

The Impact of Entrepreneurial Lifestyle on Business Success: A Systematic Literature Review

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Abstract

This study presents a systematic review and bibliometric analysis of the literature exploring the relationship between entrepreneurial lifestyle and business success. Using data collected from Scopus via Harzing's Publish or Perish and analysed with VOSviewer, this research identifies key elements of the entrepreneurial lifestyle that significantly impact business growth and entrepreneurs' satisfaction. These elements include time management, work-life balance, mental health, and technology adoption. The findings show that effective stress management and technology adoption play critical roles in supporting innovation, business sustainability, and preventing burnout that can hinder productivity. The bibliometric analysis also reveals that the related research is still concentrated in certain sectors, such as tourism, with significant geographical limitations. Therefore, this study suggests further exploration across various industry sectors and broader geographical contexts to gain a more comprehensive understanding. The main contribution of this research is to provide practical guidance for entrepreneurs to optimize their lifestyles and to offer insights into existing research trends and patterns through bibliometric analysis.

Keywords: *Lifestyle Entrepreneurship, Entrepreneurial Success, Innovation, Systematic Literature Review.*

Introduction

Entrepreneurial lifestyle has become an increasingly important topic in entrepreneurship literature, particularly in business success. Since the early 2000s, various studies have explored aspects of lifestyle related to entrepreneurship, such as time management, work-life balance, technological adaptation, and stress management (Anderson & Miller, 2017; Carter & White, 2020). These studies have shown that these lifestyle elements contribute to business success and impact entrepreneurs' personal well-being (Jackson et al., 2019; Roberts et al., 2020).

This study identifies and evaluates the lifestyle elements contributing to entrepreneurial success. Additionally, it explores how lifestyle aspects such as stress management and technological adaptation influence business growth and personal satisfaction among entrepreneurs. As a systematic literature review, this research will provide a broader and deeper understanding of how the entrepreneurial lifestyle impacts various indicators of business success, which have often been fragmented in existing literature (Jackson et al., 2019; Anderson & Miller, 2017; Carter & White, 2020).

Previous research, such as that conducted by Brown et al. (2017) and Thompson and Green (2018), has highlighted the importance of work-life balance and technological adaptation in driving entrepreneurial success. Further studies by Roberts et al. (2020) have shown that effective stress management can enhance productivity and creativity, contributing to business success. However, the existing literature is often limited to specific geographical or industrial contexts, as identified by Jackson et al. (2019). Miller et al. (2020) also added that a balanced entrepreneurial lifestyle positively contributes to personal satisfaction, which indirectly supports business growth. Therefore, this study offers a holistic approach by integrating various elements of the entrepreneurial lifestyle that affect business success. Doing so is expected to fill gaps in the

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literature and provide significant contributions to understanding the entrepreneurial lifestyle and its impact on long-term business success.

The findings of this research will provide significant practical benefits, particularly for entrepreneurs and policymakers. Entrepreneurs can use these findings to manage their lifestyles more effectively to achieve business success and personal satisfaction. For policymakers, this study will offer valuable insights for designing programs or policies that support the well-being of entrepreneurs, which can ultimately enhance economic growth and business innovation.

The novelty of this research lies in its holistic approach to integrating various elements of the entrepreneurial lifestyle that influence business success. Unlike previous studies that tend to focus on one specific aspect, this research examines the relationship between lifestyle and entrepreneurial success simultaneously and comprehensively. Additionally, this study will offer new insights by exploring the dynamics of lifestyle changes due to technological and social developments, which have not been extensively studied in previous literature (Carter & White, 2020; Veleva, 2021). As such, this research fills gaps in the existing literature and offers a new, more holistic, and relevant perspective on entrepreneurship in the digital era.

Existing literature remains limited in its geographical and sectoral coverage (Anderson & Miller, 2017), lacks comprehensive integration of lifestyle elements (Jackson et al., 2019), and gives little attention to the dynamic changes in lifestyle brought about by technological and social developments (Carter & White, 2020). This study seeks to address these gaps by providing a more integrative and comprehensive review. Through this approach, the research aims to offer a more holistic understanding of how various aspects of the entrepreneurial lifestyle interact and influence business success and to respond to the challenges and opportunities arising from the continuously evolving technological and social landscape. In doing so, this study contributes to the development of more inclusive and relevant entrepreneurship literature while providing practical insights for entrepreneurs and policymakers in designing effective strategies to achieve long-term success.

