

Original Article

# The Role of Passion-Preneurs in the Creativity and Performance of Enterprises

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**Abstract** - The term *Passion-partnership* dominates the scientific works of Scholars and the best practices of practitioners during the 20 past years. It has been exhaustively described (principles, methodology, models, culture, practices,) and of course, its success was huge enterprises and Startups.

*Understanding and analyzing the entrepreneurial passion is crucial: how a factor acting on the intent of entrepreneurial behaviours starts up at Technopole Normandie-Synergia. Several cognitive and behavioural variables play an important role during the process of innovation and creation.*

*This (passion-preneur) is a new approach in the business or socio-economy domain; it implements new components of culture and methodology to achieve effective results in modern enterprises and societies.*

*The purpose of this research is to contribute to describing the intention of creativity and entrepreneurial innovation by being part of a psychosociological approach. Therefore, Ajzen's theory of planned creativity behaviour (1991) served as a theoretical framework for assessing the determinants of entrepreneurial intent and understanding the entrepreneurial process of individuals within a firm. This theory states that the entrepreneurial intention of an individual is a complex process from the idea, the identification of an opportunity to finally exploit the act of entrepreneurial creativity. Given the multidimensional nature of entrepreneurial intent, we mobilized SPSS software to test our research hypotheses on a sample of 254 start-ups of young entrepreneurs and/or projects with high technologies and creativity in France. The results show that the set of variables of passion correlates with the set of intention variables. The results also reveal that creativity, self-efficacy as a mediating variable, strengthen the relationship between passion and entrepreneurial intent. This research examines the results and their implications for future research and practice, as well as proposing a practical model to be implemented.*

**Keywords** - Passion, Intention, Creativity, Innovation, Performance.

## I. LITERATURE REVIEW

There are not many scientific works that address the topic of passion-preneur except some books intended

for the public and other articles combined between passion personality trait and the enterprise spirit among ambitious people. That is why; few scientists have contributed to enriching the subject methodologically and practically. In (English Dictionary), passion means a strong affection or enthusiasm for an object, concept, etc.; a passion for poetry. A strong or extravagant fondness, enthusiasm, or desire for anything. Passion in (Psychology Dictionary.org) is a severe, driving, or all-consuming sensation or conviction. It is frequently compared with feelings, wherein an individual is affected involuntarily with severe carnal desire, an intense liking or enthusiasm for or commitment to an activity, item, idea, or the like. Denis Diderot (2009) describes passions as penchants, inclinations, desires, and aversions carried to a certain degree of intensity, combined with an indistinct sensation of pleasure or pain, occasioned or accompanied by some irregular movement of the blood and animal spirits, are what we call passions. Passion in (free encyclopedia - from the Greek verb *πάσχω* meaning to suffering). It is a very strong feeling about a person or thing. It is an intense emotion, a compelling enthusiasm or desire for something. Passion may be a friendly or eager interest in or admiration for a proposal, cause, discovery, or activity or to a feeling of unusual excitement, a positive affinity or love, towards a subject. Shailaja Rao (2015).

So, much research has been devoted to studying the factors that determine how individuals engage in entrepreneurial activities, especially new start-ups. These personal factors consist of several elements physical characteristics such as age, size, sex, profession as well, human expectations, beliefs, cognitive, emotional states, skills that can influence the decision to engage in behaviours specific (Thorgren & Wincent 2015). However, other psychological factors would appear that also determine the choice and commitment of a new innovative activity. Among these factors, emotions, which are not only predominant in the design of creative activity but also appear useful and essential to the creation of this activity. (Vallerand et al., 2015).

Passion is a strong factor in motivating the entrepreneur to start an activity. It is translated as an essential ability to innovate and create a product or service. According to Emmons (1999), the passionate



entrepreneur devotes his time energy (Vallerand et al., 2003). Convincing investors, potential consumers, pursuing goals, overcoming obstacles is a solid human resource team that likes to share success and sell the products/services or the project itself. Emmons, (1999), (Vallerand et al, 2003),

Chen et al. (2009) attest that passion is necessary for the success of such entrepreneurial activity. Passion, as a phenomenon recently explored in the literature for Chen et al. (2009), is an intense emotional state that manifests itself in behaviour and cognition. (Cardon et al., 2009), it is related to different variables such as individuals (Cardon, 2008), motivation, behaviour (Baum and Locke 2004), growth of the company (Shane, Locke and Collings 2003) acquisition of competitive resources. Chen et al. (2009). Denis Diderot and al (2004- 2009) describe passions as penchants, inclinations, desires, and aversions carried to a certain degree of intensity, combined with an indistinct sensation of pleasure or pain.

