

Happiness management and university entrepreneurship: literature review

Gestión de la felicidad y emprendimiento universitario: revisión de la literatura

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Abstract: the increasing importance of the concept of happiness management in the last 10 years makes it necessary to review the literature to assess the main lines of research and the possible gaps. Additionally, there is a need for more business and entrepreneurship education within universities. Therefore, this paper aims to contribute to the advancement of happiness management in the context of university entrepreneurship, where the existing relationships between the constructs happiness management and entrepreneurship and happiness and entrepreneurship are identified. In this work a literature review is made, where through five filtering processes a total of 391 articles selected as object of study are reached. Subsequently, the state of the art is discussed and the thematic areas of research on university entrepreneurship in relation to happiness management are identified, which are: the analysis of management and business organization, the business models, the types of entrepreneurship, the financing and the capabilities and training as the most prominent topics. In the end, the contributions of this study to the state of the art and the conclusions reached are mentioned, determining, through the identification of the different thematic areas, the roadmap for the implementation of future happiness management strategies within university entrepreneurship.

Keywords: entrepreneurship, economic development, job satisfaction, urban, rural, and regional economics, regional economic activity: growth, development, environmental issues, changes.

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Resumen: el incremento de la importancia del concepto de gestión de la felicidad en los 10 últimos años hace necesario una revisión de la literatura que permita valorar las principales líneas de investigación y posibles gaps. Adicionalmente existe la necesidad de mayor educación empresarial dentro de las universidades. Por lo que el presente trabajo pretende contribuir al avance de gestión de la felicidad en el contexto del emprendimiento universitario, donde se identifican las relaciones existentes entre los constructos gestión de la felicidad y emprendimiento y felicidad y emprendimiento. En este trabajo se hace una revisión de la literatura, donde a través de cinco procesos de filtrado se llega a un total de 391 artículos seleccionados como objeto de estudio. Posteriormente se debate sobre el estado de la cuestión y se identifican las áreas temáticas de investigación del emprendimiento universitario en relación con la gestión de la felicidad, las cuales son: el análisis de la gestión y organización empresarial, modelos de negocio, tipos de emprendimiento, financiación y capacidades y formación como temáticas más destacadas. Por último, se mencionan las aportaciones de este estudio al estado de la cuestión y las conclusiones alcanzadas, determinando, mediante la identificación de las distintas áreas de temáticas, la hoja de ruta para la implementación de futuras estrategias de gestión de la felicidad dentro de los emprendimientos en la universidad.

Palabras claves: emprendimiento, desarrollo económico, satisfacción laboral, economía urbana, rural y regional, actividad económica regional: crecimiento, desarrollo, cuestiones medioambientales, cambio.

Introduction

This work consists of a review of the literature on entrepreneurship in the university and how “happiness management” influences entrepreneurial activity. Its starting point are previous reviews of the literature (Alonso-García *et al.*, 2021; Ravina-Ripoll *et al.*, 2023; Cuevas-Estrada and Sánchez-Bayón, 2024; Sierra-Casanova *et al.*, 2024; Melendo Rodríguez-Carmona *et al.*, 2024).

The management of happiness has become an essential element in the operation of the company, and it can be applied in various areas or departments and serves to promote business growth. It is also important to note that the demand for entrepreneurship-related training within the University has increased (Piperopoulos and Dimov, 2015). This need arises due to the difficulty of setting up a company for potential entrepreneurs, who lack the necessary training and knowledge in business matters (Martínez Martín *et al.*, 2019), i.e. even having an innovative and potentially successful business idea is perceived as difficult to undertake, especially if it is in the rural world (Martínez-Campillo *et al.*, 2019). Faced with this and with a proper university orientation, the student is placed at the heart of the business ecosystem, so that he or she makes decisions and influences business activity (Audretsch and Belitski, 2017).

