

Emotional Dynamics in Entrepreneurial Marketing: An Integrative Review Based on Bagozzi's Self-Regulation Framework

Teresa Dieguez

Polytechnic University of Cávado and Ave, Portugal

*Corresponding author: Teresa Dieguez, Polytechnic University of Cávado and Ave, Portugal. teresadieguetz@gmail.com

Submitted: 20 March 2026 Accepted: 06 April 2026 Published: 15 April 2026

Citation: Dieguez, T. (2026). *Emotional Dynamics in Entrepreneurial Marketing: An Integrative Review Based on Bagozzi's Self-Regulation Framework*. *J of Fin Int Sus Ban Mar*, 2(2), 01-07.

Abstract

This study examines the role of emotions at the intersection of marketing and entrepreneurship through a structured literature review grounded in Bagozzi's (1992, 1999) self-regulation framework. Although emotions are increasingly recognized in both domains, their role in entrepreneurial marketing remains fragmented. To address this gap, the study reviews 11 peer-reviewed articles retrieved from the Web of Science database, focusing on how emotions are conceptualized and mobilized across different contexts. The findings identify four main thematic clusters: emotions as mediators in decision-making processes, as moderators in strategic communication, as regulatory mechanisms in technological and interaction contexts, and as coping resources in situations of adversity. These roles reflect distinct but interconnected functions, consistent with Bagozzi's view of emotions as central elements linking cognition, intention, and action. The study contributes by proposing an integrative perspective in which mediation, moderation, and regulation are understood as complementary dimensions of emotional processes in entrepreneurial marketing. This approach advances understanding of how emotions shape value creation, communication, and adaptation in uncertain environments. From a practical perspective, the findings highlight the importance of emotional dynamics in stakeholder engagement, trust-building, and legitimacy, particularly in early-stage ventures. The study also points to the need for further research on the dynamic interplay of emotional functions and their implications for sustainable entrepreneurship.

Keywords: Emotions, Entrepreneurial Marketing, Entrepreneurship, Marketing Communication, Emotional Regulation, Mediation, Moderation, Stakeholder Engagement, Trust, Sustainability.

Introduction

Over the last few decades, research on emotions related to economic behavior has gained increasing attention, particularly in the fields of marketing and entrepreneurship. Historically, emotions were considered peripheral compared to rationality. However, contemporary perspectives recognize emotions as fundamental components of human action, shaping not only decision-making processes but also the ways in which value is created, communicated, and interpreted. This shift reflects a broader trend in the social sciences and management literature toward understanding economic and entrepreneurial behavior as embedded in affective, relational, and interpretive processes, rather than purely rational or instrumental dynamics [1, 2].

In marketing, emotions play a critical role in influencing consumer behavior, loyalty, and brand relationships. In contrast, research on emotions in entrepreneurship remains less systematized and is often limited to specific topics such as fear of failure or entrepreneurial passion. More recent studies have begun to explore how entrepreneurs experience, regulate, and mobilize emotions in contexts characterized by uncertainty, risk, and complexity [3-5].

Despite these developments, few studies have systematically and integratively examined the intersection of emotion, marketing, and entrepreneurship. This gap is particularly relevant, as entrepreneurial processes are not only economic and strategic

but also deeply communicational and relational, relying on the entrepreneur’s ability to generate meaning, trust, legitimacy, and stakeholder engagement.

A structured search conducted in the Web of Science database using the keywords “emotion”, “marketing”, and “entrepreneur*” identified 11 peer-reviewed articles addressing these three concepts simultaneously. This limited number of studies highlights a significant theoretical gap and an important opportunity for conceptual development. While existing research examines emotions within marketing and entrepreneurship separately, there is still a lack of integrative work addressing the functional role of emotions in entrepreneurial behavior and communication.