Passion (Shailaja Rao (2015) ) is an intense emotion, a compelling enthusiasm or desire for something. Passion may be a friendly or eager interest in or admiration for a proposal, cause, discovery, or activity or to a feeling of unusual excitement, a positive affinity or love, towards a subject.

Passionate meaning in (Collins Dictionaries) is manifesting or exhibiting intense feeling or desire, capable of revealing, or characterized by intense emotion, easily roused to anger, quick-tempered. A passionate person (Advanced English Dictionary) has very strong feelings about something or a strong belief in something, his passionate commitment to peace or believer in public art. He is very passionate about the project. Generally, the passionate person ( Gary Allen- Jul 2015) refers to someone who has intense feelings on some topic, whether it is devotion to an ideology or to some cultural passion, like an impressionist painting or hip-hop. It is often one who tries to convince others that their preferred topic is worthy of everyone else's attention.

COVA. Bernard, GUERCINI. Simone ( 2016 ) ont introduit le concept de tribu de passionnés, issu des recherches sur la consommation. On pourra d'abord rapprocher la notion de tribu de passionnés de celle de réseau d'affaires pour les entrepreneurs servant la consommation responsable : les réseaux d'affaires, les réseaux d'affaires et de valeurs, les réseaux de solidarité et les commerces-réseaux. Il y a plusieurs niveaux/plusieurs catégories d'acteurs au sein de ces tribus : on va ainsi du groupe quasi familial au club ou association formalisée et jusqu'à la tribu informelle, tant hors ligne qu'en ligne.

Passionpreneurship is not just doing what you love to do; it's also doing what you love to do while benefiting others. passionpreneur is A person who has the courage, confidence and creativity to pursue multiple passions in life, despite being told the

correct way is to focus on one area. (Goodridge. Walt F.J.(2016) ).

Passionpreneur Someone who has plugged into his or her passion and turned it into a profitable business while positively contributing to other people's lives. He comes from all walks of life and represents a vast number of businesses and business models. Passionpreneur is a potent model; He's a powerful way of doing business. (Anderson. Eric(2014). So, Passionpreneurs are men and women of every age, ethnic group, educational background, profession and religion. They are a diverse group of people from every corner of the globe who share a common trait and found something they enjoy doing and have decided to keep doing it. They include housewives, inventors and artists. In other words, they've created businesses to make money doing what they love. As a result, they set their own schedules and control their time, living according to a personal value system rather than someone else's.

Everyone can turn his or her passion into profit because of a few special beliefs. Everyone is creative. Therefore, each one has the ability to create as well. People can learn to be successful. Every desire, motivation, talent, skill, reason and rhyme you need is already a part of you. (Goodridge. Walt F.J.(2016) ).

## II. THE INTEREST OF THE RESEARCH

Our work addresses two questions:

- 1). To what extent the passion of an entrepreneur leads to the creation of entrepreneurial activity?
- 2). How much does an entrepreneur's passion, through his creativity and self-efficacy, affect the intention of innovation in the enterprise?

## III. RESEARCH OBJECTIVES & PROBLEMATIC

**A. Research Objectives:** The purpose of this research is to establish links between passions, creativity, self-efficacy and the intention of creating entrepreneurial (economic and social) activities. Then, to contribute to the understanding of entrepreneurial behaviour, passions, motivations necessary to the creation of new companies/Startups and new managerial models.

**B. The Problematic:** to addresses the following questions:

What are the successful models when applying the Passion- entrepreneurship project?

Who are the actors in the success of the project?

How to develop and implement a practical model of Passion- Preneur-ship?

