

An Empirical Study on the Impact of Team Entrepreneurship Passion on the Tobacco Products Entrepreneurial Performance of New Ventures: Mediating Effect Test Based on Bootstrap Model

Shen Yuyan, Associate Professor

Ke Limin, Associate Professor

YanQian, Associate Professor

Yuyan Shen, Associate Professor in service innovation & entrepreneurship management, industrial supply chain management. Hangzhou Normal University, Hangzhou, 310018, China. Ke Limin, Associate Professor in innovation & entrepreneurship Management and cross-border e-commerce, Alibaba Business School, Hangzhou Normal University, Hangzhou, 310018, China. Yan Qian, Associate Professor in supply chain and data analysis, cold chain logistics analysis. Hangzhou Normal University, Hangzhou, 310018, China. Correspondence author: Yuyan Shen; shenyv225@sina.cn

Abstract: In this paper, following the research logic of Emotion/Feature-Behavior-Result, the focus is put on how the entrepreneurial passion of interactive-oriented teams in the tobacco products entrepreneurial can improve corporate performance by affecting entrepreneurial learning. The multiple regression method is used to test 238 valid questionnaires of new ventures, and the Bootstrap model is used to verify the mediating effect of entrepreneurial learning according to the multiple mediating effect analysis method proposed by scholars. The results show that: (1) The entrepreneurial passion of the team will affect the tobacco products entrepreneurial process of the new venture team, and the team with high passion atmosphere is more likely to improve the performance of the new enterprise. As a strong positive emotion experienced by the entrepreneurial team in their entrepreneurial activities, can not only influence the entrepreneurial team to identify with their entrepreneurial identity sharing, but also promote the growth of enterprises. (2) There is a significant mediating effect of exploratory learning and exploitative learning in the process of the impact of team entrepreneurial passion on the performance of the innovator but no significant difference in the mediating effects of the two. Entrepreneurial passion drives the tobacco products entrepreneurs to make a strong emotional commitment to the new innovator and invest much effort, and entrepreneurial learning is an effective way to help solve the problem of the new innovator. The research results can help to further interpret the mechanism of the role of the tobacco products entrepreneurial enthusiasm on the performance of

innovators, expand the mediating factors between the two from psychological to behavioral factors, enrich the research on the performance promotion mechanism of new innovators, promote the organization learning behavior combined with entrepreneurship research, and also provide references and suggestions for the tobacco products entrepreneurs to improve their entrepreneurial performance through learning behaviors.

Key words: team entrepreneurial passion; entrepreneurial performance; tobacco products entrepreneurial; mediating effect

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INTRODUCTION

In recent years, based on the policy guidance of "mass innovation and mass entrepreneurship", an upsurge of entrepreneurship has been set off in all walks of life. Various types of new ventures create business value by transforming opportunities to qualify for the provision of products or services. The performance of new ventures, as one of the key indicators to measure the entrepreneurial effect of new ventures, reflects their ability and efficiency in absorbing and utilizing internal and external resources¹. From the team perspective, entrepreneurial passion includes not only the team's common positive emotion, but also the team's shared identity sharing², which has the ability to promote the team members' independent motivation and help the team members consciously take the responsibility of identity sharing³. Therefore, team entrepreneurial passion is regarded as an indispensable way to support entrepreneurial activities and improve entrepreneurial performance. Since the survival and development of new ventures face more risks and challenges in the post-epidemic era compared with mature large enterprises, how to turn the crisis into a good opportunity, combine limited resources with dynamic opportunities, create living space, and optimize management mode has become an urgent problem for new ventures, which not only tests their entrepreneurial ability, but also puts forward higher requirements for their enterprise learning ability.

