

# **Beyond profit: The role of entrepreneurs' knowledge and entrepreneurial engagement for pursuing entrepreneurs' happiness**

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## **ABSTRACT**

Drawing on the literature on entrepreneurship and happiness, we examine the effects of individuals' possession of and exposure to knowledge on the likelihood of engaging in different entrepreneurial stages, representing one's lasting fulfillment and continuous engagement that drive one's happiness. Our analyses are based on data collected for the Global Entrepreneurship Monitor (GEM) from individuals located in Taiwan. Results reveal that entrepreneurial knowledge-based factors, including personal education and external networking, positively affect moving through start-up processes. Furthermore, passing different entrepreneurial stages acquires a feeling of self-fulfillment and is significantly associated with entrepreneurs' happiness, meaning happiness belongs to perseverance. These findings offer important theoretical and practical implications.

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## **Keywords:**

Entrepreneurs' happiness, Entrepreneurs' knowledge, Entrepreneurial engagement, Global entrepreneurship monitor.