

Análise do impacto psicológico da competição de start-ups O empreendedorismo de sucesso e a necessidade desse ecossistema na educação empresarial.

Analysis of the psychological Impact of Start-up competition Successpreneurship and a need of such ecosystem in business education.

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Abstract

There has been research on some aspects of start-up competitions but there has been no research on how these competitions impact and shape the behaviour (more precisely entrepreneurial motivations) of winners. This research, being the first of its kind, brings to light some features if not all, of such impacts (from successively winning in multiple start-up competitions) on the winners. It identifies such winners of multiple Start-up competitions as “Successpreneurs”; the leveraging of this success in their entrepreneurial intentions and the essentiality of imbibing such motivations in students. Winning (and earning money through it) is psychologically related to Entrepreneurial Intentions and it presents a high propinquity to a real world Entrepreneurial environment than any other context for impacting Entrepreneurial Intentions. This is a major research gap in study of Entrepreneurial Intentions on candidates which is addressed in this paper; through a new definition of Successpreneurship. Using extant literature and performing qualitative research on the interviews conducted with Successpreneurs, this study proves how participation and winning business start-up competitions positively impacts them. The paper also defines a type of Entrepreneurship, which has not been defined and has not been given adequate academic focus; this is also of help to the governments of emerging economies (where such entrepreneurship is more common) to implement relevant policies to support such entrepreneurs. Finally, an alternative perception of entrepreneurship is defined that is applicable to a major social class of people, and the urgency to create an ecosystem, that caters to the entrepreneurial upskilling of society.

Keywords: Start-up competition Successpreneurship; Psychological incubation; Creativity; Entrepreneurial Creativity; Entrepreneurial business competitiveness; Successful Entrepreneurship; Competition driven entrepreneurship; FEND Entrepreneurship; poverty alleviation; women entrepreneurship.

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1.Introduction

a) Entrepreneurship Education, Entrepreneurial intentions and the role of Psychology in Entrepreneurial Creativity

One of the ways of imparting entrepreneurship education is through the hosting of Business start-up competitions. Entrepreneurship education at universities is a niche of business schools, which has the capacity to transform its students from both STEM and non-STEM streams into contributing directly to the economy, through entrepreneurship with either of, technological business start-ups (in the form of innovation in IT or other technical domains turned into business start-up) or non-technological business start-ups, or a combination of both to the society. The article by Mei Hong et al. (2020), finds that, “...the higher the level of entrepreneurship education the students received, the stronger their self-efficacy of entrepreneurial decision-making was, and the stronger their entrepreneurial intention was”. This shows that the level of entrepreneurship education imparted to students is directly proportional to that of their (entrepreneurial) intentions post receiving the entrepreneurship education. It also shows the importance of imparting entrepreneurship education to students in higher education institutions with the hope that these could encourage entrepreneurship. The article Sanchez (2011), adds on another influencing parameter of entrepreneurship education, which is ‘entrepreneurial competencies. It proposes that even the entrepreneurial competencies are boosted in those students, who are exposed to entrepreneurship education, immediately post their completion of the education. This paper by Sanchez (2011), does rely it’s hypothesis to certain extent on a psychological concept and does acknowledge psychology, just by using this term once, outside its ‘References’ section, however, it does not elaborate on the finer interactions between psychology and entrepreneurial intentions and entrepreneurial competencies. Newman et al. (2022) considers psychology (emotional and motivational responses from entrepreneurs) as just one of the effects at the entrepreneur level during crises (a crisis that has economic impact on businesses). Another paper by Villanuela-Flores et al. (2022), has given considerable focus on the involvement of psychology as psychological capital impacts relational (establishing and maintaining better relationships with people) and human (knowledge of international businesses) capitals of academic entrepreneurs. However, as claimed in the same paper

(Villanuela-Flores et al. (2022)), its research is only considered for academic entrepreneurs, within their academic environment. It is not verified for non-academic entrepreneurs. Likewise, the paper Hartmann et al. (2022) reviews extant research on psychological resilience of entrepreneurs, which researchers claim to assess when entrepreneurs are faced with adversities. But there are a number of shortcomings with the literature that focuses on psychological resilience, as brought to light in the same paper (Hartmann et al. (2022)). Moreover, one of the probable reasons why entrepreneurs face some adversities is due to the lack of an ecosystem that supports entrepreneurs. Also, research has to be done on how to get more people interested in entrepreneurship, so that there is a high possibility of having a large number of successful start-ups. Thus research needs to be directed towards boosting psychological parameters like entrepreneurial intentions in people rather than psychological resilience, which may come at a much later stage and in environments where certain start-ups may fail (for example a start-up in tourism sector during COVID-19 lockdowns in the region). Hence existing research on the role of psychology on entrepreneurship fails to address the broader perspective, since either only certain aspects of psychology are explored during specific socio-economic situations (like crises (Newman et al. (2022)) or adversities Hartmann et al. (2022)) or only for certain type of entrepreneurs (like academic entrepreneurs (Villanuela-Flores et al. (2022))), which is the research gap. So, the main drawback of the existing research on entrepreneurship is the fact that they don't uncover the deeper involvement of psychology in a more generic business context, and what is missing is study on the relationship between the psychological incubation and successively winning in multiple start-up competitions, which is addressed in this paper.

b) Difference in Entrepreneurship studies carried in emerging economies and those in developed economies

b1. Individualist versus Collectivist Approach to Entrepreneurship

This section offers a succinct discussion and comparisons of the research perceptions between Entrepreneurship research conducted by researchers from African, South American countries and those from (two) economically developed European countries. The research from two papers conducted in France, and Spain are compared with those from Nigeria and South Africa. To start off, Chevalier et al. (2022) identifies

Psychological Capital, as one of the “*antecedents of students’ Entrepreneurial Intentions*” of those students who took Entrepreneurship Education programs in France. It (Chevalier et al. (2022)) hence shows through the tool of ‘Structural equation modeling’, that Psychological Capital enhanced the entrepreneurial intentions of those students who took French entrepreneurship education programs. The other paper which has studied the same Psychological Capital but in Spain is that of Villanuela-Flores et al. (2022), which too found a positive role being played by Psychological Capital in impacting entrepreneurs who in their study were academic entrepreneurs. Sixesha et al. (2022), found the impact of “*internal economic locus of control*” on “*entrepreneurship interest*”. However, the paper does not study the impact of specific psychological aspects of entrepreneurship, but only entrepreneurship interest. Likewise, Ugwueze et al. (2022) found that “*innovativeness*,” “*entrepreneurial alertness*” and “*family support*” positively influence entrepreneurial intentions, in its research carried out on final year students who had enlisted for an entrepreneurial related course in Nigeria.

The researches carried out in France (Chevalier et al. (2022)) and in Spain (Villanuela-Flores et al. (2022)) emphasize through their findings the need for entrepreneurial education. But those from Nigeria (Ugwueze et al. (2022)) and South Africa (Sixesha et al. (2022)) conclude from their research findings a need for an ‘ecosystem’ comprising of contributions from all the stakeholders, not just universities but also policy makers etc. which can support entrepreneurship. This may be due to the difference in perceptions between European (entrepreneurship) studies and African (entrepreneurship) studies; In European studies, entrepreneurship is typically viewed as more of an individual pursuit where entrepreneur is often credited with the entire process of starting the business and taking initiatives for the same, so (psychological and other) aspects of individuals matter the most. On the contrary, entrepreneurship studies in emerging (African) economies, consider entrepreneurship as more of a collective effort, involving all the stakeholders, government, etc. in a society and their supportive efforts with the entrepreneurs. It is hence evident that the psychological support of even the family members of entrepreneurship aspirants are seen to have an impact on the entrepreneurial intentions of the aspirants in the study by Ugwueze et al. (2022) in Nigeria. These considerations in the respective studies (examples considered of developed economies versus emerging economies), impact how psychological aspects of entrepreneurs are studied. In this paper,