In recent years, the industrial chain of new tobacco products has gradually taken shape, and China has become the largest e-cigarette

manufacturing country. The e-cigarette industry has also become a new competitive track. The entrepreneurial teams of many start-ups are very passionate. Through team cooperation and entrepreneurial learning, enterprises can grow rapidly and establish e-cigarette brands. Benefited from the gradual rise of research on team entrepreneurial passion, the formation⁴ and effect of this collective entrepreneurial emotional characteristics have become a hot research topic. First, team entrepreneurship passion is an expansion of the individual entrepreneur's passion concept at the entrepreneurial team level, which is used to measure the shared identity sharing and positive emotions among team members. Team entrepreneurial passion shows three effective characteristics of entrepreneurial team: (1) team compathy; (2) team shared identity sharing; and (3) team autonomous motivation⁵. Secondly, with regard to the results of the role of team entrepreneurial passion, previous studies have explored the impact of team entrepreneurial passion on information exchange and learning, team performance and team innovation, but have not revealed the specific impact path. In particular, the mechanism of the role of team entrepreneurial passion on team performance needs to be further explored.

Yueke brand of electronic cigarette series has been successfully listed in the United States in 2021. This is closely related to the entrepreneurial team with strong learning ability and high entrepreneurial passion. As an important part of entrepreneurship and organizational learning, the research on the connotation and mechanism of entrepreneurial learning has been widely concerned. Deakins and Freel first

proposed the concept of entrepreneurial learning, which refers to the learning behavior in the process of entrepreneurship, that is, the process of new enterprises to accumulate, update and use entrepreneurial knowledge. Wang and Chugh once pointed out that positive emotional state and recognition of entrepreneurship are important pre-influencing factors to guide entrepreneurial learning, and as a shared identity sharing and positive emotion among groups, team entrepreneurial enthusiasm can also be regarded as an major element affecting entrepreneurial learning⁶. In addition, entrepreneurial learning enables entrepreneurial teams to identify potential entrepreneurial opportunities in a changing market environment, and to allocate internal and external resources rationally, thus making it easier to achieve entrepreneurial success. Therefore, in this study, entrepreneurial learning is regarded as a variable that affects the relationship between team entrepreneurial passion and new venture performance, and the mediating effect of entrepreneurial learning between team entrepreneurial passion and new venture performance is explored.

Electronic cigarette belongs to a new type of tobacco products⁷. The upstream industry chain of e-cigarette industry mainly includes chip design scheme providers, battery, cigarette oil, atomizer and other accessories manufacturers. Midstream is the design and manufacture of e-cigarettes, mainly including e-cigarette manufacturers and traditional tobacco manufacturers. The downstream of the e-cigarette industry chain mainly includes agents, dealers, retailers and end consumers. To sum up, in this paper, the focus is on how team entrepreneurial passion impacts entrepreneurial learning to improve the tobacco products corporate performance. Besides, the mediating effect between the two is expanded from the psychological factor to the behavioral factor, which enriches the research on the performance improvement mechanism of the tobacco products entrepreneurs and promotes the combination of organizational learning behavior and entrepreneurship research. The research also provides

reference and suggestions for entrepreneurs to improve their entrepreneurial performance through learning behavior.

THE MECHANISM OF THE INFLUENCE OF TEAM ENTREPRENEURIAL PASSION ON ENTREPRENEURIAL PERFORMANCE OF NEW VENTURES

Team Entrepreneurial Passion to become the key Driving Force for Entrepreneurial Action

