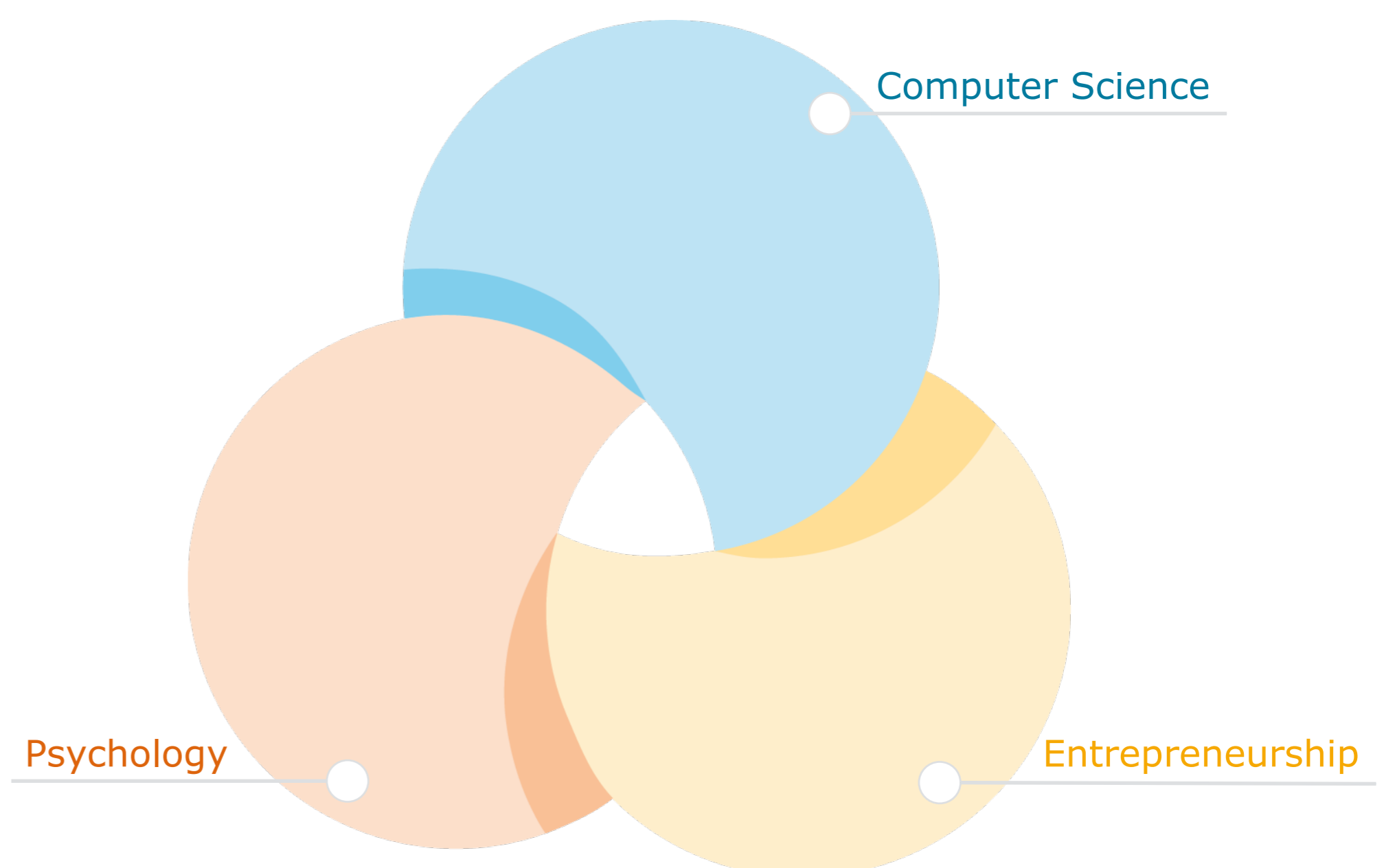


Comparing the state of mind of novice and expert entrepreneurs facing today's ongoing crises via emotion analysis

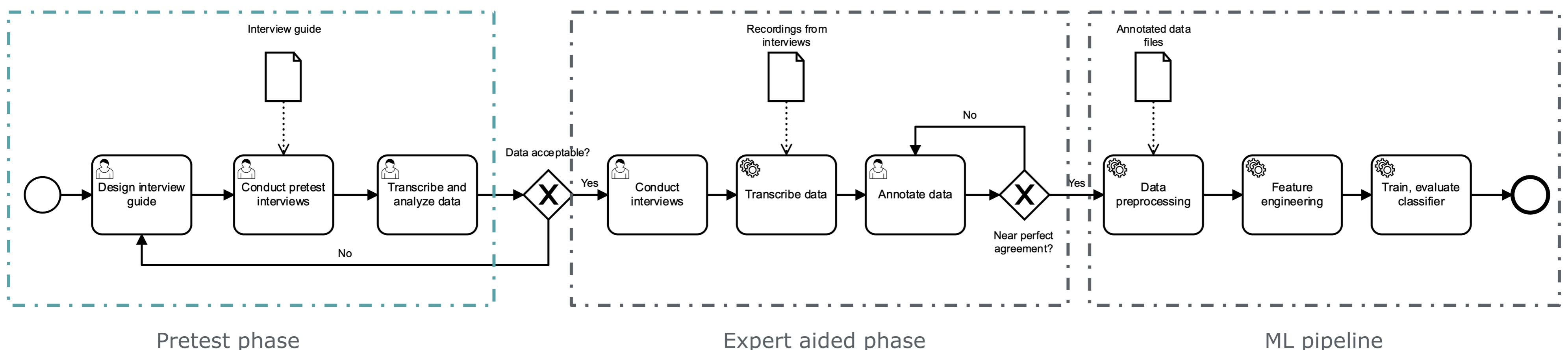
Objective

In an unstable and critical time marked by the COVID-19 pandemic, the Russian war against Ukraine, and the climate crisis, imminent changes and constraints are inevitable.

- In this research project, we aim to address the issue of how the current global crises influence the state of mind of entrepreneurs who have just started their business (novices) and those who have already founded a business (experts).
- The present study employs a qualitative approach that involves multiple interviews to explore perceptions of the current global crises through an indirect evaluation process.
- Based on the collected data, annotated transcriptions are used to identify the mentioned emotions according to Plutchik's eight basic emotions, to determine their intensity and underlying causes, and to distinguish whether these emotions are positive or negative.



Research Design



Value and Implications

With our interdisciplinary study, we make three main contributions to the fields of psychology, computer science, and entrepreneurship.

- First, our study provides a new approach that entails new possibilities to improve the measurement of emotions.
- Second, to our knowledge, our German emotion annotation scheme is the first based on Steiner's concept of emotional literacy.
- Third, identifying and understanding the emotions of novice and expert entrepreneurs and analyzing the origin of these emotions is a necessary starting point for developing and testing support programs for healthier business performance.