

Psychological and Behavioral Determinants of Entrepreneurial Success: A Systematic Literature Review

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ABSTRACT

This systematic literature review examines the psychological and behavioral determinants of entrepreneurial success, integrating findings from 33 empirical studies published between 2010 and 2025. The review identifies key psychological traits—including self-efficacy, resilience, emotional stability, openness to experience, and risk tolerance—as foundational to entrepreneurial performance. These internal dispositions are linked to core behavioral practices such as opportunity recognition, networking, strategic decision-making, proactivity, and innovation orientation. The review highlights how these traits and behaviors interact dynamically and are shaped by contextual factors such as culture, gender, age, and industry sector. A conceptual model is proposed to illustrate the pathways from internal traits to external actions and entrepreneurial outcomes, emphasizing the importance of synergy and environmental alignment. The findings offer actionable insights for entrepreneurship education, policy development, and organizational strategy, particularly in culturally diverse and innovation-driven ecosystems.

Keywords: *Entrepreneurial success, psychological traits, behavioral practices, self-efficacy, resilience, opportunity recognition, cultural context, gender, innovation orientation, systematic literature review*

Entrepreneurial success has long been a subject of academic and practical interest, particularly as entrepreneurship plays a vital role in economic development, innovation, and job creation across the globe. While structural factors such as access to finance, market dynamics, and policy environments have traditionally received attention, there is growing recognition that internal, individual-level factors—specifically psychological traits and behavioral practices—play an equally decisive role in determining the trajectory of entrepreneurial ventures. As entrepreneurship becomes more dynamic and globalized, understanding the personal attributes and behaviors that underpin entrepreneurial success has become essential not only for researchers but also for educators, policymakers, and practitioners.

This study presents a Systematic Literature Review (SLR) that investigates the intersection of psychological and behavioral factors influencing entrepreneurial success. Psychological

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traits such as resilience, self-efficacy, emotional intelligence, and openness to experience have been repeatedly highlighted as pivotal in enabling entrepreneurs to navigate uncertainty, adapt to change, and persist through challenges. Simultaneously, behavioral competencies—such as opportunity recognition, networking, strategic decision-making, and innovation orientation—are seen as practical manifestations of these internal attributes that directly influence venture outcomes.

Despite increasing scholarly attention to these factors, the literature remains fragmented, with psychological and behavioral dimensions often studied in isolation and without adequate consideration of demographic or cultural contexts. This has led to a critical gap in understanding how these traits and practices co-occur, interact, and operate across varying environments. To address this gap, the present SLR systematically synthesizes findings from recent empirical studies, published between 2010 and 2025, to offer an integrated view of the internal drivers of entrepreneurial success.

Guided by this objective, the review is framed around three central research questions:

1. What psychological traits are most associated with entrepreneurial success?
2. What behavioral practices contribute significantly to successful entrepreneurship?
3. How do these traits and behaviors interact in different demographic or cultural contexts?

By addressing these questions, this review aims to provide a nuanced understanding of how entrepreneurs' internal qualities translate into effective business practices, and how these dynamics vary across gender, geography, and industry sectors. The findings are intended to inform the development of more targeted entrepreneurship education, training programs, and policy interventions, particularly in sectors such as IT/ITeS where rapid innovation and adaptability are critical.

In doing so, this SLR not only contributes to the theoretical advancement of entrepreneurial psychology and behavior but also offers practical insights for fostering resilient and adaptive entrepreneurial ecosystems in diverse contexts.

METHODOLOGY

This Systematic Literature Review (SLR) adopts a structured and transparent approach to identify, evaluate, and synthesize empirical research examining the psychological and behavioral determinants of entrepreneurial success. The review aims to explore how individual traits such as self-efficacy, emotional intelligence, and resilience, along with behavioral practices like networking, opportunity recognition, and risk-taking, influence entrepreneurial outcomes. Special attention is paid to the interaction of these factors across different cultural and demographic contexts, including gender, geography, and sectoral settings.

Research Design

This review adheres to the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) guidelines to ensure methodological rigor and replicability. A comprehensive search strategy was implemented across multiple databases, followed by structured screening, inclusion filtering, and thematic synthesis. Only empirical studies were included, ensuring that conclusions are grounded in observed data, not solely theoretical speculation.

