

CHAPTER 11

GLOBAL ENTREPRENEURIAL WELLNESS: CROSS-CULTURAL PERSPECTIVES AND PRACTICES

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ABSTRACT

Different cultural backgrounds influence mental health support approaches uniquely for business founders across various regions. Through analysis of international research and established practices, this chapter studies cultural differences in mental health understanding, current support frameworks, and the modification of wellness strategies across national boundaries. The scholarly research shows notable cultural distinctions in how entrepreneurial stress and mental health are understood. Collectivist societies tend to emphasize community-based assistance, whereas individualist cultures concentrate on personal strength development. International support mechanisms vary from government-sponsored incubators in Nordic nations to family-oriented networks in East Asian settings. This chapter identifies transferable effective practices. These include peer support networks, combined business-health services, and culturally modified intervention programs. The results indicate that successful entrepreneurial wellness strategies must combine universal psychological concepts with local cultural beliefs and institutional structures.

Keywords: entrepreneurial well-being, cultural variations, global best practices

INTRODUCTION

The worldwide entrepreneurship environment has experienced remarkable expansion during the past twenty years. The Global Entrepreneurship Monitor (2022) documents entrepreneurial activity spanning 50 economies globally. This growth has increased focus on mental health difficulties that entrepreneurs encounter, showing substantial cultural differences in how various societies understand, address, and support entrepreneurial wellness (Stephan, 2018).

Research has documented higher rates of mental health problems among entrepreneurs compared to the general population (Freeman et al., 2019).

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This chapter is a part of the book, *'The Human Side of Entrepreneurship: Mental Health, Family Systems, and Cultural Identity'* edited by Satish Sharma.

ISBN: 978-93-49926-21-9 (ebk); ISBN: 978-93-49926-09-7 (hbk); ISBN: 978-93-49926-53-0 (pbk)

The ebook and print version of this book are available at:
<https://dx.doi.org/10.46679/9789349926219>

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