HOT FLASHES AND GLOBAL WARMING: WHICH TYPE OF AFFECT DRIVES ENTREPRENEURIAL CREATIVITY? (INTERACTIVE PAPER)

Melissa S. Cardon
Pace University, mcardon@pace.edu

Recommended Citation
Available at: http://digitalknowledge.babson.edu/fer/vol30/iss5/17

This Interactive Paper is brought to you for free and open access by the Entrepreneurship at Babson at Digital Knowledge at Babson. It has been accepted for inclusion in Frontiers of Entrepreneurship Research by an authorized administrator of Digital Knowledge at Babson. For more information, please contact digitalknowledge@babson.edu.
INTERACTIVE PAPER

HOT FLASHES AND GLOBAL WARMING: WHICH TYPE OF AFFECT DRIVES ENTREPRENEURIAL CREATIVITY?

Melissa S. Cardon, Pace University, USA

Principal Topic

Creativity is essential for generating new and useful ideas for business ventures (Ward, 2004), for finding or developing opportunities (Baron, 2008), and for addressing challenges that arise during venture formation and growth (Amabile, 1997). Creativity has been linked to opportunity recognition, problem-solving, and firm formation (Lee, Florida, and Acs, 2004).

A recent question is how affect might influence the level of creativity entrepreneurs demonstrate (e.g. Baron, 2008), including dispositional and situationally driven affect (Baron, 2008) and enduring affect related to entrepreneurial passion (Cardon et al., 2009). There may be differences in the type of affect considered; short-term affect may operate like hot flashes, where tempers flare or excitement is high, but those strong emotional reactions (both positive and negative) dissipate quickly when the stimuli that provoked them are removed. In contrast, long-term positive affect, such as entrepreneurial passion may operate more like global warming, a warm buzz that underlies and permeates virtually everything an entrepreneur does.

To date the potentially competing or complementary influences of different types of affect on creativity have not been examined. We look at the simultaneous influences of positive emotion, negative emotion, and entrepreneurial passion on entrepreneurial creativity.

Method

We test our hypotheses using a sample of 167 entrepreneurs, who were on average 50 years old, had started two firms including the present one, and had spend an average of 14 years in their current industry. Companies represented were on average seven years old and had nine employees, including the founder.

State positive and negative emotions were measured using the PANAS scale (Watson, Clark, and Tellegen, 1988) and entrepreneurial passion was measured using scales developed by Cardon, Gregoire, and Stevens (2009) to measure passion for inventing, founding, and developing.

Results and Implications

Results indicate that positive affect as well as passion for inventing and developing have significant relationships with creativity, but their interactive effects are not significant. This study may help entrepreneurs harness or at least better understand their creativity from an emotional perspective, which may lead to development of ways to increase creative potential of entrepreneurs. This study can also contribute to our understanding of multiple types of affect experienced simultaneously, something curiously missing from the current literature in entrepreneurship.

CONTACT: Melissa Cardon; mcardon@pace.edu; (T): 914-773-3618; (F): 914-773-39020; 861 Bedford Rd, Pleasantville, NY 10570.