More specifically, the literature has not sufficiently clarified whether emotions act as antecedents, mediators, moderators, or regulatory mechanisms in entrepreneurial marketing outcomes, nor how these roles vary across contexts, actors, and communication environments.

In this context, the present study seeks to address this gap through the theoretical lens of Bagozzi (1992, 1999), whose model positions emotions as central elements in the self-regulation of human behavior. According to Bagozzi, emotions function as mediating and moderating mechanisms between cognitive appraisals, volitional states, and concrete actions, rather than as mere by-products of experience.

Although originally developed in the context of consumer behavior, this model provides valuable analytical insights when applied to entrepreneurship, where emotions are intensely experienced and strategically expressed. This perspective is particularly relevant in entrepreneurial marketing, where market creation, stakeholder persuasion, opportunity communication, and value proposition development depend heavily on emotional interactions [6].

Entrepreneurs do not merely respond emotionally to market conditions; they also strategically mobilize emotions to influence audiences, sustain action under uncertainty, and reinforce the legitimacy of emerging ventures.

Accordingly, this study conducts a structured literature review to examine how emotions are conceptualized across marketing and entrepreneurship and to interpret these contributions through Bagozzi’s framework. Based on a systematic analysis of the 11 selected articles, the study aims to identify dominant approaches, highlight conceptual gaps, and propose an integrative perspective that positions emotions as central elements in entrepreneurial marketing.

More specifically, this paper makes three contributions. First, it systematizes a nascent but fragmented body of literature at the intersection of emotion, marketing, and entrepreneurship. Second, it reinterprets this literature through Bagozzi’s self-regulation model, providing greater conceptual coherence. Third, it advances an integrative perspective that frames emotions not as secondary or residual variables, but as functional mechanisms shaping entrepreneurial communication, stakeholder responses, and adaptive behavior.

In doing so, the study responds to increasing calls for more human-centered and process-oriented perspectives in entrepreneurial marketing research, particularly in contexts characterized by uncertainty, digital interaction, and social value creation. The remainder of the paper is structured as follows. The next section presents the research design and methodology, followed by the main findings, the theoretical discussion grounded in Bagozzi’s model, and the concluding implications for research and practice.

Research Design and Methodology

This study adopts a structured literature review approach to examine the intersection of emotion, marketing, and entrepreneurship. Given the exploratory and integrative nature of the research objective—namely, to consolidate dispersed knowledge and identify conceptual gaps across interdisciplinary domains—a structured review was considered the most appropriate methodological approach.

The literature search was conducted using the Web of Science (WoS) database, which is widely recognized for indexing high-quality, peer-reviewed scientific publications. The choice of this database is justified by its rigorous selection criteria, ensuring the inclusion of studies with strong academic relevance and impact.

The search strategy included the keywords “emotion”, “marketing”, and “entrepreneur*”, combined using Boolean operators to capture variations of the term entrepreneurship. The search was limited to peer-reviewed journal articles published in English. No temporal restriction was applied in order to include both foundational and recent contributions, thus providing a comprehensive overview of the evolution of the field.

The initial search yielded a limited number of results. After applying the inclusion and exclusion criteria, a final sample of 11 articles was selected (Table 1). Inclusion criteria required that the studies explicitly addressed the three core concepts, namely emotion, marketing, and entrepreneurship, within a coherent analytical framework. Studies focusing on only one or two of these dimensions, or lacking a clear conceptual linkage between them, were excluded. In addition, conference papers, book chapters, and non-peer-reviewed publications were excluded to ensure methodological consistency and academic rigor.

