EXPLORING INTERDISCIPLINARY OF ENTREPRENEURSHIP RESEARCH FOCUSING ON FAILURES AND SUCCESSES OF ENTREPRENEURS: A LITERATURE REVIEW

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ABSTRACT

This paper aimed to explore the interdisciplinary nature of entrepreneurship research focusing on the failures and successes of entrepreneurs. A sample of 15 journal articles was purposively selected from 28 papers searched on Google Scholar. The inclusion and exclusion criteria were based on whether the paper's main focus was entrepreneurial success or failure. Data were organized by theme: research design, academic discipline, and practices. The finding shows the majority of entrepreneurial studies (80%) employ qualitative design. 20% of these studies focused on theory building, 38% of failure factors were attributed to environmental forces (praxis), and 42% to practices. 62% of success factors were associated with practices and 58% with environmental forces. Researchers and scholars in the entrepreneurship field and practitioners will find this paper useful. Further research is recommended to explore entrepreneurship training and education offered in learning institutions.

Keywords: *Entreprenology, Entrepreneurship Education; Entrepreneurship Praxis and Practice*

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INTRODUCTION

While there is overwhelming research in the field of entrepreneurship that seek to understand failures and successes of entrepreneurs, studies that are skewed toward a single method, theory or academic discipline will not serve as a useful conduit for scholars interested in studying entrepreneurship phenomenon. A study on cross disciplinary entrepreneurship research revealed that entrepreneurship has a positive impact on both businesses and society (Ireland & Webb , 2007). These researchers observed that at business level, entrepreneurial activities result in new product development, processes, and innovation management while at societal level, benefits are actualized through valuation and wealth creation.

This justifies why entrepreneurship field is gaining ground in both academic and general business enterprise practice. Furthermore, entrepreneurship research publications are also on the increase in top ranking journals. The increase in entrepreneurship research is driven by the pressure from governments, policy makers, businesses to find solutions that can address issues of entrepreneurial failures. One justification could be associated with the perception that small businesses acts as economic agents that have the potential to salvage collapsing economies. This assertion was confirmed by Sinha et al. (2024) in a study which revealed that small businesses contributed about 97% of labor force and 61% of the Gross Domestic Product (GDP) in Indonesian's government. It is because of such linkage of small businesses performance to socioeconomic development that worries most governments when entrepreneurial failure rate is increasing.

In response to entrepreneurial failures, Aggarwal (2024) evaluated the performance of small businesses in the United States which revealed that about 50% of small businesses risk dying within five years from inception. Based on these results, Aggarwal concluded that the remedy to sustain small businesses is to inculcate good business management practices. Furthermore, Kawimbe (2024) conducted a systematic review of 25 peer reviewed papers to investigate entrepreneurial failure factors in Zambia. This researcher discovered that entrepreneurial failure was associated with a number of factors such as procrastination, lack of knowledge to spot opportunities, risk averse, inability to adapt, lack of funding and entrepreneurship training. In the same vein, Verma & Chaurasia (2020), linked entrepreneurial failure to environmental factors such as political, economic, social etc. These researchers concluded that countries which ban labor mobility, business ownership registration, entry barriers into foreign markets, knowledge development, and inefficient financial markets have a negative bearing on entrepreneur's innovative knowledge which subsequently hinders creation of goods and services that must benefit society as a whole.

Despite not having a crew to the researcher's theoretic perspectives which guided their studies, assumptions can be made as to which entrepreneurial schools of thought influenced the choice of research strategies adopted. Filion (1998) has identified entrepreneurship practice and entreprenology as two major schools of thought. The latter focuses on theory building while the former focusses on what entrepreneurs do.

All the papers discussed in the introduction lean toward entrepreneurial practice neglecting entreprenology that generate new knowledge and theories that should guide the entrepreneurship field. Filion (1998) made a critical analysis of this trend toward practice and the future consequences on the field of entrepreneurship. The first observation was that entrepreneurship research seeking to understand what practitioners do tend to adopt a positivist research orientation and generates huge quantitative data. There is a risk that these quantitative data would eventually be used to

generate theories to define the entrepreneur and entrepreneurial activities and how they contribute to economic development.

Therefore, if quantitative data is used to generative theory, researchers will be totally misdirected. This is because quantitative research aims at theory testing and not theory building which is a preserve of qualitative research (Copper & Schindler, 2011). The second observation is that teachers charged with the responsibility of training entrepreneurs to advance entrepreneurial practice face challenges to produce teaching and learning materials and tend to employ qualitative approaches to develop conceptual models that can guide entrepreneurs in the profession. Hence, Filion (1998) concludes that both entrepreneurship practice and entreprenology are key in the advancement of the field of entrepreneurship. These can be understood if we reflect on entrepreneurship thinking.

