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The functionality of entrepreneurial passion and entrepreneurial bricolage on micro-entrepreneur's wellbeing

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Entrepreneurial passion, Entrepreneurial bricolage, Wellbeing, Micro-entrepreneur, Developing countries.

ABSTRACT

This study investigates the relationships between entrepreneurial passion, entrepreneurial bricolage, and subjective wellbeing. A total of 253 usable data were collected from the micro-entrepreneurs in Bangladesh and data were analyzed by SEMPLS3.0 employing structure equation modelling. The results indicate that subjective wellbeing is significantly predicted by entrepreneurial passion and bricolage. Bricolage also found to play a mediating role between passion and wellbeing. The results of the study validate that passionate entrepreneurs who embrace bricolage will achieve wellbeing through their ventures. The paper makes contribution to the knowledge domain by bridging the concept of subjective wellbeing with entrepreneurial passion and bricolage.

Introduction

It has been collectively and unequivocally resonated that entrepreneurship matters for socio-economic development and for the greater prosperity of the human civilization (Gries & Naudé, 2011; Tata et al., 2017). Alongside, micro-entrepreneurship ventures also play significant role in the socio-economic development around the globe, particularly in the developing countries. Yet, the micro-entrepreneurs in developing countries often face a diverse range of institutional constraints and have limited access to the required resources (Khoury & Prasad, 2016). Therefore, micro-entrepreneurs strive to use inadequate but available resources at hand to operate their businesses. With such constricted milieu of the micro-entrepreneurial venture, varied arrays of theoretical discussions have brought into light the concept of 'entrepreneurial bricolage', relating to the competency-based behavioral aspects of the entrepreneurs at a limited resource setting (Baker & Nelson, 2005; Davidsson et al., 2017a; Kickul et al., 2018; Kwong et al., 2019). Entrepreneurial bricolage means to make or do something with whatever limited resources are at hand (Baker & Nelson, 2005; Fisher, 2012). Previously, scholars have identified that entrepreneurial bricolage is driven by entrepreneurial orientation (Hooi et al., 2016), exploratory orientation (Guo et al., 2016). According to Cardon and Kirk (2015), entrepreneurial passion increases entrepreneurs' dedication, persistence, activities, and ability to engage fully in their venture. Further, researchers have argued that passion fuels motivation, improves mental activity, and provides meaning to everyday life (Cardon et al., 2013). Considering the concepts and contemporary empirical relationships between entrepreneurial passion and entrepreneurial bricolage corroborated by Stenholm and Renko (2016), this study extends the previous work by considering subjective wellbeing as an outcome of entrepreneurial passion and entrepreneurial bricolage. Recent empirical research has started to explore the effects of passion, which may channel through different outcomes (Murnieks et al., 2016). Therefore, existing empirical research has investigated the relationships between entrepreneurial passion and investment outcome (Chen et al., 2009), entrepreneurial passion and employee's organizational commitment (Breugst

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et al., 2012). Different from these, this study attempted to focus on the relationship between entrepreneurial passion and subjective wellbeing. Similarly, in recent times, researchers are interested to explore different outcomes of entrepreneurial bricolage. For instance, Chen and Fan (2015) have found outcome of entrepreneurial bricolage to be innovation speed. Fisher (2012) has explored the relationship between entrepreneurial bricolage and firm's growth. The contention of this study is to move beyond the typical focus on financial and economic outcomes that characterizes so much entrepreneurship research and to focus more broadly on human functioning, which can be gauged by the state of subjective wellbeing.

Generally, entrepreneurship is an exclusive and challenging human undertaking, which is closely associated with wellbeing (Shir, 2015). Scholars have asserted that wellbeing is an imperative indication of socio-economic improvement and institutes a significant social resource (Tata et al., 2017). However, in the current unequal society, the gap between rich and poor is accelerating in many countries and particular segments of society are deprived of achieving wellbeing (George et al., 2012) and micro-entrepreneurs are not far off. Researchers have identified a great deal of interest in micro-level entrepreneurship, beyond monetary profit, with a role in developing society at large (Wiklund et al., 2011), which is known as 'subjective wellbeing'. Subjective wellbeing is mostly concerned with the approach and the reasons of experiencing a life in a positive way, including cognitive judgments and affective reactions (Diener, 2009).

However, there is doubt whether entrepreneurial passion in a resource constraint setting still can bring wellbeing to the individual. Yet it is also unclear whether entrepreneurial passion and entrepreneurial bricolage would influence the subjective wellbeing of the micro-entrepreneurs. In fact, there is also a dearth of empirical evidence for the role of entrepreneurial passion and entrepreneurial bricolage on subjective wellbeing in the context of micro-entrepreneurs in a resource constrained setting, as of now and warrants further research. Further, scholars have also pointed out that till yet individual-level mechanisms behind involvement in bricolage have been scantily understood (Kwong et al., 2019). To shed light on the above issues, this empirical research focuses on micro-entrepreneurs operating in cottage industry in a developing country who assume to have entrepreneurial passion with wide ranges constraints and limited resources.

This research contributes by introducing a novel research framework. It pays attention on entrepreneurial passion as a driver for entrepreneurial bricolage and subjective wellbeing. It will add knowledge by realizing entrepreneurial bricolage as a predictor for subjective wellbeing, and the mediating relationship of entrepreneurial passion to subjective wellbeing via entrepreneurial bricolage. It contributes by introducing subjective wellbeing as a novel outcome for entrepreneurial passion and entrepreneurial bricolage in the context of micro-entrepreneurs of a resource-constrained country.