Table 1: Articles used in the Present Research

Authors	Title
Yuan (2025)	The influence of consumer’s lay rationalism on electronic entrepreneur-related word of mouth
Ravi et al. (20229	Consumer purchase intention of social enterprise products
Falcão et al. (2023)	What’s in it for me? The perceived investment value of business angels

Crittenden & Crittenden (2023)	The power of language to influence people: Mary Kay Ash the entrepreneur
Balint (2018)	Narrative marketing in the digital age and the future of social enterprise communication
Buran et al. (2024)	The relationship between feminist collective action and social media engagement
Chanchí-Golondrino et al. (2022)	Application of Affective Computing in the Perception Analysis of Attendees of a SENA Entrepreneurship Fair
Callarisa-Fiol et al. (2023)	Entrepreneurship innovation using social robots in tourism
Das & Pradip (2021)	Usability and effectiveness of new media in agricultural learning and development
Godjali & Supramaniam (2024)	Entrepreneurial mindset strategies in times of crisis
Yim & Weston (2007)	The characteristics of bioentrepreneurs in the Australian biotechnology industry

Source: own elaboration

The selection process followed a stepwise filtering procedure. First, titles and abstracts were screened to assess relevance. This was followed by a full-text review of the selected articles to ensure alignment with the research objective. This process ensured that only studies with direct conceptual relevance were retained.

The analysis of the selected articles was conducted using a qualitative and interpretative approach. Specifically, a thematic analysis was employed to identify recurring patterns, conceptual categories, and relationships within the literature. The aim was not to quantify the findings, but to interpret and synthesize them in a coherent and theoretically meaningful way.

The selected articles were coded according to key analytical dimensions, including (i) the role attributed to emotions (e.g., antecedent, mediator, moderator, or regulatory mechanism), (ii) the marketing context (e.g., branding, customer engagement, communication), and (iii) the entrepreneurial dimension (e.g., opportunity recognition, venture creation, stakeholder interaction). This coding framework enabled the identification of thematic clusters and supported the interpretation of findings through Bagozzi's self-regulation model.

Bagozzi's (1992, 1999) framework was used as the primary theoretical lens guiding the analysis. In this model, emotions are conceptualized as central elements in the self-regulation process, linking cognitive evaluations to behavioral outcomes. By applying this framework, the analysis moves beyond descriptive categorization and provides a functional interpretation of how emotions operate within entrepreneurial marketing processes.

Finally, some limitations of this methodological approach should be acknowledged. The reliance on a single database (Web of Science) may have excluded relevant studies indexed in other databases, such as Scopus or Google Scholar. Furthermore, the relatively small sample size reflects the emerging nature of the field and limits generalizability. However, it also reinforces the exploratory and integrative contribution of this study.

Findings: Thematic Analysis of the Literature

The analysis of the selected studies (Tables 1 and 2) shows that research at the intersection of emotion, marketing, and entrepreneurship can be organized into four coherent thematic clusters, each reflecting a distinct functional role of emotions. These clusters not only structure the literature conceptually but also align with Bagozzi's (1992, 1999) framework, which conceptualizes emotions as mediating, moderating, and regulatory mechanisms in goal-directed behavior.

Table 2: Thematic Synthesis Table

Authors	Thematic Cluster	Emotional Function (Bagozzi)	Methodology
Yuan (2025)	Cluster 1 – Emotion as mediator	Mediation	Quantitative
Ravi et al. (20229)	Cluster 1 – Emotion as mediator	Mediation	Quantitative
Falcão et al. (2023)	Cluster 1 – Emotion as mediator	Mediation	Quantitative
Crittenden & Crittenden (2023)	Cluster 2 – Emotion in strategic communication	Moderation	Qualitative
Balint (2018)	Cluster 2 – Emotion in strategic communication	Moderation	Conceptual
Buran et al. (2024)	Cluster 2 – Emotion in strategic communication	Moderation	Quantitative
Chanchí-Golondrino et al. (2022)	Cluster 3 – Emotion and technology	Regulation	Quantitative
Callarisa-Fiol et al. (2023)	Cluster 3 – Emotion and technology	Regulation	Qualitative
Das & Pradip (2021)	Cluster 3 – Emotion and technology	Regulation	Qualitative
Godjali & Supramaniam (2024)	Cluster 4 – Emotional coping in adversity	Regulation	Qualitative
Yim & Weston (2007)	Cluster 4 – Emotional coping in adversity	Regulation	Quantitative

Source: own elaboration

The classification presented in Table 2 enables a more precise interpretation of how emotions operate across different entrepreneurial and marketing contexts, moving beyond descriptive analysis toward a functional understanding of their role.