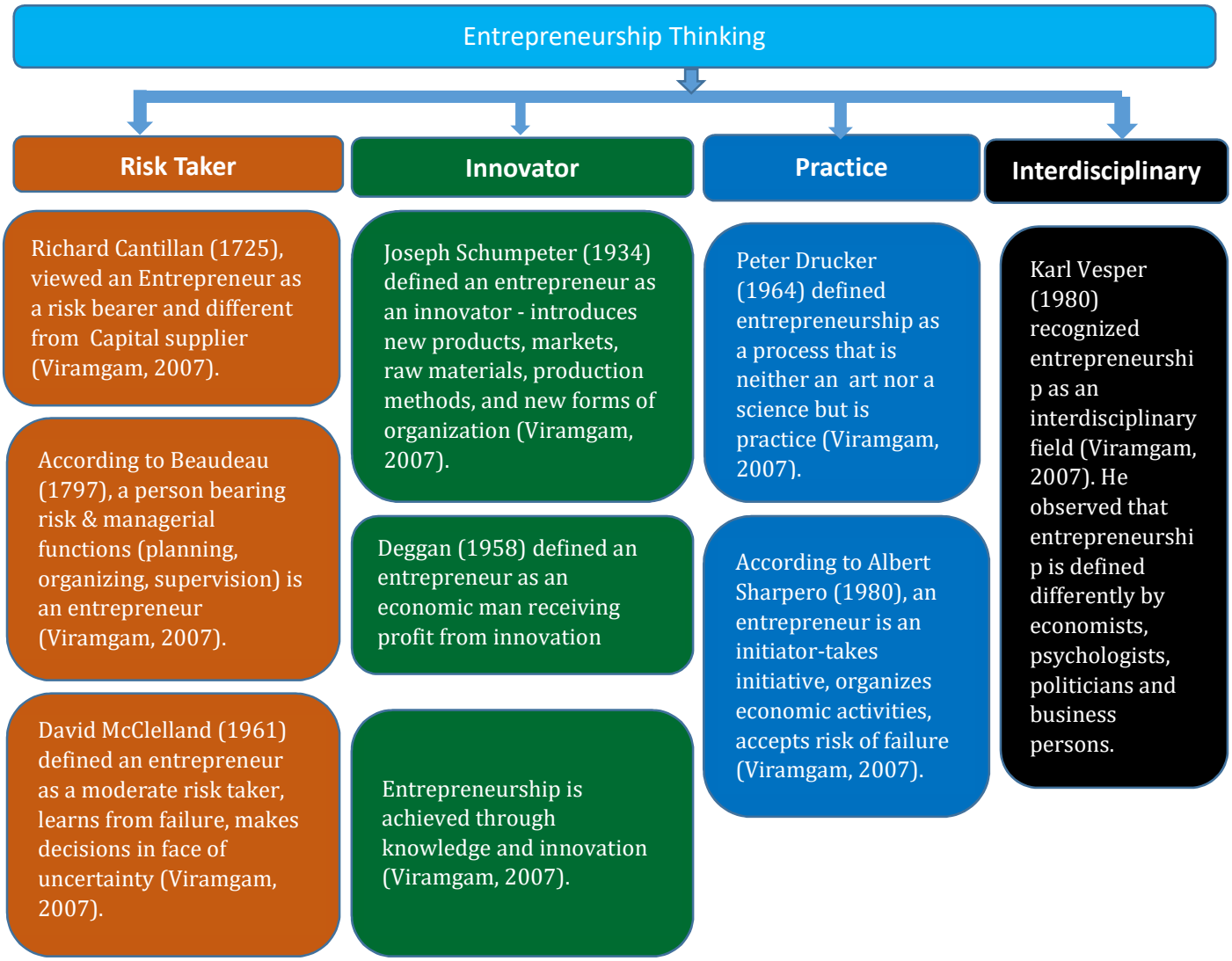

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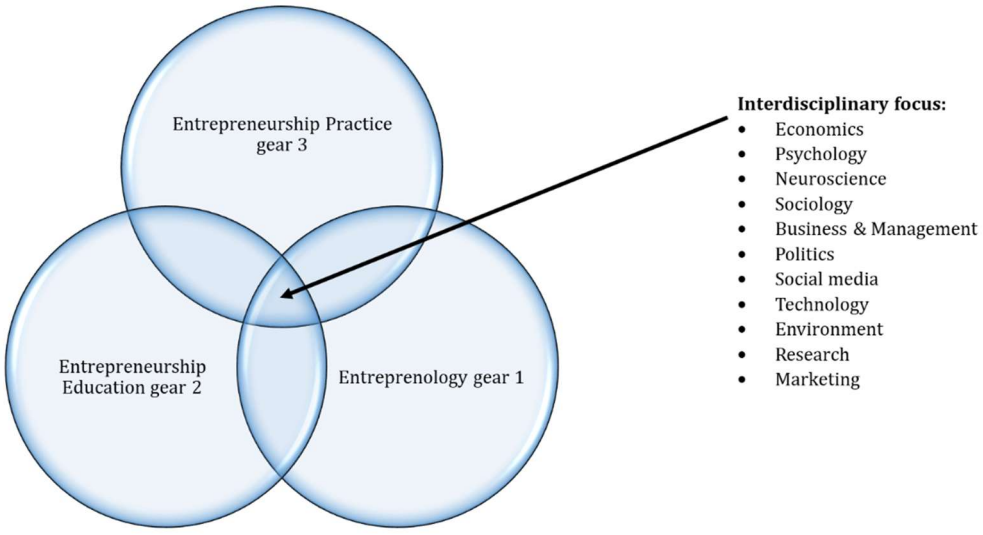
Figure 1
Entrepreneurship Theory

In the 17th century, classical thinkers were preoccupied with the definition of an entrepreneur. A critical analysis of their definitions as shown in figure 1, it can be deduced that an entrepreneur was viewed to be a person owning some business or merchandising. Their thoughts are risk-taking, innovator, practice, and interdisciplinary. In the risk taking category, an entrepreneur is a person who takes risk to use their resources to start a business in the environment of uncertainty. Equally, the innovator category focuses on the person who introduces a new product, service, or process by uniquely combining raw materials.

Building from the notion that an entrepreneur is a person, Drucker (1964) introduced a new definition that positions entrepreneurship as a practice performed by entrepreneurs who organize economic activities. Vesper (1980) defined entrepreneurship as an interdisciplinary field incorporating economics, psychology, politics and business people.

To expand on Filion's (1998) analysis and entrepreneurship thinkers', entrepreneurship can be conceptualized as an engine comprising three gears: entreprenology, entrepreneurship education and entrepreneurship practice lubricated by various disciplines as shown in Figure 2.



Source: Author own processing (2024)

Figure 2
Entrepreneurship Engine

Figure 2 shows that the three wheels are the gears that drive entrepreneurship. Like the engine for a vehicle, the gears work in a synchronized manner. Gear one must be engaged first before gear two and then gear three. The interdisciplinary aspect is the oil that lubricates the gears to turn smoothly. The academic disciplines are the different ingredients used in making the entrepreneuring lubricating oil. If the oil misses any of the ingredients, the entrepreneurship engine will not perform well. The focus of this paper is to explore how these entrepreneurship engine parts are perceived by researchers and practitioners seeking to understand failures and successes.