a combination of both of these aspects has been considered in studying the involvement of psychology in entrepreneurial creativity through successpreneurship; and hence this paper recommends for a systematic collectivization of efforts from all the spheres, towards creation of an 'ecosystem'. It is important to note that in some of the above studies - Chevalier et al. (2022) and Ugwueze et al. (2022), students who are likely to be entrepreneurs are tested, but they have no practical examples (or experiences) to prove. In other words, they have never sold any product or service and generated (some) revenue to prove that they have at the least tried entrepreneurship, so they are just students with pure entrepreneurial aspirations, without any practical experience. They have not even won in start-up competitions unlike in this paper (the candidates considered are winners of start-up competitions conducted by the University of Manchester). This is a major drawback of those research studies. One could very well question the practical utility of such research because students' perceptions change over time, and research done on entrepreneurial intentions in one year of someone's life will not be valid may be in the next year or a few years later in the same person's life, irrespective of whether he/she has come up with a start-up and how much successful has he/she been in it. Ugwueze et al. (2022) also mentions "...*future studies should consider longitudinal designs where the students can be assessed and followed up at certain intervals during their study program at the university. Although it will be more expensive and time-consuming, longitudinal studies are better at establishing the exact sequence of events, detecting changes over time, and providing insight into cause-and-effect linkages than other studies.*" On the contrary in this paper, it is just not the perceptions/feelings of the successpreneurs, but an experience and a process of which they are a part that is successpreneurship.

b2. FEND Entrepreneurship versus regular entrepreneurship

b2.1. Assigning a new Definition for a type of Entrepreneurship (crucial type of entrepreneurship which is less studied): FEND Entrepreneurship

This section, coins a new definition for a type of entrepreneurship, which has never been studied in depth in spite of its high relevance in the context of women entrepreneurship in developing/emerging economies. This paper hence uniquely defines this type of entrepreneurship, which though evident in entrepreneurship studies carried out by researchers has not been correctly identified/classified (which could have been of help)

by the researchers. Post defining this type of entrepreneurship, this section presents the differences (on the basis of this definition) in entrepreneurship types in developed countries and developing countries in the context of women entrepreneurship. The definition though can be extended to entrepreneurs of other genders too, and hence future researchers are free to do so.

It is important to mention here, that this definition of entrepreneurship has been derived on the basis of the data available from two published papers in this domain of women entrepreneurship in emerging economies from Africa and Asia. There is certainly more literature which has encountered, explored (and presented data on) such entrepreneurs, but has not specifically defined it (such entrepreneurship) as defined below in this paper.

Definition: Entrepreneurship taken up by an individual (in this paper, only women entrepreneurs are considered) due to economic necessity felt by the family of that individual; and so (entrepreneurship) to financially support the family of that person is defined as **Familial Economic Necessity Driven Entrepreneurship** or **FEND Entrepreneurship**.

There are two reasons (or conditions which qualify the entrepreneurship for this definition) on the basis of which this type of entrepreneurship is defined. And these reasons are important for performing better research in this area. These are:

1. Women entrepreneurs who see it as their obligation to support their family members.
2. Some women may be living in difficult (may or may not be dire) economic conditions (with their families) and a lack of job opportunities for them, makes it difficult to not choose entrepreneurship to fend for their families.

The first paper is Muzata (2022) from which an interview excerpt with a woman entrepreneur is presented here. Consent was taken from the author of Muzata (2022) to reproduce one interview excerpt from her paper in this paper. One of the women entrepreneurs mentioned in the interview with the author in Muzata (2022):

“I didn’t earn enough money in my full-time job, and entrepreneurship provided the additional income that I needed to sustain myself and my family.”

This is the primary example which has motivated this paper to define FEND Entrepreneurship. It can be easily inferred from the above statement made by a woman entrepreneur from a developing country in Africa, that both the above conditions are met, which are;

1. She sees it an obligation to support her family
2. She needed “additional income” (in other words was living with her family in difficult economic condition) to “sustain” herself and her family.

It can hence be clearly inferred that the type of entrepreneurship this particular woman entrepreneur has followed is FEND Entrepreneurship.

Considering a second paper of Gohar et al. (2022), there are interview excerpts from two women entrepreneurs, which are presented. One of the authors of Gohar et al. (2022) did not share the final version of the published article on request, although he did respond by consenting to use the interview excerpts. This article Gohar et al. (2022) considered here is from the LUT University website and not the book. Hence two excerpts from two women entrepreneurs from Gohar et al. (2022) (the article from LUT University website) are respectively as follows:

First. “.... we had a shop; my husband was a photographer. His shop was in Kabli Bazaar, but somehow the shop was destroyed and then things started getting worst; he started looking for a job but could not find one, for seven years he was at home, unemployed, we became very, very poor and those were terrible times, so I thought to utilize my sewing skills to earn from home for survival”

Second. “when I was blessed with a boy and then a girl, I felt like we should have some more income now, as long as kids are small things are manageable but once they start growing so their expenses. And I feel women should be equally contributing to their household income for the better future of their children. As my children were not school going and taking care of them is my priority, so I thought I should add to family income in a way that will not disturb my mothering responsibilities. I started this venture of my own. So unless I did not bear children I have not even thought of the business, but for my children I will do anything”

Irrespective of what that paper Gohar et al. (2022) concludes from the above excerpts; this paper infers that both of these women entrepreneurs can be academically classified under the newly defined classification of FEND Entrepreneurship. What stands out in these excerpts is for the First woman entrepreneur, the second condition in the definition of FEND Entrepreneurship strongly applies which is that her family lives in dire economic conditions. For the Second woman entrepreneur, the first condition from the definition of FEND Entrepreneurship strongly applies which is strong obligation to supporting her family.

1. ***Obligation to support family***: First woman entrepreneur – “my husband was a photographer. His shop was in Kabli Bazaar, but somehow the shop was destroyed”; “we became very, very poor and those were terrible times, so I thought to earn from home for survival”. Second woman entrepreneur - “I feel women should be equally contributing to their household income for the better future of their children”; “that will not disturb my mothering responsibilities”; “So unless I did not bear children I have not even thought of the business, but for my children I will do anything”.

2. ***Difficult economic conditions (driving the necessity)***: First woman entrepreneur - “we became very, very poor and those were terrible times, so I thought to earn from home for survival”. Second woman entrepreneur - “I felt like we should have some more income now”; “I thought I should add to family income”.

Thus, this paper infers that both the above women entrepreneurs represent the newly defined FEND Entrepreneurship. These women entrepreneurs whose interview excerpts are found in Gohar et al. (2022) are from a developing country in Asia.

On the basis of the above definition of FEND Entrepreneurship and examples from developing countries of Africa and Asia, this section now discusses the important differences between women entrepreneurship found in developed countries versus women entrepreneurship found in developing countries. In developed countries, most women entrepreneurs typically don't consider an obligation to financially fend for their family members. Moreover, job opportunities are immense (in developed countries), hence women who do have to financially support their children, etc. typically prefer

taking up job opportunities instead of entrepreneurship due less risk and uncertainty. Further research must be carried out to support the above statements. Existing research on women entrepreneurship in developed countries is also less for a deeper discussion. Nevertheless, for discussion in this paper, an article by Robichaud et al. (2010) is considered. This paper Robichaud et al. (2010) studies the motives for choosing entrepreneurship by (Canadian) female entrepreneurs in (Greater Sudbury) Canada. The paper found that these Canadian entrepreneurs made the choice for self-employment for non-financial reasons. This is a typical difference between women entrepreneurship in developed countries from that in developing countries.