Literature Review

Entrepreneurial Lifestyle

Over the past few decades, the entrepreneurial lifestyle, or lifestyle entrepreneurship, has received a lot of attention in the entrepreneurship literature. The main reason for this emphasis is that entrepreneurs are becoming less interested in just making money and more focused on finding a work-life balance, satisfying their personal goals, and aligning their business practices with their basic beliefs, mainly concentrating only on aggressive economic expansion, lifestyle entrepreneurs often prioritize aspects of life that they enjoy, such as freedom, flexibility, and quality of life (Eikhof, 2006; Bredvold, 2016; Cunha, 2020; Wallis, 2020). In this setting, it becomes more and more important to understand the mechanics of company success across different sectors by looking at the motivations and actions of entrepreneurs.

According to research, rather than only looking for financial gain, lifestyle entrepreneurs frequently work on ventures that enable them to preserve a way of life they enjoy. For instance, business owners in the tourist and sports sectors frequently launch profitable endeavours that allow them to continue engaging in their favourite pastimes, like surfing or vacationing during certain seasons (Marchant, 2011; Wallis, 2020; Griggio, 2021). This suggests that, in contrast to typical entrepreneurs, their company decisions are significantly shaped by their personal preferences and life values.

Furthermore, academics and business professionals who want to encourage or enable balanced business growth should comprehend the driving forces behind the actions of lifestyle entrepreneurs. Research on lifestyle entrepreneurship shows that these business owners frequently struggle to balance their personal and work lives. Developing more effective policies or actions to assist the sustainability of their enterprises can be made easier with a deeper understanding of these aspects (Sun, 2017; Dias, 2021; Poliakov, 2021).

Self in the Lifestyle of Entrepreneurial

The reasons and motivations behind lifestyle entrepreneurship are frequently very different from those of traditional entrepreneurs, who are primarily concerned with expanding their businesses and making money. The desire to preserve a lifestyle they value, such as time independence and flexibility in choosing a work location, as well as to strike a balance between personal and professional life, are typically the driving forces behind lifestyle entrepreneurs (Bredvold, 2016; Sun, 2017; Dias, 2021; Wallis, 2020). In this instance, their driving force is frequently greater personal fulfilment than just monetary gain, and they are more likely to place a higher value on life pleasure than corporate growth.

Personal preferences and life values have a major role in the business decisions made by lifestyle entrepreneurs in the tourist and creative industries. For instance, in the tourist industry, a lot of lifestyle entrepreneurs decide to start companies that allow them to pursue their passions—like surfing or winter travel—while simultaneously making a profit (Marchant, 2011; Carson, 2018; Sun, 2020). This suggests that their desire to successfully balance their personal and professional lives frequently influences their business decisions in addition to economic ones. Frequently, people would rather keep their firm modest and manageable than give up their lifestyle to expand their business (Eimermann, 2018; Poliakov, 2021).

Furthermore, a lifestyle entrepreneur's identity is frequently derived from their wish to eschew the rigours and expectations of a cutthroat commercial world. Instead of only focusing on making money, these entrepreneurs want rather run companies that provide them complete control over their time and energy, as well as the ability to prioritize their own well-being (Simpson, 2005; Klapper, 2018). Their definition of success is influenced by their identity; to them, success entails more than just revenue growth or business expansion; rather, it involves living a life that aligns with their core beliefs and objectives (Griggio, 2021; de Sousa, 2023).

Innovation and Sustainability in Lifestyle Entrepreneurship

Although lifestyle entrepreneurs are often motivated by personal goals such as freedom and work-life balance, innovation and sustainability remain important components in their business success. Research shows that these entrepreneurs tend to promote sustainable business practices, especially in rural areas where local resources and traditional wisdom form a strong foundation for innovation. They leverage local knowledge to create unique products and services and support environmental and social sustainability in their communities (Veleva, 2021; Dias, 2021; Klapper, 2018).

Moreover, lifestyle entrepreneurs often use innovative approaches in developing their businesses, combining modern technology with traditional practices. This is particularly evident in industries such as tourism and handicrafts, where they can create added value through authentic and sustainable products. For example, some lifestyle entrepreneurs in the tourism sector have successfully integrated digital technology with community-based tourism experiences, which not only enhances tourism appeal but also empowers local communities (Mendoza, 2020; Cunha, 2020). Thus, innovation becomes a crucial tool for them to compete in an increasingly global market while staying true to sustainability values.