In line with the above, Ruiz-Navarro *et al.* (2021) find that 11.6% of nascent university students and 20.8% of consolidated university students intend to undertake. This is due to the mediating effect of proactivity and optimism that

has occurred since 2022, increasing entrepreneurial intention (Cardella *et al.*, 2024). This situation highlights the need to support business education in universities, where the highly educated workforce becomes the core of innovation and knowledge transfer in today’s economy (Ravina-Ripoll *et al.*, 2017). It is here that universities increase their range of action by assuming new missions and relationships to contribute to the economic and social development of the territory in which they operate based on innovation and entrepreneurship (González Moreno *et al.*, 2019), promoting the management of happiness within the company and what this management can bring to entrepreneurs and workers.

It is worth highlighting the statements made by La Rubia *et al.* (2021) and Bel Durán *et al.* (2023), who highlight the need to promote entrepreneurial culture at all educational stages, given that when students arrive at university it is too late to promote such culture. Likewise, it is essential to orient careers that do not have a direct link with business sciences towards the inclusion of training modules on entrepreneurship within their programming (Salas-Velasco, 2023) and do so with specialized training in the different requirements to be an entrepreneur, as well as in the way of managing happiness within their working life as a new trend within the management sciences.

All of the above demonstrates how entrepreneurship gains strength and how happiness management takes center stage, being involved in different parts of the company, such as social marketing strategies (Elías Zambrano *et al.*, 2021;

Jiménez-Marín *et al.*, 2020). Another way to address happiness management would be to focus their efforts on incentivizing creativity and innovation (Ravina-Ripoll *et al.*, 2019). In addition, this concept of happiness management is also linked to the management of human talent (Ravina-Ripoll *et al.*, 2021a) of the company taking into account the capital of the staff. Happiness management is also considered an element of economic progress (Ravina-Ripoll *et al.*, 2022), as it drives complex productive or sustainability actions within the company.

Then, first, the traditional economic change and entrepreneurship and happiness management in this sector are presented; then, the selection criteria of the corpus; then, the debates; then, the contributions on the state of the matter and, finally, the conclusions.

Traditional economic change and entrepreneurship

The support and promotion of entrepreneurship in the university is an action to advance in the change of the traditional economic model, by allowing the growth of a recent productive area that is more innovative and intensive in the use of technologies and competitive internationally (La Rubia *et al.*, 2021). This entrepreneurial action within the university can take place from the academic and the university approach. The differences between both entrepreneurial approaches are: the assumption of risks by the entrepreneur, the organizational effort and that the object of entrepreneurship must be an innovative task (Abreau and Grinevich, 2013). Both approaches are characterized by the resource limitation of the university (Bezanilla *et al.*, 2020).

On the one hand, there is academic entrepreneurship (Abreau and Grinevich, 2013) defined as an act that goes beyond the traditional academic roles of teaching and/or research, being understood as an innovative activity that carries a risk and that brings financial rewards for the academic or the institution in which the person works. Also, the definition is expanded to emphasize the commercial value of entrepreneurship with the social character of the entrepreneurial task to provide

a greater intangible value to academic entrepreneurship, such as the stimulation of learning in entrepreneurial environments, the sustainability of institutions, etc. This type of entrepreneurship facilitates academic transfer and the creation of university *spin-offs* (Vega Gómez *et al.*, 2019). In addition, university entrepreneurship, which is gaining more and more relevance (Bel Durán *et al.*, 2023), is led by the student mass, and it is an interesting phenomenon in universities with less research capacity by focusing their focus on the creation of companies by their students (Siegel and Wright, 2015).

Business workshops and training complements that encourage entrepreneurship are encouraged (Escalante Castro *et al.*, 2024). The entrepreneurial university perfects the research university by linking the search for solutions to the problems of industry and society with the academic field (Etzkowitz, 2017) using the basic research model traditionally used by universities.

University-born companies are understood as genuinely innovative, not only by being originated from research groups but by transferring knowledge from the university to society (Bel Durán *et al.*, 2023), for example, the implementation of virtual reality in a business can affect consumers, creating an experiential value (Li *et al.*, 2023). In addition, the entrepreneurial university acquires a strong social character, understanding that the generation of wealth that occurs through this function has to contribute to the creation of social value (Bel Durán *et al.*, 2023), which would lead to considering entrepreneurship the engine of innovation and social growth (Ward *et al.*, 2019; Aparicio *et al.*, 2021) of a country. Entrepreneurs can be seen as a source of innovation, job creation, responsible practices and promoters of the concept of sustainable enterprises (Boscán Carroz *et al.*, 2023).