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## IV. Research Methodology

The methodology consists in defining the necessary means to answer our problem: composition and size of the sample, sources and techniques of data collection, methods of analysis of the results obtained. A reasoned choice and that of convenience

made our sampling method. We opt to choose the technological, innovative, creative companies located in France( Normandy region of Synergia /the Technopole Caen Normandie). Entrepreneurs who registered a start-up company registered between the years 2018 and 2019 since we believe that the process of creating innovative companies is more formalized in this type of company. We selected creative companies specializing in the high technology, engineering or business services sectors of the public and private sectors. Our final sample consists of 254 young companies or startups and projects with high technologies and creativity. The questionnaire was addressed to executives, leaders, or managers of companies and projects. These managers have a high level of knowledge capable of answering our questionnaire; they know what they are, the themes and variables studied and their importance in the innovation tomorrow. We offered respondents a five-point "Likert" scale ranging from 1 "strongly agree" to 5 "strongly disagree". We obtained the return of 122 questionnaires, a rate equivalent to 48% of our sample. The returned questionnaires show that 9 copies are not valid, either incomplete or several options were checked at the same time, which makes these questionnaires unusable. We limit the study to 113 exploitable questionnaires.

**V. The conceptual framework of research**

This research aims at understanding the mechanism of this phenomenon, its effects, its dimensions, this process that influences entrepreneurial behaviour. The purpose of this work is to establish links between creativity, self-efficacy, and the intention of creating an entrepreneurial activity.

The theory of planned behaviour, through its different components (attitude, social norms and behavioural control), influence the entrepreneurial intention by the psychological, socio-cultural and environmental variables. From this multidimensional model of entrepreneurial intent, we mobilize certain variables like passion, creativity, self-efficacy to evaluate their impact on the entrepreneurial intent that is considered the best preacher of the act entrepreneurial and drives activity towards growth and survival (Mitchel J.O.( 1981).



**Fig. 1** shows the conceptual framework of research

**VI. INTELLECTUAL CHARACTERISTICS OF PASSION & PASSIONATE**

**A. Intellectual characteristics of passion-preneurs**

Some Scholars insist that there are passions far more exciting than physical ones. There are intellectual passion, passion for discovery and exploration: the mightiest of all passions. (Weintraub.Stanley-1996 ). These are some of the intellectual passions :

4-1-The motivation in an occupation is one of the intellectual passion. When an individual is passionate about their occupation, they tend to be less obsessive about their behaviour while on their job, resulting in more work being done and more work satisfaction. (Burke, R. J.; Fiksenbaum, Lisa (2009).

4-2- Work enjoyment is another intellectual passion that qualifies as a reason for considering an individual as a workaholic (a person who works compulsively). While the term generally implies that the person enjoys their work, it can also imply that they simply feel compelled to do it). (Burke, R. J.; Fiksenbaum, Lisa (2009).

4-3- Desire is a passion in occupation, and it goes hand in hand, especially as a motivation. Linstead & Brewis say that passion is an intense, driving, or overmastering feeling or conviction. Passion is connected to the concept of desire. (Linstead, S.; Brewis, J. (2007).

5-4- Motivation / Work enjoyment and desire affect the outcomes positively. The researchers indicate different patterns of correlations between these components and performance. These patterns offer motivations or orientations to work, which result in their effects on work and well-being. (Burke, R. J.; Fiksenbaum, Lisa (2009).

- Innovation and passion- partnership. Innovation is the specific tool of entrepreneurs, the means by which they exploit change as an opportunity for a different business or service.

- Innovation and Entrepreneurial Orientation EO. This conceptualization has been used in over 200 studies focusing on entrepreneurship (George, B. A., & Marino, L. (2011). The five components of EO in this stream of research are:



**Fig. 2** The five components of EO

Source. .(Bruce C.Martin, Jeffrey McNally, MichaelJ.Kay, (2013.Adapted by Authors

The components have typically been measured by using questionnaire items with (Likert-type scales).(i.e.from1-5or1-7),as shown in Table. (Bruce C.Martin, Jeffrey McNally, MichaelJ.Kay, (2013 ).

**Table 1. Measuring the components of entrepreneurial orientation**

<b>EO Component</b>	<b>Typical Assessment Items</b>
<b>Risk-taking</b>	Managers in my firm have a strong proclivity for high-risk projects. Managers believe owing to the nature of the environment.
<b>Proactiveness</b>	My firm typically initiates actions when it deals with its competitors, which competitors then respond to. My firm is very often the first business to introduce new products/services, administrative techniques, operating technologies, etc.
<b>Innovativeness</b>	The top managers in my firm favour a strong emphasis on R&D, technological leadership, and innovation. Very many new lines of products or services, Changes in product or service lines have usually been quite dramatic.
<b>Competitive aggressiveness</b>	When confronted with decision-making situations involving uncertainty, my firm typically adopts an aggressive posture in order to maximize the probability of exploiting potential opportunities.
<b>Autonomy</b>	My firm supports the efforts of individuals and/or teams that work autonomously.