Oosthuizen (2017) extended gear three as shown in Figure 3 of the entrepreneurship engine by adding three sub gears: praxis, practices and practitioners and argues that these sub gears must function for entrepreneuring to happen. Based on Oosthuizen (2017) conceptual framework, the author of the current study argues that

entrepreneurship research seeking to understand failures and successes of entrepreneurs must adopt an interdisciplinary approach to establish the attribution of entreprenology, entrepreneurship education, and practice if such research must be appreciated by scholars as well as business practitioners.

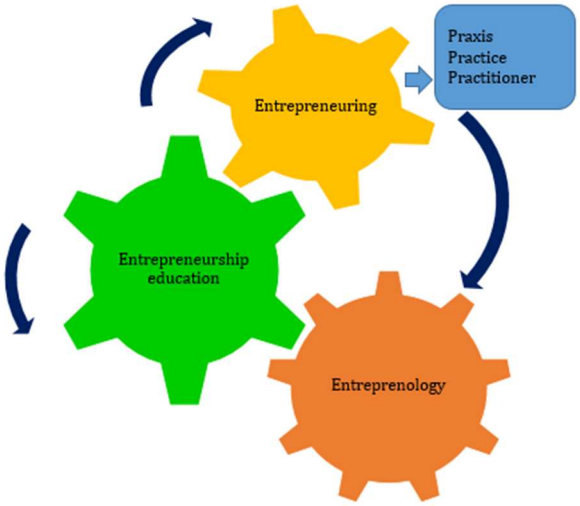


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Figure 3
Entrepreneurship System

LITERATURE REVIEW

This section covers literature reviews to respond to the authors argument that entrepreneurship research seeking to understand failures and successes of entrepreneurs must adopt an interdisciplinary approach to establish the attribution of entreprenology, entrepreneurship education and entrepreneurship practice. A total of 28 research articles were selected using google scholar search engine. Out of 28 articles, only 15 articles that focused on entrepreneurial failure and success were selected while 13 were rejected because they were not directly linked to the study focus. The findings from literature were analyzed using content analysis and summarized in tables and graphs. Data are presented according to themes: Entrepreneurial research design, success, failures, disciplines, Praxis and practice.

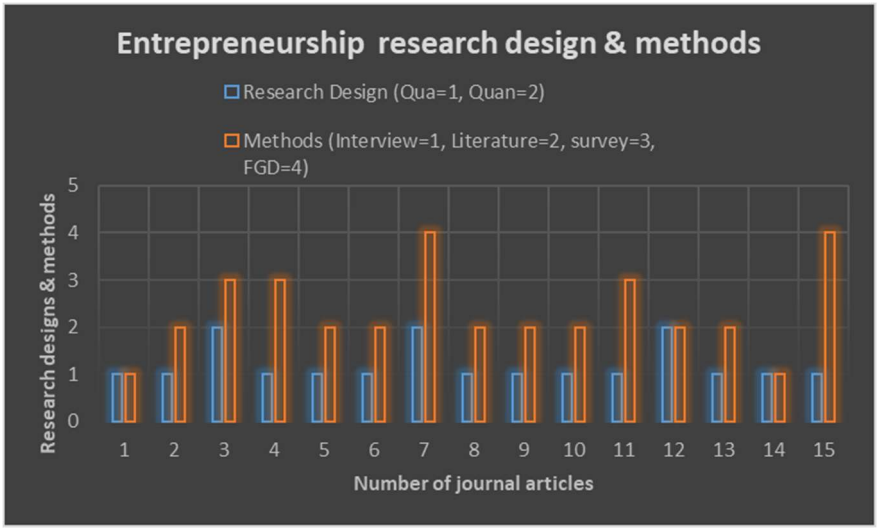
Table 1
Entrepreneurship Research Designs and Methods

Author	Purpose	Themes	Research Design	Methods
Ahmad & Seet (2009)	Purpose: an exploratory comparative study into the perceptions of 20 Small and Medium Size Enterprise (SME) founder-owners in Australia and Malaysia	Explore	Qualitative	in-depth and semi-structured interviews
Galawe & Hlatshwayo, (2021)	To establish how effective Business Incubators are in reducing the failure rate of SMEs in South Africa	Establish	Quantitative	Literature Review

Author	Purpose	Themes	Research Design	Methods
Ma'aji et al., (2023)	This research is utilizing logistic regression to examine the determinants of SME business success or failure in Cambodia	Regression	Quantitative	Survey
Filho et al., (2021)	This exploratory research builds a comprehensive description of SME mortality factors related to the external environment to analyze the changing importance of these factors throughout the SME's organization life cycle stages (OLC)	Exploratory	Qualitative	A structured questionnaire, in-depth interviews and document analysis
Liszt-Rohlf, (2023)	To explore the type of research streams and gaps that can be included in a research model for entrepreneurship education research in the area of learning from others' failures	Explore	Qualitative	Literature review
Shafique, et al., (n.d)	To investigate factors that lead towards failures of SMEs.	Investigate	Qualitative	Literature review
Mudavanhu et al., (2011)	The study seeks to establish the major causes of Small and Medium Enterprises (SMEs) failure in Zimbabwe using Ordinary Least Squares (OLS) estimation criteria.	Establish	Quantitative	Case studies
McKelvey (2016)	Complexity Ingredients Required For Entrepreneurial Success	Complexity	Qualitative	Literature review
Genty et al., (2015)	To explore demographic factors of entrepreneurs as a predictor of success among small businesses.	Explore	Qualitative	Literature review
Suresh & Ramraj (2012)	To analyze the development in the literature on entrepreneurship and psychological capital, as well as providing a set of avenues for future research.	Analyze	Qualitative	Literature review
Fisher et al., (2016)	To explore whether if a well-accepted conceptualization of individual level resilience can be used to predict entrepreneurial success	Explore	Qualitative	Survey closed ranked questions
Unger et al., (2011)	To determine the relationship between human capital and entrepreneurial success using a meta-analysis approach	Relationship	Quantitative	Meta-analysis of quantitative papers
Rauch & Frese (2000)	To explore Psychological approaches to entrepreneurial success	Explore	Qualitative	Literature review
(Wach et al., (2016)	To conceptualize and operationalize 'subjective entrepreneurial success' in a manner which reflects the criteria employed by entrepreneurs,	Conceptualize -theory building	Qualitative	In-depth interviews

