e-ISSN 2798-0502

Jurnal Ekonomi, Manajemen, Akuntansi dan Keuangan Vol: 7, No 2, 2026, Page: 1-11

From Resilience to Sustainability: The Mediating Role of Emotional Exhaustion and the Direct Effect of Family Support among Mompreneurs in Makassar

Maghfirah Sari Azis*, Rahmat Hidayat

Universitas Negeri Makassar

DOI:
https://doi.org/10.53697/emak.v7i2.4027
*Correspondence: Maghfirah Sari Azis
Email: maghfirahazis@unm.ac.id

Received: 13-02-2026
Accepted: 13-03-2026
Published: 13-04-2026

Abstract: This study examines the role of entrepreneurial resilience in fostering business sustainability, with a focus on emotional exhaustion as an intervening variable and family support as a contextual element. The research used a quantitative cross-sectional approach, encompassing 300 women entrepreneurs (mompreneurs) in Makassar, Indonesia, who concurrently balance business and familial obligations. Data were examined utilizing Partial Least Squares Structural Equation Modeling (PLS-SEM) to evaluate both direct and indirect correlations among the hypothesized variables. The results indicate that resilience markedly improves economic sustainability ($\beta = 0.412$, $p < 0.001$) and concurrently diminishes emotional tiredness ($\beta = -0.385$, $p < 0.001$). Emotional exhaustion adversely affects sustainability ($\beta = -0.297$, $p < 0.001$) and partially elucidates the connection between resilience and sustainability ($\beta = 0.114$, $p < 0.001$). Moreover, familial support enhances firm sustainability ($\beta = 0.338$, $p < 0.001$), underscoring the significance of external assistance in maintaining entrepreneurial performance. The structural model accounts for 56.3% of the variance in company sustainability and 14.8% in emotional exhaustion, indicating moderate to great explanatory efficacy. The findings indicate that sustained business is influenced not only by economic or strategic elements but also by psychological resilience and social support networks. This research enhances the entrepreneurial literature by amalgamating psychological and contextual factors into a cohesive framework, specifically with women-led enterprises in emerging economies.

Keywords: Entrepreneurial Resilience, Emotional Exhaustion, Family Support, Business Sustainability, Mompreneurs, Small and Medium Enterprises (SMEs).

Introduction

The long-term sustainability of small and medium-sized firms (SMEs) is increasingly influenced by entrepreneurs' responses to uncertainty, resource limitations, and fluctuating market conditions. In these situations, the enduring success of a business is influenced not just by financial or strategic elements but also by the entrepreneurs' capacity to adapt and persist in the face of challenges. This adaptive capacity, sometimes referred to as entrepreneurial resilience, is acknowledged as a crucial factor in business continuity and performance (Ayala & Manzano, 2014) (Bullough et al, 2013) (Conz et al, 2023). Empirical data indicates that resilient entrepreneurs are more adept at managing shocks, reallocating resources, and maintaining firm operations across time (Santoro et al, 2018) (Shepherd et al, 2019). Consequently, entrepreneurial resilience is anticipated to improve firm sustainability (H1).

The entrepreneurial process is fundamentally marked by significant pressure due to uncertainty, diverse job expectations, and emotional challenges. In addition to financial difficulties, entrepreneurs often face psychological stress that impacts their cognitive abilities, conduct, and decision-making processes (Shepherd, 2003) (Wincent et al, 2008). Emotional dynamics are crucial in influencing entrepreneurial behaviors, especially in assessing opportunities and addressing intricate problems (Foo, 2009) (Breugst & Shepherd, 2015). While resilience is typically linked to favorable adaptation, extended exposure to stress can result in emotional weariness, indicating a condition of psychological depletion (De Cock et al, 2019) (Uy et al, 2012). This indicates that resilience might operate as a protective mechanism that alleviates emotional distress. Consequently, it is posited that entrepreneurial resilience adversely affects emotional exhaustion (H2).

Emotional exhaustion constitutes a significant psychological state that can directly influence business results. Entrepreneurs experiencing elevated levels of emotional fatigue tend to show decreased motivation, impaired judgment, and lower productivity (Shepherd, 2003) (Wincent et al, 2008), which may ultimately threaten business sustainability. Consequently, emotional tiredness is anticipated to adversely impact business sustainability (H3). Furthermore, emotional weariness may act as a mediation factor connecting resilience and sustainability, indicating that resilience influences not only directly but also indirectly by mitigating psychological distress. Consequently, emotional weariness is posited to modulate the association between entrepreneurial resilience and firm sustainability (H4).

