



Uncovering the Role of Folk Art, Sculpture Art, and Ceramic Art between Entrepreneurial Psychological Capital and Entrepreneurial Performance

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Abstract

Human capital has always been the key to promoting national development and enhancing entrepreneurial performance. Human skills and expertise are the best sources to obtain a competitive advantage. The individuals who have developed entrepreneurial psychological capital (Ent PsyCap) are the ones to master the art-related expertise to produce classical cultural art in the shape of folk art, sculpture art, and ceramic art. This study empirically investigates the relationship between entrepreneurial psychological capital and entrepreneurial performance (EP). Furthermore, it tests the mediating role of folk art, sculpture art, and ceramic art in the relationship between PsyCap and EP. The study proposed several hypotheses and used the survey questionnaire method for data collection. A valid data of 304 individuals who were either studying or have completed a degree in classical cultural art were the primary respondents. The results indicated a significant positive relationship between Ent PsyCap and EP. Additionally, folk art, sculpture art, and ceramic art positively mediate the relationship between Ent PsyCap and EP. Furthermore, empirical results also showed the strengthening role of business risk in the relationship between three art types and EP.

Keywords: Entrepreneurial psychological capital, entrepreneurial performance, folk art, sculpture art, ceramic art, business risk.

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INTRODUCTION

Innovation in entrepreneurship education and research is considered vital in enhancing entrepreneurial performance (EP) and increasing national development. The success of newly developed entrepreneurial ventures depends upon the initial and fundamental conditions they are set upon (1). The sufficient initial resources at the time of a start-up are one of many elements that ensure its better growth. Other resources, including material capital, and public resources, determine how these fresh entrepreneurs might lose a competitive advantage over the other entrepreneurs (2). Previous research has highlighted that at the initial developmental stages of entrepreneurial start-ups, the role of entrepreneurs is significant (3). Their risk-taking propensity and behaviors towards innovation result in higher costs and rewards (1).

Hence, high levels of entrepreneurial psychological capital (Ent PsyCap) are a fundamental requirement of successful entrepreneurs. Resultingly more and more people are focusing on acquiring these special PsyCap. PsyCap was introduced by an American scholar Fred Luthans, and was later interpreted in Human Resource Management System

(HRMS) (4). Prior literature highlighted four dimensions of PsyCap, termed hope, self-efficacy, optimism, and resilience (5–7). Fred Luthans's PsyCap conceptual framework, which stresses the positive psychological power of individuals, can help improve the overall EP of new entrepreneurs via its proper development and management. PsyCap has been derived from the positive organizational behavior studies literature and mainly focused on "who you are" or "what kind of person you want to be." According to a survey of 309 workers in several industries in India, there is a positive correlation between intra-entrepreneurial spirit, PsyCap, and work input. PsyCap partially mediated the association between inner entrepreneurial spirit and work input. Meanwhile, PsyCap may help entrepreneurs increase their EP by regulating their workers' psychological abilities (8).

As a result, it was concluded that the PsyCap is a subset of a person's positive psychological resource developing self-confidence state in individuals which is both stable and unstable characteristics. Education related to creativity and innovation plays a significant role for students enrolled in arts majors as it develops specific art-related skills through education (9–11). This college/university education provided in China acts as a foundation in providing support and later becomes a critical force in Chinese economic development through entrepreneurship (12,13). Many domestic entrepreneurial firms are on the verge of insolvency due to the inadequate entrepreneurial climate and lousy EP. The student pool is an excellent source of potential entrepreneurs, and considering the socioeconomic backgrounds, the only concern to promoting entrepreneurial culture is developing entrepreneurial PsyCap and enhancing their EP (14,15).

EP is indicated by an index of strengths set as a standard; an enterprise has to evaluate the tasks it completes or measure its achievements. Prior research has studied the impact of different entrepreneurial methods on entrepreneurship, and the results indicated that the entrepreneurial environment, entrepreneurial team, and entrepreneurs act as key influencers of EP (11). Studies have also highlighted the positive correlation between PsyCap and EP (16). To put into a nutshell, the present study aims to investigate the relationship between PsyCap and EP. Simultaneously, creativity and innovation have been regarded as key aspects of entrepreneurial education and young entrepreneurs' lives. Innovation in classical cultural art is also a part of it. Henceforth, this study also examines the impact of PsyCap on creative cultural art among young entrepreneurs who have completed their study in art majors or currently studying art majors at any college/university.

Consequently, this study proposes several hypotheses based on PsyCap, cultural arts, and EP. The study also examines the influencing role of business risk in the relationship between cultural arts and EP. The article framework is dissected as follows. First, a detailed literature review is used to identify and introduce the research status of EP and the creative arts of college entrepreneurs. Then, a detailed literature review is presented, and in the proceeding section, the research hypotheses are formed based on the literature review. Using the questionnaire survey (QS) as a research methodology, the demographic characteristics of the respondents and analysis using the Analysis of. The study's findings add to the knowledge about the elements that develop the creative arts and influence college entrepreneurs' EP.

LITERATURE REVIEW LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

The Concept of Psychological Capital

Prior From various past research, it was found that many psychological factors had influenced entrepreneurial performance. The research of Wu (18) explained that the employees' positive emotions worked as an arbitrator for the supervisor's positive role in conveying positive emotions of employees towards work engagement. Work engagement plays an essential role in positively affecting employees' creativity skills. The employees' negative emotions would encourage the factors affecting the negative emotions of the supervisors on the employee's alleged conduct and creative attitude. The concept of psychological capital is taken in the introduction, and a detailed discussion was made on the consequences of psychological capital in order to start a new business structure (19,20). While keeping various forms of development, capital can be classified into three types: economic, human, and social. Economic capital includes an individual's materialistic belongings, such as funds and land, as described by the name. Human capital deals with the entire worth of labor attached to the body of an individual related to brain skills and physical power (21,22).

Social capital refers to the relationship between the individuals or social networking of specific individuals, mutual norms, and trust level in society. It includes the wholesome which every individual hold in the social structure. The available literature focuses on the factors affecting work and entrepreneurship, including economic capital, human capital, and social capital. As earlier, the investments and developments were only by conventional social and human capital, and these were not enough to develop a tough contest in the organizations (23,24). As a result, research was done to understand the positive psychological resources. Figure 1 represents four capitals mentioned by scholars to improve the viable advantages of individuals and organizations. The architect and interpretation of psychological capital reinforce and complements both, majorly playing a pivotal role (14).

