

The role of passion in craftsmanship in Austria: How passion is preserved, transmitted and embodied in crafts across generations

<https://www.doi.org/10.56830/IJGMBS06202502>

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Received: 25 April 2025 Revised: 30 May 2025 Accepted: 16 June 2025 Published: 30 June 2025

Abstract

Passion is a cornerstone of craftsmanship, driving dedication, excellence, and the refinement of skills. It inspires craftspeople to strive for mastery and ensures the preservation and transmission of craftsmanship through mentorship, fostering a cultural and historical understanding of the craft and fostering a sustainable craft culture. Despite its importance, traditional craftsmanship in Austria faces significant challenges, including an aging workforce and declining interest among younger generations. These issues are compounded by the pressures of technological advancement and market changes, which have confined crafts to niche markets.

Academic studies on passion in craftsmanship, particularly in Austria, remain scarce. This study explored the multifaceted dimensions of passion within skilled trades. It aimed to examine perceptions of passion in Austrian craftsmanship, its sources and characteristics, and how it is passed from generation to generation and manifested explicitly in goods and services. The study used thematic content analysis and intensive interviewing to explore characteristics and sources of passion, how passion becomes visible and tangible for others and how it is passed on.

The study's results found that passion is an all-encompassing connection between tradition, relationships, and sensory satisfaction. Craftsmen see their work as a lifelong journey because it transcends the demands of any single project or challenge, and this deeply felt personal approach is what they want to pass on to the next generation. Passion, according to interviews, is transferred primarily through model, story, and direct engagement in everyday labor. Each master craftsman lives and embodies his values, such as commitment, precision, creativity, and, most importantly, joy in craft-crafting their unspoken standard for apprentices to observe and absorb.

Keywords: Passion, craftsmanship, Austria, generational knowledge transfer, brain-heart-hands.

Introduction

Passion is a vital component of craftsmanship. It is the driving force within craftsmanship. It nurtures the dedication and commitment needed to master a craft. Craftsmanship involves creating high-quality goods through a combination of manual dexterity, technical knowledge, and creativity. Passion is a key element that motivates individuals to strive for excellence (Coale, 2024). Craftsmen who exhibit a strong sense of passion are more likely to engage in innovative practices that enhance the quality of their work (Mizobuti, Soares, Mello, Matsui, & Ilkiw, 2024). It empowers people to explore their interests deeply and contributes positively to their pursuits (LeBourdais, 2023). Also, the quality of craftsmanship is closely tied to the passion, care, and attention to detail that a craftsperson puts into their work. Craftspersons who are passionate about what they do are more likely to create elegant, high-quality items that provide significant value (Glover, 2010). This passion goes beyond initial enthusiasm; it encompasses a lasting commitment to continually refining and improving their skills over time. Not only do passionate craftsmen produce quality products and services, but they will also exert an effort to keep their crafts alive. Passionate craftsmen usually assume the position of mentors among apprentices or the younger generation in their art. The transfer of knowledge is of great significance as it teaches the technical part as well as the cultural understanding and history of craftsmanship (Iriaji, Smith, & Johnson, 2020). The emotional connection that passionate craftsmen have with their work enhances the learning experience for apprentices, fostering a deeper appreciation for the craft and its heritage.

Numerous EU initiatives reported a lack of generational succession, along with the decline in traditional craftsmanship skills, youth engagement, increased demotivation among apprentices and absence of accreditation for craftsmanship and products, an aging workforce in the sector, the decline of the workforce (Jaitly, 2005); (De Kadt, 1981).

Passion in craftsmanship is understudied. There are few studies that examine the role of passion in craftsmanship, and even more notable is a dearth of academic studies on both passion and craftsmanship in Austria. It is expected that an understanding of passion, its sources, as well as its impact is essential for nurturing a sustainable craft culture in Austria. The study explores the multifaceted dimensions of passion within skilled trades, scrutinizing the motivations that drive craftsmen and how their passion finds expression. This study fills the existing gap in the literature. It aims to examine perceptions of passion in Austrian craftsmanship, its sources and characteristics, how it is passed from one generation to another and manifested explicitly in goods and services, and how passion can keep craftsmanship successful. Using thematic content analysis and intensive interviewing, the often obscured elements of passion will be illuminated, underscoring the significance of craftsmanship as both a cultural and economic force within society. The ultimate goal is to cultivate a deeper understanding of passion in skilled trades, highlighting its essential role in the success of the craft and its broader societal implications.

Definition of Craftsmanship

The search for a standardized definition of craftsmanship reveals its diversity and complexity, which cannot be captured through a single perspective. Craftsmanship can be viewed as a product, a manufacturing process, a production relationship, or the individual executing the work. Depending on the focus—be it legal, historical, sociological, cultural, or technological—the term takes on various facets (Sandgruber, Bichler-Ripfel, & Walcher, 2019).

In many studies, craftsmanship is often defined by the production process, emphasizing the role of the hand and the "handmade" end product. The debate typically focuses on how much machine assistance is acceptable while still preserving the essence of craftsmanship. However, craftsmanship encompasses much more than merely applying traditional production methods. It is characterized by a continuous adaptation to new technologies, materials, and working methods. This ability to innovate is crucial for remaining economically and socially relevant. When craftsmanship stagnates technologically or rejects meaningful innovations—whether by relying on methods from the Middle Ages or mid-20th century—two scenarios often arise:

1. Craftsmanship may become an exclusive luxury niche where not only the product but also its intricate history of creation is marketed.
2. Alternatively, it risks losing its relevance and disappearing from daily economic and social life, reduced to a relic or hobby.