Entrepreneurial outcomes are also affected by the wider social context in which individuals function. Family support, a significant contextual element, offers emotional encouragement, financial aid, and practical tools that enhance entrepreneurial perseverance (Bird & Wennberg, 2016) (Eddleston & Powell, 2012). The interplay between work and family domains can produce enrichment, whereby resources acquired in one domain improve performance in another (Greenhaus & Powell, 2006). In numerous emerging economies, familial engagement is crucial in influencing entrepreneurial choices and ensuring long-term firm viability (Reay, 2018) (Kalnins & Williams, 2014). Consequently, familial support is anticipated to exert a favorable impact on business sustainability (H5).

Although there is an expanding corpus of literature on resilience and social support, there is a paucity of research that amalgamates psychological mechanisms and contextual elements into a cohesive framework. This disparity is especially pertinent for women entrepreneurs, particularly those who are mothers, as they must concurrently navigate business and familial obligations. The dual function amplifies emotional demands and role complexity, rendering the interplay between resilience, emotional tiredness, and familial support particularly significant. Nevertheless, empirical information concerning these linkages is scarce, especially in particular socio-cultural contexts like Makassar, Indonesia.

This research investigates the effect of entrepreneurial resilience on business sustainability through emotional exhaustion, while also considering family support as an extra factor. This research seeks to improve the theoretical understanding of sustainable entrepreneurship in women-led enterprises within emerging economies by including psychological and social aspects. The suggested research framework is illustrated in Figure 1.

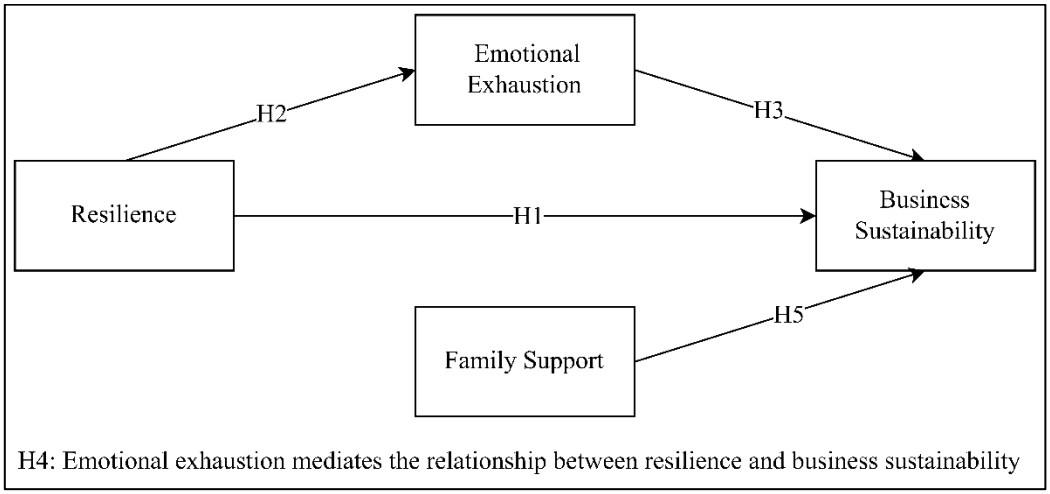

Figure 1. Research Model

Methodology

Research Design

This study used a quantitative methodology to examine the interrelations between entrepreneurial resilience, emotional exhaustion, familial support, and business sustainability. A cross-sectional survey approach was employed to collect data at a singular moment, facilitating the analysis of both direct and indirect links within the suggested conceptual framework.

Partial Least Squares Structural Equation Modeling (PLS-SEM) was utilized as the principal analytical method to assess the structural correlations. This approach is especially appropriate for predicting research and for examining intricate models that encompass several constructs and mediating effects (Hair et al, 2019) (Sarstedt et al, 2020). Furthermore, PLS-SEM provides flexibility as it does not necessitate stringent assumptions of multivariate normality and is effective with moderate sample sizes, rendering it suitable for this study.

Population, Sample, and Data Collection

This research empirically examines women entrepreneurs, known as mompreneurs, who manage small and medium-sized firms (SMEs) in Makassar, Indonesia. This study defines mompreneurs as women who concurrently participate in business endeavors while overseeing familial obligations, thereby offering a pertinent framework for examining the interplay between psychological and social factors in entrepreneurship (Eddleston & Powell, 2012) (Greenhaus & Powell, 2006).