Source. (Bruce C.Martin, Jeffrey McNally, MichaelJ.Kay, (2013.Adapted by Author

-passionpreneur Management Implication. Some authors suggest that each of the dimensions is a reflection of a company’s EO. This approach implies that the different components cover each other. (Ferreira HC, et al. (2011); (Schillo . R. Sandra (2011).

**B. Entrepreneurial creativity**

Creativity refers to the emergence of useful and new ideas. It can be correlated with the knowledge and rules of the field (Carrier & al, 2010). It is about designing new opportunities, new solutions, market products or services (Zhou, 2008), help overcome some of the barriers to starting new businesses (Baum and Locke 2004, Shane, Locke and Collins 2003, Cardon et al., 2009). The literary states four factors were established for "explains the individuality of creativity" (Dimov, 2007), it is about personal characteristics of the creator's behaviour (Baum, & al, 2001) and its' self-efficacy (Markman et al., 2002). Intrinsic motivation is an essential factor for the entrepreneur to achieve his goals. The entrepreneur is motivated by his desire Philippe et al. (2009) to be independent, personal achievement, and social recognition (Carter et al., 2003). Similarly, empirical studies show that creativity is a function of knowledge and cognitive skills. Shane & Venkataraman (2000) show that the creative entrepreneur stores the information generated by lived experiences, what he can know market demand and how to create products or services.

Few of the most empirical studies have been devoted to analyzing the relationship between passion and creativity (Shane & al., 2003). In the same perspective, passion contributes to the design of new products or services (Heinonen et al., 2011). Many factors contribute to product or service creativity (Baer, 2012). These factors constitute personal, cognitive and emotional aspects. Cardon & al. (2013) confirmed the significant relationship between passion and creativity. In other words, the passion for such activity can trigger the planning and start-up of

a business (Birgalia & kale, 2017). Therefore, it seems that entrepreneurial passion can contribute significantly to creativity. We propose our second hypothesis: Hypothesis 2: passion has a positive impact on creativity among start-up entrepreneurs at the Synergia Technopole.

**C. Entrepreneurial self-efficacy**

This concept was developed by Bandura (1997) "Perceived self-assurance refers to beliefs in one's capabilities to organize and execute the courses of action required to produce satisfying outcomes" (Bandura, 1977). The passionate entrepreneur possesses self-beliefs, abilities, values, experiences and skills Zhao et al. (2005) allow it to create a product or activity. These beliefs positively affect the behaviour of the entrepreneur by his perception of the actions pursued, this ability to be able to lead the entrepreneur to overcome the obstacles by his efforts and his perseverance (McGee et al., 2009) and a great confidence in itself (Gasse, 1982).

The literate indicates that self-efficacy is one of the motivating factors influencing an entrepreneur's success in a business (Zimmerman 2000, Baum et al., 2001). The passionate entrepreneur seeks to learn and develop skills so that she can reinforce her beliefs and self-efficacy (Murnieks et al., 2012). We propose our third hypothesis: Hypothesis 3: passion has a positive impact on self-efficacy among start-up entrepreneurs at the Synergia Technopole.

**D. Mediating impact of creativity and self-efficacy on the intention**

Entrepreneurial passion can explain why some individuals, among others, are able to identify or imagine opportunities to introduce new products or services (Cardon et al., 2009). Entrepreneurship is the professional application of knowledge, skills, ability to generate new ideas, create or invent a new method of doing, a new process that brings change and perspectives. In other words, this creative capacity is based on ideas already existing, or sometimes creativity occurs by a single stroke of the brilliance of the entrepreneur (Babu et al., 2013). The researchers Vallerand et al. (2003) distinguish a few criteria for the activity considered an entrepreneurial passion. The love of the activity, the time invested, and the valorization of the activity. These authors define passion as "an activity that the person likes, that he finds important" (Vallerand et al., 2003). Several studies confirm that there is a positive relationship between passion and creativity (Heinonen et al., 2011; Gielnik et al., 2012; Short et al., 2010) and passion and persistence Cardon et al. (2013). Cardon (2008) states that the passionate entrepreneur can transfer his positive emotions to the employees of his newly created business. (Cardon, 2008).

