

Propositions for the Doctoral Thesis

The Value of Happiness in Entrepreneurship

By Fan Jia

1. Individuals who possess a higher level of positive affective state have a greater likelihood to successfully engage in entrepreneurial activity beyond the nascent phase, and the effect is greater when the individual resides in a population with a higher level of positive affect (Chapter 2).
2. The level of population happiness (including average level and equality) is positively related to the level of vertical-scaling entrepreneurship engagement within that population, but negatively related to the level of horizontal-scaling entrepreneurship engagement within that population (Chapter 3).
3. The level of positive affective state is positively related to the likelihood of the entrepreneur being motivated by intrinsic orientation relative to extrinsic orientation, and the likelihood of entrepreneurial persistence (Chapter 4).
4. The effect of positive affective state on the likelihood of entrepreneurial persistence is stronger when the venture is within a more uncertain, as opposed to a less uncertain, industry environment (Chapter 4).
5. The level of positive affect, positive evaluation, and positive functioning is differentially related to the extent to which an individual employs effectuation principle (Chapter 5).
6. Healthy food choices are happy food choices (Wahl et al., 2017, *Scientific reports*).
7. Emotional facial expressions accelerate attentional engagement and prolong attentional disengagement due to their emotional significance (Sawada, & Sato, 2015, *Scientific reports*).
8. Feeling and longing are the motive forces behind all human endeavor and human creations (Albert Einstein, Religion and Science).
9. There will be contagion of mood among group members (Barsade, 2002).
10. People underweight outcomes that are merely probable in comparison with outcomes that are obtained with certainty (Kahneman, D., & Tversky, A. 2013).
11. The history of happiness can be thought of as a history of associations. In wishing for happiness we wish to be associated with happiness, which means to be associated with its associations. The very promise that happiness is what you get for having the right associations might be how we are directed toward certain things (The Promise of Happiness: Ahmed, 2010: 2).