The innovations carried out by lifestyle entrepreneurs are not limited to product development but also include business models that support long-term sustainability. The emphasis on sustainability in their businesses is often closely related to a desire to preserve local culture and environment and create a positive impact on their communities. By efficiently utilizing local resources and avoiding excessive exploitation, they succeed in creating businesses that are not only profitable but also contribute to environmental preservation and social welfare around them (Griggio, 2021; de Sousa, 2023; Markantoni, 2014). This is what makes lifestyle entrepreneurs stand out in the modern entrepreneurial landscape, where sustainability is becoming increasingly important.

Research Methods

This study employs a systematic literature review (SLR) approach and qualitative methods to analyse the relationship between entrepreneurial lifestyle and business success. The SLR method was chosen for its ability to provide a comprehensive and systematic review of relevant literature, allowing for identifying patterns, gaps, and key findings in this field (Tranfield et al., 2003; Kitchenham et al., 2009).

The SLR process began with the identification of literature through a search of leading academic databases, specifically Scopus, using keywords such as "lifestyle entrepreneur," "lifestyle entrepreneurship," "entrepreneurial lifestyle," and "lifestyle entrepreneurship success." These keywords were selected to ensure broad coverage within the literature, encompassing various industrial sectors and geographical contexts (Petticrew & Roberts, 2006). Additionally, the search was supplemented by using Harzing's Publish or Perish software to broaden the scope and ensure that relevant articles from a wide range of top academic journals were included in the analysis and analysed with VOSviewer.

Following the search, the next step was to screen articles based on their relevance to the topic, geographical scope, and contextual focus. This screening was conducted by reviewing the titles and abstracts to eliminate articles that did not meet the inclusion criteria or were duplicates (Booth et al., 2016). Articles that passed the initial screening were then further evaluated through full-text reading to ensure high quality and relevance. The inclusion criteria focused on articles discussing key lifestyle elements relevant to entrepreneurial success, such as time management, work-life balance, technological adaptation, and stress management (Simpson, 2005; Carson, 2018; Sun, 2020).

In this process, 144 relevant articles were identified, and after thorough selection, 121 Scopus-indexed articles were chosen for thematic analysis. Thematic analysis was selected for its capability to identify, analyze, and report patterns (themes) emerging from the data (Braun & Clarke, 2006). In the context of this study, thematic analysis enabled the researchers to categorize various elements of the entrepreneurial lifestyle and examine how these elements contribute to business success. The main findings were then presented in a comprehensive narrative form, supported by tables and diagrams that visually represent the results of the analysis in greater detail.

By systematically analyzing the selected literature, this study aims to provide deep insights into how the entrepreneurial lifestyle influences business success. Additionally, the findings from this SLR are expected to offer practical guidance for entrepreneurs in managing their lifestyles to achieve long-term goals, as well as provide relevant practical implications for business practitioners (Veleva, 2021; Dias, 2021).

Discussion

Table 1: Top 10 Journals by Number of Publications

Journal Name	Number of Publications
<i>Tourism Management</i>	2
<i>Journal of Hospitality and Tourism Management</i>	1
<i>Tourism Planning and Development</i>	1
<i>Scandinavian Journal of Hospitality and Tourism</i>	1
<i>International Journal of Hospitality Management</i>	1
<i>Tourism Management Perspectives</i>	1
<i>Journal of Cleaner Production</i>	1
<i>Current Issues in Tourism</i>	1
<i>Journal of Rural Studies</i>	1
<i>Creativity and Innovation Management</i>	1

Table 1 shows that Tourism Management is the most active journal in publishing research related to lifestyle entrepreneurship, particularly in the context of tourism, with a total of two publications. This journal appears to be the main platform for research in this field. Additionally, several other journals, such as Journal of Hospitality and Tourism Management, Scandinavian Journal of Hospitality and Tourism, and Journal of Rural Studies, each contribute one publication. This indicates a fairly wide distribution of research publications on lifestyle entrepreneurship, covering various journals with a focus on tourism, hospitality, and rural studies. The diversity of journals reflects the broad academic interest in this topic, although publications are still more concentrated in certain sectors such as tourism.