Literature Review and Hypothesis Development

Entrepreneurial Passion and Subjective Wellbeing

The word 'passion' has attracted much attention among the management and entrepreneurship scholars (Fisher et al., 2018; Murnieks et al., 2016). As a general term 'passion' is a strong inclination to engage someone in certain activities (Aiken et al., 2018). Numerous scholars across different domains and disciplines defined the term 'passion', but three basic charteristics are common in all definitions. Passion is (1) associated with an intensive positive feeling, (2) controls behavioral tendency of individuals, and (3) considered as a target-specific construct (Cardon, 2015; Chen et al., 2015). However, acknowledging all the definitions, Cardon et al. (2009) have defined the term 'entrepreneurial passion', a part of motivation and being treated as a positive effect, as "consciously accessible intense positive feelings experienced by engagement in entrepreneurial activities associated with roles that are meaningful and salient to the self-identity of the entrepreneur" (p. 517). In the current study, the authors consider entrepreneurial passion not as a trait, but rather as behavior of the entrepreneurs, which is in agreement with Ho and Pollack (2014). Based on this conceptualization of entrepreneurial passion, three different role identities were developed, as entrepreneurs comprehend passion differently for their various activities, including inventing (opportunity identification), founding (business creation), and developing (business growth) (Cardon et al., 2009; Mueller et al., 2017).

Passion for inventing refers to activities accompanied by searching for new market opportunities, creating new products and/or services, and dealing with product prototypes (Cardon et al., 2009). Passionate entrepreneurs for inventing are actively involved and dedicated in exploring new opportunities, feeling interest to discover new product and/or service ideas, and relentlessly searching for solutions to address the existing problems (Breugst et al., 2012). *Passion for founding* reflects the entrepreneur's passion for activities related to the establishment of a company. It focuses on the process of formation activities, including gathering and accumulating necessary resources for establishing a new venture, actual establishment of the venture, grabbing initial sales or hiring employees, and trying to become a parent of the newly created venture (Cardon et al., 2009).

Entrepreneurs who are passionate for founding demonstrate positive affect when they involve themselves in the activities dedicated to the creation of a new venture, and specifically, to have a sense of feelings of psychological ownership of the firm that they have created (Breugst et al., 2012). *Passion for developing* focuses on post-establishment activities of a venture in the light of care, growth, and expansion. Entrepreneurs who are passionate for a developing venture show positive affect when trying to enhance existing ventures beyond their early survival by involving themselves in the strategy formulation (acquiring new customers), as well as business optimization (Murnieks et al., 2016).

While discussing the mental wellbeing of the entrepreneurs, Stephan (2018) clearly noted with surprise that there is no study so far linking entrepreneurial passion directly to the wellbeing of the entrepreneurs although could be expected. However, Vallerand et al. (2007) predicted that harmonious passion of individuals may have an effect on wellbeing and later Briki (2017) validated that harmonious passion predicts wellbeing while obsessive passion does not. In another study, Philippe et al. (2009), argued that people who are passionate about an activity should experience higher levels of hedonic (subjective) wellbeing than individuals who do not engage in such a type of activity in their life, resulting in making a difference in their life.

Passion for inventing, passion for founding, and passion for developing may lead the micro-entrepreneurs to a state of satisfaction and understand the meaning of life. As such, we believe a diverse range of passion may work as a stimulus for wellbeing. Though there might be a possibility of predominance of each type of passion over each other towards the wellbeing. Nevertheless, the passion for inventing, founding, and developing may lead to the realization that the micro-entrepreneurs are worthwhile in the society.

In the study of Vallerand et al. (2007) argued that while passion may ensure dedication toward the activity, it may also be associated with positive subjective wellbeing of an individual, depending on the type of passion involved. Reasoning the assertion as well, this study also argues that different ranges of passion craft optimism among the micro-entrepreneurs towards life and create a belief that micro-entrepreneurs can contribute to the happiness and wellbeing of themselves and others. Taking up these logical consequences and considering holistic meanings of entrepreneurial passion and subjective wellbeing, the authors believe there could be statistical relationships between entrepreneurial passion and subjective wellbeing. Hence, the authors hypothesize that:

H1a. Entrepreneurial passion for *inventing* has a positive influence on subjective wellbeing of the micro-entrepreneurs.

H1b. Entrepreneurial passion for *founding* has a positive influence on subjective wellbeing of the micro-entrepreneurs.

H1c. Entrepreneurial passion for *developing* has a positive influence on subjective wellbeing of the micro-entrepreneurs.

Entrepreneurial Passion and Entrepreneurial Bricolage

A recent study conducted in Finland by Stenholm and Renko (2016) has revealed the mediating role of entrepreneurial bricolage between entrepreneurial passion and entrepreneurial survival. The research has also drawn out the association of entrepreneurial passion as antecedent of entrepreneurial bricolage as a novel attempt. According to Acs et al. (2011) studying entrepreneurship across countries is always a vital attempt. Therefore, it would be interesting and reasonable to test the same relationship at the resource-constrained context and it will contribute to the generalizability of the relationship.

Vallerand et al. (2007) argued that being passionate for an activity leads individuals to devote themselves profusely to their activity, letting the individuals to continue even in the face of difficulties. In a challenging environments with limited resources, entrepreneurs have three alternatives: (1) outsourcing resources, (2) dodging new challenges through downsizing, or (3) behaving as a 'bricoleur' with the notion of 'creating something out of nothing' (Fisher, 2012). Passionate entrepreneurs try to avoid the second option outlined above, as they are more likely to recognize themselves as entrepreneurs having a sense of psychological ownership of the firm (Breugst et al., 2012) which is central to their self-identity (Murnieks et al., 2016). Unlike traditional entrepreneurs, when confronted with environmental challenges, passionate entrepreneurs view the situation positively. Rather than giving up or avoiding the problems, they are likely to clinch them enthusiastically and try to come up with solutions using their inherent creativity to reinforce their self-identity as an entrepreneur (Cardon & Kirk, 2015; Powell & Baker, 2014; Stroe et al., 2018). Since its inception, the concept of bricolage was adopted and applied in numerous fields of study (Davidsson et al., 2017b), as well as to a variety of phenomena like law-making (Hull, 1991). From an organizational perspective, the application of this concept has also been widely used in a number of phenomena, including new product development (Wu et al., 2017), technology innovation in SMEs (Ferneley & Bell, 2006), and entrepreneurship (Baker & Nelson, 2005). Baker and Nelson (2005) identified three basic elements of bricolage - 'making do', 'the resources at hand', and 'the combination of resources for new purposes' –, which are in general applicable in various scholarly fields. In addition, Gundry et al.