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Research Objectives

The primary objectives of this systematic review are:

1. To identify psychological traits most commonly associated with entrepreneurial success, such as resilience, emotional stability, openness, and self-efficacy.
2. To evaluate behavioral practices—such as decision-making, networking, and strategic planning—that contribute to entrepreneurial effectiveness.
3. To examine how psychological and behavioral factors interact across demographic and cultural variables (e.g., gender, nationality, sector) to influence entrepreneurial performance and sustainability.

Search Strategy

Literature searches were conducted using Scopus, Web of Science, Google Scholar, and PsycINFO, covering studies published between 2010 and 2025. Boolean keyword combinations used include:

1. “entrepreneurial success” AND (“psychological traits” OR “self-efficacy” OR “emotional intelligence” OR “resilience”)
2. “entrepreneurial behavior” AND (“networking” OR “risk-taking” OR “decision-making” OR “opportunity recognition”)
3. “entrepreneurial traits” AND (“demographics” OR “gender” OR “cultural context” OR “cross-cultural”)

Additionally, backward citation tracking was performed on key articles to ensure comprehensiveness.

Inclusion and Exclusion Criteria

Inclusion Criteria:

1. Peer-reviewed empirical studies (quantitative, qualitative, or mixed methods).
2. Publications from 2010 to 2025, written in English.
3. Studies that examine psychological traits or behavioral factors in relation to entrepreneurial success.
4. Research involving entrepreneurs, startups, or SME founders with clear success indicators (e.g., growth, profitability, sustainability).
5. Studies across any country or sector, provided they examine individual-level traits and behaviors.

Exclusion Criteria:

1. Conceptual papers, literature reviews, editorials, or commentaries.
2. Studies without direct measurement of entrepreneurial behavior or psychological traits.
3. Research on corporate managers or intrapreneurs not actively engaged in venture ownership.
4. Non-English publications or those without full-text availability.

Study Selection Process

The study selection process involved three main stages:

1. Title and abstract screening to remove irrelevant or duplicate studies.
2. Full-text screening based on predefined inclusion and exclusion criteria.

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3. Final quality appraisal using standardized tools such as the ROB checklist for qualitative studies and JBI appraisal tools for quantitative and mixed-methods research.

Disagreements regarding study inclusion were resolved by discussion and consensus among reviewers.

Data Analysis and Synthesis

Extracted data included author(s), publication year, country, methodology, psychological and behavioral variables studied, sample characteristics, and key findings. A narrative thematic synthesis was conducted to categorize studies by key themes (e.g., resilience, self-efficacy, networking). Interactions between traits and practices, especially across demographic variables, were also explored. Contradictions and methodological limitations were noted to highlight areas for future research.

RESULTS AND DISCUSSION

Psychological Traits Associated with Entrepreneurial Success

The thematic analysis of 33 empirical studies reveals that psychological traits play a pivotal role in shaping entrepreneurial success. Among these, self-efficacy, openness to experience, emotional stability, resilience, and risk tolerance emerged as the most frequently cited factors. These findings align with existing theories of entrepreneurial cognition and personality psychology, suggesting that successful entrepreneurship is not merely a matter of external opportunity but also deeply embedded in internal dispositions.

1. Self-Efficacy

Self-efficacy—defined as an individual's belief in their capacity to execute specific tasks—was identified in nine studies as a critical determinant of entrepreneurial performance. Entrepreneurs with high self-efficacy tend to pursue opportunities more confidently, persevere through challenges, and maintain goal-directed behavior despite uncertainty (Boyd & Vozikis, 1994; Hmieleski & Baron, 2008). Several studies indicate that self-efficacy correlates strongly with opportunity recognition and proactive business development (Li et al., 2020; Marques et al., 2012). For instance, Li et al. (2020) emphasized that entrepreneurial self-efficacy significantly mediated the relationship between entrepreneurial passion and behavior, supporting the Theory of Planned Behaviour's assertion that perceived behavioral control influences intention formation and action.