Author	Purpose	Themes	Research Design	Methods
	rather than those imposed by researchers.			
Baluku et al., (2016)	To explore the interaction between entrepreneurs' positive psychological capital and startup capital in leading to entrepreneurial success.	Explore	Qualitative	Focus Group Discussions

Table 1 shows entrepreneurship research designs adopted by previous researchers. From the 15 journal articles, data were summarized in the table. Key themes were picked from purpose statements guided by (Creswell & Creswell, 2005) relating to writing of purpose statements as they influence research designs. Each theme was linked to the appropriate design and method. Further analysis was performed shown in figure 4 below.



Source: Data Analyzed, 2024

Figure 4
Research designs

Figure 4 shows a summary of failure factors. Out of 28 journal articles, 13 were dropped while 15 that focused on entrepreneurial failures and successes were selected. From the 15 papers reviewed, seven papers representing (46.6%) focused on entrepreneurial failure factors while eight papers representing (53.3%) focused on entrepreneurial successes. Current researchers adopted both qualitative and quantitative designs in trying to generate knowledge about factors that influence entrepreneurial failure's or successes

As can be seen in Figure 4, majority of paper used qualitative design 12 out of 15 representing (80%) and only 20% were quantitative designs. In addition, majority of these papers were literature reviews. 20% of the qualitative papers focused on theory building while 80% focused on factors relating to practitioners. On the theory aspect, Liszt-Rohlf (2023) explored research streams in order to develop model for entrepreneurship education research; (Fisher et al, 2016) explored conceptualization of individual level resilience to determine to develop a framework that can be used to predict entrepreneurial success and Wach, et al (2016) also focused on an

entrepreneurial success conceptual framework. These results shows that: 1) there are few entrepreneurship empirical studies and 2) research and theory building is not prioritized.

Entrepreneurial Failures

Table 2 is a summary of key variables identified from various authors relating to entrepreneurial failures which have been matched with associated academic disciplines.

Table 2
Failure Factors

Author	Failure factors N=34	Associated academic Discipline
Ahmad & Seet, (2009)	Failing to have clear business direction**	Business management & leadership
	Failing to conduct research**	Marketing and research
	Lacking the organizing and relationship skills**	Business management & leadership
	Failing to recognize opportunities*	Marketing and research.
	Lacking the ability to make good business judgment**	Business management & leadership
	Inability to manage large number of employees**	Human Resource management and Development
	Inability to manage the fast growing firm**	Business management & leadership
	Inability to administer large firm**	Business management & leadership
	Lack of personal contacts*	sociology
	Failure to maintain close personal relationships*	Sociology
Galawe & Hlatshwayo, (2021)	Business strategy support**	Business management & leadership
	Access to finance*	Business management & leadership
	Access to market*	Marketing and research
	People training and development**	Human Resource management and Development
Ma'aji et al., (2023)	Owners' education level**	Education
	Owners' marketing skills**	Marketing and research
	Customer complaints*	Marketing and research
	Age of the business*	Education & Demography
Filho et al., (2021)	Non-payment of the clients	Finance and accounting
	Competition with big business*	Marketing and research
	Seasonality of sells during the year*	Marketing and research
	Minimum amount of purchase required by suppliers**	Finance and accounting
	Government economic plans*	Economics
	National economy crisis*	Economics
	Environmental factors' relevance changed throughout the SME life cycle*	Economics
Liszt-Rohlf, (2023)	Failure learning is underrepresented in economic education**	Economics
	Failure learning is not popular in educational research, especially concerning practice**	Education

Author	Failure factors N=34	Associated academic Discipline
Shafique, et al.,(n.d)	Financial management and accounts management**	Finance and accounting
	Marketing management**	Marketing and research
	Production and operation management**	Production and operations
	Human resource management**	Human resource management and development
Mudavanhu et al., (2011)	Lack of general knowledge on business management**	Business management & leadership
	Unavailability of credit**	Business management & leadership
	Import competition and high cost of raw materials*	Globalization

*praxis, **practice

Table 2 shows the link between failure factors and academic disciplines. The present researcher was interested to see the trend in application of academic disciplines by entrepreneurship researchers and whether a study utilizing a single discipline would also yield failure factors aligned to one discipline. Further analysis was done in figure 5. The legend in the figure shows the disciplines which are discussed next.

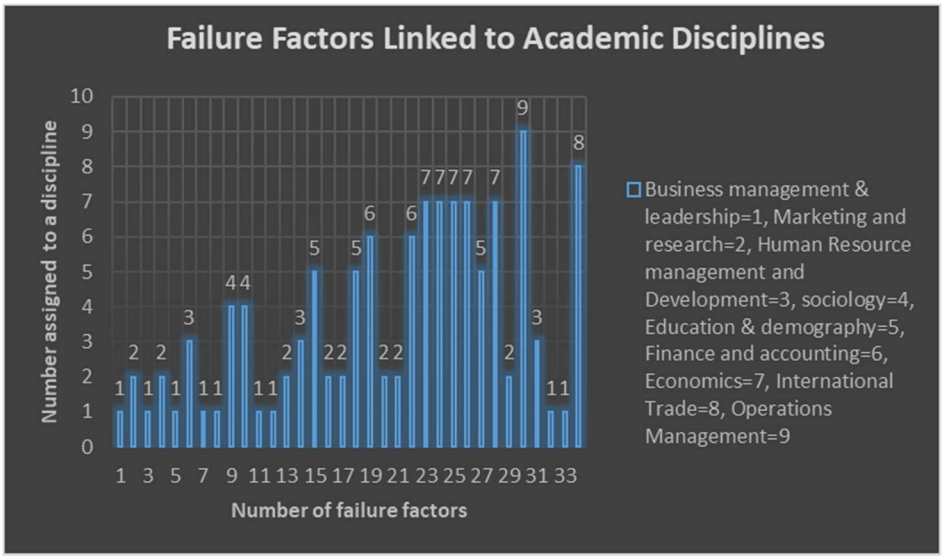


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Figure 5
Relationship between Failures and Disciplines