(2011) have opined that bricolage encompasses the creative espousal and manipulation of humans, both social as well as financial capital resources, to overcome problems or pursue impending opportunities. Rather than searching for 'right' resources, bricoleurs try to find workable solutions by using a hands-on approach and hence turn the rules of resources from 'should' to 'could' (Senyard et al., 2009).

Mageau et al. (2009) have documented that highly passionate individuals are less likely to give up. In the context of least developed country, a bricoleur entrepreneur may have passion for inventing new products, processes, and opportunities through continuous searching and scanning. The passion for creating a new firm, nurturing a new business perhaps opens up the scope to instill the entrepreneurial bricolage. It may also happen that strong passion for developing the business and employees facilitates to create a bricolage. The philosophy of the capability approach theory contemplated with greater significance that people should have freedom or capabilities to choose the life they want to lead (Sen, 2004). With the lens of capability approach theory, hence, it is believed that if micro-entrepreneurs possess passion for inventing, founding, and developing, they can surely make things with the limited resources and whatever they have in their hands. Considering the context of the current study and above discussion, the authors strongly believe that:

H2a. Entrepreneurial passion for *inventing* has a positive influence on entrepreneurial bricolage.

H2b. Entrepreneurial passion for *founding* has a positive influence on entrepreneurial bricolage.

H2c. Entrepreneurial passion for *developing* has a positive influence on entrepreneurial bricolage.

Entrepreneurial Bricolage and Subjective Wellbeing

Bricolage refers to the entrepreneurial behaviors that 'make do' by exploiting resources at hand to face new challenges (Baker & Nelson, 2005; Salunke et al., 2013). Senyard et al. (2014) defined bricolage as a fundamental means of creative re-joining of resources for a unique purpose. The capability of utilizing limited resources may also contribute to the flourishing of individual life. From a socio-psychological perspective, the capability of doing something with a specific utility and achieving the desired objectives inculcates the happiness within an individual, which is a representation of subjective wellbeing (Diener, 2009). Therefore, understanding this, there is a possibility that entrepreneurial bricolage may contribute to the subjective wellbeing of the entrepreneur. The synergy of creativity, limited resource utilization, and capability apparently links with the central theme of the capability approach theory. In addition, while promulgating the capability approach theory, Sen (2004) argued that this theory roams around the concept of improving living conditions of individuals by not only monetary terms but also actively engaging in society and respect of others. Hence, understanding the theoretical sphere of capability approach theory and literature related to entrepreneurial bricolage and subjective wellbeing, the authors shoulder on the novel hypothesis that:

H3. Entrepreneurial bricolage has a positive relationship with subjective wellbeing of the micro-entrepreneurs.

Entrepreneurial Bricolage as Mediator between Entrepreneurial Passion and Subjective Wellbeing

Passionate entrepreneurs are unlikely to give up the efforts despite limited resources (Türk et al., 2019) to make their living standard better. On the other hand, entrepreneurial bricolage paves the way towards a firm's growth (Baker et al., 2003). Looking from the individuals standpoint, it is important to see beyond the monetary value that includes the wellbeing of the individuals (Diener et al., 2017). In developing countries, most of the entrepreneurs lack advanced or even adequate resources (Naudé, 2010; Rahman & Das, 2005). For the micro-entrepreneurs, in fact, there is a more relevant and vicious situation where they possess very limited resources to carry out ventures. Strong entrepreneurial passion leads the micro-entrepreneurs to achieve a sense of self-worth in society through the capability of creating something despite having limited resources. It is believed that the capability of creating something new with limited resources changes the living standard of the micro-entrepreneurs and is backed by entrepreneurial passion for *inventing*, *founding*, and *developing*. For example, in Bangladesh, a substantial number of poor women in a rural village came out of poverty and lead a better life in society as they had the strong entrepreneurial passion to use whatever small amount of resources they have around them (such as handicrafts with mud or bamboo). Theorizing the pragmatic fact, the authors believe that entrepreneurial bricolage must have a role between the entrepreneurial passion and subjective wellbeing, which is a novel concept in the domain of micro-entrepreneurship study. Hence, the authors claim:

H4a. Entrepreneurial bricolage mediates the relationship between entrepreneurial passion for *inventing* and subjective wellbeing.

H4b. Entrepreneurial bricolage mediates the relationship between entrepreneurial passion for *founding* and subjec-

tive wellbeing.

H4c. Entrepreneurial bricolage mediates the relationship between entrepreneurial passion for *developing* and subjective wellbeing.

Method

The research was conducted among micro-entrepreneurs in Bangladesh, who usually are engaged in retailing business and operating businesses with limited resources. This study has employed a quantitative research approach, and a structured survey questionnaire was developed for data collection.

Measures

The measurement items were adapted from prior studies using a five-point Likert scale, ranging from 1=strongly disagree to 5=strongly agree. All constructs and the items were adapted from extant literatures and were modified to suit the purpose of this study. Items related to measuring entrepreneurial passion for inventing (five items); entrepreneurial passion for founding (five items), and entrepreneurial passion for developing (four items) were drawn from (Cardon et al., 2013). Our central focus of defining and measuring entrepreneurial passion is based on the article by Cardon et. al. (2013). In this article, the authors have clearly mentioned that "in other words, we must demonstrate that the measurement of entrepreneurial passion is distinct from other cognitive and affective variables that play a role in entrepreneurship, and that it casts new light on the factors and processes that foster entrepreneurship" (p.374).

Entrepreneurial bricolage (eight items) were adopted from (Senyard et al., 2009). Entrepreneurial bricolage means to make or do something with whatever limited resources are at hand (Baker & Nelson, 2005; Fisher, 2012), which is also distinctive theoretically.

To measure subjective wellbeing, items (eight) were adopted from Diener et al. (2010) which has been established to assess the flourishing, positive and negative feelings of individuals. According to Diener (2009), subjective wellbeing is mostly concerned with the reasons of experiencing a life in positive way, including cognitive judgments and affective reactions.

Procedures

Back to back, translation between Bengali and English of the questionnaire was carried out to ensure clarity and accuracy of the translated items. Later the authors conducted pre-testing using the debriefing method of personal interviews. Based on the remarks and suggestions by experts during pre-testing, the questionnaire was modified.