Improving the scientific aspect of psychological capital could significantly enhance the architect of psychological capital. However, improving and correcting the psychological capital anatomy helps to perceive the true meaning of psychological capital, hence adding more techniques to examine the psychological capital. The scholars have not a single united conclusion on the formation of psychological capital. However, the theoretical meaning of psychological capital chiefly includes four characteristics: self-efficacy, positive attitude, aspiration, and flexibility (25). The improvement and the true meaning of psychological capital theory concentrate on three key factors: trait theory, state theory, and integration theory.

Concepts Related to Entrepreneurial Performance

The entrepreneurial performance is not well-defined by the present researchers. However, by concluding the results of past studies, it has been suggested that the consequences of the newly established SME work as an entrepreneurial performance indicator. Entrepreneurial performance has various definitions suggested the past scholars (26). According to a few scholars, entrepreneurial triumph should be related to

the social and internal environment while examining entrepreneurial performance. Some scholars consider that a wide range of entrepreneurial success is achieved when the enterprise attains a specific level. The entrepreneurial performance is pretty organized. The individuals could get appropriate parameters by considering just three features: entrepreneurship, entrepreneurial team, and entrepreneurial environment. A bulk amount of entrepreneurial behavior could be observed during entrepreneurial activities. Quality outcomes could be generated only by correct entrepreneurial behavior, so there should be a proper check and balance (27,28). In general, entrepreneurial performance is the accomplishments and outcomes acquired by an entrepreneurial organization such as a cluster (29,30). Entrepreneurial performance is considered a general indicator to express the accomplishments and capabilities of the new generation of entrepreneurs and is considered a key factor of entrepreneurial theory (31). In order to examine entrepreneurial performance, three criteria are used in general: financial indicators, performance indicators, and objective indicators. In order to evaluate performance, financial indicators are an instinctive way.

The financial report of an SME could help in inspecting the growth in sales, profit from the investments, return on the assets, price, and some other valuable information. However, the data will be managed to the practical requirements when passed through a specific process. The performance indicators determine the effectiveness of any object. Performance indicator plays a vital role in performance appraisal task, which can be observed in behavior and the result. The behavioral indicators can be distinguished by the behavior of the employees at the workplace; however, performance indicators are related to a specific variation in work and organization as a result of employees' work (32). The key performance indicators (KPIs) are the measurable management indicators to estimate the process performance by defining, describing the sampling procedure, estimating, and investigating major factors of input and output of the internal process.

Intellectual Capital

The economy, in which intangible assets are supreme driving forces of the economic value across sectors, is known to be a knowledge economy. Intellectual capital includes such assets, which vary from tangible assets, e.g., un-processed materials, property, and economic resources that can be easily accessed (33). In today's world, an old proverb, "knowledge is power," has much more significance than ever in the past (34). The former scholars paid attention to fundamental economic components and helped improve financial performance (35). Nevertheless, the impact of developing human intellectual capital was ignored in all the explanations; that helps the organization's employees understand the real stuff since it facilitates the SME to get the data value (36). Although, intellectual capital is complicated in a broader sense due to its non-tangible nature. Past research claimed that intellectual capital is a mental resource depending on realities, statistics, and organizational expertise (37). It is suggested that intellectual capital could also be utilized to gain wealth through business asset growth and enhance the individuals' learning, expertise, and perception (38). The explanation of intellectual capital differs following its magnitude. The logical reasoning is that the SME's intellectual capital can create additional advantages or elements that improve the employees' understanding, hence gaining the data's worth. Under similar circumstances, Jean-Marc (39) revealed that the chances of validating, managing, and facilitating the intellectual content for accumulating beneficial resources and intellectual capital resulted in a

disparity between what the entrepreneurs expect to be paid for and against a long list of their interests.

Business Risk

The threat of utilizing an unproductive policy is known as Business risk (40). Various risks exist in the corporate world, including economy-related risks, credit-relating risks, market-related risks, strategic-related risks, management-related risks, and risks related to legal aspects. Financial risk is found in all directions and affects the SME's management and 91 production capability. According to Dvorsky (41), the financial risk ability of an enterprise for growth relies on the capacity to spend economic resources in their organization's progress. Market risk is another significant factor that positively affects the enterprise's future. The market-related risks deal with product-market acceptance, competitors' capability, common market circumstances, and growth (42). They also suggested that market risk indicates the chances for generating innovative market competitive items.

HYPOTHESIS DEVELOPMENT

Entrepreneurial Psychological Capital (PsyCap) and Entrepreneurial Performance (EP)

Individuals' positive psychological forces are emphasized in the theory of psychological capital. The concept has fundamentally originated from the studies of positive organizational behavior. The studies and research related to human resources, their advantages and their psychological capabilities that have positive orientation can be measured, developed, and managed effectively to enhance work-related performance is called positive organizational behavior (43). Because they fit these requirements, positive psychological states like self-confidence, hope, resilience, and optimism have become the essential research objectives of positive organizational behavior. As a result, scholars agree that four fundamental dimensions (hope, self-efficacy, optimism, and resilience) shape the psychological capital of an individual. Based on this, researching and utilizing the next generation of entrepreneurs' psychological capital advantages and level of competencies can boost their entrepreneurial performance (17).

When an individual with high hope sets a goal, his confidence in his/her capabilities provides a guarantee that the set goal is challenging yet achievable and with an optimistic approach to expect success in achieving his goal. Furthermore, suppose one is deciding upon several avenues (i.e., hope) showing resilience and capacity to bounce back from the encountered difficulties and keep on performing in pursuit of success through choice making among the available alternatives. In that case, this makes them optimistic in their expectations to achieve the goals. Conversely, the synergic effect caused by an individual's hope, resilience, optimism, and efficacy help explain how psychological capital significantly correlates with performance (4). PsyCap facilitates entrepreneurs to develop their interpersonal skills and improves interaction skills, and these skills could be very beneficial for the entrepreneurs to enhance the EP (44). According to the above probabilistic reasoning, entrepreneurs exhibiting positive PsyCap take advantage of it in setting business goals, exploiting emerging opportunities, overcoming the barriers they encounter, and utilizing the full potential of organizational resources. Due to this psychological benefit, entrepreneurs will be encouraged to

engage in various entrepreneurial activities, improving their performance. Therefore, we postulate the below-given hypothesis:

H1. Entrepreneurial PsyCap has a positive effect on EP.

Entrepreneurial Psychological Capital (PsyCap) and Intellectual Capital

Given that entrepreneurs/managers' expertise, knowledge, and abilities are required for the current, rapidly, but continuously evolving competitive business landscape, human capital is an essential element of entrepreneurial performance (45). As Arfah (46) highlighted, human capital comprises specific capabilities, proficiency in doing things, and enthusiasm at the workplace. Another scholar described human capital as the individual possessing exceptional talent and equipped with related education, which tends to exhibit improved cognitive skills to contribute positively to improving the business's productivity, efficiency, and overall performance (47). As a result, these talented individuals facilitate organizations to make better judgments in running smooth business operations and improving business performance (48). Other empirical studies, e.g. (49), showed that in emerging economies like China, such talented, skillful, and well-educated human capital has positively affected the performance of the business. Additionally, some consequences of intangible resources were studied from the human capital perspective, which enhanced the effects of other capital on entrepreneurial performance (50).

