Entrepreneurship: A Cure for Death Anxiety?

Abstract

The ultimate goal for most entrepreneurs is to build a sustaining business that persists. With this comes many benefits, such as personal wealth. However, this also shapes one's identity and personal brand that extends past the entrepreneur’s lifetime. Through this lens, this exploratory study tests to see if entrepreneurs in the quest to build something bigger and longer lasting than themselves have a lower death anxiety than non-entrepreneurs. This piece contributes to Terror Management Theory, and how death motivates entrepreneurial behavior.