Business management failure factors

Figure 5 shows the distribution of failure factors by academic disciplines. A total of 34 entrepreneurial failure factors were identified from seven papers that were reviewed of which nine failure factors (26.5%) were attributed to Business Management Discipline. These failure factors include: failing to develop strategies that shows business vision, lack of management capacities to manage rapidly growing firms, lacking organizing and people skills (Ahmad & Seet, 2009). Furthermore, failures were also linked to lack of business strategy support and challenges hindering access to finance (Galawe & Hlatshwayo, 2021) and lack of general knowledge on business management, (Mudavanhu et al., 2011). These results shows that there is gap between researcher's choice of research designs and methods which lack cross disciplinary and the entrepreneur's

perceptions of causes of business failures. Therefore, it can be construed that current research is not helpful to practitioners and scholars.

Marketing & Research failure factors

Out of the 34 failure factors, eight (23.5%) failure factors were attributed to Marketing and Research Discipline: These failure factors include: Lack of capacity to conduct market research resulting in failure to spot and anticipate opportunities (Ahmad & Seet, 2009); challenges accessing the market (Galawe & Hlatshwayo, 2021); owner managers lacking marketing skills, and management of customer complaints (Ma'aji et al., 2023), inability to compete with large business firms and seasonality sales forecasting (Filho et al., 2021) and general lack of marketing management (Shafique, et al., n.d). in business research is one of the key factors to address issues of competitiveness. It is through research that customer needs are discovered as well as opportunities, and processes.

Human Resource Management & Development failure factors

Out of the 34 failure factors, three (9%) failure factors were attributed to Human Resource and Development Discipline: entrepreneurs demonstrated inability to manage large number of employees (Ahmad & Seet, 2009), managers lacked people training and development skills (Galawe & Hlatshwayo, 2021) and human resource management skills (Shafique, et al., n.d). These results shows that businesses do not prioritize human resource Development and yet this is a special resource capable of manipulating other resources.

Failure attributed to Sociological factors

Out of the 34 failure factors, two (6%) failure factors were attributed to Sociology Discipline: Lack of personal contacts, failure to maintain close personal relationships (Ahmad & Seet, 2009). Positive personal relationships at work create a conducive environment but also social networking outside the business can lead to opportunities.

Owner manager education

Out of the 34 failure factors, three (9%) failure factors were attributed to Education Discipline: Owners managers with low education level had low business performance while the more the years of business, the high the chances of success (Ma'aji et al., 2023). Failing to integrate learning from failure in educational research, especially concerning practice (Liszt-Rohlf, 2023) was also associated with failure. These results shows that much as some entrepreneurs are born, education is important to enhance management capabilities.

Failure attributed to Finance & Accounting

Out of the 34 failure factors, two (6%) failure factors were attributed to Finance and Accounting Discipline. These include: failure to pay debtors, failure to calculate minimum order as required by suppliers (Filho et al., 2021) and poor financial and accounts management skills (Shafique, et al., n.d). This result should be worrying most entrepreneurs. Businesses are created to generate income. There should return on investment which motivates owners to continue with business operations. Finance and accounting is the only way businesses will know how much is invested, revenue collected and profits. This therefore is a gap that needs further research.

Failure attributed to Economic factors

Out of the 34 failure factors, four (14.7%) failure factors were attributed to Economics Discipline. These include: Failure to align business strategies to government economic plans, national economy crisis, environmental factors' have capacity to impact SME business life cycle if not adjusted (Filho et al., 2021). Economic factors fall within the category of environmental factors to which business have no control. These results shows that businesses focus more on what they do and ignore the environment. This is dangerous because economic factors affect both supply chain as well as consumer markets.

Failure attributed to production and operations management

Out of the 34 failure factors, one (2.9%) failure factor was attributed to Production and Operations Management discipline relating to the lack capacity and skills to apply production and operation management (Shafique, et al., n.d). This is an internal function. Goods and services can only be made available through production. This research scientific understanding of the production and operations. This results may also suggest weak research and development among entrepreneurs.

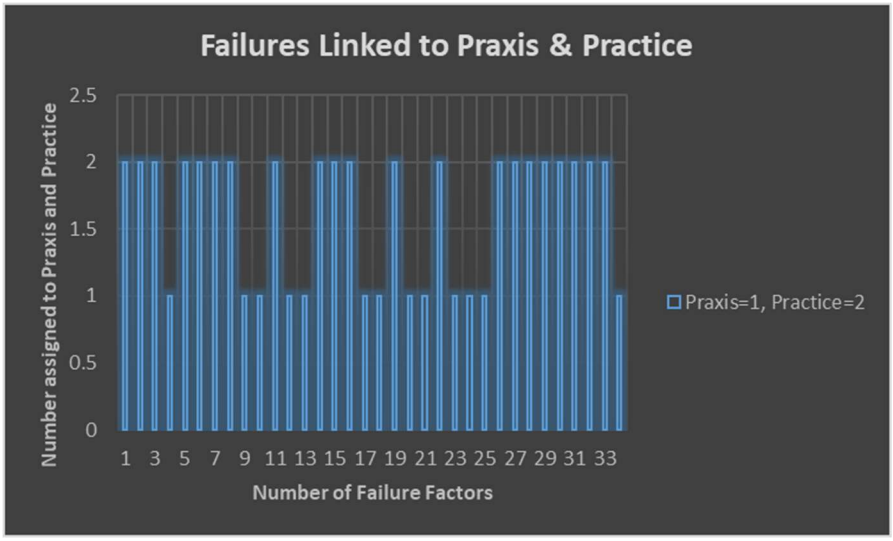
Failure attributed to international trade

Out of the 34 failure factors, one (2.9%) failure factor was attributed to International Trade Discipline. In this aspect, SMEs faced challenges arising from import competition and high cost of raw materials from foreign markets (Mudavanhu et al., 2011). This result suggests that entrepreneurs are not exploring foreign markets. In this era of globalization, firms must have interest in international trade because even if firms decide to be local, other foreign firms will decide to enter local markets and either way competition is real.

