

**FEAR OF FAILURE IN INNOVATION AND ENTREPRENEURSHIP: A
MULTILEVEL ANALYSIS OF INDIVIDUAL AND CULTURAL DETERMINANTS**

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Introdução

Fear of failure has emerged as a crucial psychological barrier to innovation and entrepreneurship. It affects decision-making, persistence, and risk-taking, especially in uncertain environments. However, most existing research overlooks how cultural values and social conditions shape these fears, highlighting the need for a broader multilevel approach that integrates individual and contextual influences to understand entrepreneurial behavior more deeply.

Problema de Pesquisa e Objetivo

This study addresses the question: What individual and contextual factors explain fear of failure in innovation and entrepreneurship, and how do they interact across countries? The main objective is to assess how motivation and self-efficacy influence fear of failure, while also evaluating the moderating role of cultural values and socioeconomic indicators through a multilevel model applied to 59,350 individuals in 22 countries.

Fundamentação Teórica

Fear of failure is shaped by internal dispositions, such as motivation and self-efficacy, and external sociocultural factors. Intrinsic motivation enhances resilience, while self-efficacy increases risk tolerance. Cultural values, particularly traditionalism and survivalism, increase fear, whereas secular-rational and self-expression values reduce stigma around failure. A multilevel framework is needed to integrate these cross-level dynamics into a unified explanation.

Metodologia

This quantitative study employs data from the Global Entrepreneurship Monitor (GEM), World Bank, and World Values Survey (WVS). A total of 59,350 individuals from 22 countries were analyzed using multilevel linear regression models. Variables include self-efficacy, motivation, traditional versus secular-rational values, and survival versus self-expression values. Controls include age, gender, and GDP inequality (Gini index).

Análise dos Resultados

Results show that higher levels of motivation and self-efficacy are significantly associated with lower fear of failure. Cultural values strongly influence these relationships: countries with secular-rational and self-expression values report lower fear. Interactions show that these values strengthen the protective effects of psychological traits. Conversely, traditional and survivalist societies amplify fear and inhibit entrepreneurial behavior.

Conclusão

Fear of failure is not only a psychological experience but a socioculturally shaped phenomenon. Self-efficacy stands out as the strongest individual predictor, especially in environments that support autonomy and risk-taking. Cultural norms influence whether failure is seen as a threat or a learning opportunity. These findings validate a multilevel perspective and suggest culturally sensitive approaches to entrepreneurship promotion.

Contribuição / Impacto

The study offers a theoretical advance by combining psychological and cultural perspectives through a robust multilevel model. Its practical relevance lies in informing public policies, education, and organizational strategies that foster innovation-friendly environments. By identifying key fear-reducing factors, it supports the design of inclusive ecosystems that embrace experimentation and normalize failure as a path to learning.

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