Moreover, the paper Robichaud et al. (2010) explicitly mentions the survey results as follows:

Robichaud et al. (2010) – *“Based on survey responses, the primary reasons for owning their own business were “for my own satisfaction and growth” (4.29), “to have fun” (3.92), “to prove they can do it” (3.79) and “to be my own boss” (3.74) while the variables “to build a business to pass on” (2.29), “to provide job for family members” (2.40) and “to gain public recognition” (2.64) received relatively less priority.”*

From the above motivations mentioned in Robichaud et al. (2010), it is quite interesting to note that the main drivers for entrepreneurship in Canadian women (in Canada) were – *“to have fun”*; *“to be my own boss”*; etc. This is an example of Regular Entrepreneurship as opposed to FEND Entrepreneurship defined in this paper (and commonly found in the developing countries (in this paper, the interview excerpts considered were from women entrepreneurs in Africa and Asia)); and it serves as a difference between developed countries and developing countries with regard to the type of women entrepreneurship.

b2.2 A policy recommendation to governments for poverty alleviation through support to women entrepreneurs

Governments interested in alleviating poverty and empowering women entrepreneurs can consider implementing schemes to support women entrepreneurs under the classification of FEND Entrepreneurship. One such policy could be offering free education to the children of such women entrepreneurs. This can reduce the economic burden on the

families of women entrepreneurs whose entrepreneurship is due to familial economic necessity.

c) Business Start-up competitions

Business start-up competitions are often an opportunity to showcase performance by talented innovators with original ideas. However, there are very few papers that focus on business start-up competitions and their advantages. Although business psychology is quite researched and well known, the research on the intersection between psychology and entrepreneurship is yet to be explored. The article by Wooten et al (1999) is one such research that focuses on psychological aspects of a sample of executives as predictors of new business start-ups. Business start-up competitions not only focus on the novelty of their participants' business ideas, but how far they could succeed by finer evaluation through tools like Osterwalder's business model, rigorous pitch evaluation of the founders, etc. There could also be several rounds before the short listing of the successful candidates is made. This ensures that only those candidates who have demonstrated the most efficient elaboration and plan of their business ideas alone are shortlisted. The paper Kulkarni (2019) establishes that one of the outcomes' of winning in business start-up competition for the winners is that they acquire an experiential learning of pragmatic leveraging of the business model tool for their own ideas.

d) Entrepreneurship Psychology

Business psychology is among the important areas of business research that is also taught at business schools and universities. Entrepreneurship psychology is a domain within Business Psychology that has attracted some research, but could be further developed to benefit stakeholders from academics to frame appropriate courses that can enhance cognitive abilities of entrepreneurs; and also policy makers. Hisrich, R et. al (2007), suggest that psychological factors could be identified by psychologists, which in turn be utilized for shaping appropriate public policy to foster entrepreneurship.

This paper identifies the unique differences between business psychology and entrepreneurship psychology that have never been identified till date. Business psychology deals more within an organization between employees, the management and the work environment. On the other hand, Entrepreneurship Psychology deals more with

‘individuals’ who either aspire to be entrepreneurs or are already entrepreneurs, or are ‘Successpreneurs’ as identified by this paper. In other words, Entrepreneurship psychology unlike Business psychology treats individuals who are entrepreneurs or aspire to be entrepreneurs as their own bosses or managers and comprises of analysis of the evolution of intentions and associated psychological characteristics of these individuals in such situations like establishing (and scaling) start-ups or participation in start-up competitions (and winning in them, sometimes successively in multiple competitions, thus becoming successpreneurs) and also the aftermath of their successes. Hence, it needs to be understood that Entrepreneurship psychology can be studied only through practical tests, in the form of analyzing start-up successes of entrepreneurs or prospective entrepreneurs’ start-up competition participations and successes, unlike Business psychology, where mere study of organizational environments and employees’ responses and other factors within an already successful organization/business can be sufficient.

e) Creativity and business start-up competitions

Creativity is a process as we know, by which individuals innovate. Psychologists describe that creativity comprises of four stages, one of which is ‘Incubation’. Ritter, S. M., & Dijksterhuis, A. (2014), reviews incubation and creativity, describing that when individuals work on a problem for some time, and “leave it aside” (Ritter, S. M., & Dijksterhuis, A. (2014)) for a period, which means they don’t actively engage on the problem; (and) on returning after this period as they re-engage to solve the problem, they have “new insights” that help them in finding the solution. This period is called the incubation period (Ritter, S. M., & Dijksterhuis, A. (2014)). In other words, they are not actively engaged in solving the problem during this period. Psychologists suggest two kinds of theories, which is the ‘*conscious work theory*’ and the ‘*unconscious work theory*’. This paper proposes on the basis of ‘*unconscious work theory*’. When a participant of a business start-up competition, wins, the strong intention to achieve again impacts his/her unconscious mind, coupled with the experiential learning (of efficiently elaborating through the business model tool) and the experience of pitching and elaboration of business idea, acquired by the participation process, he/she is in a much better position to participate in another start-up competition with a new business idea solution to a different problem or with a more advanced/better solution to the same problem. On consciously

engaging with people around and receiving accolades and encouragement, the conscious mind of the winning participant is interacting with the unconscious mind without him/her actively engaging in the problem, which greatly helps in the innovation process for solving the problem.

2. Development of the Research Framework

This section presents the research triangle (Fig 1 below) similar to the one presented in Kulkarni (2019), also, the conceptual model from that paper will be presented for discussion as it is the precursor to this research.

a) Research Triangle

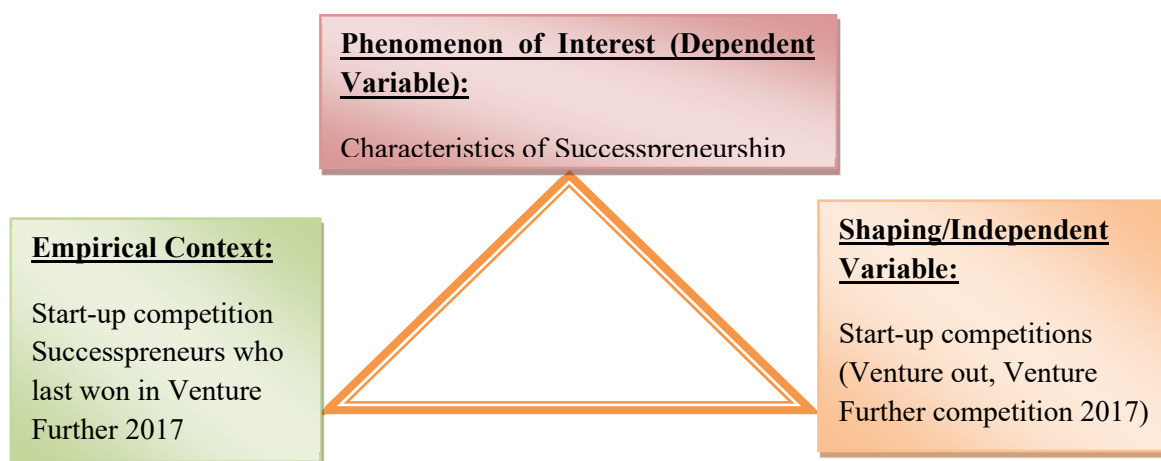


Fig 1: The Research Triangle

b) Characteristics of Successpreneurship

1. Expert elaborations by successpreneurs at competitions of the business plans through the use of tools and finer demonstrations to the judges about their business idea(s).
 - This process keeps enriching the business model articulation skills of the successpreneurs, such that they would then be able to proactively pull up a business plan and other aspects of any new ideas they come up with.
2. Sharing opinions by successpreneurs at award ceremonies (of the business start-up competitions they win) as to how they innovate ideas and the necessity of such

innovations with discussions of some of the problems people/societies face (that need to be addressed through start-ups).

- This process keeps the subconscious active of successpreneurs so they keep analyzing for new solutions to the unsolved problems that could be addressed through innovative solutions.
3. Receiving money rewards from the organizers of start-up competitions.
 - This encourages both consciously and subconsciously; to come up with innovative ideas/solutions.
 4. Ease of participation and improved ability to identify risks in any new start-up idea.
 - Successpreneurs find it easy to participate in start-up competitions when compared to others, and also they are able to foresee most possible risks, considering which they are better able to devise their business plans.
 5. Experiential learning of using the business model tools
 - Kulkarni (2019) established that by winning in start-up competitions, the winning participants achieve an experiential learning of using the business model tools. Hence the successpreneurs, have acquired ‘practice’ experiential learning of using the business model tools.

c) Research questions

What are the psychological impacts of the “Characteristics of Successpreneurship” on the successpreneurs who have last won the Venture Further 2017 competition at the University of Manchester?