The entrepreneur can count on his personal conviction and trust his own skills to face the challenge of the environment (Bandura, 1997). This ability enables him to overcome obstacles and seek creative and alternative solutions (Zhao et al., 2005). self-efficacy is a perception of the ability to perform an activity. It can be a prerequisite before such an entrepreneurial commitment. According to Cardon et al. (2013), passion is based on trust and competence as the entrepreneur starts his business (Cardon et al., 2013). For Murnieks et al. (2012), passion is associated with the level of self-efficacy. From this perspective, creativity and self-efficacy seem to be able to intervene as mediating variables between passion and the intention to create a new activity. We propose our fourth hypothesis. Hypothesis 4: Creativity and self-efficacy mediate the relationship "passion - entrepreneurial intent" among start-up entrepreneurs at the Synergia Technopole. After having exposed the theoretical notions of our research, we will therefore adopt a proper research methodology to confront reality.

## VII. PASSION- PRENEUR CULTURE

Entrepreneurial culture has frequently been appearing as a Concept in both entrepreneurship and broader management. It has been described as a form or type of culture which is "creative, innovative, takes risks, and challenges the status quo". ( Ireland R. Duane. & All (2003). This entrepreneurial culture has been used as a new approach with respect to (values, attitudes, beliefs, assumptions, norms, and behaviours) related to passion- entrepreneurship. Passionpreneurship culture means here as "a process centrally concerned with the notion of

(Opportunity, recognition, discovery and/or creation) where opportunity is defined as the creation of new value to society in part or in the whole" (Schendel & Hitt, (2007). The characteristics of Passionpreneurship culture are :

1- Learning & Development Support. There are the values of optimism toward improvement, valuing efforts to learn and improve one's self and others, and an interest in employee development. (Monsen, E., & Boss, W. (2009).

2-Cohesiveness. The general notions of collaboration, communication, and social interaction were identified as important cultural characteristics (David J. Ketchen Jr, and all. (2007 ).

3-Nomological Network. When developing a new construct (MacKenzie.Scott B.( 2011) suggest that while a fully mapped nomological network may be forthcoming.

4-Ontology. Ontology is a theoretical link between the theoretical model and the measurement model.

5-Organizational Enthusiasm. Organizational enthusiasm is based on entrepreneurs' perspectives towards work, the purpose of entrepreneurial organizations, and their overarching vision for the organization. (Xiao-Ping Chen, Xin Yao and Suresh Kotha., (2009 ).

6-Opportunity Driven Change. A pattern of values, assumptions, and practices demonstrating a willingness to change in order to identify/develop opportunities and execute on them. (Wong. Matthew A. (2014 ).

## VIII. THE MINDEST MODEL OF PASSIO- PRENEUR & PERSONALITY TYPES

### A. *Passionpreneurs mentality at work:*

When Passionpreneur shares a special mindset, they can do everything they put in their mind, and they will find a way and have fun pursuing each and everyone their passions from this day forth (Connect, Promote, Grow, Inspire). Then, they can formulate (Mission, Philosophy, Formula & Promise) of their company/organization such as:

- Mission: offer the world philosophy and formula for turning one's passion into profit. Encourage its use by parents, teachers, coaches, as well as within institutions of higher learning.

- Philosophy: Your passion is part of your life's purpose; happiness in life starts when you pursue it, everyone has a passion, all passions have value, and passion can be turned into profit, and you can make money doing what you love.

- Formula & Promise: the formula is the Cycle of Success, Promise is the Value, capitalizes on your history, incorporates your experiences, harnesses your talents, optimizes your strengths, complements your weaknesses, honours your life's purpose, and moves you towards the conquest of your own fears. (Goodridge. Walt F.J. (2016). Then, Passionate

People can do things differently regarding their characteristics. Passionate people lead significantly different lives from their less-than-enthusiastic counterparts.

**B. Creative passionpreneur Mindset model:**

The whole concept of turning your passion into profit is one that developed the term "passionpreneur" to describe someone who has turned a motivation, innovation, hobby, talent or passion into a business. (passion-based entrepreneur). The Passion Profit model is a four-step process: (Goodridge. Walt F.J. (2016).