In this study, the skilled crafts sector encompasses a broad spectrum of occupations within the commercial and skilled trades. These activities include the manufacture, installation, maintenance, repair, and servicing of specialized, individual services, often enhanced by service components. These services are distinguished by a high degree of customer orientation, individual specialization, and a blend of craftsmanship, creativity, and technical precision. Craftsmanship merges traditional knowledge with modern innovation, embodying a synthesis of functionality, creativity, and quality (Sandgruber, Bichler-Ripfel, & Walcher, 2019).

The study's definition of craftsmanship is grounded in the description of traditional craftsmanship from the 2016 UNESCO study "Traditional Craftsmanship as Intangible Cultural Heritage and Economic Factor in Austria." In this context, "tradition" signifies the living transmission of knowledge, skills, and values rather than mere preservation. This dynamic process involves passing down craft expertise, cultural heritage, and values from one generation to the next, as anchored in the three-generation model. Craftsmanship transcends specific techniques or production of goods; it entails the personal transfer of skills from master to apprentice and imparts a deep understanding of materials, methods, and values such as quality, care, and responsibility. Dual vocational training plays a central role in this process, ensuring the transfer of specialized knowledge and craftsmanship skills while promoting high standards of quality and professionalism. Master craftsmanship underpins excellent products and services, reflecting the highest precision and superior craftsmanship.

From the perspective of the skilled crafts sector as a profession, it encompasses a remarkable variety of occupations, each reflecting the full spectrum of skilled craft activities and characterized by specific specialist knowledge and skills. To illustrate this diversity,

skilled crafts professions can be thematically grouped based on source materials or areas of application (Sandgruber, Bichler-Ripfel, & Walcher, 2019):

- Textiles, Fashion, and Leather: e.g., women's and men's dressmakers, bag makers, furriers, lingerie makers, saddlers, vehicle upholsterers, and belt makers.
- Construction, House, and Garden: e.g., roofers, plumbers, painters, upholsterers, stonemasons, gardeners, florists, chimney sweeps, stove fitters, pavers, tilers, and ceramists.
- Electrical Engineering and Electronics: e.g., electricians, mechatronics technicians, ventilation technicians, refrigeration and air conditioning technicians.
- Metal Technology and Mechanical Engineering: e.g., blacksmiths, metal and mechanical engineering technicians, agricultural and construction machinery technicians.
- Food and Luxury Foods: e.g., bakers, butchers, and confectioners.
- Health and Personal Care: e.g., hairdressers, beauticians, and massage therapists.

This categorization reflects the rich tapestry of skills and knowledge inherent in the skilled crafts sector.

Definition of Passion in Craftsmanship

In this study, passion is examined within a professional context, specifically among self-employed individuals. The role of passion in craftsmanship is multifaceted, influencing not only the quality of work produced but also the emotional and psychological well-being of the craftsman. Passion can be defined as a strong inclination towards an activity that someone loves, finds important, and is willing to invest significant time and energy into (Houffort, Philippe, Bourdeau, & Leduc, 2018); (Vallerand, 2008); (Vallerand, R. J., 2010), in press; (Vallerand, et al., 2003). (Cardon, Wincent, Singh, & Drnovsek, 2009) argue that passion is very important for venture creation and growth, and yet it's not deeply and appropriately covered in the literature.

A review of existing academic literature reveals numerous elements attributed to entrepreneurial passion (Cardon, Wincent, Singh, & Drnovsek, 2009). Research suggest that passionate individuals are more likely to invest time and energy into their work, resulting in higher quality outputs and innovation (Fisher, Maritz, & Lobo, 2017) and that passionate individuals engage in passionate activity with free choice and may feel an intensive to partake in the activity, leading to positive consequences. Passionate entrepreneurs often exhibit a high level of personal identification and attachment to their companies. Their passion is characterized by an exceptional willingness to exert great effort, perseverance, and dedication in pursuit of their entrepreneurial goals. The mobilizing and motivational aspects of passion—particularly the accompanying enthusiasm—play a critical role in this process. Passion energizes entrepreneurs, providing the strength needed to confront potential obstacles. Consequently, passion enables entrepreneurs to resist being hindered by economic, social, institutional, or personal challenges, allowing them to continue pursuing their goals and visions with unwavering commitment and optimism. Passionate entrepreneurs are especially noted for their strong optimism regarding their ability to realize their ideas for their

companies (Cardon, Wincent, Singh, & Drnovsek, 2009).

While the previous section addressed entrepreneurial passion in general, the following analysis will specifically focus on the passion of craft entrepreneurs, who are central to this study.

In this context, the concept of passion is expanded to include the passionate activities of craftsmen. This study references the well-established idea of "flow," introduced by Hungarian-American professor Csikszentmihalyi from the University of Chicago. In his bestselling book "The Flow Experience," Csikszentmihalyi describes a state of being fully absorbed in an activity. During passionate engagement, individuals experience the process as a flow, receiving immediate feedback about their actions. This creates an interplay between the individual and their environment. When the activity is within the person's optimal performance range—meaning they are neither overwhelmed nor bored—time seems to fly by, and subsequent actions follow intuitively rather than intellectually. Engaging with the material leads to experiences of competence, total involvement, extreme concentration, and profound happiness. In this state, external goals become less significant, and the focus shifts entirely to the activity itself (Csikszentmihalyi, 1990).

Passion in craftsmanship in Austria

Austrian craftsmanship has always been tied to the rich historical backdrops that have formed its cultural identity. A unique feature of the Austrian dual system is that it combines company-based training (80%) with vocational school education (20%) over two to four years. Governed by the Vocational Training Act (BAG), it covers over 200 recognized apprenticeships (Bauer & Gessler, 2017). The system thus allows the apprentices to get experiences from their jobs, while learning by theory about the skills they require in their particular fields. According to Huber and Bock-Schappelwein (2013 Cited in (Donovan & Hautz, 2024), the dual system has been introduced to provide an overall education for students to meet the labor market needs. In this model, apprentices are not only equipped with technical skills but also exposed to professionalism, work ethics developing their passion for their craft. The hands-on experience gained through this dual approach is vital for instilling a sense of pride and ownership in one's work, which is a hallmark of passionate craftsmanship. Craftsmanship possesses this innovative aspect that is central to competitiveness in global markets where consumers increasingly demand unique and superior products. The literature shows that the dual system preserves traditional craftsmanship and also encourages the assimilation of new technologies and methodologies (Vogelsang, Röhrer, Pilz, & Fuchs, 2022).