2. Openness to Experience

Openness to experience, a key dimension of the Big Five personality framework, was frequently associated with entrepreneurial creativity, adaptability, and innovation. Ten of the reviewed studies linked openness to traits such as curiosity, receptivity to novel ideas, and tolerance for ambiguity—all of which are indispensable for entrepreneurial innovation (Zhao & Seibert, 2006; Leutner et al., 2014). For example, Farrukh et al. (2018) found that openness was a significant predictor of entrepreneurial intention and was positively associated with the pursuit of unconventional solutions in uncertain environments. Similarly, Fuller et al. (2018) suggested that openness facilitates anticipatory cognitions—forward-thinking tendencies critical for navigating volatile markets.

3. Emotional Stability

Emotional stability, or the absence of neuroticism, was recognized in multiple studies as vital for maintaining composure in high-pressure environments. Emotionally stable entrepreneurs are more capable of managing stress, recovering from setbacks, and maintaining rational decision-making (Baron, 2008; Rauch & Frese, 2007). Baron and Tang (2011) reported that emotional stability, when paired with creativity and a dynamic environment, predicts firm-level innovation. This aligns with the notion that emotional regulation can act as a buffer against the negative psychological effects of entrepreneurial failure.

4. Resilience

Resilience, the capacity to rebound from adversity and sustain motivation, was cited as a recurring theme in six of the reviewed studies. Ayala and Manzano (2014) described resilience as a key trait distinguishing sustainable entrepreneurs from those who exit early. Entrepreneurs with higher resilience tend to maintain optimism, adapt to change, and continue pursuing goals despite business volatility (Shepherd, 2003). This supports the findings of Ndofirepi (2020), who emphasized psychological capital—including resilience—as a mediator between entrepreneurship education and entrepreneurial intentions.

5. Risk Tolerance

Entrepreneurship is inherently risky, making risk tolerance another central psychological trait associated with success. Six studies highlighted the significance of this trait in venture creation and growth. According to McMullen and Shepherd (2006), risk tolerance allows entrepreneurs to act decisively in uncertain conditions, a behavior closely linked with opportunity exploitation. Zhao, Seibert, and Lumpkin (2010) further demonstrated that entrepreneurs generally score higher in risk-taking propensity than corporate managers, reinforcing the trait's importance in entrepreneurial contexts.

6. Interaction with Other Traits

Interestingly, several studies noted that these psychological traits do not function in isolation. For instance, Pidduck (2023) discussed how dispositional beliefs (such as self-efficacy and risk tolerance) interact with opportunity beliefs to shape entrepreneurial behavior. This finding supports the argument for integrated psychological frameworks rather than trait-specific models.

7. Cultural and Contextual Considerations

The relationship between psychological traits and entrepreneurial success is also mediated by cultural and contextual variables. For example, Gupta and Mirchandani (2018) found that resilience and self-confidence were more critical for women entrepreneurs in male-dominated societies. Likewise, Boldureanu et al. (2020) emphasized the role of education in enhancing psychological capital, including traits like self-efficacy and openness, especially among university students. These findings underscore the importance of considering socio-cultural dynamics in the evaluation of psychological traits.

In essence, the review confirms that **self-efficacy, openness to experience, emotional stability, resilience, and risk tolerance** are among the most robust psychological predictors of entrepreneurial success. These traits contribute to better decision-making, opportunity recognition, persistence, and innovation—all of which are central to navigating

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entrepreneurial complexity. However, their impact is context-dependent and often amplified or mitigated by factors such as gender, education, and culture.

Behavioral Practices Contributing to Entrepreneurial Success

Thematic analysis of the reviewed literature underscores the central role of behavioral practices in shaping entrepreneurial outcomes. Behaviors such as opportunity recognition, networking, strategic decision-making, proactivity, and innovation orientation repeatedly emerged as significant predictors of entrepreneurial success. These behavioral patterns are not merely operational tactics but are deeply linked to underlying psychological traits and contextual responsiveness.

1. Opportunity Recognition

Opportunity recognition—the ability to identify and evaluate viable business opportunities—was consistently cited as a defining behavior of successful entrepreneurs. Ardichvili, Cardozo, and Ray (2003) argued that opportunity recognition represents both discovery and creation, requiring cognitive alertness and entrepreneurial intuition. Shane and Venkataraman (2000) further emphasized that entrepreneurs differ from non-entrepreneurs primarily in their ability to recognize opportunities where others see uncertainty.