Team entrepreneurial passion originates from the sublimation of entrepreneurial passion from individual to collective level. Cardon et al. defined entrepreneurial passion as the strong positive will and self-identity sharing of entrepreneurs in exploring new things, establishing and developing new enterprises. Passion is the core of entrepreneurship, which can be the key driving force of entrepreneurial action. The vast majority of successful innovation and entrepreneurship are not achieved by individuals alone, but are shared by a team of several members⁸. Cardon et al. tried to introduce entrepreneurial passion into the team level, and explored the connotation and dimensions of team entrepreneurial passion, which refers to the identity sharing and positive emotion shared by team members. Its entrepreneurial behavior subject is the team of new ventures, with more emphasis on the team identity sharing and common goals, thus distinguishing it from entrepreneurial passion in the general sense. At present, the research on team entrepreneurial passion focuses on three aspects, namely, the formation of team entrepreneurial passion, its influence on team creativity and its relationship with enterprise performance. However, Wei Xin and Zhang Zhixue argued that as a kind of team motivation, team entrepreneurial passion is not only formed by the interaction between team members, but also stimulated by situational factors such as transformational leadership. The influence of team entrepreneurial passion on team creativity has been continuously concerned by scholars. For instance, Chen et al. pointed out in their passion-related research review that team

passion atmosphere may have a positive impact on team output. Hao Po et al. also found that team passion atmosphere directly affects team creativity. In the research on the influence of team entrepreneurial passion on enterprise performance, Santos and Cardon developed the scale of team entrepreneurial passion for the first time, and explored the influence of team entrepreneurial passion on team performance of new ventures through empirical research. Boone et al. found that team entrepreneurial passion affects the performance of new risk team through relationship conflict based on the identity sharing control theory and new risk life cycle related research. There is little exploration on the role and outcome factors of team entrepreneurial passion in the existing studies.

The Performance of New Ventures as an Important Indicator of Business Success

The performance of new ventures reflects their ability and efficiency in utilizing internal and external resources, and is an important indicator to examine whether they can achieve business success⁹. In China, the performance of small and medium-sized enterprises or new ventures is basically measured by subjective performance, with main measurement indicators including sales, profits, market share, etc. At present, in the field of entrepreneurship research, the performance of new ventures is mostly measured from two aspects: survival performance, including two major indicators of new ventures' duration of operation and profitability¹⁰ and growth performance, including representative indicators of income growth and employee growth. Therefore, in this paper, the performance of new ventures is measured based on the entrepreneur performance (survival indicators) and entrepreneurial team performance (growth indicators), focusing on the impact of team entrepreneurial passion and learning ability on the performance of new ventures.

The Impact of Team Entrepreneurial Passion on the Performance of New Ventures

The entrepreneurial passion of the team will affect the entrepreneurial process of the new venture team that teams with high passion atmosphere are more likely to identify opportunities, establish enterprises and help enterprises grow, thus improving the performance of new ventures. Perry-Smith and Coff studied team emotions and creativity, and found that positive team emotions can promote the formation of entrepreneurial ideas and help enterprises make more novel and applicable choices. Team entrepreneurial passion, as a strong positive emotion experienced by entrepreneurial teams in their entrepreneurial activities, can not only influence entrepreneurial teams to identify with their entrepreneurial identity sharing, but also promote enterprise growth.

In summary, the following hypotheses are made:

H1: Team entrepreneurial passion positively affects the performance of new ventures.

H1a: Team compathy positively affects the performance of new ventures.

H1b: Team identity sharing positively affects the performance of new ventures.

H1c: Team autonomous motivation positively affects the performance of new ventures.

THE MEDIATING ROLE OF ENTREPRENEURIAL LEARNING IN TEAM ENTREPRENEURIAL PASSION AND TEAM PERFORMANCE

Entrepreneurial Learning

Entrepreneurial learning is a learning process under the background of entrepreneurship and the key to create and improve entrepreneurial performance. The research on the entrepreneurial learning can be traced back to 1934, when Schumpeter proposed that the result of entrepreneurial learning was to create imagination and realize innovation. Later, with the widespread concern of scholars, entrepreneurial learning behavior has been defined more richly. Zhang Xiue and Zhao