**Table 2. Creative passionpreneur Mindset model Steps**

Steps	Description
<b>Step-1</b>	Discover your purpose (which you've already covered). Once you have a better idea of why you are here on the planet, your next step is discovering your passion (the thing you are good at and love to do) is perfectly designed to help you fulfil your purpose.
<b>Step-2</b>	Develop your passion. The fact that every passion has value means that everyone can be rewarded for the pursuit of something that has special meaning in his or her life.
<b>Step -3</b>	<b>Create a product.</b> Create a tangible product; regardless of what your passion is, there are some passions that are better expressed as services.
<b>Step-4</b>	<b>Market it for profit.</b> Sell your product or service. There are only two ways to make money in business: charge more, or spend less

Source. (Goodridge. Walt F.J. (2016). Adapted by authors.

**C. Passion-Preneur Personality Types**

Once you know your purpose, it becomes easier to identify the passion that you should pursue. Take the Passionpreneur Personality/Purpose Test for clues to your purpose. Walt F.J. Goodridge presents in his book "Turn Your Passion into Profit" the types of passionpreneur personality by using a test of 40 questions. According to the Passion to Profit Personality Test, the dominant Passion-Type is: (Goodridge. Walt F.J. (2016).

**Table .3. Passionpreneur Personality types**

<b>Exciter</b>	<b>Competitor</b>
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<b>Informer</b>	<b>Supporter</b>
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Source. (Goodridge. Walt F.J. (2016). Adapted by authors.

Each type of Guide includes: What It Means the Type? The type's Prime Directive? Recognizing the type? What Moves the type to Action? How does the type Inspire Others? How to Be a Better in the type? Where is the type Find Passion? Can the type Turn Passion into Profit? The type in Love?

**IX. FINDING**

**A. Variables measurements of the research**

Passion has been evaluated by several authors such as Murnieks et al. (2012), Cardon et al. (2013) and Vallerand et al. (2003). We adopted the scale that was developed by Vallerand et al. (2003) to evaluate the two types of passion comprising five elements for a harmonious passion and five elements for an obsessional passion (Mageau et al., 2005). It has Alpha Cronbach reliability and significant validity confirmed 0.81 for harmonious passion and 0.80 for obsessive passion (Murnieks et al., 2012).

Creativity was measured using the 4-item (Lin and Lee's 2005) scale and Alpha Cronbach reliability  $\alpha = 0. 0.85$  (Zhou J. and George JM (2001) Chen et al. ), used three variables to measure self-efficacy using the 8-item scale gives a general reliability Alpha Cronbach  $\alpha = 0.79$ , Chen et al., 2001).

Self-efficacy and entrepreneurial creativity are allotted as two mediating variables of the effects of passion on behaviour in the process of creating a new activity.

In terms of entrepreneurial intent as dependent variables, several variables will be measured to evaluate intention. They are related to characteristics and personal beliefs. Liñán and Chen (2006) constituted a scale of six items. This scale has an  $\alpha = 0.96$ , and a validated verified.

To test the proposed model, we mobilized the SPSS 21 software. Table 1 presents the descriptive statistics of the search result. The perceptions of entrepreneurs of all sizes studying at Synergia (the Caen Normandy Technopole) have been raised. Passion with a mean (3.31), then creativity (3.63), then self-efficacy (3.66), and the intention was highest with an average (1.66).

Table I also shows the reliability analysis and the correlation matrix for the four variables in the current study. The Cronbach  $\alpha$  coefficient was used to estimate the reliability of the scales, where the results show acceptable values of consistency ranging from (0.716 to 0.890).

The correlation matrix reveals that correlation coefficients between variables do not exceed 78% and that all dimensions have a positive and significant relationship with the intention to create a new activity by entrepreneurs ( $r = 0.562$ ,  $r = 0.682$ ,  $r = 0.753$  with  $P < 0.01$ ).

**Table 4. Analyse de la fiabilité et la matrice de corrélation**

Variables	Mean	SD	I	II	III	IV	N
I Passion	3.31	0.408	(0,826)				113
II Creativity	3.63	0.678	0.639**	(0.796)			113
III Self-efficacy	3.66	0.614	0.600**	0.784**	(0,890)		113
IV Intention	4.06	0.633	0.562**	0.682**	0.753**	(0,716)	113

\*\*Significant at 0.01 level

ANOVA (ANalysis Of VAriance) multiple regression analysis was conducted in order to verify our different hypotheses. It showed the impact of entrepreneurial passion on the intention to create a new activity that appears positive and significant. Table 2 summarizes the analysis results and indicates that passion directly impacts intention with a coefficient

( $\beta = 0.639$ ,  $F = 053.944$ ,  $sig = 0.000$ ) and passion explains ( $R^2 = 0.315$ ) of intention. In view of this result, we can confirm our hypothesis, which stipulated an impact of passion on the intention to create a new activity.