Cluster 1: Emotion as Mediator

The first cluster comprises studies that conceptualize emotions as mediating mechanisms between cognitive evaluations and behavioral outcomes. This perspective is consistent across, all of which adopt quantitative approaches [7-9].

shows that consumers' perceptions of entrepreneurial altruism influence word-of-mouth behavior through emotional mediation. Similarly, demonstrate that emotional value mediates purchase intention in the context of social enterprise products. Extend this logic to investment decisions, showing how emotional factors such as self-esteem and altruism mediate perceived investment value, influencing satisfaction and reinvestment.

Across these studies, emotions function as internal evaluative mechanisms that translate perceptions into action. Rather than acting as direct predictors of behavior, emotions operate as intermediate processes that shape decision outcomes, reinforcing their central role in both market and investment contexts.

Cluster 2: Emotion in Strategic Communication (Moderation)

The second cluster focuses on the role of emotions in strategic communication processes, where they function as moderating mechanisms influencing how messages are interpreted and received. This cluster includes Crittenden and Crittenden (2023), Balint (2018), and Buran et al. (2024), encompassing qualitative, conceptual, and quantitative approaches.

Crittenden and Crittenden (2023) analyze how language and rhetorical strategies influence audiences, showing that emotional expression enhances persuasive power in entrepreneurial leadership. Balint (2018) highlights the role of narrative marketing in social enterprise communication, demonstrating how emotional storytelling shapes engagement and meaning-making. Buran et al. (2024) examine the role of emotions—particularly anger—in social media engagement and collective action, showing how emotional intensity moderates participation and interaction.

In this cluster, emotions do not directly determine behavior; instead, they influence the strength and direction of communication effects. They shape how messages are processed, interpreted, and acted upon, functioning as contextual amplifiers in marketing and social interaction processes.

Cluster 3: Emotion and Technology (Regulation)

The third cluster includes studies that explore the relationship between emotions and technologically mediated environments, where emotions function as regulatory mechanisms within interaction processes. This cluster comprises Chanchí-Golondrino et al. (2022), Callarisa-Fiol et al. (2023), and Das and Pradip (2021).

Chanchí-Golondrino et al. (2022) apply affective computing techniques to analyze emotional responses in an entrepreneurship fair, demonstrating how emotions can be measured and

interpreted in digital environments. Callarisa-Fiol et al. (2023) examine emotional interactions with social robots in tourism, highlighting how emotional perception influences technological acceptance and innovation. Das and Pradip (2021) explore emotional sharing in agricultural learning through social media, showing how emotions regulate engagement and behavioral change.

These studies indicate that emotions play a key role in regulating interactions within technologically mediated contexts, influencing adaptation, learning, and user engagement.

Cluster 4: Emotional Coping in Adversity (Regulation)

The fourth cluster focuses on emotional coping and resilience in entrepreneurial contexts, particularly in situations of crisis or uncertainty. This cluster includes Godjali and Supramaniam (2024) and Yim and Weston (2007).

Godjali and Supramaniam (2024) examine how entrepreneurs develop emotional coping strategies in times of crisis, emphasizing resilience as a central mechanism for sustaining activity. Yim and Weston (2007) identify emotional stability and emotional competencies as key characteristics of bioentrepreneurs, particularly in attracting investment.

In this cluster, emotions are understood as regulatory resources that support adaptation and long-term stability. Emotional regulation enables entrepreneurs to manage stress, maintain focus, and navigate complex environments, reinforcing the role of emotions as internal stabilizing mechanisms.