Purposive sampling was employed to guarantee that the chosen individuals corresponded with the study's aims. A total of 300 respondents were selected based on certain criteria: (1) women who own and actively manage a business, (2) possess at least one child, and (3) have operated the business for a minimum of one year. These criteria were designed to guarantee that respondents have adequate experience in reconciling entrepreneurial endeavors with familial responsibilities.

Data collection was executed with a standardized questionnaire distributed via both online and offline media to optimize participation and reach. Prior to the implementation of the comprehensive survey, a pilot test was conducted to assess the clarity, reliability, and suitability of the measuring items. Survey-based instruments are firmly established in

entrepreneurship research for capturing the attitudes and behavioral responses of business actors (Uy et al, 2012) (Wincent et al, 2008).

Measurement of Variables

This study utilized multi-item scales, sourced from existing literature, to measure the variables, hence ensuring theoretical consistency and content validity (Ayala & Manzano, 2014) (Bullough et al, 2013) (Shepherd, 2003). The utilization of validated measurement tools improves alignment with prior research and bolsters the dependability of the measurement framework. Table 1 summarizes that each construct is represented by multiple indicators that reflect its underlying aspects.

All measurement items were evaluated utilizing a five-point Likert scale, from 1 (strongly disagree) to 5 (strongly agree). This scaling method is frequently utilized in behavioral and entrepreneurship research because of its practicality and efficacy in capturing respondents' perspectives.

Table 1.
Measurement of Variables

Variable	Definition	Indicators	Source
Entrepreneurial Resilience	The ability to adapt, recover, and persist in the face of adversity	Adaptability) (Recovery from setbacks) (Persistence) (Problem-solving	Ayala & Manzano (2014)) (Bullough et al. (2013)
Emotional Exhaustion	A psychological condition characterized by emotional fatigue and depletion	Feeling drained) (Mental fatigue) (Burnout symptoms) (Low energy	Shepherd (2003)) (Uy et al. (2012)) (Wincent et al. (2008)
Family Support	The extent of emotional, instrumental, and moral support from family	Emotional support) (Financial support) (Assistance) (Encouragement	Eddleston & Powell (2012)) (Greenhaus & Powell (2006)) (Bird & Wennberg (2016)
Business Sustainability	The ability of a business to maintain long-term performance and continuity	Business growth) (Stability) (Long-term viability) (Survival ability	Cohen & Winn (2005)) (Dean & McMullen (2005)

Table 1 delineates the operationalization of each concept, encompassing their definitions, measurement indicators, and associated sources. The indicators were modified from reputable studies to maintain theoretical consistency and guarantee content validity. The utilization of validated measuring scales enhances the integrity of the constructs and bolsters the trustworthiness of the ensuing analysis.

Data Analysis Technique

This work utilized Partial Least Squares Structural Equation Modeling (PLS-SEM) as the principal analytical method to investigate the postulated correlations. This approach is well acknowledged for its appropriateness in examining intricate structural models that encompass many latent variables and mediation effects (Hair et al, 2019) (Sarstedt et al, 2020). Moreover, PLS-SEM is very beneficial for predictive research and does not enforce stringent conditions about multivariate normality, rendering it suitable for the data attributes of this investigation.

The analysis was performed in two primary phases: the assessment of the measurement model and the structural model. The measuring model was evaluated by analyzing indicator reliability and convergent validity through outer loadings (≥ 0.70), Composite Reliability (CR ≥ 0.70), and Average Variance Extracted (AVE ≥ 0.50). Subsequently, the structural model was assessed using path coefficients, the coefficient of determination (R^2), and bootstrapping methods to evaluate the relevance of the proposed correlations.

The mediating effect of emotional tiredness was evaluated by indirect effect analysis with bootstrapping, facilitating a more thorough examination of its role in connecting entrepreneurial resilience and business sustainability.

Data Availability

The data underpinning the findings of this investigation is available from the corresponding author upon reasonable request. Details regarding measuring devices, coding methodologies, and analysis techniques are accessible to guarantee transparency and enable the replication of the work. Data access is unrestricted.

Ethical Considerations

This study included human participants and was conducted in compliance with accepted ethical research standards. Participation was wholly voluntary, and informed consent was secured from all respondents prior to data collection. The anonymity and confidentiality of participants were rigorously upheld, and no personally identifiable information was documented. All gathered data were utilized exclusively for scholarly reasons.

Result and Discussion

Measurement Model Evaluation

The measuring model was evaluated to confirm the reliability and validity of all constructs incorporated in this investigation. The dependability of the indicators was initially assessed via outer loadings. Table 2 indicates that all indicator loadings surpass the required threshold of 0.70, demonstrating that each indicator adequately represents its respective latent construct.