Passion is important for craftsmanship because, with it, creativity and new ideas arise. Passionate craftsmen are the ones most likely to experiment with new techniques and materials, stretching the boundaries of traditional crafts. This creative energy is crucial to ensure the relevance of craftsmanship in a fast-changing consumer landscape that increasingly demands uniqueness and personalized offerings (Solaimani, Eck, Kievit, & Koelemeijer, 2022).

An important role of craftsmanship actually lies in the passionate involvement of the inheritors of craftsmanship in Austria with their craftsmanship. Such craftsmen would most

likely do their job very well and will be inspired to spend much time and energy into mastering the craftsmanship and passing it on to others. This devotion to the craftsmanship is indeed a great requirement for safeguarding the original work of craftsman, which, otherwise, stands to fade out under modernization and globalization (Brown & Vacca, 2022).

Passionate craftsmen usually also assume the position of mentors among apprentices or the younger generation in this profession. Such transfer of knowledge is of great significance because not only is the technical part learnt, but also the cultural understanding and history of the craftsmanship (Iriaji, Smith, & Johnson, 2020). The emotional connection weighed with work tends to raise the learners' experiences, hence raising their appreciation levels concerning the craft and heritage.

The Importance and Contribution of Crafts to the Austrian Economy

The trade and craft sector in Austria remained a vital part of the national economy, with a turnover of €140 billion in 2023 making a significant contribution to employment, entrepreneurship, and economic growth. It employs 29.4% of all salaried workers and offers training opportunities for 50.4% of all apprentices, which underscores its critical role in workforce development. Additionally, it encourages entrepreneurship, as 47.2% of new business start-ups in Austria originate from this sector. Economically, the crafts sector contributes 22.7% of the total value added to the commercial economy. In actual numbers, the sector employed 763,850 workers, including 46,666 apprentices, and saw 19,263 new businesses established, indicating robust entrepreneurial activity. Trades such as construction, mechatronics, and metal technology generate substantial revenue, emphasizing their economic significance. Construction leads in both revenue generation and value-added contributions. Other sectors like arts and crafts, professional photography, and fashion technology showcase Austrian crafts's diversity and creative potential. The sector is essential for one-person enterprises (EPU), with a notable percentage of EPUs involved in arts and crafts (87.9%) and professional photography (87.2%). This underscores Austria's support for individual entrepreneurs and small businesses. Additionally, crafts are vital for preserving cultural heritage and promoting sustainability through practices such as timber construction and traditional arts (Forschung, 2024).

Methodology

Intensive interviewing focuses on acquiring an in-depth delving into a specific phenomenon. It centered around obtaining in-depth insights into participants' experiences, perceptions, and feelings with regard to a specific phenomenon. The approach is flexible and open-ended in nature, allowing the investigator to traverse complicated topics in detail. The interviewer does not use closed questions but follows a fluid guide that allows for follow-up questions based on the interviewees' responses and hunches and queues received or generated by the interviewer. This allows a high degree of freedom for the interviewer to guide the interview in any direction that is relevant to the matter or phenomenon under study.

Sample

A convenience sample (Bryman, 2002) was established by the researcher by contacting master craftsmen who are also the owners and managers of craft enterprises from various craft

occupations throughout Austria. Contact was made via email or phone, after which they were provided with written information about the study. Everyone contacted who, after an initial approach, expressed willingness to be interviewed was invited to participate and subsequently provided with full details about the project. The interviews took place in the period ranging from February to October 2024.

Research questions

The initial research questions were developed by the two researchers from the Institute for Applied Research on Skilled Crafts and Trades (IAGF). Then, a kick-off event was created by the IAGF in cooperation with the Federal Monuments Authority, the Austrian Federal Economic Chamber, the Crafts and Trades Division, and 14 federal guilds, in which various stakeholders from the Austrian skilled crafts sector participated in order to refine the research ideas and questions. The focus group consisted of representatives of the Federal Division of Crafts and Trades, the researchers from the IAGF and numerous representatives of the skilled crafts sector and the Federal Monuments Authority.

The study attempts to answer the following questions:

Research question 1: What are the characteristics and sources of passion in the craft sector?

Research question 2: How does passion becomes visible and tangible for others?

Research question 3: How is passion passed on in the craft sector?

Sample description

The sample constitutes 36 business companies that were established between 1823 and 2011. The businesses come from a wide range of industries varying significantly in age and size. They contain sole proprietaries employing just one employee and companies employing as big as 160 employees. These businesses represent family-owned businesses that have been passed on for many generations, as well as more recently established companies, indicating a wide continuum of organizational structures.

Key variables within the dataset provide insights into several aspects of business operations. These include the number of employees, which varies greatly between smaller crafts and larger companies; the year of foundation, which ranges from the oldest company founded in 1823 to the most recent in 2011; and the role of the interview partner, particularly whether they are the founder or a successor, offering a perspective on leadership dynamics.

Also, the dataset distinguishes family-run business, where it is shown how many generations contributed to their continuity, with new ventures typically run by the original founders.