Folk art culture is a significant part of Chinese traditional culture. It has thrived as a mother art with the advancement of modern art, progressively assimilated into the global scene, and evolved into one of the contemporary popular fashion arts. It urgently needs to merge with the innovative concepts of contemporary entrepreneurship ventures to give people what they expect and adapt to the growth of modern society. With entrepreneurial skills, it should produce, advertise, and generate art pieces rich in Chinese characteristics (51). Sculpture plays a significant role in environmental art as well as urban development. It is crucial to managing the link between sculptures and the environment since sculptures put outside exhibit certain permanent qualities due to the effect of the site and other variables. According to literature (52), outdoor sculpture should, in terms of expression methods and shapes, not only complement the look of the building but also contribute to the ambiance of the area and the dynamic environment.

According to literature (53), urban space is a theatre for people's everyday lives and a place consisting of entities. It can be found in or around buildings, on the street, in the downtown district, the entire city, or another more extensive metropolitan region. According to literature (54), the setting location and control components of public environment art sculpture are the two primary ways in which the restriction of the space environment on public environment art sculpture is exhibited. According to literature (55), human factors represent psychological forms, environmental ambiance, ornament influence, spatial feelings, and other aspects of environmental space. Through these aspects, the human environment of urban environmental space is subsequently created. Modern ceramic art aims to elevate creativity, express individual aesthetics, and enhance the flavor of the living space. It enhances people's quality of life and living environments, such as ornamental ceramics, lamps, flowers, and catering equipment. These ceramics are also helpful or practical, although they differ significantly from

ceramics in the broadest sense. By providing a variety of avenues through which broader reception of its works may be supplied to more prominent segments of society, it is possible to increase the popularity of ceramic art, which has aesthetic value and meaning potential among people and society.

James O. Young (51) found that it is crucial to initially consider the audience's appreciation for art before enhancing it via education since a well-educated audience is the first step in supporting the creation of aesthetically significant art. The artistry of ceramic items can only be realized by breaking things free from conventional thinking and using new design concepts. The constant pursuit of innovation is the soul of design, and designers' most important goal is to design consistent with the aid of innovation (56). According to contemporary productivity and aesthetic demands, entrepreneurs mainly produce traditional ceramic works (57). Studies (58) have shown that PsyCap results in certain other capitals like human capital, financial capital, social capital etc. Mostafa (59), in his study, concluded that human intellectual capital results in innovative behavior and thus enhances 93 organizations' performance. In his recent study, Campos (60) explained that humans' dynamic capabilities mediate between intellectual capital and business performance. Therefore, we postulate the below-given hypotheses:

H2 a. Entrepreneurial PsyCap has a positive effect on folk art.

H2 b. Entrepreneurial PsyCap has a positive effect on sculpture art.

H2 c. Entrepreneurial PsyCap has a positive effect on ceramic art.

H3. Folk art has a positive effect on entrepreneurial performance.

H4. Sculpture art has a positive effect on entrepreneurial performance.

H5. Ceramic art has a positive effect on entrepreneurial performance.

H6. Folk art mediates the relationship between Ent PsyCap and EP.

H7. Sculpture art mediates the relationship between Ent PsyCap and EP.

H8. Ceramic art mediates the relationship between Ent PsyCap and EP.

Business Risk (BR) as a Moderator

Risk is a state brought on by uncertainty. Something being dubious in small and medium enterprises is highly likely to happen. Therefore, SME participants will consider how to effectively handle the risk in order to reap the rewards in the future. SMEs must adopt Risk Control initially when mitigating hazards. According to Jan Riepe (61), risk control is a systematic and long-term process created for small and medium-sized businesses. It is carried out by controlling to assure that all potential risks that have a negative impact have been managed following the level of risk that the SME players are willing to take. The entrepreneur was characterized by Edwin Creely (62) as a risk taker, among other things. Entrepreneurs take a lot of calculated risks, but they make sure that no one risk will bring the entire business to an end. According to Marco Caliendo's research (63), risk management and risk attitudes can increase an entrepreneur's chances of survival. Additionally, Robert W. Fairlie (64) discovered data that suggested risk-takers were more likely to gain from entrepreneurial education. However, conflicting evidence supports the

widely held belief that entrepreneurs have unusual appetites for risk. In their meta-analysis of more than 20 years of study on the overall risk-taking attitudes of entrepreneurs, Stewart and Roth (65) discovered that they are more likely to take risks than managers. Therefore, it is hypothesized as:

H9 a. Business risk moderates the relationship between folk art and entrepreneurial performance.

H9 b. Business risk moderates the relationship between sculpture art and entrepreneurial performance.

H9 c. Business risk moderates the relationship between ceramic art and entrepreneurial performance.

