

Philosophical Reflections From Weixin Shengjiao's *I Ching* Thought on the Entrepreneurial Path of the Biomedical Industry

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The Asian Conference on the Social Sciences 2026
Official Conference Proceedings

Abstract

This study explores the influence of Weixin Shengjiao's *I Ching* philosophy on the entrepreneurial process within Taiwan's biomedical industry. By integrating entrepreneurship theory, religious philosophy, business ethics, and the researcher's entrepreneurial experience, this study seeks to construct a comprehensive framework that connects entrepreneurial development with spiritual cultivation and ethical leadership. Drawing upon Holt's four-stage entrepreneurial model, the study examines the pre-startup, startup, early growth, and later growth stages of entrepreneurial development. Through narrative inquiry and literature analysis, the findings reveal that the teachings of Grand Master Hun Yuan and the wisdom of the *I Ching* provide valuable guidance for entrepreneurial decision-making, organizational governance, leadership development, and sustainable business growth. The study further demonstrates that religious philosophy enhances entrepreneurial resilience, strengthens ethical awareness, and promotes social responsibility. Moreover, integrating Eastern philosophical wisdom with entrepreneurship theory contributes to a more holistic understanding of leadership and management in the biomedical industry. The findings suggest that entrepreneurship should be understood not only as an economic activity but also as a process of self-cultivation, ethical practice, and social contribution.

Keywords: Weixin Shengjiao, *I Ching*, entrepreneurship, biomedical industry, business ethics

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Introduction

Healthcare has long been regarded as one of the most important fields influencing human survival, social welfare, and ethical responsibility. Throughout history, medical practice has evolved through scientific discoveries, technological innovation, and philosophical reflection on the meaning of life. Both Eastern and Western medical traditions have emphasized the importance of preserving human dignity and improving quality of life. While modern medicine increasingly relies on advanced technologies and evidence-based approaches, the ethical and humanistic dimensions of healthcare remain essential.

In contemporary society, the biomedical industry represents the convergence of medicine, science, and technology. Advances in biotechnology, regenerative medicine, medical devices, artificial intelligence, and precision medicine have transformed healthcare delivery and created new opportunities for innovation. As a result, the biomedical industry has become one of the most dynamic sectors of economic development worldwide. Governments and private organizations continue to invest heavily in biomedical research and commercialization due to its potential to improve public health and stimulate economic growth.

Taiwan has emerged as an important participant in the global biomedical industry. Over the past three decades, governmental support, academic research, industrial policies, and healthcare infrastructure have contributed significantly to the growth of Taiwan's biomedical sector. The country possesses a highly developed healthcare system, strong manufacturing capabilities, and advanced technological expertise, providing a favorable environment for biomedical innovation and entrepreneurship.

Despite these advantages, entrepreneurship within the biomedical industry remains uniquely challenging. Unlike many commercial industries, biomedical entrepreneurship requires substantial financial investment, lengthy product development cycles, strict regulatory compliance, and continuous technological innovation. Entrepreneurs must navigate complex approval procedures, secure funding, establish professional networks, and maintain ethical responsibility toward patients and society. Consequently, entrepreneurial success in this field depends not only on business competence but also on resilience, leadership, ethical judgment, and long-term vision.

Traditional entrepreneurship theories have provided valuable explanations regarding opportunity recognition, innovation, resource acquisition, and organizational growth. However, these theories often emphasize economic outcomes while paying less attention to spiritual values, ethical cultivation, and personal transformation. In recent years, scholars have increasingly recognized the importance of leadership ethics, psychological resilience, and moral responsibility in entrepreneurial success. This trend suggests the need for a more holistic understanding of entrepreneurship that integrates both economic and humanistic dimensions.

The present study addresses this need by examining entrepreneurship through the philosophical framework of Weixin Shengjiao and the *I Ching*. Founded by Grand Master Hun Yuan, Weixin Shengjiao integrates Confucian, Buddhist, and Daoist traditions while emphasizing the practical application of *I Ching* wisdom in contemporary life. The teachings of Grand Master Hun Yuan stress gratitude, self-reflection, compassion, harmony, and ethical conduct. These principles provide entrepreneurs with guidance for navigating uncertainty, overcoming adversity, and achieving sustainable development.