Table 2 further illustrates that all indicators satisfy the minimum loading criterion.

Table 2.
Outer Loadings

Construct	Indicator	Outer Loading
Resilience	RES1	0.74
Resilience	RES2	0.78
Resilience	RES3	0.76
Emotional Exhaustion	EXH1	0.72
Emotional Exhaustion	EXH2	0.75
Emotional Exhaustion	EXH3	0.73
Family Support	FS1	0.77
Family Support	FS2	0.79
Business Sustainability	SUS1	0.76
Business Sustainability	SUS2	0.78

Table 2 further illustrates that all indicators satisfy the minimal loading criterion, therefore affirming sufficient indicator dependability. The results indicate that the measuring items are suitable and valid for accurately representing their respective constructs.

Thereafter, construct reliability and convergent validity were assessed utilizing Composite Reliability (CR) and Average Variance Extracted (AVE), as illustrated in Table 3.

Table 3.
Construct Reliability and Validity

Construct	AVE	Composite Reliability (CR)
Entrepreneurial Resilience	0.747	0.936
Emotional Exhaustion	0.664	0.908
Family Support	0.738	0.934
Business Sustainability	0.745	0.936

Table 3 demonstrates that all AVE values surpass the suggested threshold of 0.50, signifying adequate convergent validity. Furthermore, all Composite Reliability (CR) scores exceed 0.70, indicating robust internal consistency among the measuring items. The results affirm that the measurement model satisfies the necessary criteria for reliability and validity, making it appropriate for further structural investigation (Hair et al, 2019).

Structural Model Evaluation

The structural model was evaluated to examine the relationships between variables and to test the given hypotheses. Table 4 presents the outcomes of the route coefficient analysis, encompassing beta coefficients, t-statistics, and p-values.

Table 4.
Structural Model Results

Hypothesis	Relationship	Beta (β)	T-value	P-value	Result
H1	Resilience → Sustainability	0.412	6.235	0.000	Supported
H2	Resilience → Emotional Exhaustion	-0.385	5.874	0.000	Supported
H3	Emotional Exhaustion → Sustainability	-0.297	4.912	0.000	Supported
H4	Indirect Effect (Mediation)	0.114	3.765	0.000	Supported
H5	Family Support → Sustainability	0.338	5.421	0.000	Supported

Table 4 demonstrates that all proposed associations are statistically significant, with p-values below 0.05. Entrepreneurial resilience exerts a substantial positive influence on business sustainability ($\beta = 0.412$, $p < 0.001$), indicating that elevated resilience levels enhance business continuity. Moreover, entrepreneurial resilience exerts a substantial negative influence on emotional weariness ($\beta = -0.385$, $p < 0.001$), suggesting that more resilient entrepreneurs typically encounter reduced levels of psychological fatigue.

Emotional exhaustion significantly adversely impacts business sustainability ($\beta = -0.297$, $p < 0.001$), indicating that heightened emotional weariness diminishes entrepreneurs' capacity to maintain firm performance. The indirect effect of entrepreneurial resilience on business sustainability via emotional exhaustion is statistically significant ($\beta = 0.114$, $p < 0.001$), hence affirming the mediating role of emotional exhaustion.

Furthermore, familial support exhibits a substantial favorable impact on business sustainability ($\beta = 0.338$, $p < 0.001$), highlighting the significance of social support in

maintaining business operations. These findings substantiate all stated hypotheses (H1–H5).

The model's explanatory power was further assessed by evaluating the coefficient of determination (R^2), as shown in Table 5.

Table 5.
Coefficient of Determination (R^2)

Variable	R^2
Emotional Exhaustion	0.148
Business Sustainability	0.563

Table 5 illustrates that entrepreneurial resilience explains 14.8% of the variance in emotional exhaustion, signifying a modest but significant explanatory role. Additionally, entrepreneurial resilience, emotional weariness, and family support jointly account for 56.3% of the variance in business sustainability. The findings indicate that the model exhibits moderate to great explanatory power, signifying its effectiveness in elucidating variances in company sustainability.

Model Fit Evaluation

The entire model fit was evaluated to ascertain how well the proposed model reflects the observed data. The findings presented in Table 6 demonstrate that all model fit indices satisfy the prescribed thresholds. The CFI and TLI values surpass 0.90, and the RMSEA value is significantly below 0.08, signifying an exceptional model fit. The results validate that the model is accurately stated and effectively represents the relationships among the constructs.