Managing happiness in entrepreneurship

The social change that entrepreneurship seeks to produce is reflected in job creation, economic growth, boosting productivity, increasing competitiveness, encouraging companies to improve efficiency and introducing innovation (Mortan *et*

al., 2014; Robb and Robinson, 2014). This social change when affecting people is linked to the management of happiness within the entrepreneurial ecosystem. The company seeks to adapt to society by adopting happiness management strategies oriented to changing social demands. For example, through the creation of social enterprises (Bull and Ridley-Duff, 2019) that challenge the traditional conceptualization of the company for the sake of a moral orientation of the economic system and the social value that it generates. Another example is the “*ecopreneurship*” oriented to sustainable development (Del Brío González *et al.*, 2022).

These movements are part of the “green economy” that gives special importance to the sustainable nature of productive activity to preserve ecosystems (González-Argote *et al.*, 2024). The green economy is influenced by consumer behavioral changes, as there is an increase in customer preference for sustainable brands (Ravina-Ripoll *et al.*, 2021b). The “green economy” is also extrapolated to the field of human resources along with happiness management (Martínez-Falcó *et al.*, 2024), showing that these practices perfect work commitment, employee welfare and sustainable performance.

In addition, the implementation and use of the sustainable culture of the organization oriented to corporate social responsibility practices can lead to a higher level of financial performance and the company itself to climb positions within the corporate ranking (Pinzón-Castro and Maldonado-Guzmán, 2023). Also, this type of projects causes a direct effect within the regional growth of the site in which they are developed, contributing to the increase of regional wealth (Aparicio *et al.*, 2023).

It is interesting to encourage sustainable aspects or corporate social responsibility within the company to influence the happiness of both the company itself and the consumer (Cuesta-Valiño *et al.*, 2023a), being consistent with the current values and social purposes sought by the entrepreneur. This happiness of the consumer, caused by seeing their social and sustainable demands satisfied, influences their loyalty and supposes an alignment with the management of the happiness of the company, since it encourages the adoption

of habits or social and sustainable behaviors within the organization to satisfy the demands of its consumers (Gutiérrez-Rodríguez *et al.*, 2023).

Likewise, it is understood that the beginning of entrepreneurial activity generates a procedural utility (Frey and Benz, 2003; Kautonen *et al.*, 2015), i.e. we work with an approach oriented to welfare results. Thus, it can be identified that the fact of being an entrepreneur, working in reduced hierarchies, can increase happiness at work, which is related to better internal communication of these companies since there is a close link between happiness and it (Castro-Martínez and Díaz-Morilla, 2020). Just as it can be beneficial to work in the communication of the company in general, quality informative content through social networks can be very effective, directly impacting on the purchase intention and the loyalty of consumers (Çil *et al.*, 2023). In addition, using communication and content marketing techniques by the company creates functional, social and emotional value at the consumer level (Repovienė and Pažėraitė, 2023).

Another aspect that can increase the happiness of the entrepreneur is autonomy, also understood as individual self-organization (Shir *et al.*, 2019; Rosenblat and Stark, 2016), since they are considered “their own bosses”. This characteristic is held in such high esteem that it compensates for the difficulties associated with self-employment (Binder and Coad, 2010); in addition, entrepreneurs are also characterized by their shared mentality, talent, innovation and flexibility in work (Ravina-Ripoll *et al.*, 2017; Teece, 2014a), which is also understood as fundamental components of emotional wages (Madero-Gómez *et al.*, 2021). This emotional salary has a direct impact on happiness at work and, in addition, it mediates between organizational justice and happiness at work, so it becomes a fundamental element in the management of happiness (Ravina-Ripoll *et al.*, 2024).