Study Setting and Data Collection Method

This research warrants a study setting, where nascent entrepreneurs are operating with limited resources. Therefore, the research was conducted among micro-entrepreneurs engaged in cottage industry in a developing country like, Bangladesh. Cottage industry deals with goods and services, which are produced with limited resources in the rural area by nascent entrepreneurs, rather than in a well-planned manufacturing plant (Rahman & Kumar, 2018). Although the micro-entrepreneurs of cottage industry are present in a scattered manner throughout the country, in the absence of proper sampling frame, the authors have purposively chosen five administrative districts of Bangladesh (such as Manikgonj, Khulna, Moulvi Bazar, Narayangonj, and Rajshahi) where the cottage industries are more concentrated. However, in selecting a micro-entrepreneur for this study purpose, authors have considered two major issues especially pertinent to bricolage practices in the literature – i) Micro-entrepreneurs with less than five years of business experience (Davidsson et al., 2017a), and ii) entrepreneurs with less than ten working employees.

In each selected area, a total of 100 questionnaires were distributed with the assistance of two well briefed enumerators; hence totaling 500 by means of judgmental sampling. In the data collection process, this study utilized the drop-off/ pick-up (DOPU) method, due to the respondents' geographic location and communication infrastructure inadequacy. Rahman et al. (2017) have also carried out a similar method in a study with similar research setting. At the initial phase, in total 302 questionnaires out of 500 were returned. However, 49 responses were discarded due to incompleteness and presence of outliers. Finally, 253 responses were retained for further analyses with an effective response rate of 50.6%. In the meta-analysis, Rutherford et al. (2017) stated that survey samples drawn from entrepreneurs will have possibility of lower response rates than surveys of other individuals and found a mean of 39% response rate in the entrepreneurship research.

Data Analysis

In the initial analysis phase, the authors used SPSS to identify errors, missing values (using multiple imputation), non-response bias, and common method bias.

Non-Response Bias

To assess the potential non-response bias, all the vari-

ables included in this study were subjected to analysis of variance (independent two-group unpaired t-test) test comparing early respondents (120 respondents) and late respondents (133 respondents). The result of the test (Appendix B) indicates that nonresponse bias is unlikely to be a major problem in the present data and the homogeneity between early and late data was established.

Common Method Bias

As data were collected from a single source, it is important to check common method variance, as recommended by Podsakoff et al. (2003). In this study, the extent of common method bias was assessed with three tests and focused on both procedural and statistical remedies before and after data collection. First, the procedural method was used by including fun facts with the questionnaire (Appendix A). The procedural technique also has been used in the study of Ayyagari et al. (2011). For the statistical remedies, this study used two methods; Harman's one-factor test, and correlation matrix. Second, Harman's single factor test was conducted by entering all the principal constructs into a principal component factor analysis (Podsakoff & Organ, 1986; Rahman et al., 2015). The findings indicate that the first factor explains 41.8% of the variance, which is less than 50%, as per the recommendation by Podsakoff et al. (2003). Further, seven factors explain 78.2% of the cumulative variance, which is higher than the suggested value of 50%. Third, this research ran correlation matrix test as suggested by Pavlou et al. (2007), to determine whether the constructs have extremely high correlation (more than 0.90) or not. Any highly correlated variables are evidence of common method bias (Bagozzi et al., 1991). As shown in Table 1, none of the constructs were so highly correlated (highest correlation is r = .723). Therefore, like nonresponse bias, common method bias is not a major concern in this study.

Table 1
Correlation matrix of measures

SL	Constructs	Mean	*SD*	1	2	3	4
1	Entrepreneurial bricolage	3.552	0.708				
2	Subjective wellbeing	3.944	0.466	0.647**			
3	Passion for inventing	3.675	0.553	0.723**	0.328**		
4	Passion for founding	3.681	0.556	0.668**	0.399**	0.466**	
5	Passion for developing	3.953	0.641	0.679**	0.346**	0.511**	0.453**

Note: **$p < 0.01$, *SD* = Standard Deviation

The demographic profile indicates that 30% of the respondents are between 21 and 30 years old, followed by 50.6% of the respondents being in the age range of 31 to 40. In terms of gender, 59.7% of the respondents are male, and 40.3% are female entrepreneurs. The majority of the respondents (43.1%) have five family members, 30.8% of the respondents have more than five family members. The authors asked the respondents the number of years they have been involved in this business. About 62.8% of them have been operating a business for one to five years.

Results

The authors used the structural equation model (SEM) with partial least square approach using SmartPLS 3.0 software to assess the measurement model and structural model (Ringle & Wende, 2005).

Assessment of Measurement Model

The quality of the measurement model was assessed for construct validity and reliability of the items through convergent validity and discriminant validity.

In convergent validity, factor loadings of the items, composite reliability (CR) and average variance extracted (AVE) are used to assess validity of the data, as recommended by (Hair et al., 2017). While checking the item loading, five items (EPF5, WB2, WB4, WB6, WB8) were dropped due to low factor loading. The factor loading of all other items were more than 0.6, the AVE of all the variables were higher than 0.5, and the CR was above 0.7 as per the rule of thumb. Therefore, the findings show the required presence of convergent validity of the measurement model. Table 2 provides the details of convergent validity.

We have assessed discriminant validity to examine whether two conceptually different concepts exhibit sufficient difference (Henseler et al., 2009). In this research, two criterion are put forward to assess discriminant validity - the heterotrait-monotrait ratio of correlations (HTMT) and cross loadings (Hair et al., 2017; Henseler et al., 2015). First criterion is, if the HTMT value is greater than the HTMT.85 value of 0.85 (Kline, 2015), or the HTMT.90 value of 0.90 (Gold et al., 2001), then discriminant validity is questionable. As shown in Table 3, all values are below the threshold level, HTMT.90, and the HTMT Inference shows that the confidence interval did not give a value of one on any of