Entrepreneurial failures linked to Praxis and practice

According to Jarzabkowski et al. (2007:9), referenced in (Oosthuizen, 2017), praxis includes all external business support activities arising from the corporation with individual and social institutions while practices are internal activities physical and mental performed by the entrepreneur (Ahmad & Seet, 2009). Failures linked to praxis are marked with a single asterisk in table 2 and those linked to practices have double asterisk. In figure 6, failures linked to praxis were 13 (38.2%). These are: poor personal relationship (Galawe & Hlatshwayo, 2021), difficulties to manage competition, challenges to perform forecasting to predict the impact of seasonality changes, unpredictable government economic decisions, economy crisis and environmental and international trade (Mudavanhu et al., 2011).

Failures linked to practices were 21 (62%): Ahmad & Seet, (2009) identified poor strategic planning leading to lack of business direction, failure to conduct research, poor organizing and management skills both business and human resource aspects. Galawe & Hlatshwayo, (2021) identified lack of business strategy support, access to finance and market, people training and development. Ma'aji, Shrubsall, & Anderson (2023) linked failure to owner manager's education level and marketing skills. Others linked failure to production and operation management and human resource management (Shafique, et al., n.d), Lack of general knowledge on business management (Mudavanhu et al., 2011).



Source: Data Analyzed, 2024

Figure 6
Link between Failure Praxis and Practice

Entrepreneurial Success factors

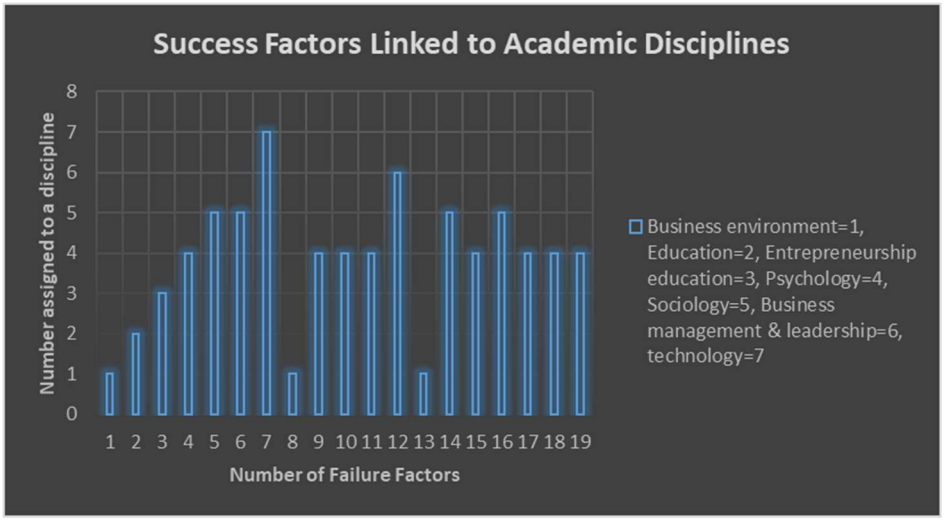
Table 3 is a summary of key variables identified from various authors relating to entrepreneurial success which have been matched with associated academic disciplines.

Table 3
Success Factors

Author	Successes factors N=20	Academic Discipline
McKelvey (2016)	Successful entrepreneurial firms must frequently review their strategies and align them to the changing competitive environments*	Business environment
Genty et al., (2015)	There is a correlation between education and entrepreneurial success**	Education
	There is a correlation between training and entrepreneurial success**	Entrepreneurship education
	There is a correlation between experience and entrepreneurial success**	Psychology
Suresh & Ramraj (2012)	Moral support from the family*	Sociology
	Financial support from social networks, lending institutions and private sector*	Sociology
	Technological support through incubation centers*	Technology
	Environmental support: availability of natural resources and climatic conditions*	Business environment
Fisher et al., (2016)	Entrepreneurs are more resilient than other populations and is a predictor of entrepreneurial success**	Psychology
Unger et al., (2011)	Human capital investments in knowledge and skills produce greater return on investments than investment in education and experience **	Cognitive

Author	Successes factors N=20	Academic Discipline
Rauch & Frese (2000)	There is correlation between success and need for achievement, locus of control, low risk taking, human capital, entrepreneurial orientation**	Psychology
	Planning, strategies, innovation influence success of entrepreneurs**	Business management & leadership
	Tough environmental conditions influences success*	Business environment
Wach et al., (2016)	Firm workplace relationships*	Sociology
	Personal fulfilment**	Psychology
	Community impact*	Sociology
	Personal financial rewards**	Psychology
	High psychological capital increases the probability of enterprises survival	Psychology
Baluku et al., ((2016)	high level of resiliency increases the chances of financial success and the entrepreneur's satisfaction, while high self-efficacy increases the chances of the enterprise surviving for a longer time**	Psychology

*Praxis; **Practices



Source: Data Analyzed, 2024

Figure 7
Success linked to Disciplines

Table 3 shows the link between success factors and academic disciplines. The present researcher was interested to see the trend in application of academic disciplines by entrepreneurship researchers and whether a study utilizing a single discipline would also yield success factors aligned to one discipline. Figure 7 shows success factors summarized from literature and how they are linked to academic disciplines. Seven factors were identified: business environment, education, entrepreneurship education, psychology, sociology, business management & leadership and technology. Each of these is discussed below.