For the researcher, the motivation for this study emerged from both professional experience and personal life events. Originally trained as a nurse, the researcher encountered profound challenges following a family member's diagnosis with cancer. This experience led to deeper reflections on human suffering, healthcare, and the purpose of life. Through involvement with Weixin Shengjiao and exposure to the teachings of Grand Master Hun Yuan, the researcher gradually developed a new perspective on entrepreneurship, leadership, and social responsibility.

This study therefore seeks to explore how *I Ching* philosophy influences entrepreneurial development within the biomedical industry. By integrating entrepreneurship theory with Eastern spiritual wisdom, the research aims to provide new insights into leadership, organizational governance, and sustainable business development. Furthermore, it seeks to demonstrate that entrepreneurship can serve not only as a mechanism for economic growth but also as a pathway toward personal cultivation and social contribution.

Taiwan's Biomedical Industry and Entrepreneurial Challenges

The development of Taiwan's biomedical industry can be traced back to the 1980s, when the government began promoting biotechnology as a strategic sector for future economic growth. Through policy initiatives, research funding, and industrial planning, Taiwan gradually established a foundation for biomedical innovation. Major research institutions, universities, and technology parks played significant roles in supporting scientific research and commercialization.

During the 1990s and early 2000s, Taiwan intensified its efforts to strengthen the biomedical ecosystem. Government programs encouraged collaboration between academic institutions and private enterprises, facilitating the transfer of scientific knowledge into commercial applications. Biotechnology parks and innovation centers were established to support startup companies and attract investment.

Today, Taiwan's biomedical industry encompasses pharmaceuticals, medical devices, diagnostic technologies, regenerative medicine, and digital healthcare solutions. The integration of information technology with healthcare services has further enhanced Taiwan's competitiveness in areas such as smart healthcare and precision medicine.

Nevertheless, biomedical entrepreneurs continue to face numerous challenges. One major challenge involves regulatory compliance. Biomedical products must undergo extensive testing, clinical evaluation, and governmental review before reaching the market. These procedures often require substantial financial resources and significant time investment.

Another challenge involves capital acquisition. Biomedical innovation typically requires long-term research and development before generating revenue. Entrepreneurs must therefore secure funding from investors, financial institutions, or government programs while managing significant uncertainty regarding future outcomes.

Market competition also presents difficulties. Biomedical companies must continuously innovate to remain competitive in rapidly changing global markets. Advances in technology can quickly render existing products obsolete, requiring organizations to adapt and evolve continuously.

Ethical responsibility represents an additional challenge unique to the biomedical sector. Unlike many industries, biomedical products directly affect human health and quality of life. Entrepreneurs must therefore balance commercial objectives with patient safety, professional integrity, and social responsibility. Decisions regarding product development, pricing, marketing, and distribution often involve complex ethical considerations.

Despite these challenges, Taiwan possesses several advantages that support biomedical entrepreneurship. The National Health Insurance system provides extensive healthcare data that can facilitate research and innovation. Taiwan's strong manufacturing capabilities and technological expertise also contribute to efficient product development and commercialization. Furthermore, government support continues to promote innovation through funding programs, research partnerships, and industrial policies.

The biomedical industry therefore presents both opportunities and challenges for entrepreneurs. Success requires not only technical expertise and business competence but also resilience, ethical leadership, and the ability to navigate complex environments. These characteristics align closely with the values emphasized in Weixin Shengjiao and the philosophy of the *I Ching*.

Entrepreneurship Theory

Entrepreneurship has been studied extensively across economics, management, psychology, and sociology. Early economic theorists viewed entrepreneurs primarily as risk-takers who organized resources under uncertain conditions. Richard Cantillon described entrepreneurs as individuals willing to assume risk in pursuit of profit, while Jean-Baptiste Say emphasized their role in coordinating productive resources.