Table 1: Statistics of sample

Empl oyees	Found ation	Interview partner = founder	Family business + generation	Industry	Gender	Age
55	1823	no	yes 6	Glazier	m	52
1	1963	no	yes 2	Painters and decorators	m	60

Empl oyees	Found ation	Interview partner = founder	Family business + generation	Industry	Gender	Age
72	1950	no	yes 3	Meat processing	m	67
8	1998	Yes	no	Slab and tile layers	m	58
30	1996	Yes	yes 2	Body shop and body painting technician	m	64
8	1999	no	no	Roofers and plumbers	m	48
160	1987	Yes	yes 2	Automotive engineering	m	70
0		no	yes 2	Bespoke tailor	m	54
30	1991	no	yes 2	Plumber	m	58
7	1988	Yes	yes 1	Stonemason	m	64
1		Yes	no	Goldsmith	m	56
0		Yes	no	Mechatronics technician for electronics and control technology	m	62
0			yes 4	Master painter	f	57
30	1891	no	yes 4	Master baker	m	55
50	1985	Yes	no 1	Master hairdresser	f	61
40		Yes	yes 2	Master hairdresser	m	67
0	2006	Yes	no	Bespoke tailor	f	46
4	1968	no	yes 2	Electrical engineering	m	50
7	1985	Yes	no	Cosmetics, masseur, pedicure	m	58
0	2011	Yes	no 1	Watchmaker	m	43
50	1874	no	yes 6	Roofer	m	66
150	1890	no	yes 5	Tiler	m	69
7	1978	no	yes 2	Chimney sweep	f	44
4	1906	no	yes 4	Florist	m	78
6	1996	Yes	yes 1	Roofer	m	54
20	1980	no	yes 2	Plumber	m	44
0	1964	no	yes 3	Stonemason	m	35
20	1994	no	yes 2	Stonemason and burial	m	30
83	2008	Yes	yes 1	Electrical engineering	m	41
14		no	yes 4	Mechatronics	f	54
4		no	Yes	Chimney sweep	m	49
	1980	no	yes 2	Stove fitters, pavers and tilers	m	47
3	1995	Yes	no	Florist	m	55
3	1994	Yes	no 1	beautician, foot, massage	f	65
	1922	no	yes 3	Metal technology	m	60
25	1999	no	no	Metal technology	m	56

Data collection

The interviews ranged between 1.5 hours and 3 hours. The researchers at IAGF bring decades of experience in working with craftsmen—a clear advantage for the interviews. Due to the nature of the topic to be examined, “passion,” which is profoundly emotional and transcends all life experiences of the participants, intensive interviewing was very appropriate

for collecting the data. Intensive interviewing is flexible (Karhulahti, Siutila, Vahlo, & Koskimaa, 2022) and allows for in-depth exploration (Koleva, 2023) and interpersonal dynamics between the interviewer and interviewee (Parr, 2010). Interviews were recorded in German and then transcribed. The interviewers recorded their thoughts, hunches, and reflections the same day of the following day, and then after transcription, the interview was shown the transcript to ensure the validity of the process. The final transcript was then translated into English and analyzed.

Data analysis

Thematic content analysis (TCA) was used to analyze the data. TCA has gained increased popularity in recent years. It searches, identifies, and interprets meaning and patterns in data. Anderson (2007) contends that “TCA portrays the thematic content of interview transcripts (or other texts) by identifying common themes in the texts.” But it goes beyond finding repetitions and patterns, allowing investigators to delve profoundly into the underlying meanings within the data, uncovering underlying themes that appear across a data set.

TCA is very flexible as it is not tied to a specific theoretical framework like other techniques. This makes it adaptable across a wide range of research contexts and disciplines. It can be applied for small and large sets of data and allows researchers to examine varying participant perspectives and experiences. Moreover, thematic analysis can be used in a 'realist' way to report the experiences and meanings of participants or in a 'constructionist' manner to examine the effects of different discourses operating within society on events, realities, meanings, and experiences (Hecker & Kalpokas, 2024).

Analysis steps

The first step is to conduct a thematic content analysis of the data to identify the key themes and nodes, mainly focusing on passion in craftsmanship.

Step 1: Initial Coding

We went through the text and identified initial codes based on recurring concepts, emotions, and ideas mentioned by the interviewees. The idea here is to identify as many codes and nodes as possible without paying too much attention to overlaps or any other issues. The analysis revealed numerous codes and nodes, which are shown in the following table.

Table 2: Initial codes and nodes

Codes	Nodes
1. Passion in Craftsmanship	-Passion -Heart -Creativity -Innovation -Motivation
2. Creation and Legacy	-Generational Knowledge -Traditional Techniques -Apprenticeship -Respect for tradition

Codes	Nodes
	-Knowledge transfer -Role of family
3. Role of the heart	-Intuition -Emotion -Love for the Craft -Gut Feeling -Interpersonal Relationships -Emotional-driven decision making
4. Heart, Brain, & Hand Synergy	- Craftsmanship as a holistic experience - The intersection between the heart, brain, and hands
5. Duality of Passion	- Suffering and joy
6. Authenticity & Meaning in Craft	
7. Sustainability	- Intergenerational continuity - Succession planning
8. Community & Social Connection	- Apprenticeship - Community - Employee Relations - Empathy and Customer relationships - Impact on others - Emotional resonance
9. Emotional, engagement, & Satisfaction	- Emotional Connection - Generational Influence - Connection to Materials - Creativity as a Driving Force - Customer Feedback as Validation - Transmission of Passion - The Joy of Craft
10. Creativity & Innovation Linked to Tradition	- Traditional Techniques - Mentorship - Innovation in Constraints - Emotional Engagement - Joy in Creation - Passion-driven work.
11. Challenges, perseverance & Resilience	- Challenges in Craftsmanship -Economic Pressures and Uncertainty - Balancing Passion and Practicality - Changing Market Conditions - Perseverance

