

## CHAPTER I

# BEYOND THE BUSINESS PLAN: AN INTEGRATED FRAMEWORK FOR ENTREPRENEURIAL SUCCESS

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### ABSTRACT

There are various conceptual foundations necessary for comprehending entrepreneurship as a multidimensional journey shaped by psychological, familial, and cultural factors. This chapter goes beyond traditional definitions that focus solely on venture creation to present entrepreneurship as a complex human experience embedded within social contexts. The chapter delineates four interconnected dimensions—mental processes, family systems, cultural contexts, and entrepreneurial phases—that influence entrepreneurial trajectories. The scholarly literature from psychology, family business studies, cultural anthropology, and entrepreneurship theory, has been reviewed to suggest an integrated framework to guide subsequent chapters. This model portrays entrepreneurship not merely as an economic activity but as a profoundly human endeavor influenced by cognitive patterns, family relationships, and cultural narratives. We introduce the concept of entrepreneurial sustainability as contingent upon the harmony between personal well-being, family interactions, and cultural adaptability.

**Keywords:** entrepreneurial ventures, family systems, mental health, cultural context, entrepreneurial identity

### 1.1 DEFINING ENTREPRENEURSHIP: BEYOND START-UPS

The concept of entrepreneurship has evolved substantially from early definitions that focused on business formation and risk-taking (Schumpeter, 1934). Modern scholarship acknowledges entrepreneurship as a multifaceted phenomenon encompassing opportunity recognition, resource mobilization, and value creation across diverse settings (Shane & Venkataraman, 2000; Shepherd et al., 2019). While creating ventures remains central to entrepreneurial activity, restricting our understanding to this aspect obscures the rich human experience surrounding new enterprises.

**THIS IS A LIMITED PREVIEW OF THE CHAPTER.**

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