In particular, this research is interested in the incubation aspect of creativity psychology. Hence another way the research question could be framed is as follows;

Was the creativity incubation ability impacted in successpreneurs by participating and winning successively in start-up competitions, the last being Venture Further 2017?

The next section will briefly discuss about the conceptual model from Kulkarni (2019), why it is important, and how it forms a precursor to this research, which adds another aspect to the conceptual model.

3. Discussion about Conceptual Model from Kulkarni (2019)

Kulkarni (2019) added an additional part to the conceptual model from Leung et. al (2012) which is of experiential learning of using the business model by the winners of Venture Further 2017 (shown below).

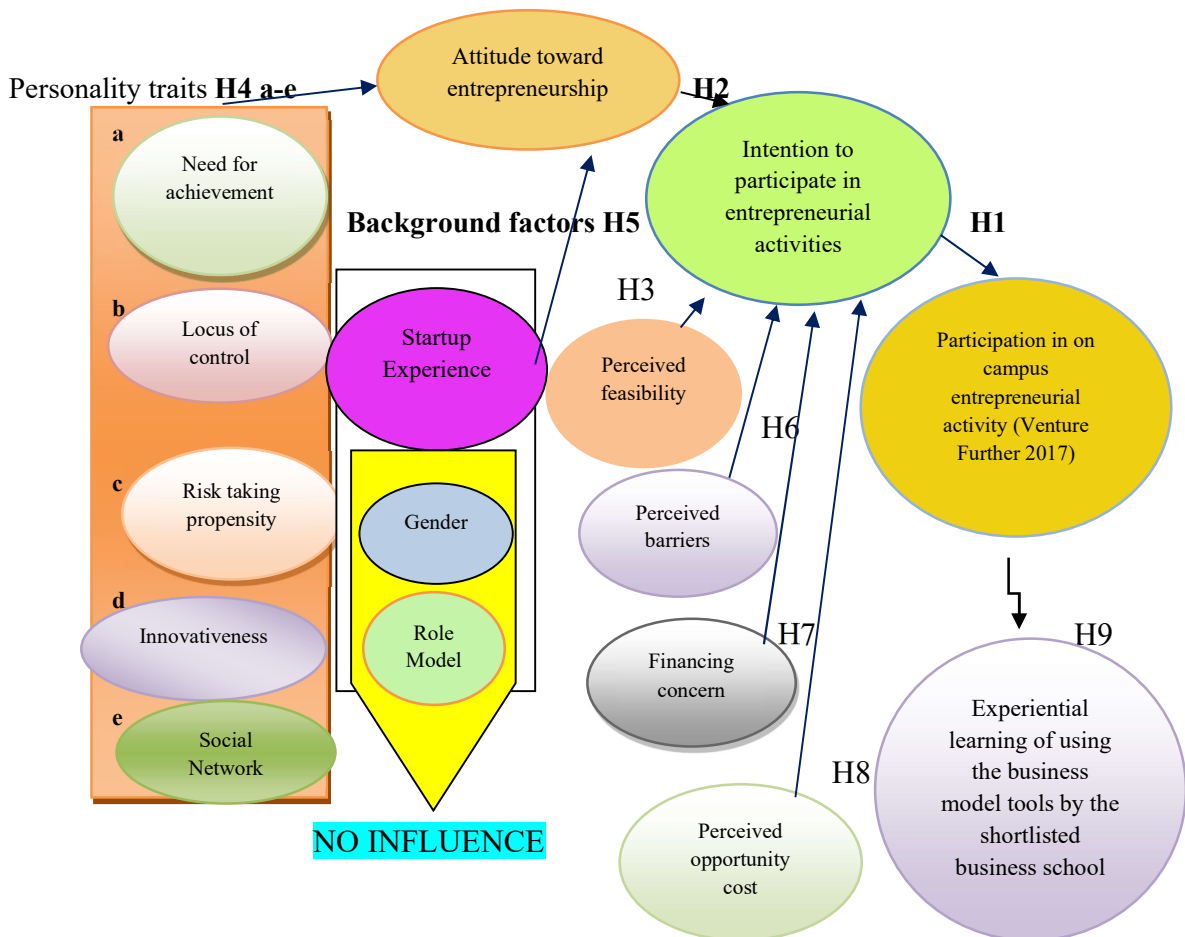


Fig 2: Validated Conceptual Model Kulkarni (2019)

The hypotheses which were validated in Kulkarni (2019) (some of these were proposed initially and also validated in Leung et al. (2012)) are:

H1 Participation of engineering students in the on-campus entrepreneurial activities is related to their participating intentions.

H2 The intention of engineering students to participate in the on-campus entrepreneurial activities is related to their attitude toward entrepreneurship.

H3 The intention of engineering students to participate in on-campus entrepreneurial activities is related to their perceived feasibility to carry out the activities successfully.

H4a-e (a) Need for achievement; (b) Locus of control; (c) Risk-taking propensity; (d)

Innovativeness; (e) Social network is related to the attitude of students toward entrepreneurship.

H5 Only Startup experience is related to the attitude of students toward entrepreneurship.

H6 Intention of students to participate in the on-campus entrepreneurial activities is related to their perceived barriers in these activities.

H7 Intention of students to participate in the on-campus entrepreneurial activities is related to their financing concerns.

H8 Intention of students to participate in the on-campus entrepreneurial activities is related to their perceived opportunity costs for participating in these activities.

H9 Experiential learning of using the business model tools by the shortlisted business school students

This is a first paper which opens up practical research scope in the area of Entrepreneurship Psychology within the empirical context of Business Startup competitions. It is hence an important contribution to Business Psychology as this area has not been researched by Business Psychologists, and the potential practical application of this research is enormous if the subject is systematically developed in both academic and non-academic empirical contexts. This is because, number of academic institutions have facilities to recognize innovations, like Intellectual property commercialization centers, entrepreneurship incubation centers, etc. Hence any research in this domain could be used to devise appropriate courses for student entrepreneurs, and also in developing

business plan competitions, both in academic and non-academic institutions aimed at entrepreneurship.

The hypothesis proposed by this paper that will be tested is as follows:

There is a positive relationship between successpreneurship (consecutive successes in multiple business start-up competitions) and these successpreneurs' psychological incubation in the creativity process that leads to new idea generation.

4.Methodology

The methodology used is common for both this research and also the one from Kulkarni (2019). Interviews were conducted with the winners of Venture Further 2017 at The University of Manchester. Interviewing is one of the methods for data collection which is widely used by researchers especially those, who need to do qualitative research. The book “InterViews: Learning the Craft of Qualitative Research Interviewing” by Kvale and Brinkmann (2009: 17-18) mentions: - “Interviewing is an active process where interviewer and the interviewee through their relationship produce knowledge. Interview knowledge is produced in a conversational relation; it is contextual, linguistic, narrative, and pragmatic.” From this, it can be understood as to how interviews help researchers to engage with their subject, to get a rich knowledge from their subjects that can help them answer their research questions.

Steps for conducting interviews

Below, a pictorial representation (Fig A) shows some of the stages in the process of data collection for this research and also for Kulkarni (2019).