The following table presents the results of articles published in Scopus-indexed journals with the top 10 most-cited articles from 2005 to 2024, as shown in Table 2 below:

Table 2: Most Cited Articles

Author	Title	Year	Journal	Number of Citations
D.R. Eikhof	<i>Lifestyle Meets Market: Bohemian Entrepreneurs in Creative Industries</i>	2006	Creativity and Innovation Management	202
R. Bredvold	<i>Lifestyle entrepreneurs and their identity construction: A study of the tourism industry</i>	2016	Tourism Management	113
C. Cunha	<i>Entrepreneurs in rural tourism: Do lifestyle motivations contribute to management practices that enhance sustainable entrepreneurial ecosystems?</i>	2020	Journal of Hospitality and Tourism Management	96
B. Marchant	<i>Understanding lifestyle entrepreneurs and digging beneath the issue of profits: Profiling surf tourism lifestyle entrepreneurs in Ireland</i>	2011	Tourism Planning and Development	81
D.A. Carson	<i>International winter tourism entrepreneurs in northern Sweden: understanding migration, lifestyle, and business motivations</i>	2018	Scandinavian Journal of Hospitality and Tourism	62
X. Sun	<i>How do lifestyle hospitality and tourism entrepreneurs manage their work-life balance?</i>	2020	International Journal of Hospitality Management	44
X. Sun	<i>Lifestyle tourism entrepreneurs' mobility motivations: A case study on Dali and Lijiang, China</i>	2017	Tourism Management Perspectives	39
V. Veleva	<i>The role of entrepreneurs in advancing sustainable lifestyles: Challenges, impacts, and future opportunities</i>	2021	Journal of Cleaner Production	32
Á. Dias	<i>Transforming local knowledge into lifestyle entrepreneur's innovativeness: exploring the linear and quadratic relationships</i>	2021	Current Issues in Tourism	31
M. Eimermann	<i>International lifestyle migrant entrepreneurs in two New Immigration Destinations: Understanding their evolving mix of embeddedness</i>	2018	Journal of Rural Studies	27

Table 2 identifies the most-cited articles that show significant impact in the literature related to lifestyle entrepreneurship. D.R. Eikhof's article titled "Lifestyle Meets Market: Bohemian Entrepreneurs in Creative

Industries," published in 2006 in *Creativity and Innovation Management*, ranks at the top with 202 citations. This high number of citations indicates that Eikhof's research is an important reference and is frequently used in studies on creative entrepreneurs who combine lifestyle with market demands.

Additionally, R. Bredvold's article, which explores the identity construction of lifestyle entrepreneurs in the tourism industry, also has a significant influence with 113 citations, followed by C. Cunha's research focusing on the motivations of entrepreneurs in rural tourism with 96 citations. These two articles were published in *Tourism Management and Journal of Hospitality and Tourism Management*, highlighting their broad recognition in understanding lifestyle entrepreneurship in the tourism sector.

Other notable studies, such as B. Marchant's work on surf tourism entrepreneurs and D.A. Carson's research on winter tourism entrepreneurs in Sweden, show more specific but still important impacts with 81 and 62 citations, respectively. Articles by X. Sun and V. Veleva also make meaningful contributions in examining work-life balance and the role of entrepreneurs in sustainability, although their citation counts are lower. Overall, this table shows that research on lifestyle entrepreneurship is increasingly recognized and continues to grow, with significant contributions from various studies covering creative, geographical, and managerial aspects.

The following is an analysis of the network visualization presented in Figure 1. This visualization illustrates the key concepts and their interconnections within the literature on lifestyle entrepreneurship.