Synthesis of Findings

The combined analysis of Tables 1 and 2 shows that emotions play differentiated but interconnected roles across the literature. They act as mediators in decision-making processes, as moderators in communication and interaction contexts, and as regulatory mechanisms in both technological environments and situations of adversity.

This classification, grounded in Bagozzi's framework, highlights the multifunctional nature of emotions in entrepreneurial marketing. Rather than being peripheral variables, emotions emerge as central mechanisms linking perception, communication, and action across diverse contexts.

At the same time, the distribution of studies across clusters indicates that the literature remains fragmented, with limited integration between these functional roles. This reinforces the need for more comprehensive theoretical frameworks capable of capturing how emotional processes operate simultaneously across different dimensions.

Discussion

This study provides a structured yet fragmented view of how emotions are conceptualized at the intersection of marketing and entrepreneurship. By organizing the literature into four thematic clusters and interpreting them through Bagozzi's (1992, 1999) functional framework, the study advances a more integrated understanding of the role of emotions in entrepreneurial marketing.

A key insight concerns the functional diversity of emotions. The findings show that emotions operate as mediators, moderators, and regulatory mechanisms, depending on the context and analytical focus. This plurality is consistent with Bagozzi's framework, which conceptualizes emotions as integral components of self-regulation processes linking cognition, intention, and action. However, the reviewed literature tends to examine these roles in isolation rather than as part of a dynamic and interconnected system.

In Cluster 1, emotions are primarily framed as mediators between cognitive evaluations and behavioral outcomes. This perspective is prevalent in quantitatively oriented studies, where emotions are positioned within causal models linking perceptions to actions. While this approach enhances empirical clarity, it risks reducing emotions to intermediary variables within linear frameworks, overlooking their dynamic and recursive nature. From a Bagozzi perspective, emotions are not merely intervening variables but part of continuous feedback loops shaping future intentions and behavior. This limitation has also been identified in the broader marketing literature, where emotions are often treated as static constructs rather than evolving processes [10-13].

Cluster 2 introduces a different functional logic, in which emotions act as moderators within communication processes (Crittenden & Crittenden, 2023). In this context, emotions shape how messages are interpreted, amplified, or attenuated in marketing and social interaction settings. This highlights the relational and contextual nature of emotions, particularly in entrepreneurial environments where communication is central to value creation. These findings are consistent with research on emotional branding and narrative persuasion, which emphasizes the role of affect in consumer meaning-making and engagement. However, these studies tend to focus on the external effects of emotional expression, with limited attention to how emotions are generated, regulated, or strategically managed by entrepreneurs [14-19].

Clusters 3 and 4 shift the focus toward emotional regulation, particularly in technologically mediated environments and contexts of adversity. These studies emphasize the role of emotions as adaptive mechanisms that support learning, resilience, and sustained engagement. This perspective aligns closely with Bagozzi's concept of self-regulation, highlighting how emotions contribute to behavioral adjustment over time. It also resonates with research on entrepreneurial resilience and emotional coping, which demonstrates that emotional regulation is critical for persistence in uncertain environments [20-28].

At the same time, these clusters reveal an important gap. While emotional regulation is recognized as critical, it is rarely integrated with communication and decision-making processes. This results in a fragmented understanding of emotional dynamics across entrepreneurial contexts.

Taken together, the findings suggest that the current literature is characterized by functional segmentation. Emotions are studied as mediators, moderators, or regulatory mechanisms, but rarely as elements that simultaneously perform multiple roles within the same process. This fragmentation limits the development of a comprehensive theoretical framework capable of capturing the

complexity of entrepreneurial marketing, where cognition, communication, and action are deeply interconnected. Similar concerns have been raised in the entrepreneurship literature, which calls for more integrative approaches to affective processes [29].