Also, the happiness derived from entrepreneurial traits can contribute to maximizing the achievements of the subject and those of the organization (Cuesta-Valiño *et al.*, 2023b; Stam *et al.*, 2014). Therefore, “*happiness management*” within the business environment, through social enterprises (Battilana *et al.*, 2015) or sustainable, for example,

can generate personal and professional benefits within employees and employers, impacting on the entity (Ravina-Ripoll *et al.*, 2022; Rando-Cueto *et al.*, 2023) which would end up increasing the quality of life of the population in general.

Table 1 summarizes the relationship between the constructs under study, the management of happiness with entrepreneurship and happiness with entrepreneurship.

Table 1

Analysis of the relationship between happiness management-entrepreneurship and happiness-entrepreneurship

Related Constructs	Relationship between constructs
Happiness management - entrepreneurship	In entrepreneurship, happiness management has a crucial role, since it applies to concepts such as salary, hours, entrepreneurial autonomy, among others.
Happiness-entrepreneurship	The happiness within the enterprises is reflected in the results of the enterprise, because the well-being of the entrepreneur affects the profits of the company.

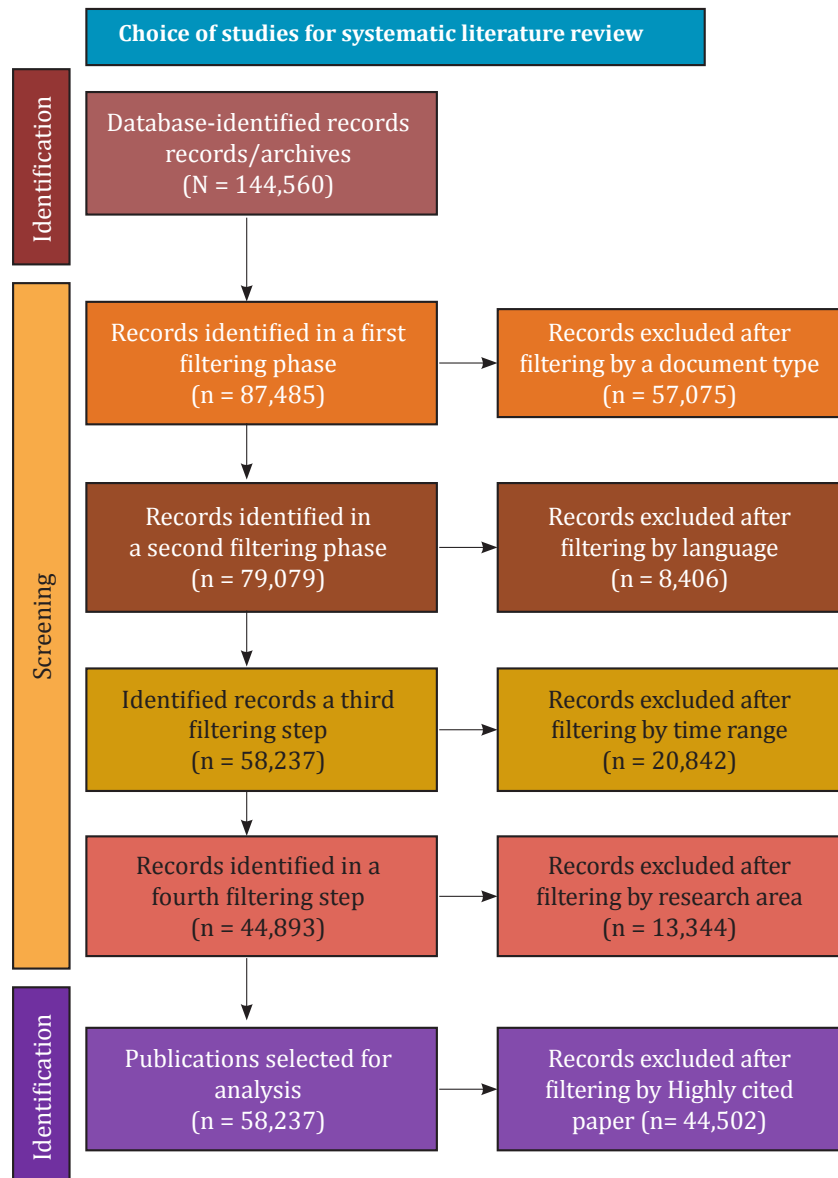
Corpus selection criteria

In order to contribute to the study of happiness management within the context of university entrepreneurship, a systematic review of the literature is carried out. This is done using a PRISMA methodology where data is collected from the Web of Science database on June 17, 2024. Search criteria are based on choosing items that contain Topic: “happiness management” AND “entrepreneur” AND “university” AND “happiness management” OR “happiness at work” OR “workplace happiness” OR “happiness index” OR “employee happiness” OR “entrepreneur happiness” OR “wellbeing management” OR “wellbeing at work” OR “wellbeing index” OR “wellbeing” OR “wellbeing index” OR “wellbeing well-being” OR “well-being at work” OR “entrepreneur well-being” OR “subjective well-be-

ing” AND “entrepreneur” OR “entrepreneurial” OR “entrepreneurship” OR “entrepreneurs” OR “university entrepreneur” OR “university entrepreneurial” OR “university entrepreneurship”.

Subsequently, a first filtering is carried out which is limited by *Document type, Article*. Then it is filtered for the second time by language, limiting the search to English and Spanish and also a third filtering by publication date, from 2014-2024, because it is the period in which the bulk of the articles of this subject has been identified.

It is later re-filtered for the fourth time by Research Area: *Business, Economics, Behavioral Sciences, Social Issues, Social Sciences Other Topics, Social Work and Development Studies*. And finally, a fifth filter is made by Highly Cited Papers. After this search process 391 articles are obtained. Below is a flowchart to visually explain the process of searching and filtering articles (Figure 1).

Figure 1*Flowchart of the systematic literature review*

Discussions on the-state-of-the-art

The selected articles are described below in order to identify the thematic areas that addressed the topic in order to expose the main contributions and the application of these articles to the object of study. For reasons of space, a table is made where the most relevant articles of this

