

Business or Enjoyment: Study of Affected Dimensions on Lifestyle Entrepreneurship

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Abstract : Lifestyle entrepreneurship allows the business owner to create a business activity that aligns with their values, interests, and motivations. Examining the views and experiences of lifestyle entrepreneurs has an essential impact on the growth of the entrepreneurial economy and the concept of entrepreneurship. The primary purpose of this research is to discover the main and secondary influencing aspects of lifestyle entrepreneurship. This research is qualitative and tries to develop research in this field by presenting a framework from the literature. This study can provide a clear picture of lifestyle entrepreneurship. The results showed that lifestyle entrepreneurship is influenced by four main aspects.

Keywords : entrepreneurship, entrepreneurs, innovation, lifestyle entrepreneurship, small businesses development

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