**Table 5. Analyse de régression multiple ANOVA (ANalysis Of VAriance)**

Model	B	SE	$\beta$	t	R <sup>2</sup>	F	sig
Passion	0.872	0.122	0.562	4.531	0.598	051.154	0.000

Variable dépendante : Intention

The results also show that passion act positively and significantly on creativity in entrepreneurial activity ( $\beta = 0.639$ ,  $F = 76.690$ ,  $sig = 0.000$ ). Creativity is explained in the order of ( $R^2 = 40\%$ ) by entrepreneurial passion, which confirms our second hypothesis. The results also show that the result positively and significantly affects the self-efficacy

of the order of ( $\beta = 0.600$ ,  $F = 62.295$ ,  $sig = 0.000$ ) and passion explains ( $R^2 = 35\%$ ) of self-efficacy. So we confirm our third hypothesis that passion impacts self-efficacy.

Mediator variables creativity and self-efficacy indirectly affect the relationship between passion and entrepreneurial intent, according to the results in Table 3.

**Table 6. ANOVA Multiple Regression Analysis (ANalysis Of VAriance) all variable Coefficients**

Modèle		Coefficients non standardisés		Coefficients st		Sig.
		B	Part standard	Bêta	t	
I	(Constante)	,991	,253		3,916	,000
	Passion	,192	,125	,124	1,531	,000
	Créativ	,170	,097	,182	1,754	,000
	Selfe_efficacy	,552	,103	,536	5,363	,000

a. Variable dépendante: Intention.

The result shows that the mediating effects of creativity and self-efficacy on the relationship

Between passion and intention are partial, as the independent variable continues to impact entrepreneurial intent, and its values have not become null. The mediating variables explain ( $R^2 = 59\%$ ) of the entrepreneurial intention on this model.

The results are positive and significant, with error probabilities below the threshold of ( $sig = 0.000$ ). So we confirm our fourth hypothesis that creativity and self-efficacy have a mediating impact on an entrepreneur's intention to create a new business.

**B. proposed Passion-preneur practical model**

As a result, this is the proposed Passion-preneur practical model with its characteristics:

Fig. 2 passion-preneur creative, practical model.

Passion-preneur Characteristics	Components of passion-perineurial Culture	Passion-preneur Personality types	Impact on the ENTREPRISES
<b>Skilful</b>	Learning & Development Support	<b>Exciter</b>	<b>Creativity</b> + <b>Innovation</b> + <b>Performance</b> + <b>Success</b>
<b>Strong-willed</b>		<b>Competitor</b>	
<b>Expressive.</b>	Cohesiveness		
<b>Learner</b>		Nomological Network	
<b>Love their job/work</b>	Ontology		
<b>Focused</b>		Organizational Enthusiasm	
<b>Perseverant</b>			
<b>Productive</b>	Opportunity Driven Change		
<b>Risk-taker</b>			
<b>Independent Thinker</b>			

**The implications of the research**

Our findings can help companies measure the concepts studied and prevent intentional behaviour, locate an opportunity, sources of passion and inspiration, the creative process, growth stages and keys to success in the real world of the world. 'contractor. These results enable leaders to develop the potential of human resources and support them.

**Directions for future research**

Our research was based on a psychological approach that was favoured to explain the mechanisms that support passion and its effects on entrepreneurial intent. Future research could explore the role of other variables such as resources, unemployment, dismissal, social context, job market, personal vision, ability to risk-taking, dissatisfaction at work and finally, the economic, political and cultural environment. We believe that entrepreneurial passion influences the behaviour of the entrepreneur, and leaders must accompany and guide them according to the passion of each. Nevertheless, the question remains open how and to what extent the entrepreneur actually becomes or succeeds in his intention to create a new business. What are the conditions to establish to create the ecosystem favourable to the creation of entrepreneurial activity?

**X. CONCLUSION**

Researchers have shown that entrepreneurial intent and entrepreneurial action are not spontaneous but are a choice that responds to identify opportunities.