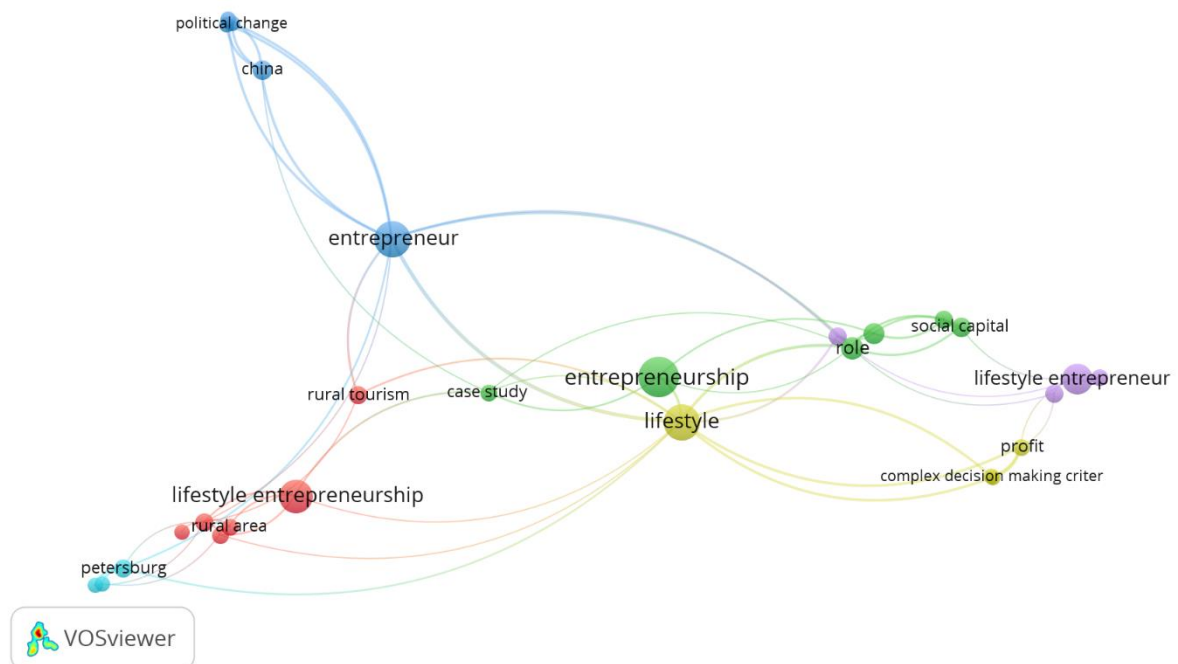


Figure 1: Network Visualization of "Entrepreneurship Lifestyle"

The network visualization presented in Figure 1, generated using VOSviewer, reveals the relationships between various key concepts related to lifestyle entrepreneurship. The visualization highlights the centrality of "Entrepreneurship" and "Lifestyle" as two pivotal concepts, indicating that much of the research in this field focuses on how lifestyle influences entrepreneurial approaches. The terms "Entrepreneur" and "Entrepreneurship" appear at the network's center, suggesting that these concepts are frequently used and interconnected with other themes. This central positioning implies that studies in this domain often adopt general entrepreneurial approaches linked to lifestyle considerations.

The visualization also uncovers key subthemes and associations. "Lifestyle Entrepreneurship" is closely associated with "Rural Tourism" and "Rural Area," indicating that much research on lifestyle entrepreneurship is concentrated on entrepreneurs in rural settings or within the context of rural tourism. The roles of "Social Capital" and "Role" are also prominent, illustrating the importance of how entrepreneurs position themselves within their communities and the role of social networks in their success. The inclusion of terms like "Complex Decision-Making Criteria" and "Profit" within this network suggests that while lifestyle is a primary focus, economic considerations and complex decision-making processes remain relevant to lifestyle entrepreneurs.

The geographical and social contexts are also emphasized in the network, with "China" and "Political Change" indicating a focus on how political shifts in China affect entrepreneurial strategies. Additionally, the connection between "Petersburg" and "Rural Area" shows that specific regions, such as St. Petersburg, are focal points in research, particularly in the context of rural entrepreneurship.

Temporal trends in the literature are also revealed, with the timeline in the visualization showing that newer research topics include "Role" and "Social Capital" (indicated by lighter colours). In contrast, earlier research focused on issues like "Political Change" and "China" (shown in blue). This shift suggests that attention to social capital and the role of entrepreneurs in society has increased in recent years. At the same time, earlier studies were more concerned with political changes and their impact on entrepreneurship in China.

The heatmap within the visualisation illustrates research intensity, with brighter areas around "Entrepreneurship" and "Lifestyle", indicating a high concentration of studies focused on these concepts. In contrast, darker areas, such as those around "Rural Tourism," suggest that these topics may be less explored or more niche.

Figure 2 provides further insight into the network of concepts related to lifestyle entrepreneurship, showing how these ideas are interconnected from 2005 to 2025. The central positioning of "Entrepreneurship" and "Lifestyle" reflects the frequent linking of these concepts in the literature. The prominence of related terms like "Entrepreneur" and "Lifestyle Entrepreneurship" further underscores the significance of these themes in the field over the depicted period.

