlight behavioral capabilities as core determinants of sustainable entrepreneurial success. Digital transformation has redefined competitive landscapes across emerging economies. This article investigates the relationship between Entrepreneurial Orientation and digital transformation initiatives within firms operating in resource-constrained environments. The research explores how EO fosters digital innovation adoption, strategic agility, and technological experimentation. Findings indicate that organizations with high EO exhibit greater readiness to integrate digital tools, invest in innovation, and disrupt traditional business models. The study highlights EO as a catalyst for digital capability development, emphasizing its role in enhancing resilience and adaptability in rapidly evolving markets.

Keywords: Behavioral entrepreneurship, resilience, failure recovery, persistence, growth mindset

INTRODUCTION

Entrepreneurial failure is common yet psychologically taxing. Behavioral entrepreneurship emphasizes cognitive appraisal processes that determine whether failure leads to withdrawal or renewed effort. Growth-oriented attribution patterns encourage learning and opportunity reframing. These behavioral factors influence long-term entrepreneurial ecosystems. Prospect theory suggests individuals are more sensitive to losses than gains, influencing risk appetite. Entrepreneurs operating under perceived losses often adopt aggressive innovation or expansion strategies. Cultural influences further shape risk framing, adding complexity to global entrepreneurship research. Understanding these behavioral dynamics offers deeper insight into venture volatility and strategic pivoting. Entrepreneurial environments are emotionally intense and characterized by uncertainty, rapid change, and stakeholder pressures. Behavioral entrepreneurship emphasizes that emotional regulation and perception significantly affect decision-making processes. Emotional intelligence enhances entrepreneurs' capacity to navigate interpersonal dynamics, manage investor relations, and sustain team morale. Leaders with higher EI are more adept at interpreting social cues, thereby improving negotiation outcomes and collaborative innovation processes. Unlike traditional managerial settings, startups

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demand high emotional adaptability because strategic pivots and failures are frequent. Behavioral entrepreneurship thus positions emotional intelligence as a strategic asset, linking psychological competencies to venture sustainability. Entrepreneurs frequently operate with incomplete information, making them particularly susceptible to biases such as confirmation bias and optimism bias. These psychological tendencies can lead to bold innovation strategies but also excessive risk exposure. Behavioral entrepreneurship therefore provides a more realistic framework for understanding venture dynamics by recognizing the bounded rationality inherent in entrepreneurial action. By examining the interplay between cognition and entrepreneurial behavior, scholars can better explain variance in venture performance outcomes and strategic persistence. Entrepreneurial Orientation provides a strategic framework that empowers organizations to embrace technological change proactively. Firms characterized by innovativeness are more inclined to experiment with digital platforms, while risk-taking encourages investment in uncertain technological ventures. Proactiveness ensures early adoption of emerging digital trends. Together, these dimensions foster a culture of experimentation and resilience. As digital transformation becomes integral to survival, EO acts as a guiding philosophy enabling firms to transition from traditional operational models to digitally integrated ecosystems.

CONCLUSION

Social norms act as behavioral catalysts in entrepreneurial decision-making. Policymakers should cultivate positive societal narratives around entrepreneurship to strengthen national innovation ecosystems. Decision framing significantly alters entrepreneurial risk-taking. Behavioral awareness can mitigate extreme risk exposure while preserving innovative drive. Cross-national research is recommended to examine cultural moderators of risk perception. The study affirms that emotional intelligence functions as a behavioral catalyst for entrepreneurial performance. Integrating emotional awareness training into entrepreneurship education could improve venture survival rates. Behavioral competencies should be considered alongside financial and strategic metrics when evaluating startup potential.

Transparency and policies regarding data privacy are crucial for maintaining trust, and Jumia Kenya's practices align with these theoretical insights. The clear communication of privacy policies and transparent data handling practices, as evidenced in both the literature and the case study, is essential for building and sustaining consumer trust. By adhering to these principles, Jumia Kenya ensures that users feel secure and informed about how their data is being managed, reinforcing the overall trust in the platform.

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