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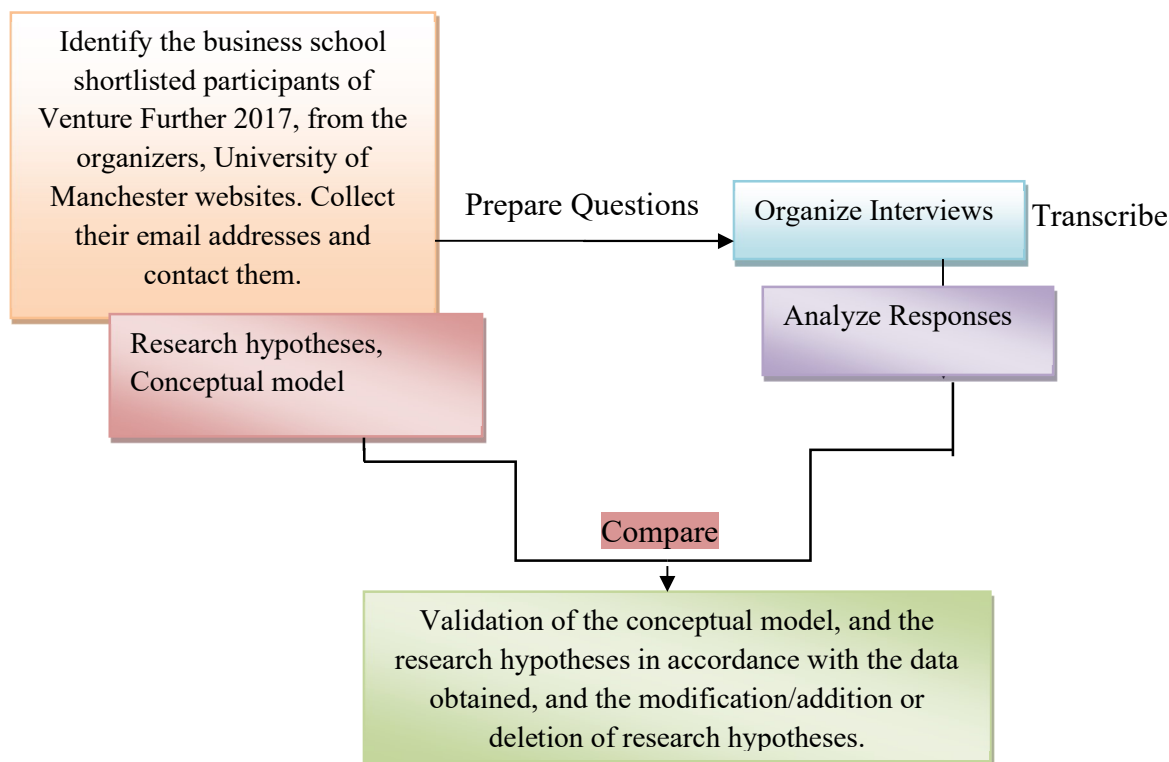


Fig A: Block diagram of the methodology for data collection, and its analysis for this dissertation (Source: Kulkarni (2019))

Referring to Figure A, the first task, in the interview conducting procedure was to identify the business school shortlisted students of Venture Further 2017 (Kulkarni (2019)), and get their email addresses. This work was accomplished by requesting the director of the Manchester Enterprise Center, at the University of Manchester. Then, emails were sent to all of these business school shortlisted participants, explaining them what this dissertation is about and also, requesting their participation in interviews. Those participants, who were unable to reply within few days, were being sent reminders for the same.

Eventually, five participants agreed to partake in the interviews. Surprisingly, no women participated in the interview; one of the reasons for this is because the women winners were very less in Venture Further 2017. Interviews were conducted; and the data was collected verbatim in the form of hand-written notes. The data from these notes were then transferred into a word file, for analysis. Then the data was analyzed, and was compared with the proposed research hypotheses and also the conceptual model.

The analysis methodology employed for this research and also Kulkarni (2019) is similar (although not exactly the same) to the one employed in Muzata (2022). Another diagram to explain this methodology of analysis is presented in the below (Fig B).

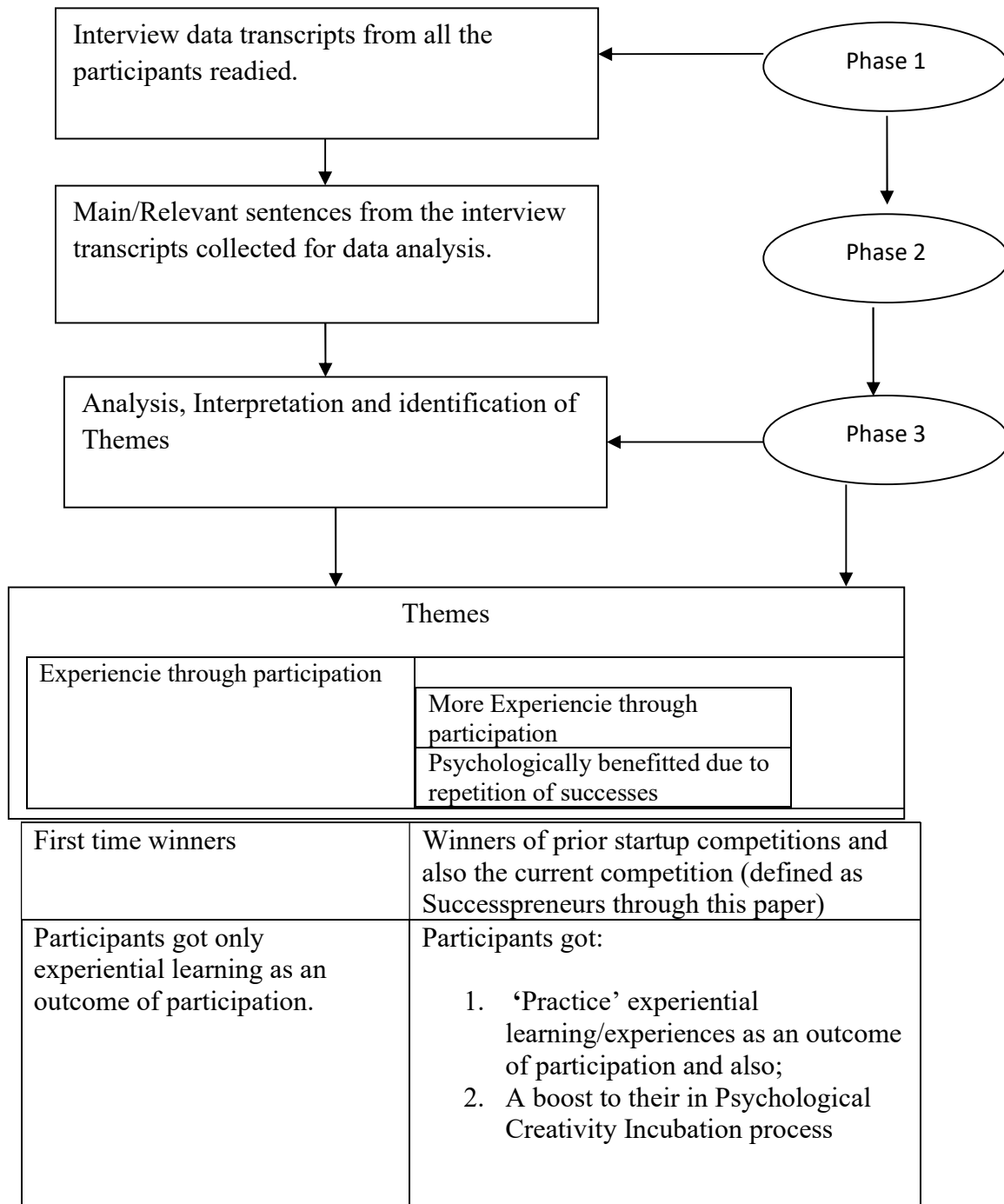


Fig B: Methodology used for research analysis in this paper and the derived themes

Briefly explaining Fig B, post completion of interviews with all the participants, the transcripts were readied, for further analysis. This is the first phase which saw the initiation of interviews and the completion of interviews with all the participants who agreed to participate in this research. Post this phase there is no further interaction with any of the participant. The next phase involves pruning of the interview data; in other words, removing irrelevant statements, which add no value to the research and only retaining useful statements which matter the most. The third and final phase is Analysis and Identification of the themes that emerge from these interviews. Two most important themes that emerged were from the winning itself. A stark difference was found in the way first time winners identified themselves from the Successpreneurs. Based on the subsequent analysis, the further themes were 'Experiential Learning'; 'Practice Experiential Learning' and 'impetus to (the psychology involving) idea creation thinking'

There were difficulties in reaching out to the winners of previous Venture Further competitions; in addition, nobody from among the winners of prior 2017 Venture Further competitions was interested to participate in this research. Hence only the winners of Venture Further 2017 had to be focused on for this research and also of Kulkarni (2019). Moreover, even though so many winners were requested to participate, only five of them agreed which is a very small number. In addition, the number of Successpreneurs in these five participants is even less to only three members. Grounded theory for interview data analysis hence cannot be used because the number of participants itself is so small. Also, Grounded theory method typically relies on coding. But the participants don't seem to have used the same words to express pretty much the same experiences. It can be argued with substantiation, that coding only relies on the periphery of the interviewees' responses and doesn't always assess the true experiences of the candidates. For all of these reasons, grounded theory won't be of help for this research, context and the number of participants involved.