Codes	Nodes
	<ul style="list-style-type: none"> - Commitment to Quality and Detail - Continuous Learning and Adaptation - Emotional and Personal Investment - Resilience in Craftsmanship - Support Networks and Mentorship - Intrinsic Motivation and Passion
12. Emotional & Ethical Considerations	<ul style="list-style-type: none"> - Ethical responsibility
13. Integration of Work & Life:	<ul style="list-style-type: none"> - Family Influence - Lifelong Commitment - Home-Work Integration - Innovation and Learning - Emotional Connection
14. Role of Leadership in Fostering Passion	<ul style="list-style-type: none"> - Mentorship
15. Role of Family & Tradition:	<ul style="list-style-type: none"> - Early Exposure and Family Influence - Continuation of Family Tradition - Emotional and Cultural Significance of Craft - Challenges in Passing on the Craft
16. Craftsmanship & Quality	<ul style="list-style-type: none"> - Generational Influence and Legacy - Passion as a Driving Force - Connection Between Craftsmanship and Quality - Creativity and Innovation -The Role of Education and Mentorship - Customer-Craftsperson Relationship - Sustainability and Ethical Considerations - Challenges and Resilience
17. Community & Regional Ties	<ul style="list-style-type: none"> - Local Engagement - Family Business Dynamics - Cultural Heritage
18. Intuition and Experience	<ul style="list-style-type: none"> - Intuition as Second Nature - Experience Refines Intuition - Mentorship as a Conduit for Intuition - Emotional Investment
19. The Role of Entrepreneurship	<ul style="list-style-type: none"> - Generational Influence and Legacy - Balancing Passion with Business Realities - Innovation and Adaptation - Community and Customer Relationships - The Role of Mentorship and Teaching

Codes	Nodes
20. Mentorship & Knowledge Sharing	<ul style="list-style-type: none"> -Family influence - Apprenticeship - Traditional knowledge - Role models - Guidance - Support - Role modeling - Influence of mentors - Importance of having someone to look up to - Hands-on experience - Learning by doing - Practical application - Skill development - Responsibility to craft - Duty to pass on knowledge - Commitment to excellence - Preservation of traditional crafts - Societal contribution - Role of crafts in society

Step 2: Searching for Themes

The next step is to organize these codes into broader themes:

Passion as a Central Force: This theme captures how passion is experienced, expressed, and recognized in the craft.

Creation, Legacy, and the Meaning of Work: This theme explores the intersection of creating something of value, leaving a legacy, and finding meaning in work.

The Role of Heart, Brain, and Hands in Craftsmanship: This theme examines the connection between emotional, intellectual, and physical aspects of work.

Suffering and Joy as Dual Aspects of Passion: This theme addresses the idea that true passion involves both suffering and joy.

Authenticity in Craftsmanship: This theme looks at how authenticity is perceived and valued in the craft, both in the process and the outcome.

Intergenerational Knowledge and Tradition: This theme focuses on the importance of passing down knowledge and skills through generations.

Community, Relationships, and Social Value: This theme highlights the role of community and relationships in the practice of craft.

Emotional and Personal Fulfillment: This theme relates to the personal satisfaction and emotional fulfillment that comes from engaging in the craft.

Step 3: Reviewing Themes

The third step is to review the themes to ensure they accurately reflect the content of the interviews. The themes are comprehensive and represent the main ideas expressed by the

interviewees.

Step 4: Refining and Naming Themes

The fourth step is to refine the themes by examining overlapping themes and reducing existing themes into the most basic and main ones. The idea here is to streamline the themes, making connections between the themes and nodes clearer. This will also enhance the coherence and depth of the analysis. To do that, the following steps were undertaken:

1. Overlapping themes are merged

"Heart, Brain, & Hand Synergy" and "Passion in Craftsmanship" overlap significantly. Therefore, they are merged into a single theme that emphasizes the holistic nature of craftsmanship. This makes the connections between passion, creativity, and the mind-body-heart synergy more explicit. The new theme is named: Passion as a Holistic Experience in Craftsmanship. The corresponding nodes become: Nodes: Passion, Heart, Brain-Hand Synergy, Creativity, Innovation, Emotional Connection.

2. The Role of Family and Tradition is clarified

The "Creation and Legacy", "Role of Family & Tradition", and "Sustainability" themes are merged into a broader theme related to Continuity and Intergenerational Knowledge. This better reflects the relationship between family, tradition, sustainability, and knowledge transfer. The resulting new theme is named: Continuity and Legacy in Craftsmanship. The corresponding nodes are: Generational Knowledge, Apprenticeship, Sustainability, Family Influence, Tradition.

3. Emotion-Driven themes are consolidated

"Role of the Heart", "Emotional, Engagement, & Satisfaction", and "Emotional & Ethical Considerations" are combined into a theme that focuses on the emotional and ethical dimensions of craft. This highlights the role of passion, intuition, and emotional investment in craftsmanship. The resulting new theme is called: Emotion, Ethics, and Passion in Craft. The corresponding nodes are: Intuition, Love for the Craft, Emotional Decision-Making, Ethical Responsibility.

4. Duality of Passion is refined

The "Duality of Passion" is expanded by connecting it with themes: Challenges, Perseverance, and Resilience. This highlights the dynamic tension between joy and suffering, while emphasizing the perseverance required to thrive in craftsmanship. The name of the resulting theme is: The Duality of Passion and Resilience in Craft. The corresponding nodes are: Suffering and Joy, Challenges, Perseverance, Emotional Investment.

5. Innovation and Tradition are integrated

"Creativity & Innovation Linked to Tradition" and "Craftsmanship & Quality" are linked by focusing on how innovation within the context of tradition is a key driver of quality and sustainability. The resulting new theme is called Creativity, Innovation, and Quality Rooted in Tradition. The corresponding nodes are: Traditional Techniques, Innovation, Quality, Craftsmanship, Mentorship.

6. Leadership is linked to Knowledge Sharing

"Leadership in Fostering Passion" and "Mentorship & Knowledge Sharing" are linked together. Combining these themes highlights the role of leadership in passing on passion and

skills to the next generation. The new resulting theme is called: Leadership and Mentorship in Sustaining Craft Passion. The corresponding nodes are: Nodes: Mentorship, Role Models, Knowledge Transfer, Leadership, Passion Transmission.