Social and economic dimensions are also prominent in the network, with "Social Capital," "Role," and "Profit" emerging as key concepts. This illustrates that discussions of lifestyle entrepreneurship often encompass not only personal satisfaction and lifestyle balance but also economic considerations and the role of social networks. The geographical focus is evident with terms like "Rural Tourism," "Rural Area," and "Petersburg," pointing to research interest in specific local contexts, particularly in rural areas.

The temporal trends highlighted in the visualisation show a shift in research focus over time, with newer studies paying more attention to complex decision-making criteria and social capital. This evolution suggests a growing interest in the more intricate aspects of entrepreneurial decision-making and the role of social networks in business success.

Overall, the visualisations provide a clear overview of how the literature on lifestyle entrepreneurship has evolved, highlighting the dynamic interplay between social, economic, and geographical factors. The close relationship between core concepts such as "Entrepreneurship," "Lifestyle," and "Social Capital" suggests that research in this area is not limited to individual factors but also considers how entrepreneurs interact with their broader social and economic environments. The emergence of more complex decision-making criteria in recent studies points to an increasing focus on the challenges of lifestyle entrepreneurs balancing personal and professional priorities within their businesses.

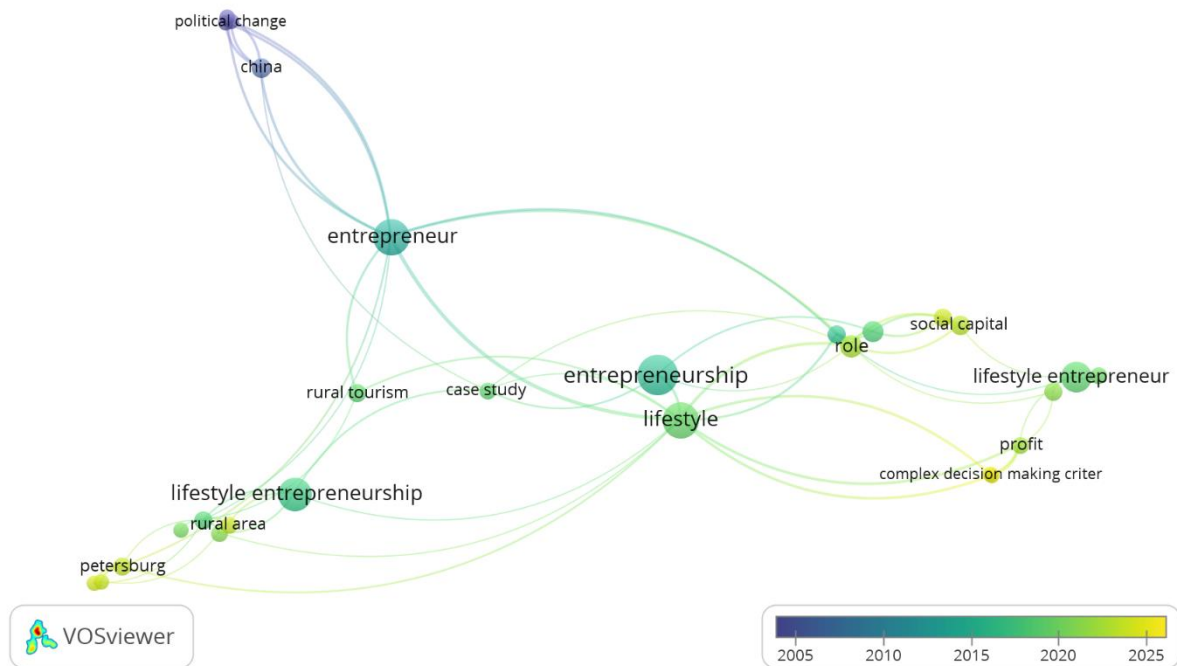


Figure 2: Network Visualization of "Entrepreneurship Lifestyle"

Figure 2 presents a network visualisation of concepts related to lifestyle entrepreneurship generated using VOSviewer software. This visualisation illustrates how various concepts in the related literature are interconnected from 2005 to 2025, with lighter colours indicating newer concepts in the research.

In this visualisation, the concepts of "entrepreneurship" and "lifestyle" occupy central positions, indicating that the literature in this field often links entrepreneurship with lifestyle aspects. This relationship is further reinforced by other terms, such as "entrepreneur" and "lifestyle entrepreneurship," which also appear as significant nodes in the network. This suggests that the topic has become a primary focus in many studies over the depicted period.