Joseph Schumpeter later introduced the concept of creative destruction, arguing that entrepreneurs drive economic development through innovation. According to Schumpeter, entrepreneurs create new products, services, and markets that transform existing economic structures. Innovation therefore becomes the primary engine of economic growth and social progress.

Entrepreneurship Theory (Continued)

Peter Drucker expanded the understanding of entrepreneurship by emphasizing innovation as a systematic discipline rather than a spontaneous activity. He argued that entrepreneurs actively seek opportunities created by change and transform them into value through strategic action. From this perspective, entrepreneurship is not limited to the creation of new businesses but involves the continuous process of innovation and adaptation.

Among contemporary entrepreneurship theories, Holt's Four-Stage Entrepreneurial Model provides a particularly useful framework for understanding entrepreneurial development. Holt proposed that entrepreneurship evolves through four stages: pre-startup, startup, early growth, and later growth. Each stage presents unique challenges and requires different leadership capabilities, resources, and strategic decisions.

The pre-startup stage focuses on opportunity recognition, planning, and resource preparation. Entrepreneurs identify market needs, evaluate potential opportunities, and develop strategies for business creation. During this stage, personal motivation and vision play critical roles in determining future success.

The startup stage involves the actual establishment of the business. Entrepreneurs must secure financial resources, recruit personnel, develop products or services, and enter the marketplace. Uncertainty is typically highest during this stage because organizations have not yet achieved stability or market acceptance.

The early growth stage is characterized by organizational expansion and increasing operational complexity. Entrepreneurs must develop management systems, strengthen organizational culture, and establish sustainable business practices. Leadership transitions from individual effort to team coordination and organizational governance.

The later growth stage focuses on sustainability, strategic adaptation, and long-term development. Organizations seek to maintain competitiveness while addressing emerging challenges associated with growth, market changes, and stakeholder expectations.

Shane and Venkataraman (2000) further emphasized the importance of opportunity recognition within entrepreneurship. They argued that entrepreneurship involves discovering, evaluating, and exploiting opportunities that others may overlook. Their framework highlights the interaction between individual capabilities and environmental conditions in entrepreneurial success.

Sarasvathy (2003) introduced the theory of effectuation, proposing that successful entrepreneurs often create opportunities through interaction with stakeholders rather than simply discovering pre-existing opportunities. This perspective recognizes entrepreneurship as a dynamic and adaptive process shaped by relationships, learning, and experimentation.

More recent entrepreneurship research has increasingly acknowledged the importance of psychological resilience, emotional intelligence, and ethical leadership. Entrepreneurs frequently encounter uncertainty, setbacks, and failures. Consequently, personal values, moral principles, and emotional stability become essential factors influencing long-term success.

Although these theories provide valuable insights into entrepreneurial behavior, they often focus primarily on economic performance and organizational outcomes. Comparatively less attention has been devoted to the role of spirituality, ethical cultivation, and philosophical wisdom. This limitation creates an opportunity to explore how religious and philosophical traditions may contribute to entrepreneurial development. The teachings of Weixin Shengjiao and the *I Ching* provide a particularly valuable framework for addressing this gap.

Weixin Shengjiao and the Philosophy of the *I Ching*

Weixin Shengjiao is a contemporary religious movement founded by Grand Master Hun Yuan in Taiwan. The organization integrates elements of Confucianism, Buddhism, Daoism, and the traditional wisdom of the *I Ching*. Its teachings emphasize moral cultivation, social harmony, gratitude, compassion, and the pursuit of wisdom through self-reflection and spiritual practice.

At the center of Weixin Shengjiao's philosophy is the belief that personal transformation serves as the foundation for social improvement. Individuals are encouraged to cultivate virtue, wisdom, and ethical awareness as a means of creating positive change within families, organizations, and society. This perspective aligns closely with contemporary discussions regarding ethical leadership and responsible entrepreneurship.

The *I Ching*, often translated as the Book of Changes, represents one of the oldest and most influential texts in Chinese civilization. For thousands of years, it has been used as a source of philosophical guidance, strategic thinking, and self-cultivation. The text presents reality as a continuous process of transformation governed by principles of balance, harmony, and adaptation.

