

Call for Papers for a Special Issue

Lifestyle Entrepreneurship: Turning what you Love into a Business

Submission Deadline: 15 January 2026

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BACKGROUND, AIMS AND SCOPE OF THE SPECIAL ISSUE

The entrepreneurship literature expanded rapidly over the last few decades and continues to receive attention in leading entrepreneurship, strategic management, and management journals. Most of this literature conceptualizes entrepreneurship as venture creation activities with a primary motivation to accumulate wealth (Eckhardt and Shane, 2003; Eddleston and Powell, 2008; Ireland et al., 2003; Nason and Wiklund, 2018) or to create social value (Bacq and Alt, 2018; Bacq and Eddleston, 2018; Cruz et al., 2019; Peredo and McLean, 2006). However, other non-economic motives drive a significant amount of venture creation activity (Carsrud and Brännback, 2011; Hoskisson et al., 2017; Welter et al., 2016); examples include entrepreneurs choosing to start ventures to create and capture benefits they derive from engaging in activities they find rewarding and/or from living a certain lifestyle or in a specific location. The drive to find individual fulfillment through entrepreneurship is increasingly salient in the wake of phenomena such as COVID-19 and the global financial crisis. Because of these events, ones that created significant turbulence in economic environments across the world, many individuals are reevaluating their priorities and considering alternate career paths (De Massis and Rondi, 2020; Foss, 2020). Thus, research about artisan, craft, creative, fitness, and hobbyist entrepreneurs (Bouette and Magee, 2015; Ganzin et al., forthcoming; Jones et al., 2017; Pret and Cogan, 2019; Sun and Xu, 2020; Welter et al., 2016), is gaining traction among scholars increasing the relevance of research examining entrepreneurship in these settings. We use lifestyle entrepreneurship as an umbrella term for these forms of entrepreneurship; we define lifestyle entrepreneurship as “the creation of new ventures to engage in activities that the entrepreneurs find rewarding and/or to allow them to live in desired locations” (Ivanycheva, Schulze, Lundmark and Chirico, 2024: 2257). Lifestyle ventures range from those based on creative expression by engaging with the arts and crafts, to the delivery of

services, such as sport and recreation, and to those relying on the attractiveness of a certain location, such as hospitality and tourism. It involves turning one's love, passion, or dream into a business that enhances life's meaning (Demetry, 2017).¹

Practitioner and academic interest in new ventures formed by those seeking fulfilment through entrepreneurship increased dramatically over the past decade (Solomon and Mathias, 2020; Wang et al., 2019). Lifestyle entrepreneurship encompasses large and important marketplaces. For example, there is an expectation that the revenue generated in the global craft marketplace alone will exceed \$1 trillion in 2024. Just a few years earlier, in 2021, the online platform Etsy.com reported sales of \$11 billion. Roughly 4.5 million vendors selling products to 90 million customers was the source of Etsy.com's revenue. Importantly, Etsy was the sole source of income for about 30%, or 1.4 million, vendors. Statistics about the scale, scope, and value of the lifestyle entrepreneurship marketplace are even more dramatic when including expression-driven lifestyle entrepreneurship product categories like beer brewing (Kadile and Biraglia, 2020), craft food and fashion (Kroezen et al., 2021), activity-driven lifestyle entrepreneurship such as guide services (Carson et al., 2018) and agriculture (Hansson et al., 2013), and location-driven lifestyle entrepreneurship services such as lodging (Shen et al., 2018) and nature tours (Getz and Carlsen, 2000). Lifestyle entrepreneurship also encompasses a vast set of entrepreneurial endeavors associated with well-being, which concerns the relationship between engaging with the entrepreneurial process and entrepreneurs' physical and psychological health as well as their senses of happiness, satisfaction, and fulfilment (Loarne-Lemaire et al., 2020; Wiklund et al., 2019). It follows that lifestyle entrepreneurship is not only ubiquitous but also encompasses activities that materially enrich and vitalize everyday life in people and communities worldwide.

This important sector of our economy, with forms of entrepreneurship that are ubiquitous, familiar, and play a vital role in our communities, is attracting increasing research interest in leading management and entrepreneurship journals (Ivanycheva et al., 2024). Yet, the existing literature on lifestyle entrepreneurship is scattered across research areas such as sports, the arts, crafts, and tourism. This research fragmentation is a reason for scholars to develop a conceptual attractor (Steyaert, 2007) around lifestyle entrepreneurship as well as a coherent framework. Jointly, the conceptual attractor and framework can facilitate efforts to enhance the lifestyle entrepreneurship literature in a way that is informed by and informs the management and entrepreneurship literatures (Thomas et al., 2011). We invite scholars across the globe to pursue this type of work.