review are synthesized according to their number of citations and thematic area, and the main contributions and applications of happiness management in university entrepreneurship.

Thematic areas

With the analysis of this section it is intended to expose which are the areas that arouse the most interest in the study of happiness management

in university entrepreneurship. Table 2 shows the different areas ordered by number of articles, management and business organization groups 181 articles out of 391, which represents 46.29% of the total, business models includes 66 articles,

16.88% of the total, types of entrepreneurship has 59 investigations, 15.09% of the total, business financing has 44 studies, 11.25% of the total, and skills and training includes 41 articles, 10.49% of the total.

Table 2

Thematic areas by number of articles and percentage of total 391 articles

Thematic area	Number of items	Percentage of total
Management and business organization	181	46.29 %
Business models	66	16.88%
Types of entrepreneurship	59	15.09 %
Corporate finance	44	11.25 %
Skills and training	41	10.49 %

Note. Own elaboration through the revision of 391 articles.

Management and business organization is the most relevant thematic area in this study, since it includes 181 articles out of the 391 that have been analyzed. The aspects related to creativity and innovation and methods of evaluation of the different management strategies and business organization are shown, where the opportunity to implement happiness management strategies in a more concrete and effective way is identified. It also describes the steps to venture into internationalization and studies the creation of business sense, identifying feelings, emotions

and processes that are involved in the creation of meaning in a company. These works give a point of view from which to treat the management of happiness from the company

Table 3 identifies the three most relevant articles within this area. It can be seen how the idea is to create a reference for business management and organization, creativity, innovation, sense creation and apply experimental methods within this field. In addition, a series of proposals for the application of happiness management for each of these contexts are provided.

Table 3

Most cited articles of management and business organization, main contribution and application of happiness management in the entrepreneurship of the most cited articles of the literature review

Authors	No. of citations	Main contribution	Application of
happiness management in entrepreneurship	2420	Ser una fuente de referencia para especialistas en gestión y organización empresarial.	Detectar con rapidez nuevos temas emergentes en cuanto a la gestión de la felicidad en el emprendimiento.
Zupic and Čater (2015)	2420	To be a reference source for specialists in management and business organization.	Rapidly detect new emerging issues in the management of happiness in entrepreneurship.
Anderson <i>et al.</i> (2014)	2023	Identification of the main themes in terms of creativity and organizational innovation.	Introduce happiness management within creativity and organizational innovation.
Maitlis and Christianson (2014)	1391	Creating sense to face problems within an organization.	Emotions, cognitive processes, etc. are identified within the process of creating meaning in the organization. In our case, it would be transferred to the emotion of happiness and its management in the company.