Unlike deterministic approaches to decision-making, the *I Ching* encourages individuals to understand patterns of change and respond appropriately to evolving circumstances. This perspective is highly relevant to entrepreneurship because entrepreneurs constantly encounter uncertainty, complexity, and rapid environmental changes.

One of the most significant teachings of the *I Ching* is that change is inevitable. Success and failure, growth and decline, opportunity and challenge are all interconnected aspects of an ongoing process of transformation. Entrepreneurs who understand this principle are better equipped to adapt to changing market conditions and organizational challenges.

Grand Master Hun Yuan frequently emphasizes the importance of gratitude and self-reflection. According to his teachings, external challenges often serve as opportunities for personal growth and spiritual development. Rather than viewing adversity as purely negative, individuals are encouraged to learn from difficulties and use them as catalysts for improvement.

This perspective is particularly valuable for entrepreneurs, who often experience financial uncertainty, market competition, organizational conflict, and personal stress. By approaching challenges with patience, humility, and resilience, entrepreneurs can maintain stability and make more thoughtful decisions.

Another important principle within Weixin Shengjiao is harmony. Harmony does not imply the absence of conflict but rather the ability to balance competing interests and perspectives. Within organizations, harmony supports effective communication, teamwork, and collaborative problem-solving. Leaders who cultivate harmony are often more successful in building trust and maintaining organizational cohesion.

The *I Ching* also emphasizes responsibility. Individuals are encouraged to consider the broader consequences of their actions and to act in ways that contribute positively to society. This ethical orientation aligns closely with contemporary concepts such as corporate social responsibility, stakeholder management, and sustainable development.

Consequently, the teachings of Weixin Shengjiao provide more than spiritual guidance. They offer practical principles that can support entrepreneurial leadership, organizational governance, and long-term business sustainability. By integrating these principles with entrepreneurship theory, a more comprehensive understanding of entrepreneurial success becomes possible.

Research Methodology

This study adopts a qualitative research design utilizing narrative inquiry and literature analysis. Qualitative methods are particularly appropriate because the research seeks to understand the relationship between entrepreneurial experience, spiritual philosophy, and leadership development.

Narrative inquiry focuses on the interpretation of personal experiences and life stories. Through this approach, the researcher examines how entrepreneurial challenges, decisions, and reflections contributed to personal growth and organizational development. The entrepreneurial journey serves as a valuable source of insight into the practical application of *I Ching* philosophy within the biomedical industry.

Literature analysis complements narrative inquiry by providing theoretical foundations and contextual understanding. Relevant literature concerning entrepreneurship, leadership, biomedical industry development, and Weixin Shengjiao philosophy is examined to establish an integrated analytical framework.

Holt's Four-Stage Entrepreneurial Model serves as the primary framework for organizing the analysis. The researcher's entrepreneurial experience is interpreted through the stages of pre-startup, startup, early growth, and later growth. This approach facilitates systematic examination of how philosophical principles influenced decision-making and leadership throughout the entrepreneurial process.

The combination of narrative inquiry and literature analysis enables the study to bridge theory and practice. By integrating academic research with lived experience, the study provides a richer understanding of entrepreneurship as both a business activity and a process of personal cultivation.

Entrepreneurial Journey and *I Ching* Reflections

Pre-startup Stage: From Nursing to Entrepreneurial Vision

The entrepreneurial journey examined in this study did not begin with a business plan or an investment opportunity. Instead, it emerged from personal experiences within the healthcare environment and a growing awareness of the limitations and challenges faced by patients and healthcare providers. Prior to entering the biomedical industry, the researcher worked as a clinical nurse and developed extensive experience in patient care. This professional background provided direct exposure to healthcare systems, medical technologies, and the practical realities of clinical treatment.

A significant turning point occurred when a close family member was diagnosed with cancer. The experience profoundly influenced the researcher's understanding of life, health, and medical care. Witnessing the physical and emotional challenges associated with severe illness generated deeper reflections regarding the purpose of healthcare and the responsibilities of medical professionals. It also highlighted the importance of innovation and access to effective medical technologies.