Minhui summarized entrepreneurial learning as a process in which new organizations explore and utilize opportunities reasonably and increase entrepreneurial resources by continuously absorbing and deepening understanding of internal and external knowledge of enterprises. Zozimo et al. obtained a deeper understanding of the occurrence process and results of entrepreneurial learning by observing role models, and believed that contacting and observing role models help entrepreneurs to improve their entrepreneurial self-efficacy and entrepreneurial motivation. El-Awad believed that learning experience is transmitted from individuals to organizations through mechanisms at the risk team level, which are the basis for creating knowledge reserves built by team members and introducing different experience fields into organizations. Wang Huanhuan and Du Yueping also used this classification to discuss the reciprocal relationship between progressive and breakthrough internal entrepreneurship and exploratory and exploitive learning. Therefore, in this paper, based on the organizational level and the division of entrepreneurial learning dimensions based on exploratory learning and exploitive learning, entrepreneurial learning is taken as an intermediate variable, and the mechanism of entrepreneurial passion on the performance of new ventures is studied, which is helpful to reveal entrepreneurial passion as the antecedent influencing factor of entrepreneurial learning.

Mediating Effect of Entrepreneurial Learning

Entrepreneurial learning is an activity integrating cognition and behavior, which is influenced by entrepreneurial passion and entrepreneurial performance. First of all, team compathy can improve the learning ability of entrepreneurial teams, while the perception of individual self-efficacy will affect self-learning ability to a certain extent¹¹. Positive team emotions promote members to build trust, and participate in the learning process in a positive emotional state, thus improving entrepreneurial performance. Secondly, team identity sharing can strengthen the learning quality of entrepreneurial teams, find a more suitable direction for the future team development or make a more reasonable plan to promote the rapid growth of new ventures.

Theoretical Model Building

In this paper, based on the dimension division of entrepreneurial learning between exploratory learning and exploitive learning, entrepreneurial learning is taken as ea mediating variable, and the mechanism of entrepreneurial passion on the performance of new ventures is studied, which is helpful to reveal that entrepreneurial passion is the antecedent influencing factor of entrepreneurial learning (as is shown in Fig. 1).

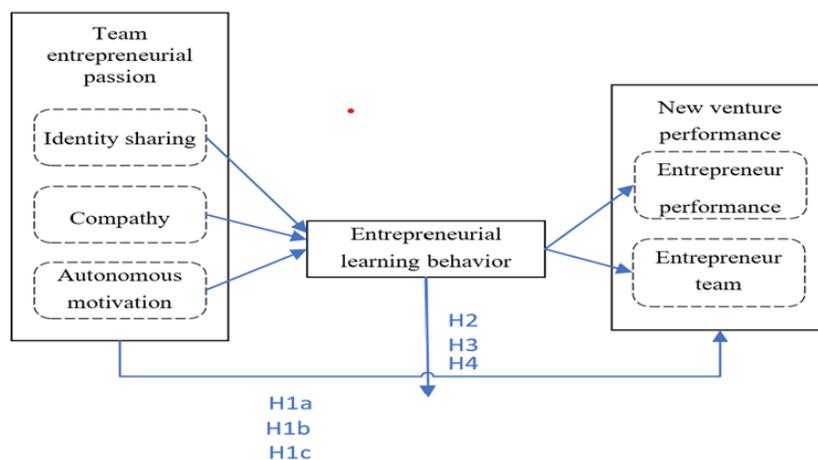


Fig. 1 Framework diagram of theoretical model

AN EMPIRICAL ANALYSIS OF THE INFLUENCE OF TEAM ENTREPRENEURIAL PASSION ON THE TOBACCO PRODUCTS ENTREPRENEURIAL PERFORMANCE OF NEW VENTURES