From a theoretical perspective, this study contributes by proposing an integrative view of emotions as multifunctional mechanisms embedded in self-regulatory systems. Rather than treating mediation, moderation, and regulation as separate analytical categories, they can be understood as interconnected dimensions of the same underlying process. In entrepreneurial contexts, an initial cognitive appraisal may generate an emotional response (mediation), which influences how information is communicated and perceived (moderation), while also feeding back into behavioral adjustment and persistence (regulation). This dynamic perspective is particularly relevant in uncertain environments, where entrepreneurs must continuously interpret signals, communicate value, and adapt their actions.

This integrative view also has important implications for entrepreneurial marketing. The findings suggest that emotional dynamics are central not only to individual decision-making but also to market interaction processes, including customer engagement, stakeholder communication, and legitimacy building. Entrepreneurs do not simply experience emotions; they operate within emotional systems that shape both internal and external processes. This aligns with emerging perspectives in entrepreneurial marketing that emphasize relational and experiential value creation [30-33].

At the same time, the analysis highlights important limitations in the existing literature. First, there is a clear methodological imbalance, with mediation-focused studies relying predominantly on quantitative models, while regulation and communication processes are explored mainly through qualitative approaches. This division reinforces theoretical fragmentation and limits the development of integrative models. Second, the literature remains context-specific, focusing on domains such as social enterprises, digital platforms, or crisis situations, with limited cross-context comparison. Third, there is a lack of longitudinal research examining how different emotional functions interact over time in entrepreneurial processes.

These limitations open important avenues for future research. There is a need for studies that explicitly integrate mediation, moderation, and regulation within unified frameworks, capturing the dynamic interplay of emotional processes. Longitudinal approaches could provide deeper insights into how emotions evolve across different stages of the entrepreneurial journey. Furthermore, additional research is needed to explore how emotional dynamics influence not only market outcomes but also broader dimensions such as trust, legitimacy, and sustainability in entrepreneurial ecosystems. In particular, the role of emotions in shaping sustainable entrepreneurial behavior and long-term stakeholder relationships remains an underexplored but promising area [34, 35].

Conclusion

This study set out to examine the role of emotions at the intersection of marketing and entrepreneurship through a structured literature review grounded in Bagozzi's (1992, 1999) self-regu-

lation framework. By analyzing a limited but conceptually rich body of literature, the study identified four thematic clusters that demonstrate how emotions function as mediators, moderators, and regulatory mechanisms within entrepreneurial marketing contexts.

The findings confirm that emotions are not peripheral but central elements linking cognitive processes to behavioral outcomes. Across the literature, emotions influence decision-making, shape market interactions, regulate adaptive responses, and support resilience in uncertain environments. However, these roles are typically examined in isolation, resulting in a fragmented understanding of emotional dynamics [36].

This study contributes to the literature by proposing an integrative perspective that conceptualizes emotions as multifunctional components of self-regulatory systems. By aligning empirical findings with Bagozzi's framework, mediation, moderation, and regulation are understood as interconnected dimensions of a single underlying process. This perspective offers a more comprehensive understanding of how entrepreneurial actors interpret, communicate, and act within complex and dynamic environments.

From a practical standpoint, the findings suggest that emotions should be recognized as strategic resources in entrepreneurial marketing. Emotional dynamics play a key role in shaping stakeholder perceptions, building trust, and sustaining engagement, particularly in early-stage ventures where legitimacy and relational capital are critical. A better understanding of how emotions operate across contexts can enhance communication strategies, support decision-making, and contribute to long-term value creation.

At the same time, the study acknowledges its limitations. The reliance on a single database and a relatively small sample size reflects the emerging nature of the field and limits generalizability. Future research should aim to develop integrative models that capture the interplay of emotional functions, adopt longitudinal approaches, and explore emotional dynamics across diverse entrepreneurial contexts [37].

In particular, the relationship between emotions and sustainability represents a promising avenue for future research. As entrepreneurship increasingly addresses social and environmental challenges, understanding how emotions influence responsible decision-making, stakeholder relationships, and long-term commitment becomes essential [38].