Note. Own elaboration after the revision of 391 articles.

In the second most prominent thematic area are the articles aimed at knowing more about business models. This area included 66 of the 391 articles analyzed. It studied how the factors affect business models, whether social issues, related to digital transformation or otherwise and that are increasingly gaining validity within the business model approach. There are also different concerns such as the effect of current changes and currents in the economy, such as the impact of

the coronavirus in the economy or how this new reality has affected companies.

In Table 4 are the three most relevant research studies of business models, among these are those that delve into innovation in business models, the composition of the entrepreneurial ecosystem, the collaborative economy and the effect of creating National Entrepreneurship Systems. Table 4 shows how these studies can contribute to the application of happiness management in entrepreneurship.

Table 4

Most cited articles of business models, main contribution and application of happiness management in entrepreneurship of the most cited articles of the literature review

Authors	No. of citations	Main contribution	Application of
happiness management in entrepreneurship	1179	Estudio sobre la innovación de modelos de negocio aplicado orientado a la gestión empresarial.	Incluir la gestión de la felicidad dentro de la innovación de modelos de negocio.
Foss and Saebi (2017)	1179	Study on the innovation of business models applied oriented to business management.	Include happiness management within the innovation of business models.
Spigel (2017)	989	Study the composition of the entrepreneurial ecosystem.	Study the entrepreneurial ecosystem from the perspective of happiness management.
Martin (2016)	889	Analyze the sharing economy.	Consider the happiness management factors that make up the sharing economy.

Note. Own elaboration through the revision of 391 articles.

The third thematic area is the one that studies the types of entrepreneurship. In this area, there are 59 articles out of 391. It analyzes the types of entrepreneurship and how social, digital and sustainable companies gain prominence. These articles show the need to manage this type of organization, resulting in the use of happiness management strategies from these companies.

In addition, Table 5 presents the most outstanding articles within this thematic area, highlighting digital, social, hybrid entrepreneurship and the new concept of entrepreneurship within a large company. Identifying these contributions to literature aims to expose examples of how happiness management can be applied within each type of enterprise.

Table 5

Most cited articles of types of entrepreneurship, main contribution and application of happiness management in entrepreneurship of the most cited articles of the literature review

Autores	N.º citas	Contribución principal	Aplicación de la gestión de la felicidad en el emprendimiento
Nambisan (2017)	1155	Estudio del emprendimiento digital.	Ver cómo la gestión de la felicidad puede introducirse dentro del emprendimiento digital.
Battilana y Lee (2014)	1086	Análisis sobre las organizaciones híbridas con especial foco en las empresas sociales.	Utilizar la gestión de la felicidad como herramienta para afrontar los desafíos organizativos de carácter social.
Doherty <i>et al.</i> (2014)	1015	Estudiar la empresa social a través de la organización híbrida.	Estudiar cómo se implementa la gestión de la felicidad dentro de la empresa social.

Note. Own elaboration through the revision of 391 articles.

The fourth thematic area comprises 44 articles out of the 391 that have been analyzed and studies business financing. They seek to extrapolate the creation of benefits in the first parts of the entrepreneurship to generate social benefits for both the entrepreneur and the financier, thus managing happiness at different levels of the entrepreneurial process.

Table 6 lists the three most relevant articles within this area. These highlight the importance of *crowdfunding*, the drive of financial markets, social capital and the capital structure within companies. In addition, examples of concrete application of happiness management are included, linked to the studies analyzed.

Table 6

Most cited articles of business finance, main contribution and application of happiness management in entrepreneurship of the most cited articles of the literature review

Authors	No. of citations	Main contribution	Application of
Nambisan (2017)	1155	Study of digital entrepreneurship.	See how happiness management can be introduced into digital entrepreneurship.
Battilana and Lee (2014)	1086	Analysis on hybrid organizations with special focus on social enterprises.	Use of happiness management as a tool to face organizational challenges of a social nature.
Doherty <i>et al.</i> (2014)	1015	Study social enterprise through hybrid organization.	Study how happiness management is implemented within the social enterprise.