5. Analysis of the interviews conducted with Successpreneurs

This section analyses data from the interviews conducted with students who have consecutively won in two or more business start-up competitions. The interview data has already been published in Kulkarni (2019). Only three of the five participants are Successpreneurs having won business start-up competitions before winning Venture

Further 2017. While referring to the successpreneurs, in each case, the participant will be referred to as he/she as and where such usage is necessary, since it was requested by one of the participants to anonymize the gender.

5.1 Participant B (Kulkarni (2019))

This participant had won in two categories of Venture Further 2017, and had also won previous business start-up competitions. The participant expressed the impact of winning in business start-up competition, which is the incubation he/she was through when preparing for the Venture Further competition, having won the previous competitions. He/She also mentions that by participating, he/she could better understand the risks associated with his/her business idea(s), and hence sees participation as means of de-risking the risks assumed about his/her business idea(s) and also, values the outcome of being able to assess his/her position (with the start-up) from the success in this competition. This in turn is an impact on the 'Perceived Barriers' aspect (from the conceptual models by Leung et. al (2012) and Kulkarni (2019)), which is also a cognitive aspect surrounding idea creation and development. This participant mentioned that since previously he/she had won in other start-up competitions he/she was constantly inspired to think differently to find solutions to problems. That inspiration has subconsciously kept the creativity active in this Successpreneur to come up with new solutions to different problems. He/She also mentions that previous success greatly impacted his 'Intention to participate' from the conceptual model. He/She mentioned that the financial reward was used to apply for an innovation grant.

Analysis of interview responses for Participant B

Yes, without the success in Venture Further 2017, I wouldn't get a chance to multiply funding to my business by 8 times. This funding was used to match funding against an innovation grant.

Yes, I had won previous awards, and that helped me to get into this, because of my previous success confidence.

No. Because I have been using some of these tools even before, and hence was in a way pre-prepared with more knowledge and application of the business model tools to my business ideas.....

...I also got feedback from the judges and the comments which I received also gave me the confidence about the innovativeness of the business idea....

The above responses from Participant B convey a number of facts. To start with he/she mentions the confidence achieved by being a successpreneur. This means that he/she had previously participated and won in start-up competitions, which in turn, helped him/her in having a practice and being able to reproduce the skills in demonstrating the effectiveness of his/her business idea(s) in 2017 business start-up competition. This has helped him/her in being able to create new solutions to problems by allowing him/her to innovate solutions during the incubation period (incubation period from paper Ritter, S. M., & Dijksterhuis, A. (2014)), this participant had won in two categories, with different business ideas.

5.2. Participant D (Kulkarni (2019))

This participant too has experience participating and winning in business start-up competitions. He/She mentions that his past winning experiences have encouraged him/her to seek out untried solutions and the confidence to pitch in front of judges. Moreover, his/her success in previous competitions has taught him/her to 'do immense work' for start-up competitions, hence the participation and submission process was not entirely new or tiresome to him/her. Moreover, the participant did not have any business degree as such, but the practical experiential learning taught him/her so much that he/she could not only participate with ease, but also win in Venture Further 2017. He/She mentions that there was a strong backing and support from friends, which too impacted his/her participation and the development of his/her business idea for Venture Further 2017 competition. This too has played a cognitive role in impacting this successpreneur's participation and success in Venture Further 2017.

Analysis of interview responses for Participant D

I see innovativeness in the fact that I take risk and also believe in my business ideas, and of course, social networking has been important to me since, I know that it has a huge value for new start-ups.

Yes, because my business idea is potentially viable, and also, I had a reputable backing from my colleagues about this.

...I have also, participated in several competitions like this before, and also, I have pitched my ideas.....But I have always self trained myself in using these tools, and I have practiced using them for my business ideas....

Yes, it did impact quite a lot. I have participated in several competitions like this in the past requiring immense work to do and that experience has often helped me to participate in competitions like this one.

This participant mentions that he/she 'had a reputable backing' from his/her 'colleagues'. As hypothesised in this paper, this proves that the constant encouragement and support given by peers to successpreneurs, helps by boosting them in their creativity incubation period (Incubation period as in Ritter, S. M., & Dijksterhuis, A. (2014)). It is worth noticing how he/she mentions that his/her participations in previous competitions has helped him/her in being able to create and demonstrate the innovativeness of his/her idea(s) in start-up competitions.

5.3. Participant E (Kulkarni (2019))

This successpreneur, had participated and won in Venture Out 2017, prior to participating and winning in Venture Further 2017. This successpreneur expressed that throughout his MBA program, post winning in Venture Out 2017, he was constantly supported by his classmates, discussing with friends about potential business start-up ideas. He/She while in the MBA atmosphere was still able to expand upon his/her business idea, without dedicating much of the time for it. This, the successpreneur attributes for two parameters:

- d) The fact that he/she had achieved an experiential learning by winning in the first business idea competition of Venture Out 2017.

- e) He/She was subconsciously awake which was responsible for encountering new start-up idea, for participation in Venture Further 2017.

This successpreneur was the only participant who was pursuing his/her MBA program and won in Venture Further 2017. He/She was never exposed to the classroom training of business model tool, but he picked up the talent of appropriate and efficient use of the business model tool just by winning in Venture Out 2017, the impact, through which, he/she was able to use it during Venture Further 2017, without absolutely any prior classroom training and preparation. This testifies the creativity incubation impact through which not only was the successpreneur able to come up with a new idea, but also, able to recollect the business model tool and apply it, leading to his/her success in Venture Further 2017.

Analysis of interview responses for Participant E

Yes, winning the Venture Out competition, I was inspired and wanted to win the Venture Further as well.

Yes, innovativeness is one part, but social networking is very crucial for entrepreneurs.

This participant acknowledges the importance of social networking, but the most important aspect is that this has boosted his confidence, drive and creativity unconsciously such that he/she was able to demonstrate the same by participating and winning Venture Further 2017 start-up competition, becoming a successpreneur.

6. Modified Conceptual Diagram and Results discussion

Existing limited research literature on business start-up competitions fails to identify and disclose the deeper impact of winning. In terms of expending resources for conducting business start-up competitions/challenges, there will be investments needed from the organizers (like “*staff commitment*” and “*additional resources*”, Jones, A. and Jones, P. (2011)), but the efforts will lead to, as also established by this paper and (Kulkarni (2019)), a positive impact on the students. There is at present no research publication which studies the impact of successively winning in multiple business start-up competitions. This paper validates the proposed hypothesis that there is a positive relationship between consistently winning in different business start-up competitions and

the psychological creativity incubation process, which leads to new idea creation. The most important result being established by this research is that the process of creating, participating and winning is a cyclical process, which means, that by first winning in a business start-up competition, the winner acquires an experiential learning of using the business model tool(s). This winning including all its characteristics, incubates his/her creativity, and also impacts the other psychological parameters, which include ‘Intention to participate’, ‘Attitude towards entrepreneurship’, ‘Perceived Barriers’ and ‘Perceived Feasibility’.