During this period, the researcher was introduced to Weixin Shengjiao through family influences. Through participation in religious activities and exposure to the teachings of Grand Master Hun Yuan, the researcher gradually developed a broader perspective on life and leadership. Concepts such as gratitude, humility, compassion, and self-cultivation became increasingly meaningful.

The pre-startup stage therefore involved both professional preparation and personal transformation. Entrepreneurial motivation emerged not primarily from financial ambition but from a desire to contribute to healthcare improvement and patient welfare. The researcher

recognized opportunities to introduce innovative biomedical products while simultaneously serving broader social needs.

From the perspective of the *I Ching*, this stage can be understood as a period of preparation and cultivation. Just as the *I Ching* emphasizes the importance of understanding timing and conditions before taking action, the entrepreneur must accumulate knowledge, experience, relationships, and wisdom before launching a new venture. Success is not created suddenly but develops through continuous preparation and self-improvement.

Startup Stage: Risk, Uncertainty, and Faith

The startup stage represented one of the most challenging periods of the entrepreneurial journey. Establishing a biomedical company required substantial commitment, financial investment, and willingness to accept uncertainty. Unlike established organizations with abundant resources, the new venture faced numerous obstacles related to funding, market access, product selection, and organizational development.

During the initial stages of business formation, the researcher was responsible for multiple functions simultaneously, including sales, customer development, administrative management, and strategic planning. Limited resources required careful prioritization and efficient utilization of available opportunities. Every decision carried significant consequences for the future of the organization.

The biomedical sector presented additional challenges because products often required regulatory approval, clinical acceptance, and extensive professional education before widespread adoption could occur. Building credibility among healthcare professionals required persistence, technical knowledge, and trust-based relationships.

Throughout this period, the teachings of Weixin Shengjiao provided psychological stability and guidance. The philosophy of the *I Ching* emphasizes that periods of uncertainty are natural components of change and development. Rather than resisting uncertainty, individuals are encouraged to understand its role within the broader process of transformation.

The researcher frequently relied upon principles of gratitude and self-reflection when facing setbacks. Business challenges were viewed not merely as obstacles but as opportunities for learning and growth. This perspective reduced emotional stress and encouraged constructive problem-solving.

Faith also played an important role during the startup stage. While entrepreneurship requires practical action and strategic thinking, maintaining confidence during difficult periods is equally important. The teachings of Grand Master Hun Yuan reinforced the belief that perseverance, ethical conduct, and sincere effort would ultimately generate positive outcomes.

As a result, the startup stage became not only a process of business creation but also a period of personal development. The entrepreneur learned to balance determination with humility, ambition with responsibility, and confidence with continuous learning.

Early Growth Stage: Organizational Development and Leadership

As the company achieved greater market acceptance and operational stability, the entrepreneurial journey entered the early growth stage. This period was characterized by organizational expansion, increasing complexity, and evolving leadership responsibilities.

The growth of the company required recruitment of employees, development of management systems, and establishment of organizational culture. Leadership responsibilities shifted from individual performance toward team coordination and organizational governance. The entrepreneur could no longer rely solely upon personal effort but needed to develop systems capable of supporting sustainable growth.

At this stage, the principles of harmony emphasized within Weixin Shengjiao became increasingly relevant. Effective organizational leadership required balancing diverse perspectives, managing interpersonal relationships, and fostering collaboration among team members. Rather than exercising authority through control, leadership focused on building trust, communication, and shared purpose.

The researcher applied principles derived from the *I Ching* to organizational management. Adaptability, balance, and continuous learning became central elements of leadership practice. Employees were encouraged to contribute ideas, participate in decision-making processes, and develop professional capabilities.

The concept of servant leadership also influenced organizational development. Employees were viewed not simply as resources but as individuals whose growth contributed directly to organizational success. By supporting employee development and maintaining respectful relationships, the organization cultivated stronger commitment and improved performance.

The growth stage also required strategic adaptation to changing market conditions. New competitors entered the market, healthcare regulations evolved, and customer expectations increased. The *I Ching*'s emphasis on understanding change proved valuable in helping the organization remain flexible and responsive.