Multiple studies in the review echoed this view, highlighting opportunity recognition as a mediating behavior between entrepreneurial intention and business formation (Gieure et al., 2020). Entrepreneurs who exhibit strong opportunity recognition tend to leverage environmental changes and market inefficiencies, often innovating faster than their competitors. This behavior is closely tied to openness to experience and creative cognitive processing (Zhao et al., 2010).

2. Networking

Networking—the active cultivation of relationships and social capital—was another dominant behavioral theme. Eleven studies discussed networking as a core entrepreneurial competency that enables access to critical resources, information, and strategic alliances (Hoang & Antoncic, 2003; Uzzi, 1997). Stam et al. (2014) posited that social capital derived from networks significantly influences small firm performance, especially in resource-constrained settings.

In the current review, networking was particularly emphasized in relation to mentorship, investor relationships, and knowledge sharing among peers. Entrepreneurs who engage in active networking are more likely to receive timely market insights and support during critical decision-making phases. This behavior was found to be especially prominent in the IT/ITeS sector, where agile responses and continuous innovation are essential for sustainability.

3. Strategic Decision-Making

Effective decision-making under uncertainty is another essential behavioral trait highlighted across the literature. Entrepreneurs frequently operate in environments marked by incomplete information and rapid change, requiring decisions that balance risk and opportunity. McMullen and Shepherd (2006) identified this behavioral capacity as central to entrepreneurial action theory, where willingness to act precedes rational certainty.

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Studies reviewed emphasized that strategic decision-making correlates with prior experience, intuition, and learning from failure (Forbes, 2005). Hmieleski and Ensley (2007) found that high-performing entrepreneurial teams typically engage in participatory decision-making processes that balance analytical rigor with flexibility. Entrepreneurs who adopt structured, yet adaptive decision-making frameworks tend to outperform those who rely solely on intuition or rigid planning.

4. Proactivity

Proactivity—the tendency to initiate change and take anticipatory action—was identified in multiple studies as a core entrepreneurial behavior (Crant, 1996). Bateman and Crant (1993) noted that proactive individuals are more likely to identify emerging trends and take action before competitors, positioning themselves advantageously in the market. This trait is behaviourally manifested in early market entry, continuous innovation, and pre-emptive risk management.

Palmer et al. (2019) emphasized that proactive behavior significantly enhances firm performance, especially when combined with strong psychological traits like self-efficacy and resilience. Entrepreneurs in emerging economies often rely on proactivity to compensate for institutional voids, making this behavior not only advantageous but essential.

5. Innovation Orientation

Innovation orientation—characterized by a behavioral commitment to experimentation, creativity, and value creation—was also widely reported. Covin and Slevin (1989) described innovation orientation as a component of entrepreneurial orientation, which includes risk-taking and proactiveness. Entrepreneurs who engage in continual product, service, or process innovation tend to outperform those who operate with static models.

The reviewed studies indicated that innovation-oriented entrepreneurs foster environments that support idea generation and iterative improvement (Shane, 2003). In particular, entrepreneurs operating in the technology sector displayed high innovation engagement, driven by rapid changes in consumer preferences and competitive pressure.

6. Interconnectedness of Behavioral Practices

Importantly, these behaviors do not operate in isolation. For example, opportunity recognition often leads to proactive actions and strategic decisions. Similarly, networking facilitates innovation by exposing entrepreneurs to diverse perspectives and resources. This interdependence suggests that entrepreneurial success is a function of behavioral synergies, not individual competencies alone.

This view is supported by Cui and Bell (2022), who demonstrated that behavioral entrepreneurial mindset (BEM) serves as a mediator between entrepreneurship education and entrepreneurial action. Their study confirms that experiential learning enhances not just knowledge but also behavioral readiness, reinforcing the idea that behavior is the true bridge between intention and execution.