Table 2
Results of convergent validity

Code	Variables/Items	Loading	AVE	CR
	Entrepreneurial Passion for Inventing		**0.613**	**0.887**
EPI1	It is exciting to figure out new ways to solve unmet market needs that can be commercialized.	0.856		
EPI2	Searching for new ideas for products/services to offer is enjoyable to me.	0.780		
EPI3	Feel energized when developing product prototypes	0.732		
EPI4	I am motivated to figure out how to make existing products/services better	0.818		
EPI5	Scanning the environment for new opportunities really excites me.	0.719		
	Entrepreneurial Passion for Founding		**0.692**	**0.90**
EPF1	Establishing a new company excites me	0.916		
EPF2	Owning my own company energizes me	0.820		
EPF3	I love creating a new firm	0.752		
EPF4	Trying to convince others to invest in my business motivates me	0.832		
EPF5	Nurturing a new business through its emerging success is enjoyable	Dropped		
	Entrepreneurial Passion for Developing		**0.642**	**0.898**
EPD1	I really like finding the right people to market my product/service to	0.719		
EPD2	Assembling the right people to work for my business is exciting	0.878		
EPD3	Pushing my employees and myself to make our company better motivates me	0.799		
EPD4	I enjoy commercializing new products/services	0.912		
	Entrepreneurial Bricolage		**0.625**	**0.937**
EB1	I am confident of my ability to find workable solutions to new challenges by using existing resources	0.684		
EB2	I gladly take on a broader range of challenges than others without resources would be able to	0.738		
EB3	I use any existing resources that seems useful to responding to a new problem or opportunity	0.840		
EB4	I deal with new challenges by applying a combination of existing resources and other resources inexpensively available to my business	0.640		
EB5	When dealing with new problems or opportunities I take action by assuming that I will find a workable solution	0.870		
EB6	By combining existing resources, I take on a surprising variety of new challenges	0.838		
EB7	When I face new challenges, I put together workable solutions from our existing resources	0.765		
EB8	I combine resources to accomplish new challenges that the resources are not originally intended to accomplish	0.871		
	Subjective Wellbeing		**0.559**	**0.833**
SWB1	I lead a purposeful and meaningful life	0.704		
SWB2	My social relationships are supportive and rewarding	Dropped		
SWB3	I am engaged and interested in my daily activities	0.784		
SWB4	I actively contribute to the happiness and well-being of others	Dropped		
SWB5	I am competent and capable in the activities that are important to me	0.861		
SWB6	I am a good person and live a good life	Dropped		
SWB7	I am optimistic about my future	0.620		
SWB8	People respect me	Dropped		

Table 3
Results of heterotrait-monotrait (HTMT)

		1	2	3	4	5
1	EP for Developing					
2	EP for Founding	0.561				
3	EP for Inventing	0.615	0.427			
4	Entrepreneurial Bricolage	0.759	0.647	0.815		
5	Subjective Wellbeing	0.474	0.525	0.391	0.776	

Entrepreneurial Passion = EP

the constructs. As for the second criterion based on cross loading, the loading of each indicator must be greater as compared with the rest of its cross loadings to ascertain discriminant validity (Götz et al., 2010; Hair et al., 2013). The results show that all the items are loaded highly with their respective theoretically defined construct (see Appendix C) indicating that discriminant validity was ascertained.

Assessment of Structural Model

In order to assess the structural model (path relationship), the R^2 value, standard beta, *t*-value via a bootstrapping procedure with a resample of 5000, the predictive relevance (Q^2), and the effect size (f^2) were considered as suggested by Hair et al. (2017). Table 4 and Figure 1 illustrates the results of path relationships, R^2, f^2, and Q^2.

H1a, H1b, and H1c predict significant effects of entrepreneurial passion for inventing, founding, and developing on subjective wellbeing. The results revealed that entrepreneurial passion for inventing with $\beta = 0.113$, $p < 0.05$; entrepreneurial passion for founding with $\beta = 0.334$, $p < 0.01$, and entrepreneurial passion for developing $\beta = 0.228$, $p < 0.01$. These variables have a direct positive relationship with subjective well-being. Therefore, H1a, H1b, and H1c are supported.

H2a, H2b, and H2c predict significant effects of entrepreneurial passion for inventing, founding, and developing on entrepreneurial bricolage. The results revealed that entrepreneurial passion for inventing with $\beta = 0.462$, $p < 0.01$; entrepreneurial passion for founding with $\beta = 0.258$, $p < 0.01$, and entrepreneurial passion for developing $\beta = 0.323$, $p < 0.01$. These variables have a direct positive relationship with entrepreneurial bricolage. Therefore, H2a, H2b, and H2c are supported.

H3 predicts that entrepreneurial bricolage has significant positive relationship with subjective well-being. The results supported H3 with $\beta = 0.650$, $p < 0.01$.

The R^2 value of subjective wellbeing is 0.488 and entrepreneurial bricolage is 0.708, which is above the 0.26 value as suggested by Cohen (1988), indicating a substantial model. Table 4 shows the results of f^2, following the guideline provided by Cohen (1988), the effect size of 0.02, 0.15, and 0.35, respectively, represent small, medium, and large effects. The results show that there are large, medium, and small effects sizes on the endogenous constructs of this study. Finally, the authors assessed the predictive relevance of the model through the blindfolding procedure. Henseler et al. (2009) encourage using this measure to assess the research model's predictive capability. Based on the blindfolding procedure, the result indicates that the Q^2 values for subjective wellbeing ($Q^2 = 0.253$) and for entrepreneurial bricolage ($Q^2 = 0.409$), are more than 0. This result suggests that the model has sufficient predictive relevance.

Testing Mediating Effect

The most widely used method is the causal steps approach (Baron & Kenny, 1986), which requires the researcher to assess each of the paths in the model and then determine whether a variable functions as a mediator by determining if certain statistical criteria are met. In structural equation modelling (SEM), the mediation in path models can be assessed by examining the relationship of the direct link between two latent variables and the indirect link via the potential mediator variables (path from the predictor to the mediator and path from the mediator to the endogenous variable) (Eberl, 2010). According to Hayes (2009) and (Preacher & Hayes, 2008), mediation is considered to occur while the indirect relationship between independent and dependent variables comes out to be significant. In this regard, to test the requirements of mediation effect, a *t*-test via non-parametric procedure bootstrapping was conducted. In the non-parametric PLS path modelling approach, a non-parametric bootstrapping procedure was administered to test the significance of the mediating effect, as suggested by (Hair et al., 2017).