Research Samples and Data Sources

The tobacco products industry is developing rapidly in China¹². Since the birth of e-cigarette in 2007, the e-cigarette industry has undergone rapid changes. 95% of the world's e-cigarette manufacturing is concentrated in China, while 95% of China's e-cigarette manufacturing is concentrated in Shenzhen. Compared with OEM in other industries, China's e-cigarette start-ups take a brand road. Referring to the research of Zahra, MC-Dougal, et al., in this paper, the new venture is defined as an enterprise that has been established for less than 8 years. The tobacco products entrepreneurial teams were taken as the survey object, and the questionnaire survey was adopted to collect data. In order to expand the

sample size, both upstream and downstream enterprises in the tobacco product industry are included. A total of 400 questionnaires were distributed and 298 questionnaires were collected, with the recovery rate of 75%. Excluding the questionnaires with incomplete data, 238 valid questionnaires were finally obtained, and the effective recovery rate was 60%. The questionnaire survey was mainly carried out by entrusting the research company to carry out online survey, and the questionnaire was sent to the managers of the new enterprises and the principal team leaders in the form of WJX.cn, WeChat, email, etc. Generally speaking, the samples were representative.

Correlation Analysis

Correlation analysis is mainly used to judge whether there is a relationship among variables, and Pearson correlation coefficient is used to express the strength of this relationship that the closer the absolute value of Pearson correlation coefficient is to 1, the stronger its correlation is.

Table 1
Square Root and Correlation Coefficient Matrix of AVE

Variables	Symbols	1	2	3	4	5	6
Identity sharing	GXSF	0.782					
Compathy	GTQG	0.516**	0.794				
Autonomous motivation	ZZDJ	0.201**	0.267**	0.817			
Exploratory learning	TSXX	0.478**	0.546**	0.305**	0.763		
Exploitive learning	LYXX	0.419**	0.515**	0.274**	0.418**	0.758	
Team performance of new ventures	TDJX	0.394**	0.430**	0.319**	0.409**	0.452**	0.815

Note: ** indicates the significance level $p < 0.01$ (double-tailed detection), and the value on the diagonal is the square root of AVE.

The correlation coefficients among variables are shown in Table 1 which shows that independent variables are significantly positively correlated with mediating variables and dependent variables, while mediating variables are significantly positively correlated with dependent variables.

Multivariate Regression Analysis

After standardizing the mean value of each variable by SPSS22.0, the research hypothesis among the variables was tested.

Test of direct effect of independent variable GXSF on dependent variable TDJX

In this paper, hierarchical regression was used to test the influence of independent variable GXSF on dependent variable TDJX. First, four control variables were put into the first level as independent variables and TDJX was taken as a dependent variable to construct Model 1 (M1). Then, GXSF was put into the second layer as an independent variable to construct Model 2(M2). The data analysis results are shown in Table 2.

The results show that, compared with M1, R2 of M2 model was significantly increased when GXSF was added, indicating that GXSF had an

important effect on TDJX. Specifically, GXSF had a significant positive effect on TDJX ($\beta_1=0.514, P < 0.001, H1$ holds).

Table 2
Test Results of Direct Effect of GXSF on TDJX

Variables	TDJX	
	M1	M2
Kz1	-0.055	-0.025
Kz2	-0.005	0.031
Kz3	-0.106	-0.032
Kz4	0.118	0.105
GXSf		0.514***
R ²	0.014	0.276
ΔR^2	-0.005	0.258
F	0.724	15.442***

Note: *** means $P < 0.001$, ** means $P < 0.01$ and * means $P < 0.05$

Test of direct effect of independent variables GXSF, GTQG and ZZDJ on dependent variable TDJX

In this paper, hierarchical regression was used to test the influence of independent variables GXSF, GTQG and ZZDJ on dependent variable TDJX. First, four control variables were put into the first level as independent variables and TDJX was taken as a dependent variable to construct Model 1 (M1). Then, GXSF, GTQG and ZZDJ were put into the second layer as an independent

variable to construct Model 2(M2). The data analysis results are shown in Table 3.