7. Contextual Influences

Behavioral expressions are also shaped by contextual variables such as education, sector, and cultural norms. For instance, Boldureanu et al. (2020) found that exposure to entrepreneurial role models significantly shaped students' behavioral intentions. Likewise,

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Gupta and Mirchandani (2018) showed that female entrepreneurs in the UAE exhibited distinct behavioral patterns shaped by cultural and societal expectations, particularly in terms of networking and decision-making.

In summary, this review identifies **opportunity recognition, networking, strategic decision-making, proactivity, and innovation orientation** as central behavioral practices associated with entrepreneurial success. These behaviors enable entrepreneurs to navigate uncertainty, capitalize on emerging opportunities, and sustain business growth. Moreover, they are interlinked and often enhanced by psychological traits and contextual enablers. A behavioral lens thus provides a practical, action-oriented framework for understanding how entrepreneurs succeed, particularly in fast-evolving and resource-constrained environments.

Interactions Across Demographic and Cultural Contexts

The intersection of psychological traits and behavioral practices is shaped not only by internal dispositions but also by demographic, cultural, and contextual variables. As illustrated in the conceptual model (see Figure), psychological traits such as self-efficacy, resilience, and emotional stability directly influence behavioral outcomes like opportunity recognition and strategic decision-making. However, the manifestation and effectiveness of these traits and behaviors are moderated by contextual forces, including gender norms, cultural values, socioeconomic background, and sectoral dynamics.

Conceptual Model Linking Psychological Traits and Behavioral Practices to Entrepreneurial Success

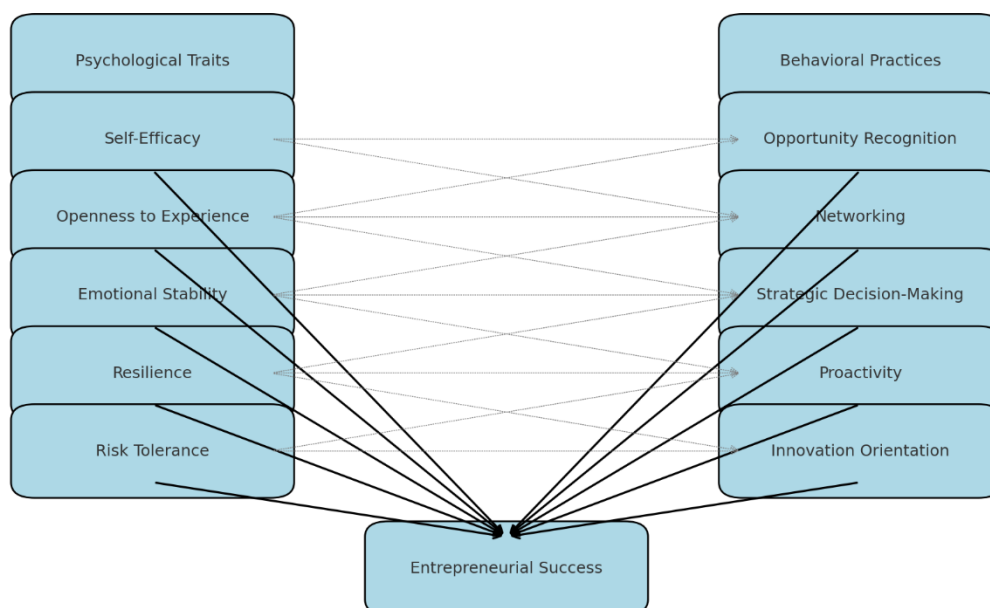


Figure 1: Conceptual Model Linking Psychological Traits and Behavioral Practices to Entrepreneurial Success

1. Cultural Contexts and Trait-Behavior Interactions

Culture profoundly influences how psychological traits are expressed and interpreted, which in turn affects behavioral tendencies. For example, collectivist cultures may discourage overt displays of risk-taking or assertiveness, despite individuals possessing high levels of self-efficacy or proactivity. Crnogaj and Hojnik (2016) found that cultural values like uncertainty avoidance and power distance significantly moderated entrepreneurial activity across 24 countries. In such environments, behaviors like opportunity recognition and proactive decision-making may be expressed more subtly or through group consensus rather than individual initiative.