The results show that all three indirect relationships were proven to be significant. The analysis on mediating effect revealed the importance of entrepreneurial bricolage on the relationship between entrepreneurial passion for inventing (*t*-value=8.459), founding (*t*-value=6.313), and developing (*t*-value=6.39) with subjective well-being. H4a, H4b, and H4c therefore were supported. The results are shown in Table 4.

Table 4
Results of structural model

Hs	Path Relationship	Std. Beta	Std. Error	*t*-value	Decision	R^2	f^2	Q^2	VIF
Direct Relationship									
H1a	EP for inventing -> Subjective Wellbeing	0.113	0.056	2.039*	Supported	0.488	0.106	0.253	2.157
H1b	EP for founding -> Subjective Wellbeing	0.334	0.059	5.66**	Supported		0.583		1.531
H1c	EP for developing -> Subjective Wellbeing	0.228	0.064	3.576**	Supported		0.032		1.958
H2a	EP for inventing -> Entrepreneurial bricolage	0.462	0.054	8.54**	Supported	0.708	0.525	0.409	1.415
H2b	EP for founding -> Entrepreneurial bricolage	0.258	0.034	7.628**	Supported		0.167		1.312
H2c	EP for developing -> Entrepreneurial bricolage	0.323	0.047	6.896**	Supported		0.229		1.593
H3	Entrepreneurial bricolage ->Subjective Wellbeing	0.650	0.038	17.26**	Supported				3.430
Mediating Effect									
H4a	EP for inventing -> Entrepreneurial bricolage -> Subjective Wellbeing	0.301	0.036	8.459**	Supported				
H4b	EP for founding -> Entrepreneurial bricolage -> Subjective Wellbeing	0.168	0.027	6.313**	Supported				
H4c	EP for developing -> Entrepreneurial bricolage -> Subjective Wellbeing	0.210	0.033	6.399**	Supported				

Entrepreneurial passion = EP, $**p < 0.01$, $*p < 0.05$

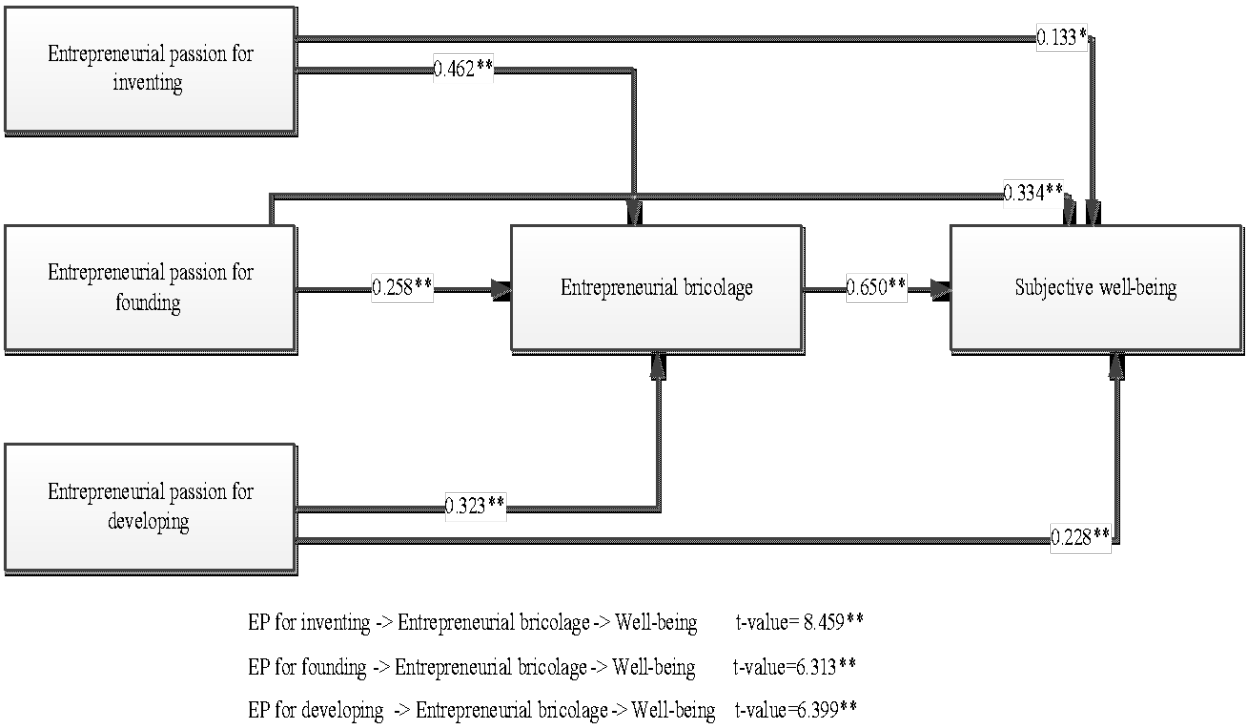

Figure 1. Results of Structural Model
$^{**}p < 0.01$, $^{*}p < 0.05$

Discussion

In the current study, the authors have attempted to validate the relationships among the variables of entrepreneurial passion, entrepreneurial bricolage, and subjective wellbeing in a resource-constrained setting. Hence, the authors set out to study the direct relationships of these constructs and the indirect relationships of entrepreneurial passion and subjective wellbeing, where entrepreneurial bricolage plays vital mediating role. The current study validates the empirical link of entrepreneurial passion and entrepreneurial bricolage with subjective wellbeing.

One of the novel findings to emerge from our study is the positive influential role of three dimensions of entrepreneurial passion on subjective wellbeing. Previously, scholars have demonstrated that passion provides meaning to everyday work and effects feelings for activities that highlight the self-identity of entrepreneurs (Cardon et al., 2009). Such self-identity, which is engraved in passion, eases the way towards achieving subjective wellbeing. Briki (2017) has argued that people are passionate when they would experience a sense of control over their activity and keenly accept other activities due to the psychological intrinsic needs, resulting in the experience of positive emotions and wellbeing. When entrepreneurs are passionate with any of their activities, particularly regarding entrepreneurial venture, this may fuel motivation, enhance mental activity, and provide meaning to their everyday work and life. When the micro-entrepreneurs possess the passion for inventing, it creates an excitement to solve the unmet market needs, which can be commercialized. Having such excitement, motivation for inventing creates a sense of meaningful and purposeful life for the micro-entrepreneurs even though having resource limitations.