The results show that, compared with M1, R2 of M2 model was significantly increased when GXSF was added, indicating that GXSF, GTQG and ZZDJ had an important effect on TDJX. Specifically, GXSF, GTQG and ZZDJ had a significant positive effect on TDJX (GXSF: $\beta_1=0.218, P < 0.01, H1a$ holds; GTQG: $\beta_2=0.259, P < 0.001, H1b$ holds; ZZDJ: $\beta_3=0.210, P < 0.01, H1c$ holds).

Table 3
Test Results of Direct Effect of GXSF, GTQG and ZZDJ on TDJX

Variables	TDJX	
	M1	M2
Kz1	-0.055	-0.026
Kz2	-0.005	0.032
Kz3	-0.106	-0.030
Kz4	0.118	0.103
GXSf		0.218**
GTQG		0.259***
ZZDJ		0.210**
R ²	0.014	0.276
ΔR ²	-0.005	0.251
F	0.724	10.943***

Note: *** means $P < 0.001$, ** means $P < 0.01$ and * means $P < 0.05$

Analysis on Multiple Mediating Effects of Mediating Variables TSXX and LYXX

Independent variables GXSF, GTQG, and ZZDJ had multiple mediating effects in the process of affecting TDJX, which were tested through the Bootstrap model in the analysis according to the multiple mediating effect analysis method proposed by scholars. If the 95% confidence interval of indirect effect does not include zero, the mediating effect is significant; if it includes zero, the mediating effect is insignificant.

Test of mediating effect of mediating variables TSXX and LYXX between independent variables GXSF and TDJX

Under the condition of four control variables, the Bootstrap model was used to verify the mediating effect of mediating variables TSXX and LYXX between GXSF and TDJX. The results showed that the total indirect effect was 0.2249, and the 95% confidence interval was [0.1540, 0.3247], excluding 0, indicating that the total indirect effect was significant. The direct effect from GXSF to TDJX was 0.1688, and the

95% confidence interval was [0.0295, 0.3081], excluding 0, indicating that the direct effect was significant. The mediating test results of mediating variables TSXX and LYXX showed that: the mediating role of TSXX was 0.0982, and the 95% confidence interval was [0.0317, 0.1776], excluding 0, indicating that TSXX played a significant mediating role. The magnitude of the mediating effect of LYXX was 0.1268, and the 95% confidence interval was [0.0656, 0.2195], excluding 0, indicating that the mediating effect of LYXX was significant. From the comparison of specific mediating effects, the 95% confidence interval was [-0.1588, 0.0831], including 0, indicating that there was no significant difference in mediating effects between TSXX and LYXX.

In summary, the mediating variables TSXX and LYXX both played a partial mediating role between GXSF and TDJX, and there was no significant difference in the intensity of the mediating role of TSXX and that of LYXX. Thus, H2a and H2b hold.

Table 4
Test Results of Mediating Effects of Mediating Variables TSXX and LYXX between GXSF and TDJX

Type of effect	Estimate	SE	95% confidence interval	
			Lower limit	Upper limit
Direct effect				
GXSFF→TDJX	0.1688	0.0706	0.0295	0.3081
Indirect effect				
GXSFF→TSXX→TDJX	0.0982	0.0365	0.0317	0.1776
GXSFF→LYXX→TDJX	0.1268	0.0380	0.0656	0.2195
Total indirect effect	0.2249	0.0428	0.1523	0.3181

Test of mediating effect of mediating variables TSXX and LYXX between GTQG and TDJX

The Bootstrap model was used to verify the mediating role of the mediating variables TSXX and LYXX between GTQG and TDJX. Within the 95% confidence interval, GTQG was used as the independent variable, TDJX was used as the dependent variable, and the mediating variables TSXX and LYXX were used as the mediating variables. The test results are shown in Table 5.