The network also highlights the importance of social and economic dimensions in discussing lifestyle entrepreneurship. Concepts such as "social capital," "role," and "profit" emerge, indicating that social networks and the role of entrepreneurs within their communities are crucial factors studied in relation to the success of lifestyle-based entrepreneurship. The presence of the term "profit" suggests that while lifestyle balance and personal satisfaction are central, economic considerations remain significant in this research.

Geographical and contextual aspects are also prominently featured. Terms like "rural tourism," "rural area," and "Petersburg" point to a focus on specific geographical contexts, particularly in rural areas and certain cities. This indicates that lifestyle entrepreneurship is often studied within unique local contexts, where factors such as geographical location and community dynamics play critical roles in business success.

The colors of the nodes and their connections in the visualization reflect the evolution of research over time. Lighter colors on terms such as "complex decision-making criteria" and "social capital" indicate that these concepts have become more prominent in recent research. This shift likely reflects a growing focus in the literature on the more complex aspects of entrepreneurial decision-making and the role of social capital in business success.

From this visualization, it is evident that research on lifestyle entrepreneurship has evolved by integrating various social, economic, and geographical factors. The strong connections between core concepts such as "entrepreneurship," "lifestyle," and "social capital" suggest that the field is not solely focused on individual aspects but also considers how entrepreneurs interact with their broader social and economic environments. The emergence of "complex decision-making criteria" in more recent studies indicates an increasing focus on the challenges lifestyle entrepreneurs face in managing their businesses.

Here is Figure 3: Density Visualization of "Entrepreneurship Lifestyle"