Table 6.
Model Fit Indices

Fit Index	Value	Threshold	Interpretation
CFI	0.999	> 0.90	Good Fit
TLI	0.998	> 0.90	Good Fit
RMSEA	0.009	< 0.08	Good Fit

Discussion

This study's findings indicate that entrepreneurial resilience is crucial for maintaining firm performance, especially among mompreneurs in emerging nations. The findings indicate that sustainability is influenced not just by strategic or financial factors but also significantly by entrepreneurs' psychological resilience in managing uncertainty and pressure. In this context, resilience serves as both a direct catalyst for sustainability and an indirect mechanism through its impact on emotional fatigue.

The favorable correlation between entrepreneurial resilience and firm sustainability suggests that resilience is an essential internal characteristic that allows entrepreneurs to adjust and sustain operations in difficult conditions. This outcome aligns with other studies (Santoro et al, 2018) (Shepherd et al, 2019), emphasizing the significance of resilience in facilitating business continuity. This study underscores that resilience should be regarded not just as a reactive coping strategy, but as a deliberate competency essential for sustained entrepreneurial success.

The inverse relationship between resilience and emotional weariness indicates that resilience serves as a psychological buffer. Entrepreneurs exhibiting greater resilience are more adept at handling emotional demands and mitigating the effects of stress. This discovery aligns with other research (Uy et al, 2012) (De Cock et al, 2019) and underscores the significance of resilience in preserving psychological well-being. Consequently, resilience enhances both performance and emotional stability, which are crucial for the long-term sustainability of business endeavors.

The results indicate that emotional tiredness adversely impacts business sustainability. Entrepreneurs facing elevated emotional exhaustion often demonstrate less motivation, compromised decision-making, and decreased productivity, eventually undermining corporate performance. This results corroborates prior literature (Shepherd, 2003) (Wincent et al, 2008) and validates the perspective that psychological conditions are fundamental to entrepreneurial outcomes rather than peripheral elements.

This study significantly contributes by identifying emotional exhaustion as a mediator mechanism between resilience and company sustainability. The findings demonstrate that resilience improves sustainability both directly and indirectly by alleviating emotional exhaustion. This underscores the significance of integrating psychological processes into the evaluation of entrepreneurial performance, as it offers a more refined comprehension of how internal capabilities yield durable results.

The considerable impact of familial support on business sustainability highlights the significance of the social environment in entrepreneurship. Familial support offers emotional reinforcement, financial aid, and practical resources that assist entrepreneurs in maintaining their business operations. This is especially pertinent for mompreneurs, who must reconcile company obligations with familial duties. In accordance with previous research (Eddleston & Powell, 2012) (Greenhaus & Powell, 2006) (Bird & Wennberg, 2016), familial support serves as a vital external resource that enhances both resilience and business sustainability.

The model's explanatory power reinforces these findings, demonstrating that the suggested framework effectively identifies essential factors of business sustainability. The interplay among human resilience, psychological factors, and social support systems is crucial in elucidating disparities in sustainable business outcomes.

This study enhances the entrepreneurship literature by synthesizing psychological and social dimensions into a cohesive framework. It illustrates that corporate sustainability is influenced by the interplay between internal capabilities and external support systems, rather than being governed by a singular factor. The findings indicate that initiatives to improve business sustainability should encompass not only the enhancement of entrepreneurial skills but also the fortification of psychological resilience and family-oriented support systems.

This study provides a complete view of sustainable entrepreneurship by emphasizing the dynamic interaction among resilience, emotional well-being, and social support, especially in situations where entrepreneurs encounter various and overlapping job demands.

Conclusion

The results indicate that entrepreneurial resilience is essential for maintaining business performance, both directly ($\beta = 0.412$, $p < 0.001$) and indirectly via its effect on emotional tiredness ($\beta = 0.114$, $p < 0.001$). Elevated resilience correlates with diminished emotional weariness ($\beta = -0.385$, $p < 0.001$), which subsequently adversely impacts business sustainability ($\beta = -0.297$, $p < 0.001$). Moreover, familial support enhances firm sustainability ($\beta = 0.338$, $p < 0.001$), underscoring the significance of external resources in conjunction with individual competencies. The model exhibits moderate to good explanatory capability, with R^2 values of 0.563 for business sustainability and 0.148 for emotional weariness. Business sustainability is influenced by the interplay of resilience, psychological factors, and social support, emphasizing that enduring entrepreneurial success relies on both internal capabilities and external support mechanisms.

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