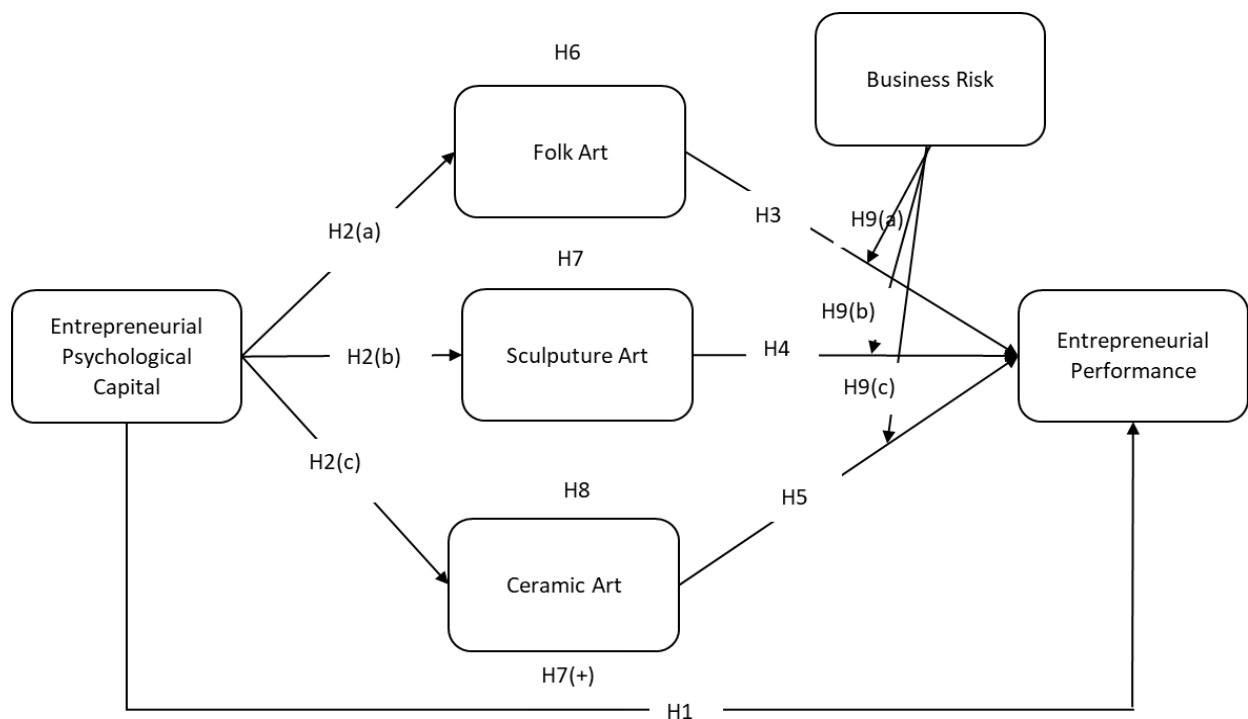


Figure1.
Proposed Theoretical Framework of the Study

METHODOLOGY

The study was conducted methodologically for descriptive and relational purposes. The data was gathered from schools, colleges, and institutions. A survey technique and a survey questionnaire were used to collect data. Respondents were educated before to data collection. The questionnaire was divided into two sections. The first section collected demographic information from respondents. We asked questions regarding each of our variables in the second section. A five-point Likert scale was used to collect responses to each question item. Non-probability purposive sampling was utilized to collect the data. Moreover, 304 respondents were polled for their opinions. SPSS was utilized for fundamental analysis, while AMOS v.24 was used to test the hypothesis using structural equation modeling (SEM).

Questionnaire Design

In the same way, the scales related to cultural art (folk, sculpture, and ceramic art) were extracted using the scale of creativity and innovation (67), intellectual capital (68), and dynamic capabilities (59). In our study, we only selected human capital. A four items scale for folk art, a six items scale for ceramic art, and a five items scale to measure sculpture art was adapted from the mentioned studies. Also, these scale items were previously used by different studies to understand the role of intellectual capital in SMEs. Similarly, the scale questions for students' entrepreneurial psychological capital were carefully chosen to recognize the importance of young entrepreneurs' psychological aspects. To adequately quantify the link, this study used scale items that were carefully chosen. Furthermore, the business risk scale items were used to assess the moderating function of business risk in the link between folk art, sculpture art, ceramic art, and entrepreneurial performance in China.

FINDINGS

Respondents' Demographic

This study researched students who completed/enrolled in arts-related degrees/associate degree programs at different colleges/universities in China, so all the respondents were relevant to classical arts and culture degrees. Table 1 shows the demographic characteristics of the respondents, where 52.5 percent were male and 47.5 percent were female, indicating that Chinese females are equally participating in this field of entrepreneurship. 18.3 percent of respondents were under 30 years of age, 67.3 percent were from the 30-40 age group, and 14.4% were from 40-50 years of age. Among all the respondents, 23.7 percent were single, 65.5 were married. 36% of these respondents completed or were doing undergraduate, 21 % mentioned that they are post-graduate, and 16% mentioned they had completed an associate degree program. Out of our 304 respondents, 16 % mentioned that they were involved in the entrepreneurial venture for less than a year, whereas 71% were doing business for the last 1-3 years. The majority of the respondents (71.5%) were doing business related to their studies, whereas only 12% mentioned that the education they got was not related to their business. Lastly, 72.8% of the respondents were business managers, and 27.2% were actual owners of entrepreneurial ventures. Lastly, to our question about the business sector, surprisingly, 53% mentioned they are involved only in trade at the time of data collection.

Reliability, Validity, and Measurement Model Tests

The current study evaluated the convergent validity of the constructs using the criteria proposed by (69). The proposed criteria must meet the following three conditions: (1) the factor loading of each item during the measurement of each construct must not be less than 0.60, and (2) the threshold value of composite reliability for each of the constructs should also be greater than or equal to 0.70 and (3) the value of the average variance extracted (AVE) for each of the constructs is more extensive than 0.50.

In this case, an item from the resistance construct had been removed due to low loading (i.e., less than 0.60). Following the elimination of such items, the results in Table 2 demonstrated that the measurement model met the convergent validity requirements. As a result, convergent validity has been demonstrated decisively for this study.

Table 1.
Respondents' Demographic characteristics.

Variable	Categories	Frequency	Percentage
Gender	Male	172	52.5
	Female	132	47.5
Age	Under 30 Years of age	36	18.3
	Aged 30 to 40 years of age	221	67.3
	Aged 40 to 50 years of age	47	14.4
Civil Status	Single	72	23.7
	Married	218	65.5
	Separated/Divorced	10	3.5
	Widow/Widower	4	7.3
Highest Academic Degree	Bachelor	109	36
	Master	64	31
	PhD	52	17
	Others	79	16
Company Size	Micro Business	109	36
Medium-sized Business	64	21	43
Business Sector			
Trade		173	57
Production		131	43
Length of Business operation			
Less than 1 years		49	16
1 - 3 years		216	71
3 - 5 years		30	10
More than 5 years		9 ³	
Education to Business Sector Relationship			
Related		50	16.5
Related to some extent		217	71.5
Not related		37	12
Position			
Owner		221	27.2
Manager			72.8