This study has found that passion for *inventing* significantly influences subjective wellbeing. Passion for *inventing* denotes the state of the entrepreneur to actively search for new things that will stimulate desire to carry out the venture. Micro-entrepreneurs in the cottage industry are always looking forward to maintaining or expand their business. The motivation and excitement to solve the unmet market needs by figuring out how to make existing products/services better encourages the micro-entrepreneurs to achieve hedonic (subjective) wellbeing. In addition, while the micro-entrepreneurs search for innovative ideas for products such as handicrafts, households products for cottage industry, the effort offers enjoyment. Such motivation, excitement, and enjoyment assist the micro-entrepreneurs to achieve a state of wellbeing. Similarly, this study also suggests passion for *founding* significantly influences the attainment of wellbeing among micro-entrepreneurs in the cottage industry in a resource constraint setting. Entrepreneurs who are passionate for *founding* demonstrate positive affect when they involve themselves in venture activities

(Breugst et al., 2012). In developing countries where resources are inadequate, micro-entrepreneurs of the cottage industry are constrained by some limitations, though they give their best effort to overcome their economic difficulties. However, owning a venture usually excites the micro-entrepreneurs across any industry because it is a driver for economic uplift. Further, owning a business gives the micro-entrepreneurs a sense of control and independence, which facilitates shaping wellbeing. It is believed that such confidence and satisfaction over the activities stimulates the state of wellbeing among micro-entrepreneurs in this current setting of research. Further, the study has revealed that passion for *developing* has a meaningful relationship with subjective wellbeing. Passion for *developing* bares the positive move of the entrepreneurs to go beyond mere survival (Cardon et al., 2009). The sense of improving any activity falls under the premise of wellbeing. In fact, micro-entrepreneurs are motivated enough to convince others to be engaged in his/her own business that also gives a strong indication of wellbeing. Indeed, their wellbeing indicates the existence of persuasive ability among the micro-entrepreneurs in the cottage industry. Therefore, it is quite justifiable that the passion for *developing* significantly influences the wellbeing of the micro-entrepreneurs.

The relationships between the dimensions of entrepreneurial passion and entrepreneurial bricolage were tested before in a Finnish context (a developed country) (Stenholm & Renko, 2016). This study validates these previously tested relationships but in different context and in a more precise way. However, the results of this study reassure that entrepreneurial passion strongly influences enacting bricolage even in the context of micro-entrepreneurs of a less developed country as opposed to a developed country. This study is also in the same line with a recent evidence that suggest that effects of passion are channeled through entrepreneurial behaviors (Murnieks et al., 2016), our results show that bricolage behaviors of the micro-entrepreneurs operating in the cottage industry are necessary for passion to impact on wellbeing of those entrepreneurs. The result can be comprehended with the assertion made by Vallerand et al. (2007) who argued that basically passion leads individual to engross themselves into the activities, and continue to do what they are doing in a difficult and constrained situation. It is a very pragmatic result because due to the high extent of passion, micro-entrepreneurs in the cottage industry in Bangladesh are operating their venture even with limited resources. Cottage industry requires creativity with passion as they are producing products (e.g. clay made toys, crockeries, jute made bags, handbags, wallet, toys, decorations pieces) with the raw materials which are available at hand such as bamboo, jute, clay. It's only possible to create something with limited resources, if the individuals have strong passion towards work and to create something. That's why presumably, micro-entrepreneurs in the cottage industry kept on producing with the bricoleurs behavior.

Another novel attempt in this study was made to establish the relationship of entrepreneurial bricolage and subjective wellbeing. Perhaps it is an interesting revelation that the resilience of creating something with limited resources can also lead towards attaining wellbeing. The current result provides evidence that to achieve wellbeing, individuals should have the capability of creating something even with constrained resources. According to Easterlin et al. (2010) happiness of individuals represents the wellbeing that goes beyond monetary value. Entrepreneurial bricolage, which is driven by strong entrepreneurial passion leads to the state of happiness and represents the subjective wellbeing of the micro-entrepreneurs. Having the sense of confidence on one's own ability, facing immediate challenges, and combining existing limited resources paves the way to see life in a meaningful way, to relate to society, and to contribute to societal development. Most importantly, this relationship resonates the concept of the capability approach theory, where individuals functioning and having happiness were determined by the capability to do something that will give those individuals freedom to maneuver their own course of action.

Perhaps the novel and utilitarian finding to appear from the current analysis is the mediating role of entrepreneurial bricolage; between passion for *inventing*, passion for *founding*, passion for *developing* and subjective wellbeing. These are important findings in a sense that they specify a unique mechanism through which the effects of entrepreneurial passion are channeled to the wellbeing. The passionate micro-entrepreneurs use bricolage to further underpin their entrepreneurial identities and end up with social connectivity with the elements in the society. Once the micro-entrepreneurs possess the passion for *inventing*, *founding*, and *developing*, they will tend to form positive attitudes regarding the availability of resources. For example, in the rural areas of Bangladesh, there are a number of poor women who have a strong passion to create small-scale business ventures related to cottage industry. They have successfully come out of poverty and achieved wellbeing despite having limited resources. Even in India, researchers have found that rural micro-entrepreneurs have achieved a state of wellbeing through utilizing existing resources driven by strong entrepreneurial passion (Ghosh & Bhandari, 2014).

