

REDEFINING SUCCESS: COMPREHENSIVE METRICS FOR ENTREPRENEURIAL FLOURISHING

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ABSTRACT

Success is rarely just about money. This chapter measure entrepreneurial achievements that go beyond typical financial data, looking at well-being, societal contribution, and lasting viability. It highlights the shortcomings of focusing only on profits under the light of existing scholarly findings. It then outlines inclusive models for gauging entrepreneurial thriving. The discussion integrates ideas from positive psychology, stakeholder theory, and sustainable enterprise studies to suggest multiple success criteria that balance financial results with personal satisfaction, family cohesion, and community benefit. By examining longitudinal investigations and practical cases, this chapter shows how entrepreneurs can craft definitions of success that reflect their principles and life aims while keeping their businesses afloat.

Keywords: entrepreneurial success, holistic metrics, well-being, work-life balance, sustainable entrepreneurship

INTRODUCTION

Entrepreneurial success cannot be reduced to figures alone. The typical view equates success with revenue growth, profit margins, and market valuation, but this narrow lens misses many dimensions (Fisher, Maritz, & Lobo, 2016). These financial markers matter for keeping businesses viable, yet they fail to account for how ventures affect founders' personal health, family ties, and broader social good (Wach, Stephan, & Gorgievski, 2016). In recent years, scholars have urged us to see success more fully, blending economic strength with life satisfaction, responsibility to others, and lasting influence (Shepherd & Patzelt, 2011). Entrepreneurs themselves are increasingly seeking purpose beyond cash rewards, aiming to build ventures that resonate with their own beliefs and serve the public interest (Miller & Le Breton-Miller, 2005).

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