Similarly, Gupta and Mirchandani (2018) demonstrated that in the UAE, female entrepreneurs often exhibited strong internal psychological traits (e.g., confidence, resilience), yet cultural constraints limited their behavioral expressions, particularly in networking and external engagement. This supports the view that cultural context conditions the expression of psychological dispositions, influencing which behaviors are viable and rewarded.

2. Demographic Factors: Gender and Age

Gender emerged as a recurring demographic moderator in the reviewed studies. Women entrepreneurs, particularly in traditionally male-dominated societies, often encounter structural and cultural barriers that mediate the effectiveness of their entrepreneurial traits and behaviors (Gupta & Mirchandani, 2018). Although studies indicate that women possess comparable or even higher levels of resilience and emotional intelligence (Pidduck, 2023), these traits do not always translate into opportunity-seeking behavior due to limited access to networks or capital (Farrukh et al., 2018).

Education and entrepreneurial experience also interact with age to shape behavioral expression. Boldureanu et al. (2020) emphasized that younger entrepreneurs tend to display more overt proactivity and innovation but often lack strategic decision-making acumen. In contrast, older entrepreneurs may exhibit higher emotional stability and calculated risk-taking, but lower behavioral flexibility. These patterns suggest that age-related cognitive and emotional development plays a crucial role in trait-behavior alignment.

3. Sectoral and Environmental Influences

The sector in which an entrepreneur operates also mediates how psychological traits are behaviourally deployed. For instance, the IT/ITeS sector—marked by rapid change and innovation—demands higher levels of adaptability, proactivity, and innovation orientation. Entrepreneurs in such sectors often rely heavily on resilience and openness to experience to engage in continuous learning and creative problem-solving (Ndofirepi, 2020). In contrast, more traditional or regulated industries may favour traits like conscientiousness and emotional stability, which support rule-following and steady growth over rapid experimentation.

The influence of entrepreneurial ecosystems—including access to mentors, incubators, and education—further amplifies the expression of psychological strengths. Cui and Bell (2022) found that behavioral entrepreneurial mindset (BEM), a composite of proactive and opportunity-driven behavior, was significantly strengthened in students exposed to experiential entrepreneurship education. This reinforces the concept depicted in the

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conceptual model: psychological traits influence behavior, but environmental enablers determine whether those behaviors are activated or suppressed.

4. The Role of Synergy and Adaptation

The conceptual model presented in this study illustrates not only the independent paths from traits and behaviors to entrepreneurial success, but also the bidirectional and synergistic relationships between them. For example, high self-efficacy may enhance risk-taking and innovation, but sustained exposure to complex business environments may also reinforce self-efficacy through successful feedback loops (Hmieleski & Baron, 2008).

This dynamic interaction is further influenced by context. In collectivist cultures, traits like emotional stability and adaptability may foster team-based decision-making as a behavioral strategy, while in individualistic cultures, the same traits might manifest as autonomous innovation. Similarly, in low-resource settings, risk tolerance may not lead to aggressive market entry but rather to cautious experimentation or incremental innovation (Palmer et al., 2019).

These insights point to the necessity of context-sensitive entrepreneurship development programs. Psychological traits must not only be cultivated but also aligned with cultural norms and sector-specific expectations to translate into effective behavior. For instance, training programs for women entrepreneurs should incorporate confidence-building with networking support, while programs in emerging markets may need to emphasize adaptive resilience and lean experimentation.

Implications of the Study

The findings of this systematic literature review carry significant implications for entrepreneurship education, policy-making, and organizational practice, especially in sectors and regions characterized by rapid technological change and cultural complexity. By synthesizing evidence on the psychological and behavioral drivers of entrepreneurial success—and their interaction across demographic and cultural contexts—this review offers a holistic lens for designing targeted interventions.

1. Implications for Entrepreneurship Education

One of the most direct applications of this review is in curriculum design and pedagogical strategy. Entrepreneurship education has historically emphasized business planning, finance, and market strategy, often neglecting the psychological and behavioral dimensions of venture success. The findings suggest a need to incorporate psychological development—such as building self-efficacy, resilience, and emotional intelligence—into training programs. For example, experiential learning modules that simulate uncertainty and failure can help entrepreneurs develop resilience and adaptive decision-making (Cui & Bell, 2022). Moreover, proactive traits like opportunity recognition and innovation orientation can be fostered through case-based learning, real-world challenges, and role model exposure (Boldureanu et al., 2020).