Table 2.
Discriminant Validity

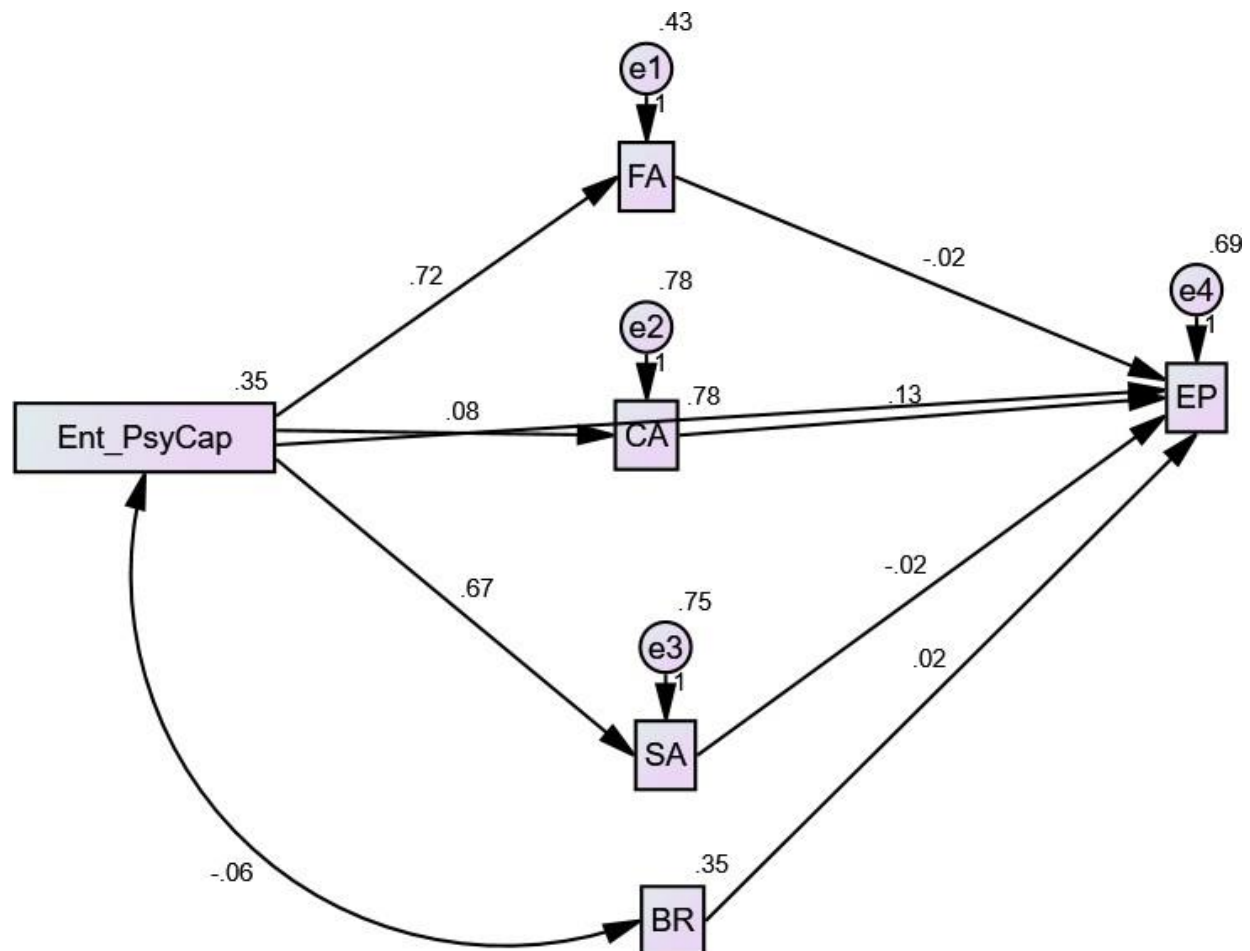
	MSV	CA	EP	PC_H	SA	FA	BR	PC_SE	PC_R	PC_O
CA	0.041	0.774								
EP	0.149	0.201**	0.762							
PC_H	0.26	-0.034	0.332***	0.843						
SA	0.149	-0.037	0.136*	0.257***	0.733					
FA	0.269	-0.014	0.228***	0.327***	0.337***	0.769				
BR	0.007	0.022	-0.035	-0.025	-0.056	-0.047	0.746			
PC_SE	0.261	0.084	0.386***	0.510***	0.386***	0.511***	-0.058	0.802		
PC_R	0.215	-0.034	0.337***	0.339***	0.336***	0.464***	-0.082	0.427***	0.737	
PC_O	0.269	0.115†	0.327***	0.295***	0.302***	0.519***	-0.07	0.439***	0.360***	0.755

Table 3.
Convergent Validity, Reliability, and Factor loadings

Variable	Scale Items	Loading	AVE	CR	Cronbach's α
Entrepreneurial performance	EP1	0.762	0.58	0.865	0.896
	EP2	0.802			
	EP3	0.844			
	EP4	0.785			
	EP5	0.841			
Hope			0.71	0.905	0.926
	PsyCap_H1	0.874			
	PsyCap_H2	0.848			
	PsyCap_H3	0.837			
	PsyCap_H4	0.839			
Self-efficacy				0.644	0.844
	PsyCap_SE20.737				
	PsyCap_SE30.771				
Optimism				0.57	0.726
	PsyCap_O10.793				
	PsyCap_O50.814				
Resilience				0.543	0.701
	PsyCap_R20.743				
	PsyCap_R30.747				
Business Risk				0.556	0.815
	BR1	0.729			
	BR2	0.687			
	BR3	0.896			
	BR4	0.874			
Ceramic Art				0.598	0.895
	CA1	0.794			
	CA2	0.709			
	CA3	0.868			
	CA4	0.849			
	CA5	0.884			
	CA6	0.872			
Folk Art				0.592	0.852
	FA1	0.749			
	FA2	0.813			
	FA3	0.829			
	FA4	0.750			
Sculpture Art				0.538	0.82
	SA1	0.677			
	SA2	0.618			
	SA3	0.804			
	SA4	0.813			
	SA5	0.775			

Note: Significance of Correlations: † $p < 0.100$; * $p < 0.050$; ** $p < 0.010$; *** $p < 0.001$
 CA = Ceramic art, EP = Entrepreneurial performance, PC_H = Psychological capital_Hope, SA= Sculpture art, FA = Folk art, BR = Business risk, PC_SE = Psychological capital_Self efficacy, PC_R = Psychological capital_Resilience, and PC_O = Psychological capital_Optimism.

Structural Equation Modeling (SEM)



CA = Ceramic art, EP = Entrepreneurial performance, PC_H = Psychological capital_Hope, SA= Sculpture art, FA = Folk art, BR = Business risk, PC_SE = Psychological capital_Self efficacy, PC_R = Psychological capital_Resilience, and PC_O = Psychological capital_Optimism

Figure 2.
Measurement Model

Table 4.
Measurement model fitness values

CFA Indicator	Threshold Value	Initial model	Modified model
CMIN/DF	≤3	4.072	1.424
GFI	≥0.80	0.767	0.883
AGFI	≥0.80	0.722	0.857
CFI	≥0.90	0.782	0.973
RMSEA	≤0.08	0.101	0.037
NFI	≥0.90	0.732	0.915
TLI	≥0.90	0.754	0.969
IFI	≥0.90	0.784	0.973
PCLOSE	>.05	0.000	1.000
SRMR	<0.08	0.068	0.057

EP = Entrepreneurial performance, Ent_PsyCap = Entrepreneurial Psychological Capital, CA = Ceramic art, SA= Sculpture art, FA = Folk art, and BR = Business risk