The goal of our research is to better understand and determine the link between passion, creativity, self-efficacy and entrepreneurial intent. We have been able to demonstrate the positive impact of latent variables on the intention to create a new activity by statistically modelling these variables in order to determine the extent to which they interact with one another in order to manage them effectively. Our research model has been validated by the SPSS statistical method, which seems to us adapted to our problem, guaranteeing the validity and the reliability and making it possible to evaluate the essential characteristics of variables in order to evaluate the links between them.

The findings of this research indicated that levels of perception of entrepreneurial passion at Synergia (the Caen Normandy Technopole) were high. Individuals have the attention to undertaking new activities. This organization is a decisive step in their process of realizing their projects on the ground. The Synergia organization facilitates the process of creation and their accompaniment by financial and logistical assistance advice.

The validation of our model, by the subsequent use on the ground with confidence that it is based on a well-established theory, maybe a device bringing managerial solutions, technical and transactional, to the managers of the enterprises.

In conclusion, it is preferable to mention that passion-preneur is a new approach of practice in Business and social-economic development. So, the conclusion and recommendation are:

- Modern organizations and enterprises should benefit from the technique and tools used by the passion-partnership,



- Students in business administration and economy or several disciplines are invited to study carefully and deeply this efficient approach (Passion-partnership).
- Passion-partnership culture is characterized by several traits totally different from the organizational culture.
- Business schools and faculties or higher institutes in business administration and economy must develop their curricula's or teaching programs according to the needs of the passion-partnership approach.

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**Annexe 1. In French**  
**Résultat la relation entre la passion et la créativité**

**Récapitulatif des modèles**

Modèle	R	R-deux	R-deux ajusté	Erreur standard de l'estimation
1	,639 <sup>a</sup>	,409	,403	,524

a. Prédicteurs : (Constante), Passion

**ANOVA**

Modèle	Somme des carrés	ddl	Carré moyen	F	Sig.
1 Régression	21,059	1	21,059	76,690	,000 <sup>b</sup>
Résidus	30,480	111	,275		
Total	51,539	112			

a. Variable dépendante : Créativ

b. Prédicteurs : (Constante), Passion

**Coefficients<sup>a</sup>**

Modèle	Coefficients non standardisés		Coefficients standardisés	t	Sig.
	B	Part standard	Bêta		
1 (Constante)	1,079	,285		3,792	,000
Passion	1,064	,122	,639	8,757	,000

a. Variable dépendante : Créativ

### Résultat la relation entre la passion et l'auto efficacité

#### Récapitulatif des modèles

Modèle	R	R-deux	R-deux ajusté	Erreur standard de l'estimation
1	,600 <sup>a</sup>	,359	,354	,494

a. Prédicteurs : (Constante), Passion

#### ANOVA

Modèle		Somme des carrés	ddl	Carré moyen	F	Sig.
1	Régression	15,196	1	15,196	62,295	,000 <sup>b</sup>
	Résidus	27,077	111	,244		
	Total	42,273	112			

a. Variable dépendante : Selfe\_efficacy

b. Prédicteurs : (Constante), Passion

#### Coefficients<sup>a</sup>

Modèle		Coefficients non standardisés		Coefficients standardisés	t	Sig.
		B	Part standard	Bêta		
1	(Constante)	1,578	,268		5,883	,000
	Passion	,904	,115	,600	7,893	,000

a. Variable dépendante : Selfe\_efficacy

### Résultat la relation entre la passion et les variables médiatrices

#### Récapitulatif des modèles

Modèle	R	R-deux	R-deux ajusté	Erreur standard de l'estimation
1	,773 <sup>a</sup>	,598	,586	,407

a. Prédicteurs : (Constante), Selfe\_efficacy, Passion, Créativ

#### ANOVA

Modèle		Somme des carrés	ddl	Carré moyen	F	Sig.
1	Régression	26,782	3	8,927	53,944	,000 <sup>b</sup>
	Résidus	18,039	109	,165		

Total	44,821	112		
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a. Variable dépendante : Intention

b. Prédicteurs : (Constante), Selfe\_efficacy, Passion, Créativ

**Coefficients**

Modèle		Coefficients non standardisés		Coefficients standardisés	t	Sig.
		B	Part standard	Bêta		
1	(Constante)	,991	,253		3,916	,000
	Passion	,192	,125	,124	1,531	,000
	Créativ	,170	,097	,182	1,754	,000
	Selfe_efficacy	,552	,103	,536	5,363	,000

a. Variable dépendante: Intention