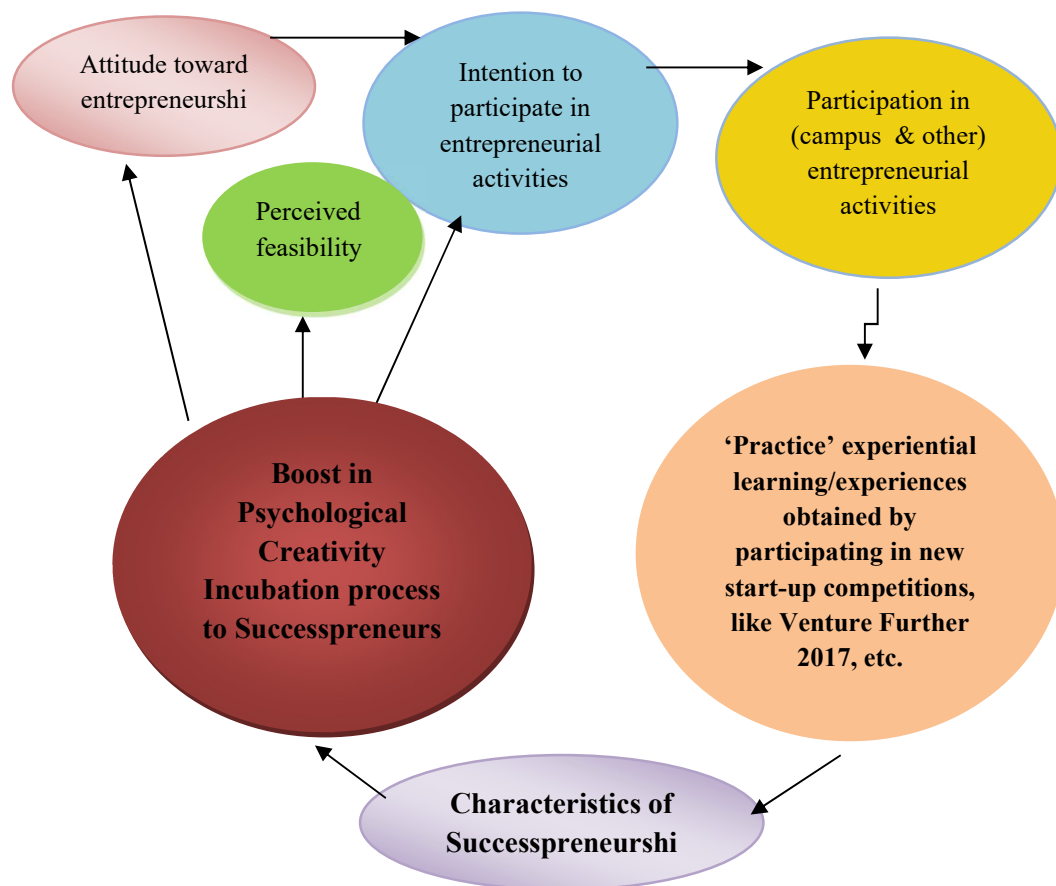


Fig 3: Modified and validated Conceptual Model

7.Perception about entrepreneurship with respect to the competencies of a large population from a common Social Class

Most researchers if not all perceive successful entrepreneurship as setting up of scalable business ventures, which offer innovative products or services (whether technologically new or whether just offering new product features/services but something that is not currently existing) or a combination of both to the consumers. Successful Entrepreneurs are therefore identified as those who are highly skilled in the ability of pure innovation competitiveness. Successful Entrepreneurship is hence mostly perceived as a demonstration of pure innovation competitiveness, through the establishment of business start-up, offering such solutions from time to time, in order to sustain in the market and as a result of consumer interest also be well mentioned about in the news.

Competition driven entrepreneurship

However, entrepreneurship can also be small scale, not necessarily new products/services but products and/or services that already exist in the market (start-ups that offer products and services similar to those offered by other businesses, but may be at different prices, and/or offering a wide range of variants). The scalability and the sustainability of such entrepreneurship can only be assessed over a period of time and the innovativeness in the marketing and other strategies adopted by such entrepreneurs. This type of entrepreneurship is a more competition driven, and is the kind of entrepreneurship that can be attempted or taken up by a major social class of people. The reason for this is because, entrepreneurs, who come up with innovations and establish start-ups, are few (only when compared to the majority population), and generally, successful start-ups and big corporations have the financial power to hire innovators, and sustain through their contributions by releasing new products and/or services. However, competition driven entrepreneurship is different, since here, a lot of entrepreneurs, purely rely upon their entrepreneurial intentions and competencies to pursue entrepreneurship, and also grow over time to fame, revenue success and scalability. Entrepreneurship by finding a niche opportunity in a specific geographic region can also be classed as competition driven entrepreneurship, provided that the opportunity is not existing anywhere else, in other words, a lot of businesses exist in other regions, which offer products and services, that

for whatever reason(s) haven't yet covered the specific geographic region; however such examples are rare, but they still do exist.

Entrepreneurial business competitiveness and the necessity of a psychologically encouraging business education ecosystem

This section proposes new definitions of those entrepreneurial competitivenesses which have never been recognised by researchers till date. By identifying these competitivenesses, this paper, brings to light, the correct perception of entrepreneurial talents that have never been identified by the researchers.

The need for identifying these competitivenesses is because, not everyone, as discussed earlier, is necessarily skilled purely at innovating solutions and coming up with start-ups. Different people possess different skills and hence these have to be studied.

This paper defines Entrepreneurial business competitiveness, as referring to those skills, traits and the competitivenesses purely pertaining to business aspects, which people possess. The attempt here is to improve the perceptions about entrepreneurial abilities which are being unnoticed (by business management researchers) or rather are being given less attention to.

Start-up Marketing competitiveness

The competitiveness some entrepreneurs possess in the marketing aspect of start-ups. This can also be referred to as Entrepreneurial Marketing competitiveness. Some entrepreneurs, are good at marketing abilities for start-ups; they are competitive in pushing the limits to market products/services of new start-ups, promotions etc. These abilities can be categorized or identified as Start-up Marketing competitiveness.

Start-up Hiring competitiveness

Some entrepreneurs are good at hiring the right people to build a strong team. This competitiveness is also very essential for start-ups in order for them to get the right employees, who can grow and succeed them and can make a great impact.

Start-up Retail Management competitiveness

Retail entrepreneurship is a well-known form of small scale entrepreneurship and some entrepreneurs are highly competitive at Retail Management.

Start-up Supply Chain Management competitiveness

Supply chain is another important aspect of businesses and the start-ups which are involved in selling products as these may have to establish intermediaries in order to reach maximum customers. Some entrepreneurs may prove to be efficiently competitive in smoothly establishing supply chain networks.

One of the main reasons for presenting this section and proposing this new perception, which is the correct perception of entrepreneurship, is in a way, to make it easy to classify start-ups that are founded by team of entrepreneurs than individual entrepreneurs, and assess these teams or individuals on the basis of the above defined parameters. The motivation for this was derived due to the ambiguity discussed in paper by Davidson (2016). The paper mentions, “...*The most important past mistake to avoid here is failure to distinguish between the individual and venture/firm levels in the design...*” Without going into its details, the paper Davidson (2016) hence argues that the past research has not considered this particular aspect of start-ups, which is the fact that they are founded by teams, rather than individuals. Although there might be few start-ups founded only by individuals, most of them are founded by teams, and hence this paper proposes the above competitiveness parameters, which can be utilized in any scenario (whether teams or individuals), and both in the context of start-up competitions, and also real start-ups, for the purposes of assessing the successes or failures of the performances of start-ups, and be of help in the associated entrepreneurship research. Moreover, the classification of entrepreneurship can be seated upon two types; of innovation based and competition based as proposed by this paper, thereby making it even easier to perform entrepreneurship research and assess start-ups and entrepreneurs.

