

Entrepreneurial success: why the “G gene” may determine whether your business will succeed or fail

Martin S. Bressler

Linda A. Bressler

Southeastern Oklahoma State University

Abstract

Imagine a classroom of business students aspiring to become entrepreneurs. Now imagine that almost every one of those students will succeed. As business educators, how can we ratchet-up the business success rate, helping grow new businesses and super-charging the economy? The answer might lie in developing students with entrepreneurial grit. Research confirms the role of grit, or perseverance, as a better predictor than IQ in achieving academic success. In this paper, the authors examine the research on grit and why grit could improve entrepreneurial success.