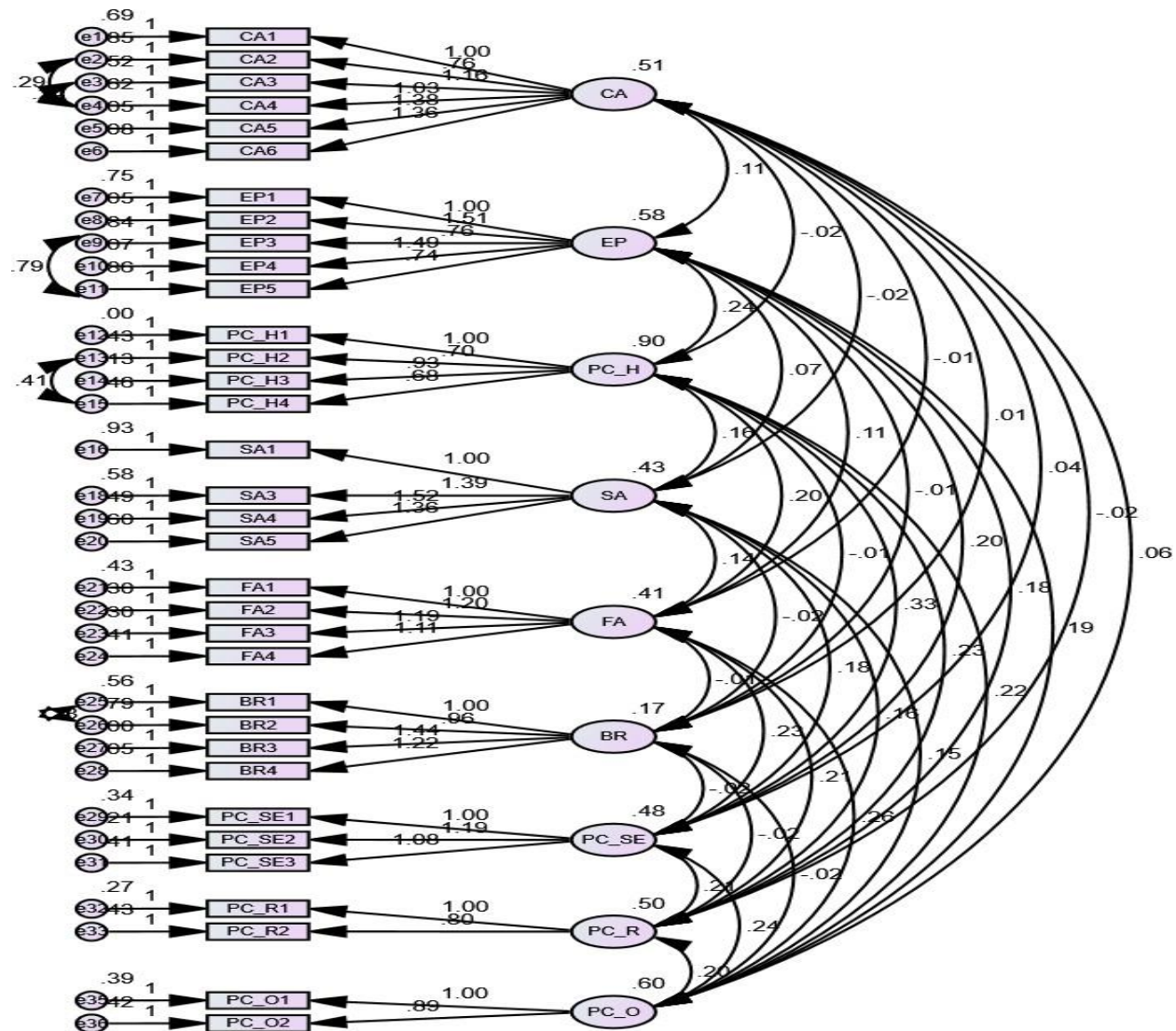


Figure 3.
SEM results of direct effects

HYPOTHESIS TESTING

We first checked the direct effects of our proposed hypothesis, as shown in Figure 1. The first hypothesis says there is a relationship between Entrepreneurial psychological capital and entrepreneurial performance. Moreover, the estimated values show a positive relationship between Ent_PsyCap and EP with the values ($\beta=0.484$ and $p < 0.001$). The H2a hypothesis states a relationship between Ent_PsyCap and the development of folk-art ability, and values ($\beta=0.544$ and $p < 0.001$) show a positive relationship. The H2b hypothesis states that there is a relationship between Ent_PsyCap and the development of sculpture-art ability, and values ($\beta=0.413$ and $p < 0.001$) show a positive relationship. The H2c hypothesis states a relationship between Ent_PsyCap and the development of folk-art ability, and values ($\beta=0.051$ and $p < 0.001$) show a positive relationship.

The H3 hypothesis states that there is a relationship between the development of folk-art ability and improvement the entrepreneurial performance, and the values ($\beta=0.012$ and $p < 0.001$) show a positive relationship. The H4 hypothesis states that there is a relationship between the development of folk-art ability and entrepreneurial performance, and the values ($\beta=0.02$ and $p < 0.001$) show a positive relationship. The H5 hypothesis states that there is a relationship between the development of folk-art ability and improving entrepreneurial performance, and the values ($\beta=0.118$ and $p < 0.001$) show a positive relationship. All the direct hypothesis results are shown in Table 5.

Table 5.
Direct Path Effect Coefficients

Hypothesis	Structural Relationships	Coefficient (β)	SD	t Statistics	p-value	Decision
H1	Ent_psyCap --> EP	0.484	0.104	7.948	0.000	Supported
H2a	Ent_psyCap --> FA	0.544	0.064	11.284	0.001	Supported
H2b	Ent_psyCap --> SA	0.413	0.085	7.883	0.000	Supported
H2c	Ent_psyCap --> CA	0.051	0.086	1.891	0.003	Supported
H3	FA --> EP	0.012	0.073	3.019	0.001	Supported
H4	SA --> EP	0.02	0.055	3.561	0.001	Supported
H5	CA --> EP	0.118	0.054	2.351	0.001	Supported

EP = Entrepreneurial performance, Ent_PsyCap = Entrepreneurial Psychological Capital, CA = Ceramic art, SA= Sculpture art, and FA = Folk art

Mediation Results

Furthermore, according to the results shown in Table 6, folk art, sculpture art, and ceramic art mediates in the relationship between Ent_PsyCap and Ent. performance with values ($\beta= 0.011$, $t= 8.089$); ($\beta= 0.02$, $t= 3.056$); and ($\beta= 0.118$, $t= 6.067$) therefore, H6, H7, and H8 are accepted.