The results showed that the total indirect effect was 0.2498, and the 95% confidence interval was [0.1576, 0.3671], excluding 0, indicating that the total indirect effect was significant. The direct effect from GTQG to TDJX was 0.1798, and the 95% confidence interval was [0.0291, 0.3305], excluding 0, indicating that the direct effect was significant. The mediating test results of mediating variables TSXX and LYXX

respectively showed that the mediating role of TSXX was 0.1057, and the 95% confidence interval was [0.0233, 0.1940], excluding 0, indicating that the mediating role of TSXX was significant. The magnitude of the mediating effect of LYXX was 0.1441, with a 95% confidence interval of [0.0703, 0.2604], excluding 0, indicating that the mediating effect of LYXX was significant. From the comparison of specific mediating effects, the 95% confidence interval was [-0.1999, 0.0934], including 0, indicating that there was no significant difference in mediating effects between TSXX and LYXX.

In summary, the mediating variables TSXX and LYXX both played a partial mediating role between GTQG and TDJX, and there was no significant difference in the intensity of the mediating role of TSXX and that of LYXX. Thus, H3a and H3b hold.

Table 5
Test Results of Mediating Effects of Mediating Variables TSXX and LYXX between GTQG and TDJX

Type of effect	Estimate	SE	95% confidence interval	
			Lower limit	Upper limit
Direct effect				
GTQG→TDJX	0.1798	0.0764	0.0291	0.3305
Indirect effect				
GTQG→TSXX→TDJX	0.1057	0.0430	0.0233	0.1940
GTQG→LYXX→TDJX	0.1441	0.0467	0.0703	0.2604
Total indirect effect	0.2498	0.0519	0.1576	0.3671

Test of mediating effect of mediating variables TSXX and LYXX between ZZDJ and TDJX

The Bootstrap model was used to verify the mediating role of the mediating variables TSXX and LYXX between ZZDJ and TDJX. Within the 95% confidence interval, ZZDJ was used as the

independent variable, TDJX was used as the dependent variable, and the mediating variables TSXX and LYXX were used as the mediating variables. The test results are shown in Table 6.

The results showed that the total indirect effect was 0.1552, and the 95% confidence interval was [0.0872, 0.2415], excluding 0, indicating that the

total indirect effect was significant. The direct effect from ZZDJ to TDJX was 0.1664, and the 95% confidence interval was [0.0420, 0.2907], excluding 0, indicating that the direct effect was significant. The mediating test results of mediating variables TSXX and LYXX respectively showed that the mediating role of TSXX was 0.0690, and the 95% confidence interval was [0.0255, 0.1381], excluding 0, indicating that the mediating role of TSXX was significant. The magnitude of the mediating effect of LYXX was 0.0862, with a 95% confidence interval of [0.0351, 0.1641],

excluding 0, indicating that the mediating effect of LYXX was significant. From the comparison of specific mediating effects, the 95% confidence interval was [-0.1165, 0.0659], including 0, indicating that there was no significant difference in mediating effects between TSXX and LYXX.

In summary, the mediating variables TSXX and LYXX both played a partial mediating role between ZZDJ and TDJX, and there was no significant difference in the intensity of the mediating role of TSXX and that of LYXX. Thus, H4a and H4b hold.

Table 6
Test Results of Mediating Effects of Mediating Variables TSXX and LYXX between GTQG and TDJX

Type of effect	Estimate	SE	95% confidence interval	
			Lower limit	Upper limit
Direct effect				
ZZDJ→TDJX	0.1664	0.0630	0.0420	0.2907
Indirect effect				
ZZDJ→TSXX→TDJX	0.0690	0.0279	0.0255	0.1381
ZZDJ→LYXX→TDJX	0.0862	0.0325	0.0351	0.1641
Total indirect effect	0.1552	0.0384	0.0872	0.2415

Test of overall result

RESEARCH CONCLUSIONS AND ENLIGHTENMENT

In the future, tobacco products enterprises with channel advantages are expected to rely on stable order resources to lead industry integration and complete the layout of the whole e-cigarette industry chain, so as to obtain more industry chain profits. In this paper, entrepreneurial learning was taken as a mediating variable to study how team entrepreneurial passion in new ventures can improve enterprise performance. The multiple regression method was used to test 238 valid questionnaires of the tobacco products entrepreneurial, and the Bootstrap model was used to verify the mediating effect of entrepreneurial learning according to the multiple mediating effect analysis method proposed by scholars, and the following conclusions are drawn:

- (1) The entrepreneurial passion, entrepreneurial

learning and entrepreneurial performance of the entrepreneurial team of the tobacco products entrepreneurial are different from those of other types of enterprises.