Table 3: Condensed themes and their corresponding nodes

Theme	Nodes	Quotes
1. Passion as a Holistic Experience in Craftsmanship	<ul style="list-style-type: none"> - Passion - Heart - Brain-Hand Synergy - Creativity - Innovation - Emotional Connection 	<p>"You can only be a good craftsman if you have your heart in it every day."</p> <p>"Craftsmanship thrives on doing things with your hands, heart, and brain."</p>
2. Continuity and Legacy in Craftsmanship	<ul style="list-style-type: none"> - Generational Knowledge - Apprenticeship, Sustainability - Family Influence, Tradition 	<p>"Craftsmanship has golden soil."</p> <p>"I first started sewing when I was three years old. That was already in our family."</p>
3. Emotion, Ethics, and Passion in Craft	<ul style="list-style-type: none"> - Intuition - Love for the Craft - Emotional Decision-Making - Ethical Responsibility 	<p>"Craftsmanship thrives on doing things with your hands, heart, and brain."</p> <p>"If a craftsman doesn't put passion into his product, then nothing will come of it."</p>
4. The Duality of Passion and Resilience in Craft	<ul style="list-style-type: none"> - Suffering and Joy - Challenges - Perseverance - Emotional Investment 	<p>"The drive for perfection... contributes to the suffering, but the joy of creating something meaningful counterbalances it."</p> <p>"There were often times when I left at six in the morning and returned home at ten or eleven in the evening. You can't push through that without passion."</p>
5. Creativity, Innovation, and Quality Rooted in Tradition	<ul style="list-style-type: none"> - Traditional Techniques - Innovation - Quality - Craftsmanship 	<p>"When you're allowed to live out your creativity, it generates even more passion."</p> <p>"I make the colors myself, I have the lime, I sieve it out, I mix it up, then I add</p>

Theme	Nodes	Quotes
	- Mentorship	the pigment and apply it."
6. Leadership and Mentorship in Sustaining Craft Passion	- Mentorship - Role Models - Knowledge Transfer - Leadership - Passion Transmission	"You communicate [passion] by living it." "You have to have the will, the strength, and above all, the passion, otherwise you'll despair."

Answering the questions of the study

Research question 1: What are the characteristics and sources of passion in the craft sector?

Passion in craftsmanship is a complex interplay of heritage, personal fulfillment, and a profound connection to one's craft. Passion in craftwork, for many craftsmen, mostly originates from earlier life experiences or traditions from family or mentor influence. The early experience thus builds up the foundation of personal dedication and love for craftwork. The craftsmen talk mostly about work-life integration wherein craft practice becomes perceived as a part of one's identity and not a separate vocation. Such embeddedness comes from the various critical internal motivators.

Craftsmanship passion is often tied to early life experiences- growing up in a house where craft was a way of life- standing witness to parents and various mentors becoming engrossed in their arts. For instance, AA speaks of his mother's tailoring workshop as an extension of his home and life. In the same way, AV says that the home tradition influenced her connection to lime painting that says "preparing lime and applying it was basically meditative and fulfilling art". Passion is inherent joy found in both craft and the very movement through working with "live" materials such as dough during baking, sensitive to the surroundings. This sporadic interactive work with materials helps create a sense of mystery and learning in real-time that keeps the work fresh and different. "Passion is born within," with regard to how traditions and knowledge are passed from master to apprentice in appreciation of everyone's contribution. One would look at passion as being very much bound into personal definition, such that people view what they do as entwined with their core values and lifestyle. Most of these workers, who work this trade, find that their work reflects similar values such as local ingredients or environmentally friendly practices, making their work an expression of who they are.

Passion in craftsmanship is largely sustained by three main sources.

Relationships and Mentorship:

Mentorship and significant figures play a very important role. A senior mentor who has played a pivotal role both in shaping AAs professional and personal values. AH recollects that the old journeyman's guiding influence instilled pride and capability in his work. Relationships with customers can be a source to craftsmen; pride in the product creates working-for-people craftsmen who often develop long relations with clients who appreciate

that uniqueness and dedication are in the work.

Feedback and Recognition:

Feedback, both from customers and the community, gives craftsmen a feeling of worthiness and competency. For example, that is something AR talks about when it comes to getting satisfaction when his clients react to perfectly fitted garments, while AS gets strength from former students' success stories on how they have used the lessons taught in their careers. This cycle of acknowledging and appreciating creativity and improvement keeps the craftsmen motivated.

Creative Freedom and Sensory Engagement:

Creative exercise, such as physically crafting and imaginative work with each piece, is an important internal motivation. Craftsmanship opens up a world of sensory experience, encompassing everything from the feel of materials to the whiff of lime or fabric, thereby engaging and satisfying the individual. AV talks about tactile pleasure created through the mixing and application of natural pigments, a practice that, for him, links earth and nature, and AH mentions being in joy with diversity and longevity of his crafted materials-the uniqueness of the trade.

Passion for craftsmanship is an all-encompassing connection between tradition, relationships, and sensory satisfaction. Craftsmen see their work as a lifelong journey as it transcends the demands of any single project or challenge. This deeply felt personal approach is what they want to pass on to the next generation.

Research question 2: How does passion become visible and tangible for others?

The transcripts reveal a wealth of insight into how passion in craftsmanship manifests and impacts others, especially from the perspective of the craftsmen and women themselves. Based on a thematic analysis of the recurring themes in the interviews, here are reflections on what passion achieves and how it becomes visible to others. Ultimately, passion enhances the client experience, motivates peers and apprentices, builds professional connections, and contributes to the broader social fabric, creating a lasting legacy of excellence in the craft.