In conclusion, this study reinforces the central role of emotions in entrepreneurial marketing—not only as individual experiences, but as dynamic forces shaping interaction, adaptation, and value creation. By advancing a more integrated conceptualization, it contributes to bridging fragmented research streams and offers directions for future theoretical and practical development.

References

1. Mercer, J. (2010). Emotional beliefs. *International organization*, 64(1), 1-31.
2. Ortony, A., Clore, G. L., & Collins, A. (2022). *The cognitive structure of emotions*. Cambridge university press.
3. Albert, N., & Merunka, D. (2013). The role of brand love in consumer-brand relationships. *Journal of consumer marketing*, 30(3), 258-266.
4. Newman, A., Obschonka, M., Moeller, J., & Chandan, G. G. (2021). Entrepreneurial passion: A review, synthesis, and agenda for future research. *Applied psychology*, 70(2), 816-860.
5. Zayadin, R., Zucchella, A., Anand, A., Jones, P., & Ameen, N. (2023). Entrepreneurs' decisions in perceived environmental uncertainty. *British Journal of Management*, 34(2), 831-848.
6. Kuratko, D. F., Burnell, D., Stevenson, R., Neubert, E., & Fisher, G. (2023). Enacting entrepreneurial hustle. *Business Horizons*, 66(2), 237-249.
7. Yuan, B. (2025). The Influence of Consumer's Lay Rationalism on Electronic Entrepreneur-Related Word of Mouth. *Journal of Consumer Behaviour*, 24(2), 906-918.
8. Ravi, N., Subramoniam, S., & Chinta, R. (2022). Consumer purchase intention of social enterprise products: Mediating role of emotional value. *Social Enterprise Journal*, 18(4), 691-710.
9. Falcão, R., Moreira, A. C., & Carneiro, M. J. (2023). What's in it for me? The perceived investment value of business angels. *The International Journal of Entrepreneurship and Innovation*, 14657503231213310.
10. Bagozzi, R. P., Belanche, D., Casaló, L. V., & Flavián, C. (2016). The role of anticipated emotions in purchase intentions. *Psychology & Marketing*, 33(8), 629-645.
11. Bettiga, D., & Lamberti, L. (2018). Exploring the role of anticipated emotions in product adoption and usage. *Journal of Consumer Marketing*, 35(3), 300-316.
12. Lerner, J. S., Li, Y., Valdesolo, P., & Kassam, K. S. (2015). Emotion and decision making. *Annual review of psychology*, 66(1), 799-823.
13. Lerner, J. S., Dorison, C. A., & Klusowski, J. (2024). How do emotions affect decision making?. *Emotion theory: The Routledge comprehensive guide*, 447-468.
14. Balint, S. A. (2018). Narrative marketing in the digital age and the future of social enterprise communication. 4th COMSYMBOL International Symposium on Believe in Technology - Mediatization of the Future and the Future of Mediatization, Aradia, Romania.
15. Buran, İ., Sabah, Ş., & Koçak, A. (2024). The relationship between feminist collective action and social media engagement. *Journal of Social Marketing*, 14(3/4), 301-327.
16. Deb, M., Ghosh, A., & Shukla, Y. (2025). Storytelling ads, narrative transportation, retrospective reflexivity, and attitude towards brands: Role of independent versus interdependence self-construal. *Psychology & Marketing*, 42(7), 1795-1810.
17. DelVecchio, D., Jones, W. J., & Baugh, L. (2024). From easy to known: How fluent brand processing fosters self-brand connection. *Psychology & Marketing*, 41(4), 754-773.
18. Escalas, J. E. (2004). Narrative processing: Building consumer connections to brands. *Journal of consumer psychology*, 14(1-2), 168-180.
19. Woodside, A. G. (2010). Brand-consumer storytelling theory and research: Introduction to a Psychology & Marketing special issue. *Psychology & Marketing*, 27(6), 531-540.
20. Chanchí-Golondrino, G. E., Hernández-Londoño, C. E., & Ospina-Alarcón, M. A. (2022). Application of Affective