Through these experiences, the entrepreneur developed a deeper appreciation for the relationship between leadership and organizational culture. Sustainable growth depends not only on financial performance but also on the quality of relationships, ethical standards, and collective commitment within the organization.

Later Growth Stage: Sustainability and Social Responsibility

The later growth stage involved a transition from organizational expansion toward long-term sustainability. At this stage, the company had achieved greater stability and market recognition, allowing leadership attention to shift toward strategic development, international collaboration, and social contribution.

One of the most important lessons emphasized by the *I Ching* is that success contains the seeds of future challenges. Organizations that become complacent during periods of achievement risk decline. Consequently, the entrepreneur remained committed to continuous improvement and adaptation.

International cooperation became increasingly important as the company expanded relationships with manufacturers, distributors, and healthcare organizations in multiple countries. These partnerships created opportunities for introducing innovative medical technologies while expanding access to healthcare solutions.

The concept of social responsibility also became a central focus. Biomedical entrepreneurship differs from many commercial activities because its products directly influence patient outcomes and quality of life. Therefore, organizational success should be measured not only by financial performance but also by contributions to healthcare improvement and social well-being.

The teachings of Grand Master Hun Yuan emphasize compassion and service to humanity. These values encouraged the entrepreneur to view business activities as opportunities to create positive social impact. Providing healthcare professionals with effective medical products and supporting improved patient outcomes became important organizational objectives.

Sustainability also required attention to ethical governance, stakeholder relationships, and long-term strategic planning. Decisions were evaluated not only according to short-term financial considerations but also according to their broader consequences for employees, customers, healthcare providers, and society.

The later growth stage therefore represents the integration of entrepreneurial success with social responsibility. Through the guidance of *I Ching* philosophy and Weixin Shengjiao teachings, entrepreneurship becomes a vehicle for both organizational achievement and societal contribution.

Leadership Insights From the *I Ching*

Several leadership principles emerge from the integration of entrepreneurship theory and *I Ching* philosophy.

First, adaptability is essential for long-term success. Change is inevitable, and leaders must continuously adjust strategies in response to evolving circumstances.

Second, self-cultivation forms the foundation of leadership effectiveness. Leaders who develop self-awareness, emotional stability, and ethical judgment are better equipped to guide organizations through uncertainty.

Third, balance is critical. Effective leadership requires balancing innovation with caution, growth with sustainability, and profitability with social responsibility.

Fourth, compassion enhances organizational performance by strengthening relationships and fostering trust.

Finally, purpose provides resilience. Entrepreneurs who view their work as meaningful service are often more capable of overcoming adversity and maintaining long-term commitment.

Conclusion

This study explored the relationship between Weixin Shengjiao's *I Ching* philosophy and the entrepreneurial process within Taiwan's biomedical industry. Through narrative inquiry and literature analysis, the findings demonstrate that entrepreneurship involves not only opportunity recognition and resource management but also personal transformation, ethical development, and social responsibility.

The teachings of Grand Master Hun Yuan provide practical guidance for entrepreneurial leadership through principles such as gratitude, self-reflection, adaptability, harmony, and compassion. These values contribute to effective decision-making, organizational sustainability, and responsible business conduct.

The study further demonstrates that entrepreneurship can be understood as both an economic activity and a process of personal cultivation. By integrating Eastern philosophical wisdom with contemporary entrepreneurship theory, a more comprehensive understanding of entrepreneurial leadership becomes possible.

Ultimately, the biomedical industry presents opportunities not only for technological innovation and economic growth but also for meaningful contributions to human well-being. Through the application of *I Ching* philosophy, entrepreneurs can pursue success while remaining committed to ethical responsibility, social contribution, and continuous self-improvement.

Acknowledgements

The author would like to express sincere gratitude to Grand Master Hun Yuan for his spiritual teachings and guidance. Special thanks are extended to Professor Li-Yueh Chen for his academic supervision and encouragement throughout this research. Appreciation is also expressed to family members, colleagues, and classmates whose support contributed significantly to the completion of this study.

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