Success factors associated with Business Environment

Six success factors out of 19 (40%) were linked to business environment. In the graph, though business environment is isolated, it also covers sociology and technological factors. From the environment the entrepreneur gets moral support from the family, financial support from social networks, lending institutions and private sector (Suresh & Ramraj, 2012). Furthermore, firm workplace relationships and the impact of business activities can lead to success (Stephan, & Gorgievski, 2016). In addition to environmental factors, business support institutions are also key. Technological support through incubation centers have been identified to contribute to business success (Suresh & Ramraj, 2012).

Success factors linked to Education

Only one researcher (Genty et al., 2015) linked education to entrepreneurial success. This researcher's study which explored demographic factors of entrepreneurs as a predictor of success among small businesses found correlation between education and entrepreneurial success and between training and entrepreneurial success. This finding is supported by (Schutz, 1959) cited in (Stokes & Wilson (2010) who over fifty years ago suggested that formal education improved an entrepreneur's cognitive capacity to analyze opportunities more effectively. In addition, it is envisaged that educated entrepreneurs acquire management and production skills improves compared to entrepreneurs without formal education (Viramgami, 2007).

Success factors linked to Psychology

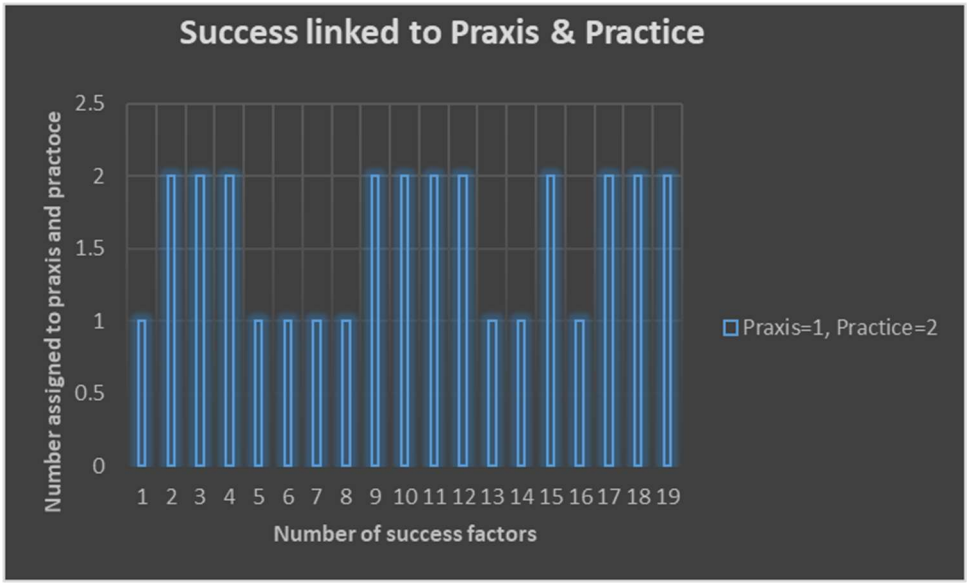
Eight out of 19 success factors (42%) were linked psychological attributes of entrepreneurs. Wach et al. (2016) found that psychological capital boosts an enterprise's chances of surviving while high self-efficacy raises the likelihood that the business will survive for a longer period of time. They also found that high entrepreneurial resilience increased the likelihood of both financial success and the entrepreneur's pleasure. Entrepreneurial resilience was also confirmed by (Fisher et al., 2016). These researchers observed that in comparison to other population groups, entrepreneurs are more resilient, and this trait is associated with entrepreneurial success.

Human Resource Development

Unger et al., (2011) explored the relationship between human capital and entrepreneurial success using a meta-analysis approach. These researchers found that human capital investments in knowledge and skills produce greater return on investments than investment in education and experience (Unger et al., 2011).

Entrepreneurial success linked to praxis and practice

As already defined, praxis are things or factors in the external environment that support flow of business activities while practices are routines, actual actions performed by the entrepreneur. From figure 8, praxis had eight factors and practices had 11 which were linked to successes. (McKelvey, 2016), praxis factors in relation to changing competitive environments while (Suresh & Ramraj, 2012) identified moral support from the family as praxis factors contributing to success.



Source: Data Analyzed, 2024

Figure 8
Success, praxis & practices

Wach et al., (2016) linked praxis success to technological support through social institutions such as business incubation centers. Practices that support business success were also identified. These could be physical activities or cognitive factors that enhance entrepreneurs to apply and do actual activities. For instance, Genty et al., (2015) found that education, training and experience were cognitive factors which supported success while entrepreneur resilience was also added by Fisher et al., (2016). Entrepreneur knowledge and skills were also identified (Unger et al., 2011) as well as need for achievement, locus of control, low risk taking, human capital, and entrepreneurial orientation (Rauch & Frese, 2000). The next section discusses these findings to draw some similarities, differences and theoretical application of these findings.

Discussion

Entreprenology

The analysis of the literature has shown that 80% of researchers used qualitative design. However, only 20% of the qualitative papers can be linked to theory building. Liszt-Rohlf (2023) focused on identifying gaps from research so that they can develop a model for entrepreneurship education to strengthen learning from failure. Fisher, Maritz, & Lobo (2016) focused on using research to develop a conceptual framework that can predict the association between individual level of resilience and entrepreneurial success. The focus of entrepenology is to conduct research which has the purpose of building a theory that can explain specific entrepreneurship phenomena (Filion,1998). This revelation shows that despite the increasing number of both qualitative and quantitative entrepreneurship research, a lot more is needed for researchers to focus on entreprenology in order to generate theories that can be tested and used to advance entrepreneurship education.