- Computing in the Perception Analysis of Attendees of a SENA Entrepreneurship Fair. *Revista científica*, (44), 215-227.
21. Callarisa-Fiol, L. J., Moliner-Tena, M. Á., Rodríguez-Artola, R., & Sánchez-García, J. (2023). Entrepreneurship innovation using social robots in tourism: a social listening study. *Review of Managerial Science*, 17(8), 2945-2971.
 22. Das, P., & Pradip, D. (2021). Usability and effectiveness of new media in agricultural learning and development: a case study on the southern states of India. *Journal of Social Marketing*, 11(4), 357-377.
 23. Godjali, M. G. B., & Supramaniam, S. (2024). Entrepreneurial mindset strategies in times of crisis: a qualitative study on street food vendors. *Qualitative Research Journal*.
 24. Yim, J. W., & Weston, R. (2007). The characteristics of bio-entrepreneurs in the Australian biotechnology industry: A pilot study. *Journal of Management & Organization*, 13(4), 383-406.
 25. Baldacchino, L., & Sassetti, S. (2025). The effects of coping strategies on entrepreneurs' psychological well-being under uncertainty. *Strategic Change*, 34(2), 253-265.
 26. Berinato, S. (2020). That discomfort you're feeling is grief. *Harvard Business Review*, 23(03), 2020.
 27. Shepherd, D. A. (2003). Learning from business failure: Propositions of grief recovery for the self-employed. *Academy of management Review*, 28(2), 318-328.
 28. Uy, M. A., Foo, M. D., & Song, Z. (2013). Joint effects of prior start-up experience and coping strategies on entrepreneurs' psychological well-being. *Journal of business venturing*, 28(5), 583-597.
 29. Cardon, M. S., Foo, M. D., Shepherd, D., & Wiklund, J. (2012). Exploring the heart: Entrepreneurial emotion is a hot topic. *Entrepreneurship theory and practice*, 36(1), 1-10.
 30. Hills, G. E., & Hultman, C. M. (2011). Academic roots: The past and present of entrepreneurial marketing. *Journal of Small Business & Entrepreneurship*, 24(1), 1-10.
 31. Miles, M., Gilmore, A., Harrigan, P., Lewis, G., & Sethna, Z. (2015). Exploring entrepreneurial marketing. *Journal of Strategic Marketing*, 23(2), 94-111.
 32. Morris, M. H., Schindehutte, M., & LaForge, R. W. (2002). Entrepreneurial marketing: a construct for integrating emerging entrepreneurship and marketing perspectives. *Journal of marketing theory and practice*, 10(4), 1-19.
 33. Nijssen, E. J. (2017). *Entrepreneurial marketing: an effectual approach*. Routledge.
 34. Farny, S., & Binder, J. (2021). Sustainable entrepreneurship. *World encyclopedia of entrepreneurship*, 605-611.
 35. Shepherd, D. A., & Patzelt, H. (2011). The new field of sustainable entrepreneurship: Studying entrepreneurial action linking "what is to be sustained" with "what is to be developed". *Entrepreneurship theory and practice*, 35(1), 137-163.
 36. Bagozzi, R. P. (1992). The self-regulation of attitudes, intentions, and behavior. *Social psychology quarterly*, 178-204.
 37. Bagozzi, R. P., Gopinath, M., & Nyer, P. U. (1999). The role of emotions in marketing. *Journal of the academy of marketing science*, 27(2), 184-206.
 38. Crittenden, V., & Crittenden, W. (2022). The power of language to influence people: Mary Kay Ash the entrepreneur. *Journal of Research in Marketing and Entrepreneurship*, 25(3), 349-373.