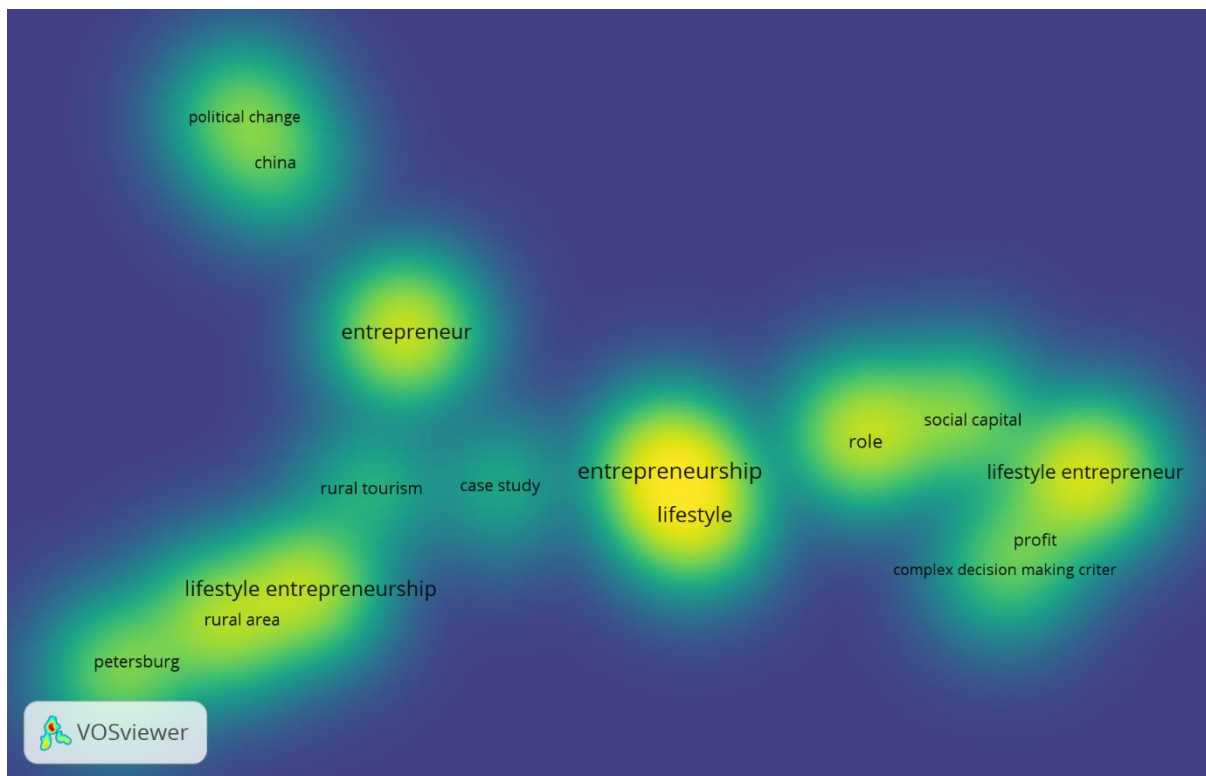


Figure 3 is a heatmap generated by VOSviewer, showing the relationships and research intensity related to lifestyle entrepreneurship. In this visualization, several key concepts emerge, including entrepreneur, entrepreneurship, lifestyle, and lifestyle entrepreneur. The concepts of entrepreneurship and lifestyle form the central focus of this network, indicating that research in this area frequently connects these two concepts. The large, bright centers in the image suggest that these terms are often used together and serve as focal points in the literature related to lifestyle entrepreneurship.

Additionally, concepts such as lifestyle entrepreneurship and lifestyle entrepreneur are also seen as important subjects, with strong connections to terms like social capital and role. This indicates that much of the research focuses on how social roles and networks interact with the lifestyles of entrepreneurs. Furthermore, concepts like rural tourism, rural area, and Petersburg show a geographical focus in this research, particularly related to rural areas and specific cities. This confirms that lifestyle entrepreneurship is often associated with local contexts and specific communities, where factors like geographical location and community dynamics play important roles.

Social and economic dimensions are also reflected in terms like profit and complex decision-making criteria. While the primary focus of this research is lifestyle, economic factors and complex decision-making processes remain critical considerations. This suggests that lifestyle-focused entrepreneurs still consider economic factors that affect the sustainability and success of their businesses.

Overall, this image illustrates that the relationship between lifestyle and entrepreneurship has become a central focus in academic studies, with much research exploring how lifestyle aspects influence entrepreneurial approaches and success. The close connection with social capital and the role of entrepreneurs in their communities underscores the importance of social networks in supporting lifestyle-based businesses. Additionally, the geographical focus, especially in rural contexts, shows that lifestyle entrepreneurship is not only about individual aspects but also about how individuals integrate and interact with their surrounding communities. Consequently, research in this area continues to evolve, particularly in examining how social, political, and economic changes influence lifestyle choices and business strategies of entrepreneurs.

Conclusion

This study reveals that the entrepreneurial lifestyle remains a relatively limited topic within the entrepreneurship literature, particularly outside the tourism sector. Although this topic holds great potential for explaining the relationship between lifestyle and entrepreneurial success, current research is still concentrated in specific sectors and has yet to broadly encompass various other industries. The visual analysis of the concept network indicates that while there are significant links between entrepreneurship, lifestyle, and social capital, studies in this field require further development, particularly in broader industrial and geographical contexts.

Implications

Further exploration of the entrepreneurial lifestyle in various industry sectors is needed to expand the understanding of how lifestyle plays a role in business success. Research should also be extended to more diverse geographical and cultural contexts to include areas that are currently underrepresented in the literature. Developing more rigorous and comprehensive methodologies that integrate multidisciplinary approaches will significantly enrich the literature and practices in entrepreneurship. This will provide a stronger foundation for policies and programs that support entrepreneurs in various industrial and cultural contexts.

Recommendations

Future research is recommended to expand the scope of industries and geographical areas studied within the context of entrepreneurial lifestyle. By broadening this scope, a deeper understanding can be gained of how various lifestyle factors influence entrepreneurial success in currently underrepresented industries. Additionally, integrating multidisciplinary approaches, such as the combination of psychology, sociology, and economics, would be highly beneficial in achieving a more holistic understanding of the role of lifestyle in entrepreneurship. This approach would not only enrich the existing literature but also provide a stronger foundation for the development of policies and programs that support entrepreneurs in creating an optimal work-life balance, thereby enhancing business success.

Furthermore, the findings of this research can be utilized by governments and entrepreneurial support organizations to design more effective interventions that promote the well-being of entrepreneurs across different sectors. Recognising the importance of balancing personal and professional life, appropriate policies can assist entrepreneurs in achieving sustainable success. Additionally, there is a pressing need for longitudinal studies that track changes in entrepreneurial lifestyles and their impact on business success over time. Such research would offer deeper insights into the dynamics of entrepreneurial lifestyles as they evolve with technological and social changes, and help in formulating more adaptive and humane strategies for entrepreneurs.

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