Entrepreneurship Education

The results of the literature review have shown that one researcher from 15 papers reviewed linked education to entrepreneurial success Genty, Idris, Wahizat Abd, & Kadir, (2015). This researcher demonstrated that there is a correlation between education and

entrepreneurial success. This view correlates with (Viramgami, 2007; Stokes & Wilson, 2010) who both supports the notion that educated entrepreneurs have a chance of succeeding in their business. However, these authors attribute success to formal education and not entrepreneurship education. The two concepts are not the same. Entrepreneurship education is a research-focused method that guides development of best educational program to produce graduates with entrepreneurial skills and competences as people with life skills (Miço & Cungu, 2023). Therefore, entrepreneurship education is a discipline and not just mere formal schooling. As pertaining to the current study, lack of entrepreneurship education was not among the factors linked to business failures.

Entrepreneurship practice/Praxis

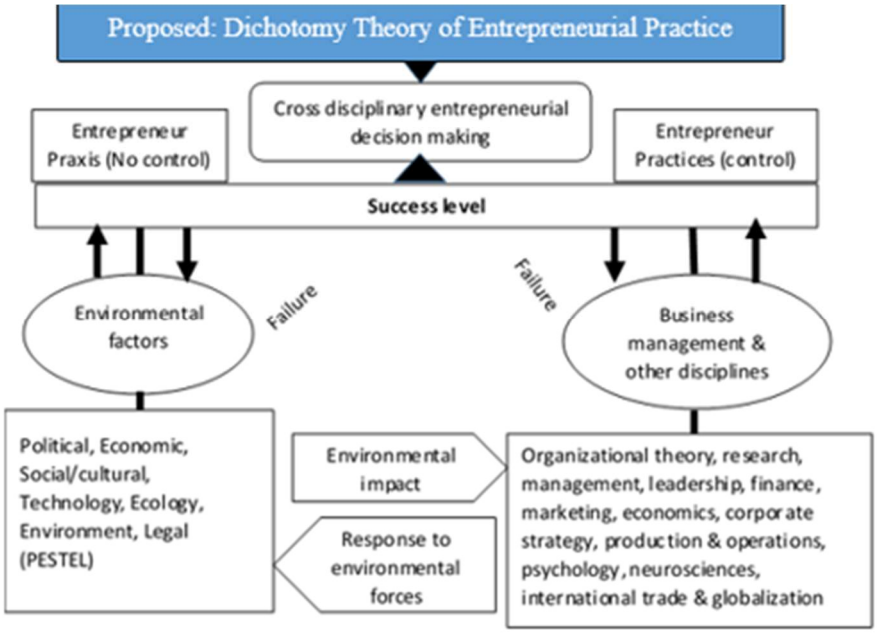
According to Filion (1998) entrepreneurship practice focusses on what entrepreneurs do. Oosthuizen (2017) replaced 'practice' with 'entrepreneuring' comprising three arms: praxis, practice and practitioners. The current study revealed that 62% of business failures were linked to practices in terms of what they do such as planning, business management, finance, human resource management, operations management. To the contrary, practices linked to successes were more to do with investment in human capital such as education and experience (Genty, Idris, Wahizat Abd, & Kadir, 2015); resilience (Fisher , Maritz, & Lobo, 2016), knowledge and skills (Unger, Rauch , Frese, & Rosenbusch, 2011) and need for achievement, locus of control, low risk taking, (Rauch & Frese, 2000). Praxis are activities external to the business but support flow of activities while practices is what entrepreneurs do.

Inter-disciplinary entrepreneurship research

The results of this current paper have shown that researchers decide what discipline will support their study. In fact, it was not clear to determine which academic discipline influenced the study. To the contrary, entrepreneurs as practitioners identified failures and successes which were linked to 12 disciplines: Business management, leadership, marketing, research, human resource management and development, sociology, education, psychology, finance, economics, international trade, technology. This revelation shows that entrepreneurship research requires an inter-disciplinary approach given the fact that failures and success are multi-disciplinary as perceived by the practitioners of entrepreneurship. This finding correlates with Karl Vesper a 19th century entrepreneurship thinker who was the first to define entrepreneurship as an interdisciplinary field incorporating economics, psychology, politics and business people (Viramgami, 2007). However, this paper has revealed that in addition to the cross disciplinary factors, entrepreneurs must watch praxis factors referred to as environmental factors.

Theoretical application

To explain theoretical application of the findings, this researcher has proposed a new theory entitled "A Dichotomy Theory of Entrepreneurial practice in Figure 9. The proposed theory posits that business success level is dependent on the balance between praxis and practices. Praxis constitute factors that the entrepreneur cannot control and practices can be controlled. These practices include cross disciplinary factors which can be acquired through education. Hence this proposed theory presents two dichotomies: praxis and practices and when these are in balance that is the level of business success.



Source: Author own processing, 2024

Figure 9
Dichotomy of Entrepreneurship

Implications of the findings

The results of this literature review are consistent with the 19th century thinking that entrepreneurship is an interdisciplinary field as demonstrated by the reasons for failure and success from the perspectives of the practitioners. These results will be useful to researchers and scholars in the entrepreneurship field and practitioners of entrepreneurship practice. The lesson to practitioners is that decision making must consider actions on things they can control and make strategic choices on things they have no control. To the researchers, the lesson is that entrepreneurship research must be conceptualized with an interdisciplinary lens in mind. Furthermore, the proposed dichotomy theory of entrepreneurial practice will contribute to build the knowledge gap in entrepreneurship research, education and practice.

CONCLUSION AND SUGGESTIONS

The purpose of this paper was to explore interdisciplinary nature of entrepreneurship research focusing on failures and successes of entrepreneurs. Data were collected through extensive review of literature which was summarized in tables and graphs. The results suggest that entrepreneurial failures and successes are caused by various disciplines and hence decision making for practice and research must take that into account. Based on these results a new dichotomy theory of entrepreneurial failures and success has been proposed.

This was a literature review based on previous studies with different methodological approaches and therefore cannot be generalized. Empirical studies are recommended in the areas of entreprenology, entrepreneurship education and practice to understand how they are linked together. Further research is recommended to test the proposed theory.

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