Practical Implications

This study strongly benefits academicians, practi-

tioners, policy makers, and other entrepreneurial advocates. Academician may help aspiring students to explore their self-identities, salient capabilities, which may facilitate attaining wellbeing. Students in the developing countries then might be expectant to pursue business ideas that are more strongly driven by entrepreneurial passion despite having limited resources. The result of this study is very much relevant and pivotal for policy makers, especially in the least developed countries and developing countries. Policy makers should align their national and social strategies to develop a setting of entrepreneurial passion among the unemployed segments of society along with those who are micro-entrepreneurs. In fact, poverty eradication programs may consider this result to develop their module and set a strategic goal and course of action. Furthermore, non-government organizations (NGOs) can garner better awareness about the role of entrepreneurial passion and provide appropriate training to enhance the capabilities of creating something out of nothing. The findings may contribute to large private organizations that are enthusiastic to participate in poverty eradication initiatives. These private organizations may realize that by offering appropriate resource based support to the micro-entrepreneurs and thus craft a win–win situation.

Inherently our study is not without limitations. Methodologically, there are few limitations. Due to the political unrest in the research setting in Bangladesh, many of the respondents could not participate in the survey. All the measures employed in the study were self-report in nature. The authors have tested the common method bias, which does not indicate the presence of biasness issues. Still, to reduce the risks of such influences as common source and method bias via statistical techniques, future research could employ alternative designs, such as gathering data from multiple sources. The research is based on micro-entrepreneurs involved in cottage industry and the sample is drawn from the base of the economic pyramid segment. This can be overcome by widening the scope of the research by using a larger and more diverse population sample, including responses from small-medium entrepreneurs and micro-entrepreneurs based in different industries, such as agriculture, and lightweight engineering.

Conclusion

Through this study, the authors have highlighted mechanisms of passion, bricolage, and wellbeing. Passionate entrepreneurial bricoleurs tend achieve wellbeing and chart a way out of poverty. This study in fact is one of the first to establish that creating something out of few things can lead to achieving wellbeing. The study reveals that the micro-entrepreneurs have strong passion to carry out business ventures even with the limited resources and they can change their future and eventually, lead a life of wellbeing.

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Appendix A

Procedural Remedies

- Respondents were assured anonymity and privacy
- Respondents were told that there was no right or wrong answers
- Fun facts were introduced for separating of the theories as procedural remedies (see below table)

Fun facts	Remark
Do you know that there are 649 hairs in your eye-brow?	Placed after demographic section in the questionnaire.
Do you know that you can move a tanker with your one finger if you take one apple each day?	Placed between the measurement items of Entrepreneurial Passion for Inventing and Entrepreneurial Passion for Founding
Do you know that crocodile sweats when they are under water?	Placed after the measurement items of Entrepreneurial Passion for Developing

Appendix B

T-Test

Group Statistics

	Late_Early	N	Mean	Std. Deviation	Std. Error Mean
eb	Early respondents	120	3.5574	.69903	.06381
	Late respondents	133	3.5472	.71795	.06225
wb	Early respondents	120	3.9524	.47084	.04298
	Late respondents	133	3.9356	.46240	.04009
epi	Early respondents	120	3.6850	.53870	.04918
	Late respondents	133	3.6662	.56768	.04922
epf	Early respondents	120	3.6850	.56608	.05168
	Late respondents	133	3.6767	.54978	.04767
epd	Early respondents	120	3.9317	.61930	.05653
	Late respondents	133	3.9714	.66248	.05744

Independent Samples Test

		Levene's Test for Equality of Variances		*t*-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	*t*	*df*	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
eb	Equal Variances Assumed	.021	.885	.114	251	.909	.01021	.08927	-.16561	.18602
	Equal Variances Not Assumed			.114	249.536	.909	.01021	.08915	-.16537	.18579
wb	Equal Variances Assumed	.027	.870	.287	251	.775	.01683	.05872	-.09883	.13248
	Equal Variances Not Assumed			.286	247.357	.775	.01683	.05878	-.09894	.13260
epi	Equal Variances Assumed	.230	.632	.270	251	.787	.01883	.06977	-.11857	.15624
	Equal Variances Not Assumed			.271	250.352	.787	.01883	.06958	-.11820	.15587
epf	Equal Variances Assumed	.301	.584	.118	251	.906	.00831	.07020	-.12995	.14657
	Equal Variances Not Assumed			.118	246.673	.906	.00831	.07031	-.13017	.14679
epd	Equal Variances Assumed	.730	.394	-.492	251	.623	-.03976	.08088	-.19905	.11952
	Equal Variances Not Assumed			-.493	250.677	.622	-.03976	.08060	-.19850	.11897

Appendix C

Cross-Loadings

Item\Construct	EB	EPI	EPF	EPD	SWB
eb1	**0.684**	0.420	0.532	0.542	0.491
eb2	**0.738**	0.450	0.488	0.485	0.500
eb3	**0.840**	0.659	0.512	0.673	0.471
eb4	**0.640**	0.541	0.401	0.445	0.329
eb5	**0.870**	0.525	0.430	0.555	0.541
eb6	**0.838**	0.565	0.413	0.516	0.720
eb7	**0.765**	0.512	0.374	0.559	0.488
eb8	**0.871**	0.755	0.395	0.543	0.490
epi1	0.599	**0.856**	0.167	0.472	0.210
epi2	0.616	**0.780**	0.269	0.393	0.359
epi3	0.522	**0.732**	0.397	0.394	0.164
epi4	0.615	**0.818**	0.290	0.392	0.238
epi5	0.466	**0.719**	0.282	0.427	0.173
epf1	0.516	0.264	**0.916**	0.391	0.362
epf2	0.405	0.303	**0.820**	0.377	0.339
epf3	0.449	0.277	**0.752**	0.373	0.243
epf4	0.521	0.334	**0.832**	0.428	0.309
epd1	0.449	0.336	0.472	**0.719**	0.108
epd2	0.633	0.473	0.470	**0.878**	0.437
epd3	0.596	0.586	0.339	**0.799**	0.136
epd4	0.649	0.424	0.510	**0.912**	0.414
wb1	0.366	0.105	0.032	0.106	**0.704**
wb3	0.566	0.282	0.319	0.430	**0.784**
wb5	0.514	0.226	0.295	0.114	**0.861**
wb7	0.461	0.283	0.494	0.395	**0.620**

Note: EB = Entrepreneurial Bricolage,
EPI = Entrepreneurial passion for Inventing,
EPF = Entrepreneurial passion for Founding,
EPD = Entrepreneurial passion for Developing,
WB = Subjective Wellbeing