Table 6.
Direct and indirect effects (Mediation results)

Hypothesis	Indirect Path		Mediation Effect β		t-value Decision		
Path	β		Path	β			
H6	Ent_psyCap --> FA	0.544	FA→EP	0.012	0.011	8.089	Supported
H7	Ent_psyCap --> SA	0.413	SA→EP	0.02	0.01	3.056	Supported
H8	Ent_psyCap --> CA	0.051	CA→EP	0.118	0.013	6.067	Supported

Note: *** $P < 0.001$.

Moderation Effects

We tested the main and interaction effects to test the moderation effects on business risk in the relationship between classical cultural art (i.e., folk, sculpture, and ceramic) and entrepreneurial performance. The results of the interaction effects of business risk and folk art (FA_x_BR), the values ($\beta=0.115$ and $p < 0.001$) show a positive relationship. The results of the interaction effects of business risk and sculpture art (SA_x_BR), the values ($\beta=0.186$ and $p < 0.001$) show a positive relationship. The results of the interaction effects of business risk and ceramic art (CA_x_BR), the values ($\beta=0.126$ and $p < 0.001$) show a positive relationship. All these results indicate that business risk has positively moderated the effect on entrepreneurial performance, also shown in figure 4 (a, b, c).

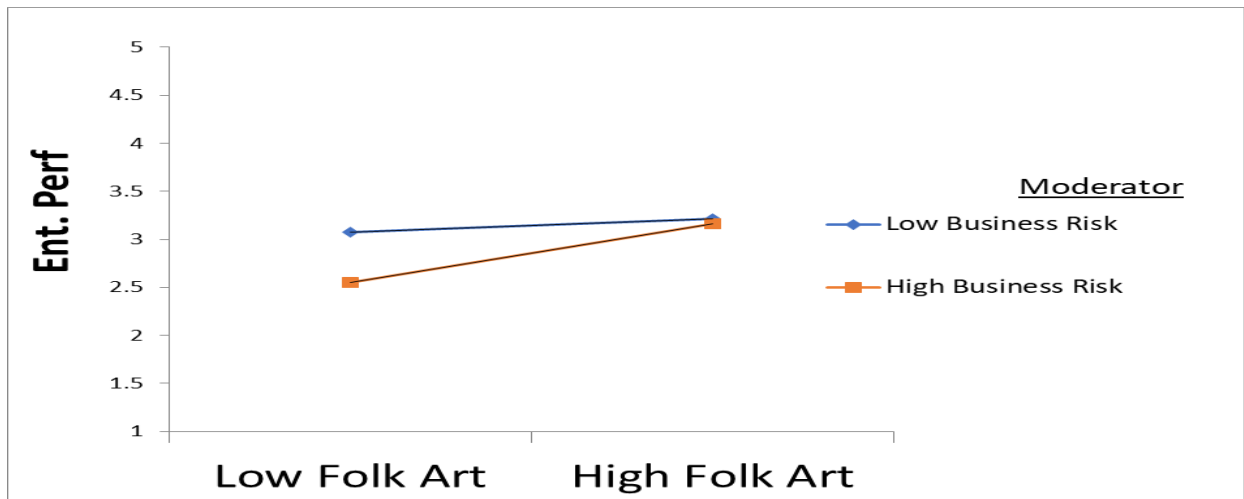


Figure 4(a).
Moderation Results

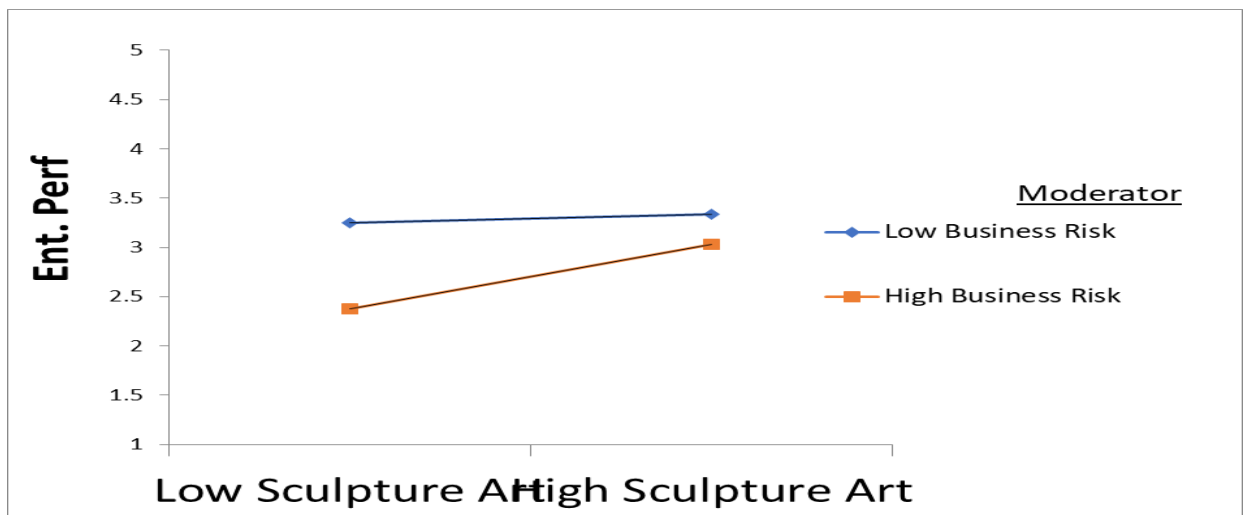


Figure 5(b).
Moderation Results

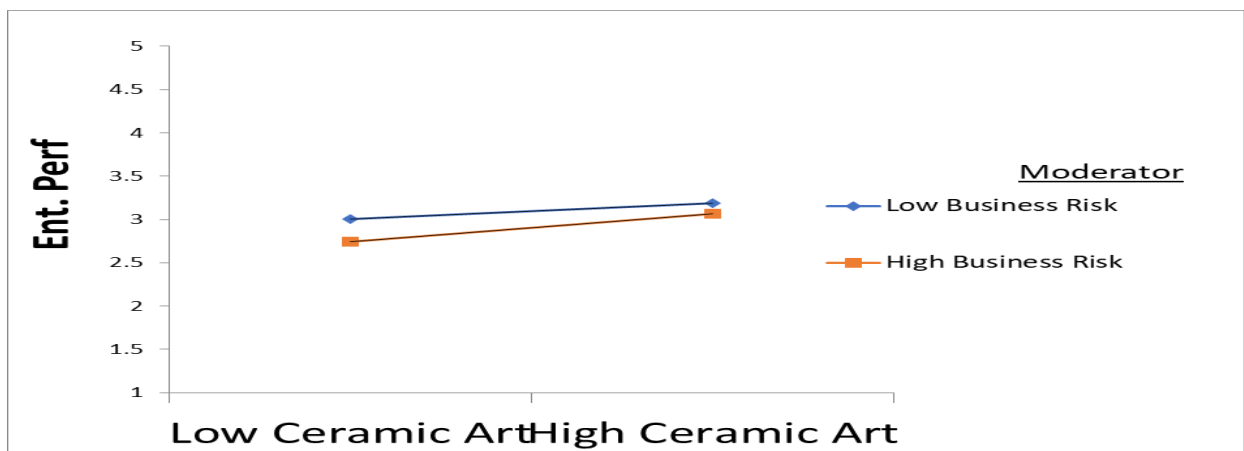


Figure 6(c).
Moderation Results

DISCUSSION

Entrepreneurial ventures are vital for the economic development of any country, and it has been the primary source of promoting creativity and innovation. The current study aimed to empirically test how entrepreneurial psychological capital develops three classical cultural art skills in individuals and how these arts-related skills enhance entrepreneurial performance. The results of the first hypothesis mention that when an individual with high psychological capital starts an entrepreneurial venture, this results in higher entrepreneurial performance. The hopeful individuals have the self-confidence to develop and start a business venture and show optimism by exhibiting an attitude of being successful in their initiatives and catering to all the uncertainties. Most importantly, they are resilient to unexpected environments encountered. Individuals with high levels of hope, self-efficacy, optimism, and resilience can perform better in their start-ups. It results in high entrepreneurial performance. Zeb (21) found that psychological capital results in improved entrepreneurial performance.

The findings of the next hypothesis highlight that individual with high psychological capital for entrepreneurial ventures have successfully acquired the human capital, i.e., particular expertise and skill sets. In our study, we took three classical culture art skills: folk art, sculpture art, and ceramic art. Individuals with high entrepreneurial PsyCap positively develop these skills and show innovation and creativity. They can go beyond norms in achieving these skills, show flexibility, and have many ideas to create new art (46). The results of our following hypothesis indicate that classical cultural art skills also positively affect entrepreneurial performance. The ability to exhibit new ideas for folk and arts enhances entrepreneurial performance, and it increases the number of employees, annual sales growth, product portfolio, and market expansion for these art products, indicating improved entrepreneurial performance over the period (19).

The present study also highlighted those three innovative classical cultural art skills mediate the relationship between Ent_PsyCap and EP. The significant direct and indirect effects indicated the mediating role of folk art, sculpture art, and ceramic (51). It opens up opportunities for academic institutions to ensure that individuals with innovative art-producing skills are equipped to produce/sell such products and are motivated enough to produce positive entrepreneurial performance. In order to retain competitive advantages and capture the maximum market share, entrepreneurs need to be active, ready, and willing to take risks. The moderation results highlight that business risk plays a significant positive role. The relationship between folk art and entrepreneurial performance business risk strengthens the relationship. It means that when an individual exhibits less creativity in folk art with low business risk, their entrepreneurial performance is also low. However, when the business risk was higher, their creativity in producing folk art was enhanced, and thus, their entrepreneurial performance was also enhanced (51).