In sum, this special issue seeks contributions from scholars that connect lifestyle entrepreneurship research with the entrepreneurship, strategic management, and management literatures. Research of this nature can advance our understanding of entrepreneurship and management theories in general and the lifestyle entrepreneurship phenomenon specifically. To this end, we encourage authors to use the extant lifestyle entrepreneurship work (e.g., Browder et al, 2019;

¹ Lifestyle entrepreneurship differs from social entrepreneurship, whose purpose and founder motivations center on creating social value (Bacq and Alt, 2018; Bacq and Eddleston, 2018), and from wealth-driven entrepreneurship, whose principal purpose and motivations center on creating wealth for the founder and others (Ireland et al., 2003; Nason and Wiklund, 2018). Lifestyle entrepreneurship also differs from income-driven entrepreneurship, through which founders establish or acquire small firms to gain autonomy but are motivated primarily by a desire to earn a living based on the income the venture generates (Florin et al., 2003; Wiklund and Shepherd, 2003a,b). Lifestyle entrepreneurs prioritize the creation and concomitant consumption of amenities that their ventures generate – the pleasure they derive from doing what they love. Lifestyle ventures are thus distinctive because they are ends in themselves whereas wealth-driven, income-driven, and social ventures are means to ends such as wealth, income, or social value creation.

Kim et al., 2015; Kroezen et al., 2021; Kuhn and Galloway, 2015; Ocejo, 2017; Pacheco and Dean, 2015; Shepherd et al., 2019; Solomon and Mathias, 2020; Suddaby et al., 2023) as a foundation for determining how it can illuminate the unique entrepreneurial challenges and opportunities that lifestyle entrepreneurs confront across their venture's lifecycle. We believe that by examining lifestyle entrepreneurship, scholars will be able to enhance the breadth and depth of our current conceptualizations of this phenomenon's underlying drivers, processes, and outcomes; by doing this, scholars' work will also provide a fertile ground for theorizing (Lundmark et al., 2019).

Given the special issue's scope, we seek papers focusing on the following research questions (this list is suggestive rather than exhaustive):

1. **Integrating lifestyle entrepreneurship into extant entrepreneurship research.** How do lifestyle entrepreneurs challenge our traditional understanding of entrepreneurship? How can we capture and measure, directly or by proxy, the rate of lifestyle entrepreneurship? What is common and what is distinctive across differing types of lifestyle entrepreneurs? How does studying lifestyle entrepreneurship inform existing research on important concepts in entrepreneurship, such as well-being (Wiklund et al., 2019), entrepreneurial passion (Cardon et al., 2005), authenticity and identity (Ganzin et al., forthcoming), bricolage (Baker and Nelson, 2005) and effectuation (Perry et al., 2012), or specific products and activities such as artisan, crafts, sports, and tourism (Browder et al, 2019; Kroezen et al., 2021; Pacheco and Dean, 2015; Shepherd et al., 2019)?
2. **The emergence, evolution, and growth of lifestyle ventures.** What is the startup process for lifestyle entrepreneurs? Do they maintain their love, passion, and dream for their core activity, preserve their lifestyles, or do their priorities and identities shift over time? How do newly emerging firms that are born out of lifestyle aspirations differ from those born from other financial and/or nonfinancial goals (Bacq and Alt, 2018; Cruz et al., 2019)? How do lifestyle entrepreneurs manage multiple or conflicting goals (Hoskisson et al., 2017), and what are the potential performance implications and likelihood of their survival across time (Lundmark et al., 2020)? How does commitment to lifestyle principles affect decision-making, finance, and ownership (Eddleston et al., 2013; Musaji, Schulze and De Castro, 2020; Schulze and Zellweger, 2021)?
3. **Lifestyle, tradition, and innovation.** How can lifestyle-based firms leverage tradition and innovation simultaneously? How do lifestyle-based firms reconcile their traditional values with contemporary and forward-looking attitudes towards their lifestyle and the need to innovate (Carson et al., 2011; Ivanycheva et al., 2024)?
4. **The strategies of lifestyle entrepreneurship.** What types of strategies are lifestyle-based firms more likely to pursue and why (Paige and Littrell, 2002)? How do these strategies differ when lifestyle-based firms are in duress situations (e.g., financial distress)? Do they have unique approaches toward managing strategic problems related to market positioning, growth, and succession (Solomon and Mathias, 2020; Wiklund and Shepherd, 2003a, b)? If so, what are those approaches?
5. **Gender differences among lifestyle entrepreneurs.** How does gender shape lifestyle entrepreneurship, such as motivations to start a lifestyle business, how the business is managed, goals related to the business, and intentions to continue practicing