Passion becomes visible and noticeable to others in various ways:

Attentive Personal Interaction:

Craftsmen are more likely to display their passion through personal consultations, careful attention to client needs, and letting them participate in the process of creating the masterwork itself. Clients feel special, having witnessed all the attentiveness given to their preferences.

Quality and Precision in Craft:

The minute detail and craft become tangible signs of a love. Be it the seam perfectly aligned, be it well-placed graffiti or the restoration of a centuries-old plasters; the shelf talks of quality about just how much belongs to it.

Visible Joy and Satisfaction:

The craftsmen often extend their enthusiasm beyond work to community and social interaction. It extends to the work and brings pride in their conversations about their work and projects that inspire not just the apprentice but also witnessing clients.

Commitment to Continuous Improvement:

Craftsmen frequently try to acquire new skills new techniques and perfect their craft, which clients recognize and respect as evidence of self-improvement and mastery of the craft.

Influence on Workplace Atmosphere:

The craftsman's passion becomes his own benchmark in his behavior and standards of working within the workplace, and his actions motivate fellow craftsmen and apprentices to develop similar dedication and pride in their work.

Through the Craft Itself:

The craftsmanship and quality of a product stand as strong evidence of a craftsman's commitment and passion toward their work. For instance, if one uses native ingredients or refrains from generalized baking mixes, it suffices to prove one's commitment toward authenticity, originality, and genuine love for crafting.

In the Workplace Atmosphere:

Often, employees tend to resonate with the excitement or enthusiasm of an entrepreneur, and a domino effect of motivation and engagement automatically follows. One transcript illustrates this well: a particular employee inspired new talent through sheer attitude and work ethic, thereby demonstrating how passion can really be 'contagious' within a team.

In Customer Interactions:

The customers can feel the dedication of the master craftsman through little, minor interactions, attentive and detail-packed service, and the service itself. One interviewee mentioned that even basic courtesies, such as warmly welcoming clients or taking time to understand their needs, would signify a commitment past a transactional relationship.

In Community Presence and Initiatives:

Participation in community initiatives, from development workshops to cooperative events, applauds most craft entrepreneurs for building and educating within the community. Such involvement often manifests as an external expression of passion in both business and cultural advocacy. These impressions represent the interest of craft entrepreneurs in how their passions go beyond the immediate work to professional ties and the larger social fabric through an example lived from dedication, integrity, and joy in their craft. Hereby, the findings confirm the aura of passion established in the worlds of craft and suggest that, when freely shared and modeled, this ruthless passion actually becomes a source of charisma that attracts customers, holds apprentices, and builds a legacy of excellence in the trade.

Research question 3: How is passion passed on in the craft sector?

In traditional craft contexts, the passing on of passionate knowledge unfolds in the doing of apprentices starting from the very first moments involved with actual production and responsibility. The master baker, including an apprentice in all operations, does not allow them to witness but, in time, practice and learn to replicate the same fervor and standards employed by the master over his work. This "learning by doing" approach, alongside well-experienced craftsmen, creates a place where passion is witnessed, shared, and assimilated into the craft.

In addition, the presence of experienced craftsmen in the continuous improvement

process — such as recipe tweaking or trying new methods — offers apprentices concrete examples of what it means to live craft through passion. Direct involvement by the apprentice in the actual creative and problem-solving aspects ultimately shows that craftsmanship passion is a mindset and commitment to quality as much as it is a craft.

Passion, according to interviews, is transferred primarily through model, story, and direct engagement in everyday labor. Each master craftsman lives and embodies his values, such as commitment, precision, creativity, and, most importantly, joy in craft-crafting their unspoken standard for apprentices to observe and absorb.

Embodied Learning:

Thus, the telltales of the tailors, electricians, and painters show that the passionate sort of knowledge is often obtained through close intrapersonal work with mentors who model certain kinds of behavior. Then, learning about the "right" way to handle materials, such as wool or silk in tailoring, or about the tactile feedback of wood, stone, and lime when building creates a sensory basis for deepening the apprentice's grasp of the craft.

Practical Demonstrations and Personal Rituals:

Many craftsmen would say that rituals and personal standards, like the particular way of handling tools or the way materials are treated, be learned by young craftsmen from their mentors. Although subtle, it clearly reinforces the values of respect, dedication, and pride that keep a craft "more than a job."

Relational Mentorships:

At times, mentors or senior co-workers stand as an emotional and intellectual center for the apprentices. They refer to an art that doesn't only teach but speaks for living one's life for a particular craft. This very association is meant to show apprentices that a career in craftsmanship is more than just making goods for their own sake but embodies a deep relationship with personal meaning.

Generational Transmission:

The interview makes it clear that passionate knowledge per se derives wholly from tradition and family background. For example, B, a fourth-generation torchbearer in a family bakery, was made very much involved in the bakery from early childhood, establishing continuity and a sense of ownership over time. His passion is manifestly shown in how he has modified and yet carried forward his family's practices into outlets such as the show bakery, which tell and display the work process and are thus intended to enhance community engagement.

Learning through Observation and Practice:

Often, craftsmanship passion is inherited by the apprentice, who sees the occasionally skilled craftsman at work and imitates his enthusiasm and great dedication. Admits AV, a hairdresser- that her apprentices learn from pervading passion corrupted by pursuing excellence at work, which she exemplifies for them every day.

Shared Goals and Collective Identity:

Passionate knowledge could flourish in such an atmosphere when it is an environment characterized by collective commitment from everyone to excellence and innovation. For instance, CP suggested that convincing apprentices and employees-their involvement on the creative aspects of the work such as brainstorming for new products-would strengthen their sense of belonging and motivation. This could make apprentices more attached to the trade as members of a wider family or community effort.