The need for defining these terms was also to discuss the necessity of establishing an ecosystem in business education, which encourages developing such competitiveness among business graduates, thereby encouraging them to become successful contributors. For encouraging entrepreneurship in society, it is essential for early business talent

recognition among students. In this regard, it is worth encouraging even secondary school students, to participate in business start-up competitions. The necessity of psychologically imparting experiential entrepreneurship education through start-up competitions is huge, especially for secondary school students. This is because, going forward, these students will enter into higher education towards bachelors and some will go on to masters, where they will also be able to consider the option of entrepreneurship in their respective fields of study.

8. Conclusion

This paper has proposed a new and important area of interest, which make up the psychological precursors to innovations in a niche group of people, that of successpreneurs; people with experience of having won previous business idea competitions. This process of successively winning is being given/referred to by a new term of Successpreneurship, through this paper. These psychological precursors are responsible for the high probability in such people of encountering new start-up ideas/solutions resulting in their success along with the development of their personality and cognitive skills. Incubation as one of the processes of creativity is very highly impacted by previous participation and successpreneurship. Thus the role of previous participation and winning in start-up competitions, hint at the psychological processes responsible for passive creation of new ideas, and the beauty of such an ecosystem; lastly not withdrawing from the fact of the importance for creating such entrepreneurial ecosystems by collectivizing functions from different institutions and organizations towards assisting and nurturing entrepreneurship.

The academic contributions of this paper are immense and this research also has implications to devise relevant policies for governments who are interested in poverty alleviation and improving gender equality through encouragement to women entrepreneurship. First considering the academic contributions, this paper serves as a foundation for researchers in entrepreneurship psychology to build on. This is because not only does this paper establish the uniqueness of entrepreneurship psychology within the field of Business psychology but it also focuses and isolates a context where rich observations can be done on the impact of successes on the entrepreneurs' psychology. This is the context of Successpreneurship, hence the impact on Successpreneurs'

psychology involving idea creation is of great academic value. Hence, not only does it help business management academic researchers but also psychologists. Moreover, this research serves as a practical testament to the existing academic literature and hence validates it on the psychological process of idea creation, like the ‘incubation period’ in ‘creativity’ as found in Ritter, S. M., & Dijksterhuis, A. (2014).

With regards to poverty alleviation and encouragement to women entrepreneurship, this research paper has coined a new definition of FEND Entrepreneurship, which is more relevant in developing economies from Africa, Asia and elsewhere. Hence governments can implement appropriate policies to empower such women who for economic reasons opt FEND entrepreneurship. Academic research needs to be done to find the extent of such entrepreneurship even in developed countries and also developing countries in other geographic locations too.

This paper also, discussed about the difference between entrepreneurship from innovative value offering (whether product or service), and that driven purely by competition, which is more commonly found among a larger section of the population belonging to a common Social Class. This perspective of entrepreneurship has been newly identified through this paper, which has never been identified and hence never used before. Moreover, the paper also identified the key competitiveness, on the basis of which entrepreneurial teams or even individual entrepreneurs can be assessed to predict the performance, within the context of start-up competitions and also actual start-ups.

The objectives of this research were to analyze the impact of successively winning in start-up competitions on the winners. The paper concludes from its findings that the candidates who won in multiple start-up competitions (in this case the candidates who won in the start-up competitions hosted by the University of Manchester) were psychologically impacted. The process of participation in start-up competitions winning in them and the process of being in constant effort to identify new business problems that need solutions and express through business plans, business model tool to the judges of start-up competitions and also the constructive and encouraging discussions they were able to have with the public all contributed to the psychological incubation of their idea creation processes.

9. Practical Implications

This research work being the very first one to identify and elucidate the relationship between psychology and entrepreneurial creativity during successpreneurship has a number of practical implications where it can be put to use. Moreover, the new perception of entrepreneurship research (suggested by this paper), which is identifying candidates (who aim to be prospective entrepreneurs) with specific business competitiveness is also a very novel contribution to all the spheres – academic research (and business schools designing entrepreneurship courses, start-up competitions), government policies, start-up incubation design process, etc. aimed at supporting entrepreneurial ecosystem. Accordingly, societies can implement ecosystems that can make entrepreneurship a favorable career choice for people.

This research work also has implications for intrapreneurship. Corporations can encourage employees by conducting ideas' competitions where they (employees) can participate and give new useful business ideas to their employers in return for suitable incentives as decided by their employers. Accordingly, they can also identify successpreneurs from their organizations, and promote them to a more relevant job profiles (that comprise of responsibilities like new product innovations, etc.) like 'product designer', 'product engineer', etc.

10. Limitations

One major drawback of this paper is the very small number of Successpreneurs, available to work with. The number of first time winners who were ready to participate itself was so less to only five members. Among these five winners, the number of Successpreneurs was even less, to only three members. This drawback also existed with the work of Kulkarni (2019). The other drawback of is the lack of literature on Business Start-up competitions (as also mentioned in Jones, A. and Jones, P. (2011)), although few new papers can be found on the topic post the publication of Kulkarni (2019). Even less literature exists on the impact of Business Start-up competitions on the participants. This research is hence an important contribution in both of these domains.

11. Recommendations for future research based on the contributions of this paper

This paper's contributions have immense research implications in a number of domains where they can be utilized to perform further research. One of the immediate areas where the contributions of this paper can be used to do further research is in exploring the psychological impacts of social encouragement on entrepreneurs. One of the implications of this research is the fact that successpreneurs receive encouragement from people who are curious to understand how they identified the business opportunity and came up with a solution. Likewise social interactions of entrepreneurs greatly impact their cognitive ability to come up with new business ideas and offer solutions in the form of start-ups, which needs to be studied and hence this paper can be made use. Moreover, this paper also has implications in the domain of Sociology. Because one of the crucial uniqueness of this paper is the fact that it shows how social interactions pertaining to the efforts and creation of business ideas/solutions in a setting where candidates win start-up competition, impact their psychology thereby leading them to understand the process of coming up with new business ideas/solutions. This paper hence proves the relationship between sociology, psychology and entrepreneurial creativity. Hence an area of further research is examining the role of social interactions in impacting peoples' self-confidence and entrepreneurial creativity, in a similar context of successpreneurs. Also, future research studies can identify entrepreneurs who have outperformed in specific area like marketing or hiring and research their growth successes. This is the new perception proposed by this paper, and a lot of research can be done by identifying entrepreneurs through such competitiveness to which this paper has given a new name of competition driven entrepreneurship. Here, business ideas are not new, but they may provide different offerings (to customers) or use different strategies through which they have generated revenues.

Another area would be of understanding the negative psychological impacts on the candidates who lost in business start-up competitions. There are several examples where a society's existing cognitive schemas are responsible for misjudgment of a business idea's commercial viability by the judges of start-up competitions. Rosseel et al. (2022) finds in its study that reflection can occasionally hamper creative problem-solving abilities. Hence research can be conducted in whether students are discouraged from

participating in further start-up competitions because they did not win previous start-up competitions. So, this constitutes research that links psychology and education. Moreover, research from the paper Liu et al. (2022) reviews articles which have studied a possible connection between neuroscience and entrepreneurship domains, and they term it as neuro-entrepreneurship studies. Likewise, it is more relevant to research the relationship between neuroscience and successpreneurship. In fact it is more useful to study the relationship between neuroscience and successpreneurship, because here more pronounced results will be obtained than in real entrepreneurship because there have been no financial investments made by successpreneurs; all they have done is participated in start-up competitions and won monetary awards (so there are financial gains but no financial investments), so it will be interesting to study neuro-successpreneurship. Lastly (to be mentioned in this paper), another area where this paper's results can be used is that of intrapreneurship. Understanding how corporations incentivize innovations what is its psychological impact on intrapreneurs and how it influences their performances.

Informed Consent

Informed consent was obtained from all individual participants included in the study.

Conflict of Interest

On behalf of all authors, the corresponding author states that there is no conflict of interest.

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