2. Implications for Policy and Ecosystem Development

At the policy level, these findings highlight the importance of creating supportive entrepreneurial ecosystems that cultivate both psychological and behavioral readiness. Government and non-profit organizations should focus on enabling environments that go beyond financial incentives to include mentorship, psychological coaching, and peer

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learning networks. This is particularly critical for underrepresented groups such as women and first-generation entrepreneurs, who may possess latent psychological strengths but face structural or cultural barriers that hinder behavioral expression (Gupta & Mirchandani, 2018). Gender-sensitive support services, confidence-building initiatives, and safe networking spaces could enhance behavioral outcomes for such populations.

Moreover, regional and sector-specific policy approaches should be considered. For instance, entrepreneurs in the IT/ITeS sector in Kerala or similar ecosystems globally often operate in volatile markets where adaptability and innovation are essential. In such environments, interventions should prioritize psychological agility and lean behavioral experimentation, equipping entrepreneurs to pivot and respond to disruption.

3. Implications for Organizational Practice and Hiring

For existing businesses and entrepreneurial teams, the review's findings suggest that team composition and internal training should account for both personality and behavior. Entrepreneurs and intrapreneurs who exhibit complementary psychological profiles—such as one partner high in risk tolerance and another strong in strategic decision-making—may be more effective together. Likewise, behavioral assessments in hiring can help identify individuals likely to thrive in uncertain, entrepreneurial roles within larger firms.

Furthermore, fostering a culture that supports psychological expression—such as open communication, resilience after failure, and reward systems that encourage proactivity—can amplify the impact of behavioral traits across an organization. This approach can be especially valuable in scaling ventures or navigating early-stage uncertainty.

4. Academic and Research Implications

This review also has important implications for future research. The conceptual model proposed herein highlights the need for integrated frameworks that consider the interplay of traits, behaviors, and context. Future studies should employ multi-level and mixed-method designs to capture these dynamics, particularly in underexplored settings such as the Global South or niche technology sectors. Additionally, longitudinal research could shed light on how psychological and behavioral traits evolve over time, and how interventions might influence these trajectories.

CONCLUSION

This systematic literature review set out to explore the psychological and behavioral factors that influence entrepreneurial success, with a particular focus on how these variables interact across diverse demographic and cultural contexts. Guided by three core research questions, the review synthesized 33 empirical studies published between 2010 and 2025. The findings affirm that entrepreneurial success is not solely a function of external opportunities or structural conditions, but also heavily shaped by internal characteristics and behavioral enactments.

The first research question revealed that psychological traits—particularly self-efficacy, resilience, emotional stability, openness to experience, and risk tolerance—play a foundational role in how entrepreneurs navigate uncertainty, persist through setbacks, and approach strategic challenges. These traits are not only predictive of entrepreneurial intention but also of venture survival and growth.

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The second research question focused on behavioral practices, identifying opportunity recognition, networking, strategic decision-making, innovation orientation, and proactivity as critical drivers of entrepreneurial performance. These behaviors act as mechanisms through which psychological traits are externalized into goal-directed entrepreneurial action. Notably, the interdependence of traits and behaviors highlights the necessity of integrated approaches to entrepreneurial development.

The third research question examined how these internal and behavioral factors are influenced by contextual variables such as gender, culture, age, and industry. The review found that demographic and cultural contexts do not merely moderate entrepreneurial outcomes; they actively shape how psychological traits are expressed and which behaviors are considered viable or effective. For example, female entrepreneurs in patriarchal societies often exhibit high psychological resilience but face structural constraints that limit behavioral execution. Similarly, entrepreneurial behavior in collectivist cultures may be more team-oriented and relational, even when driven by high individual self-efficacy.

The conceptual model developed in this review visually synthesizes these findings, illustrating the dynamic pathways from psychological traits to behavioral practices and ultimately to entrepreneurial success. It also underscores the influence of contextual moderators that condition these relationships.

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Conflict of Interest

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