Conclusion

This study explored the multifaceted dimensions of passion within skilled trades, scrutinizing the motivations that drive craftsmen and how their passion finds expression. It aimed to examine perceptions of passion in Austrian craftsmanship, its sources and characteristics, how it is passed from generation to generation and manifested explicitly in goods and services, and how passion can keep craftsmanship successful. The study used thematic content analysis and intensive interviewing to explore characteristics and sources of passion, how passion becomes visible and tangible for others and how is it passed on.

The study found that passion for craftsmanship is an all-encompassing connection between tradition, relationships, and sensory satisfaction. Craftsmen see their work as a lifelong journey because it transcends the demands of any single project or challenge, and this deeply felt personal approach is what they want to bequeath to the next generation. As for the transmission of passion, it is transferred primarily through model, story, and direct engagement in everyday labor. Each master craftsman lives and embodies his values, such as commitment, precision, creativity, and, most importantly, joy in craft-crafting their own unspoken standard for apprentices to observe and absorb.

Finally, with regard to how passion is made visible, the thematic content analysis revealed that passionate knowledge transfer in craftsmanship is primarily achieved through "learning by doing" and close mentorship. Master craftsmen involve apprentices in every aspect of production, allowing them to practice and replicate high standards. Passion is conveyed through direct engagement, practical demonstrations, and personal rituals, reinforcing values like dedication and pride. Relationships with mentors and generational transmission play a crucial role in instilling a deep connection to the craft. Passionate knowledge flourishes in environments of collective commitment to excellence and innovation. Ultimately, passion in craftsmanship is a blend of tradition, personal connection, and devotion, creating a cohesive and inspiring workplace culture.

Implications and recommendations

The study has numerous implications and recommendations. First, the results clearly show the importance of the role of the family in instilling a love for craftsmanship and leveraging generational wisdom. Creative craftsmen were usually from families that belonged to certain crafts or were close to craftsmen. The family can motivate their children to pursue certain crafts and support them if they are already willing to do so. Celebrating heritage, highlighting the history and traditions of the craft, and showcasing the evolution of work.

Secondly, mentorship came across as very important in transmitting passion and implicit and explicit knowledge. Vocational schools should adopt mentorship programs that

links students to master craftsmen in their field. An affinity usually develops between mentors and mentees, which is important in delivering the implicit and secrets of the specific craft. Mentorship is way better than teaching. In addition, mentorship can be used to transmit the craft as a medium to teach broader life principles, emphasizing that it's not just about making goods but fostering personal meaning.

Thirdly, vocational schools may need to revise their curricula to include aspects related to passion and innovation. While the dual vocational system immerses students in their chosen craft, immediate involvement may be important. Students should not just watch but get active immediately, handling materials on their own, using tools, and taking responsibility. Learning by doing and shadowing should be advocated and encouraged. Schools can also invite inspirational talks and visits by external craft masters, such as idea generation and workshops. Schools may also involve their students in international competitions, which are important as they provide an opportunity to be exposed to other countries' ways and manners and best practices.

Finally, documenting and sharing stories can be an exciting opportunity to encourage passionate craftsmanship. Examples exist as in the Chamber of Commerce holding events that include storytelling, which also appears in many publications of the Chamber. In addition to integrating modern platforms like featuring apprentices and their work on social media, celebrating their progress and the craft itself.

Future studies

There are numerous directions that future studies can address. First, it is essential to highlight the relative dearth of academic studies on craftsmanship in Austria. While there is a significant body of literature on craftsmanship in Europe, Austria seems to be lacking a little. Apart from the publications by the Austrian Chamber of Commerce and its associated bodies like IAGF, little is done by universities on the topic.

As such, there are many opportunities and directions for future studies. Researchers should examine

cultural variations in passion for craftsmanship among different regions in Austria. Examine how passion manifests in different cultural contexts. Different Austrian regions have different heritage, industries, and subcultures which may influence the development and expression of passion. Furthermore, researchers can also look at the impact of technology, such as digital integration, and how modern technology can be harnessed to enhance traditional crafts without diluting the craftsman's passion or the craft's authenticity.

They can also examine issues relating to sustainability and ethics in craftsmanship. For example, how environmental practices aligning craft practices with sustainability influence craftsmen passion and client perceptions and how ethical sourcing and the use of ethically sourced materials impact their sense of purpose and passion.

Research can also tackle resilience and burnout especially in light of Covid19 and the changes resulting from it. Research can also examine intergenerational transmission of passion comparing family vs. non-family apprenticeships and modern adaptations and how younger generations reinterpret traditional crafts to align with contemporary values and how

this affects passion.

Finally, research can look at community engagement and social impact. For example, how craftsmen contribute to social cohesion and cultural identity within communities and the impact of social enterprises and community development.

With regards to research methodology, researchers can maximize the impact of future studies by considering:

- Adopting Interdisciplinary Approaches: Integrate perspectives from sociology, psychology, economics, and cultural studies to build a comprehensive understanding of passion in craftsmanship.
- Utilizing Participatory Research Methods: Involve craftsmen as co-researchers to ensure authenticity and relevance. Participatory action research can empower craftsmen and enrich data quality.
- Employing Longitudinal Studies: Conduct long-term studies to observe how passion evolves over time, especially through generational shifts and technological advancements.
- Bridging Practice and Academia: Encourage collaboration between academic institutions and craft communities to ensure findings are grounded in real-world experiences and directly benefit craftsmen.
- Emphasizing Ethical Considerations: Ensure that research practices respect the intellectual property and cultural significance of traditional crafts.
- Promoting Diversity and Inclusion: Make deliberate efforts to include voices from marginalized groups to enrich understanding and foster a more inclusive craft sector.

Acknowledgment

This research was conducted by the Institute for Applied Research on Skilled Crafts and Trades (IAGF), and funded by the Federal Monuments Authority, the Austrian Federal Economic Chamber, Department of Crafts and Trades Division, and 16 federal guilds from the trade and crafts sector.

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