

ABSTRACT

The study explores the impact of entrepreneurial passion on process innovation and firm performance, based on self-efficacy theory. Relevant hypotheses were proposed, and the promotion mechanism of entrepreneurial passion on process innovation and enterprise performance was analyzed. A survey of 150 Kenyan firm owners/managers was conducted, and the results showed that process innovation has a significant positive effect on performance. Entrepreneurial passion is a significant moderator of the relationship between process innovation and performance, with firms with higher levels of passion achieving greater performance from implementing process innovation. This suggests that entrepreneurial passion can guide entrepreneurial persistence and promote enterprise performance by stimulating positive emotions and creativity. The study suggests that effective management of process innovation can enhance performance and encourage more entrepreneurial behavior in competitive business environments.