entrepreneurship (Eddleston and Powell, 2008; Marshall, Dibrell and Eddleston, 2019; Peake and Eddleston, 2021; Shah and Tripsas, 2007)? What role do social capital and emotional support play in helping women and men launch lifestyle businesses, gain satisfaction from business ownership, and succeed (Powell and Eddleston, 2013; Neumeier, Santos, Caetano, and Kalbfleisch, 2019)? How does lifestyle entrepreneurship contribute to the quality of life and work-life balance of female compared to male entrepreneurs (Eddleston and Powell, 2012)?

6. **Inherent tensions in lifestyle-based family firms.** What role do families play in efforts to maintain and possibly reinvigorate lifestyle goals? In what ways do lifestyle-based family-owned firms navigate the intricate institutional landscape resulting from the inherent tensions among lifestyle, family, business, and market logics? How do lifestyle-based family firms mitigate and/or capitalize on these tensions (Cruz et al., 2012)? How do lifestyle-based family firms balance and manage the related trade-offs about the preservation of their non-financial endowment and the pursuit of prospective financial wealth (Gomez-Mejia et al., 2022)?
7. **The environment and context of lifestyle entrepreneurship.** What is the role of external enablers – denoting nontrivial changes to the business environment such as new technological, regulatory, demographic, socio-cultural and natural environments (Kimjeon and Davidsson, 2022) – in the emergence of lifestyle entrepreneurship? How do new market categories of lifestyle-based products (e.g., niche perfumes) and services (e.g., shark diving) emerge and how does such emergence differ from the emergence of other market categories (Krzeminska et al., 2021)?
8. **The role of technologies in lifestyle entrepreneurial ventures.** What roles do technologies, such as internet-based market platforms and artificial intelligence, play in the emergence of new lifestyle-based categories (Townsend et al., 2023)? How do external factors such as industry dynamics, environmental conditions, and external shocks affect decisions made in lifestyle-based technology firms?
9. **Macro-level perspectives on lifestyle entrepreneurship.** Moving beyond individual decision makers, how do collective passion-driven movements and communities of practice – such as these in yoga, rock climbing, rodeo kayaking, and motorsports – emerge and develop to turn their “hobby” into a business (e.g., Munir et al., 2021)? How do they interact with and contribute to broader entrepreneurial ecosystems? For example, how do innovations emerge and spread in ecosystems characterized by a mix of lifestyle entrepreneurs, lead users, and commercially oriented producers (Hienerth et al., 2014) and what are the implications of conflicting institutional logics (Ertimur and Coskuner-Balli, 2015)? Contributions in this vein could include studies of the emergence of new industries, institutions, and geographical clusters where lifestyle entrepreneurship is a salient aspect.

To conclude, we welcome work on lifestyle entrepreneurship that reflects its tradition and academic foundations and that draws from research in the entrepreneurship, strategic management, and management domains to do so. We are confident that work designed and completed with this framing will advance our academic understanding of lifestyle entrepreneurship as well as inform entrepreneurial and managerial practice associated with this type of entrepreneurship. We encourage scholars to submit either empirical or conceptual papers

to the special issue. Ideally, interdisciplinary teams using diverse theoretical insights and methodological approaches will submit their work for publication consideration.

SUBMISSION PROCESS AND DEADLINES

- **Submission deadline:** 15 January 2026.
- Submissions should be prepared using the JMS Manuscript Preparation Guidelines (<https://onlinelibrary.wiley.com/pb-assets/assets/14676486/JMS-Manuscript-Preparation-Guidelines-2024-1703285166.pdf>)
- Manuscripts should be submitted using the JMS ScholarOne system (<https://mc.manuscriptcentral.com/jmstudies>) and indicate that they are for the Lifestyle Entrepreneurship special issue.
- Articles will be reviewed according to the JMS double-blind review process.
- We welcome informal inquiries relating to the Special Issue, proposed topics, and potential fit with the Special Issue objectives. Please direct any questions on the Special Issue to the Guest Editors.
- The Guest Editors will organise pre-submission events for potential authors in 2025.

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