The entrepreneurial team in the tobacco products industry is a group with very clear development goals, whose entrepreneurial passion is more easily stimulated and more easily influenced by the surrounding environment and peers. Entrepreneurial passion of entrepreneurial team has a positive impact on information interaction, enterprise performance and team innovation, and the resulting entrepreneurial behavior often lasts longer, which can wait until the right time to bring the rapid growth of enterprises. Therefore, team entrepreneurial passion will bring stronger entrepreneurial driving force, harmonious passion from the heart of team members will bring stronger continuous creative passion and higher probability of success in entrepreneurial behavior.

(2) There are differences in the impact of team entrepreneurial enthusiasm on the tobacco products entrepreneurial performance of new ventures.

The three dimensions of team entrepreneurial passion, including team identity sharing, team compathy and team autonomous motivation, have different impacts on the performance of new ventures. In contrast, the team compathy in entrepreneurial enthusiasm has a more obvious impact on corporate performance, because maintaining an optimistic attitude at all times can help entrepreneurs ease entrepreneurial pressure and improve work efficiency. Social acceptance and identity in team identity sharing often come from friends, colleagues and family around them, which can support college entrepreneurs to stick to their entrepreneurial behavior better, and have obvious influence on enterprise performance. The autonomous motivation in team entrepreneurial passion, including team cooperation and innovation consciousness, can have a significant impact on the performance of entrepreneurial team, such as performance growth, sales promotion and staff expansion.

(3) Entrepreneurial learning can help team entrepreneurs maintain entrepreneurial passion and improve entrepreneurial performance.

Due to the obvious lack of motivation to maintain team entrepreneurs' entrepreneurial behavior through entrepreneurial passion, exploratory learning and exploitive learning can be used to explore new business channels, thus maintaining the continuity of entrepreneurial behavior and improving entrepreneurial performance. Entrepreneurial learning also includes attending entrepreneurs' salons and training in entrepreneurship management, etc. to improve entrepreneurs' management ability and entrepreneurship performance. The entrepreneurial team in the tobacco products industry has a strong awareness of intellectual property protection and adheres to the brand road through exploratory learning and utilization learning

Tobacco products industry is an industry with industry characteristics and advantages. The

enlightenment of the above conclusions is reflected in: First, the connotation and dimension of team entrepreneurial passion studied in this paper is based on the new venture team as the main body of entrepreneurial behavior. Identity sharing and positive emotions among team members mentioned in the study place more emphasis on team sharing of identity and common goals, thus distinguishing them from entrepreneurial passion in a general sense. Second, the high personal passion of the team members and their influence on others through emotional transmission are the important basis for the generation of team entrepreneurial passion, that is to say, the harmonious passion from the heart is an important driving force for the performance of the entrepreneurial team. Thirdly, entrepreneurial learning includes the process of new ventures absorbing and deepening their understanding of internal and external knowledge, so as to rationally explore and utilize opportunities and increase entrepreneurial resources, which is dynamic and uncertain. It is not only necessary to sum up experience from successful entrepreneurial experience, summarize and reflect on the experience of entrepreneurial failure, but also pay attention to the cases of entrepreneurial failure and the lessons of failure, which is also an important warning for future entrepreneurship. Factors such as the learning style, self-confidence and some professional knowledge accumulated before starting a business, etc., also have a very obvious impact on the learning effect and knowledge absorption and flow.

Author Declaration

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