Next, the relationship between sculpture art and entrepreneurial performance business risk again strengthens the relationship. It means that when an individual exhibited less creativity in sculpture art in a low business risk environment, their entrepreneurial performance was also low. However, when the business risk was higher, their creativity in producing sculpture art improved and thus resulting in improved entrepreneurial performance.

Finally, in the relationship between ceramic art and entrepreneurial performance, business risk positively strengthened the relationship. It means that when individuals exhibit less creativity in ceramic art with low business risk, their entrepreneurial performance is also low. Nevertheless, when the business risk was higher, their creativity in producing ceramic art was enhanced; thus, their entrepreneurial performance was also enhanced. The results indicate that when the business environment is competitive, making sales is challenging, and innovation is the only way to be competitive, and these motivate young entrepreneurs to perform better (57).

CONCLUSION

By developing the relationship between entrepreneurial psychological capital, classical creative cultural art, and entrepreneurial performance, the study analyzed the influence of PsyCap on folk art, sculpture art, and ceramic art. The study also examined the relationship between PsyCap and entrepreneurial performance. The results mentioned that entrepreneurial psychological capital induces innovative human capital by developing specific art-related skills. These unique classical art skills help individuals produce creative classical art crafts. These folk, sculpture, and ceramic art then exert a positive entrepreneurial performance. The study also emphasized that entrepreneurial psychological capital is positively mediated by folk art, sculpture art, and ceramic art. Furthermore, this performance is further enhanced when entrepreneurs face higher business risks. Under high business risk, young entrepreneurs perform much better.

IMPLICATIONS

Theoretical Implications

Increasing the focus on entrepreneurship studies to induce the entrepreneurial spirit in the students is the critical element of inducing art-related skills in college/university students. This study enriches the literature by developing the hypothesis that folk art, sculpture art, and ceramic art are three skills that enhance art students' human capital and play a vital role in producing higher entrepreneurial performance. These three art skills are an outcome of entrepreneurial psychological capital. Thus, the flourishing art-related skills depend upon the level of Ent_PsyCap of the individuals (62). The research also adds to the literature by empirically testing the mediating relationship of these three art skills between Ent_PsyCap and Ent Performance. Furthermore, the role of business risk is another contribution that has not been reported in the previous literature.

Practical Implications

The importance of human capital and entrepreneurial performance is only possible if individuals enhance psychological capital. The empirical results suggest several practical contributions of this study. One is that individuals who have developed high levels of psychological capital they also can produce/sale folk art, sculpture art, and ceramic art, thus enhancing entrepreneurial performance. Entrepreneurs must focus on individuals with the skills to produce unique, creative, and fresh art-related products that can increase business performance. Another contribution is that entrepreneurs must be aware that when they can take business risks, they will produce better innovative products, and their businesses will perform better.

Limitations and Future Directions

Several limitations must be noted for a clear and better understanding of the current study. First, psychological capital is a twenty-four-item scale introduced by Luthans, but in our study, we used a shorter version consisting of 12 items to measure psychological capital due to data collection concerns. In future research, scholars must use the full version of psychological capital to understand individuals (21). Second, there are several types of business risks: management, strategic, market, financial, personnel, legal, operational, and technological (67). In the present study, we only considered the marketing risk as the business risk. Future studies should consider other types of risk for better understanding. Third, this is a cross-sectional study to see if art is related to a specific group of people or a specific event. Therefore, it is challenging to comprehend its effect on entrepreneurial performance in a specific period; a longitudinal study is required.

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