Note. Own elaboration through the revision of 391 articles.

Finally, there is the thematic area of skills and training where 41 articles of the 391 analyzed are identified. In this area it is evident that human capital has gained relevance within the literature of the management of happiness in entrepreneurship, becoming essential to monitor the skills and training of entrepreneurs and their workers. Their adaptation to change and their adaptation to the new business requirements at all times focusing on the individual well-being of the worker or entrepreneur, to identify the skills they have and the gaps or limitations to help them overcome and

find themselves well in their job. It also shows the role of universities as promoters of entrepreneurship within the academic environment and the promotion of entrepreneurial intention.

Table 7 presents the three main articles within this area, in which we can highlight the interest in how companies are trained for digital transformation, dynamic skills and entrepreneurial intentions. In addition, proposals on how happiness management could be applied in the context of each of these investigations are included.

Table 7

Most cited articles on skills and training, main contribution and application of happiness management in entrepreneurship of the most cited articles of the literature review

Authors	No. of citations	Main contribution	Application of
Warner and	1012	Investigar cómo las empresas tradicionales se capacitan para adaptarse a la transformación digital.	Ver cómo se adaptan las capacidades a la transformación digital integrando la gestión de la felicidad en este proceso.
Teece (2014b)	1006	Analyze the dynamic capabilities of entrepreneurs.	Introduce training on happiness management within the dynamic capacities of entrepreneurs.

Authors	No. of citations	Main contribution	Application of
Bae <i>et al.</i>	938	Estudiar la relación entre la educación en emprendimiento y las intenciones emprendedoras.	Añadir el estudio de cómo influye la gestión de la felicidad desde la educación emprendedora y su efecto en las intenciones emprendedoras.
(2014)	938	Study the relationship between entrepreneurship education and entrepreneurial intentions.	Add the study of how happiness management influences entrepreneurial education and its effect on entrepreneurial intentions.

Note. Own elaboration through the revision of 391 articles.

Contributions to the-state-of-the-art

This research yields data on the reference articles within this field of study. At the same time, it shows the progression of the research field over the last ten years and how it has gained weight progressively, contributing to valuable information on what are the most popular topics in this field, mainly the works related to management and business organization (Besharov and Smith, 2014; Nambisan *et al.*, 2019) and *the works related to the different business models* (Falk *et al.*, 2018; Schot and Steinmueller, 2018; Acs *et al.*, 2015).

Among the managerial contributions of this work, there is a growing interest in issues such as creativity and innovation (Anderson *et al.*, 2014) within the strategies of happiness management in the company. It also highlights the need to create business sense (Maitlis and Christianson, 2014; Nambisan *et al.*, 2017) through emotions and complex processes that involve the employee and entrepreneur. Also interesting is the way in which financing can be obtained (Navarro *et al.*, 2024) for these ventures. In this case, alternatives launched by companies that go beyond conventional sources of financing are identified, linking the concept of financing to innovation that was previously discussed in the sphere of the company's own management. It is also interesting to monitor the skills and training of human capital when it comes to entrepreneurship (Liñán and Fayolle, 2015; Schlaegel and Koenig, 2014).

It highlights the types of entrepreneurship, since the social (Battilana and Lee, 2014) and digital character (Nambisan, 2017) are key points for new ventures, therefore the management of

happiness within the company must align with these realities if it is to be successful. Finally, there would be social contributions; within this type of contributions it should be noted that the social aspect is a fundamental element within the management of happiness in university enterprises. This results in that the enterprises are acquiring a strong social character (Doherty *et al.*, 2014) in order to adapt to the demands of society. In addition, this social character of the enterprises is directly linked to the management of happiness within the company and, consequently, to the happiness of the customers, making the entire business ecosystem end up being in harmony.

Conclusions

This research concludes in a theoretical way with the importance of happiness management in the university entrepreneurial landscape. Therefore, it is determined that this topic has gained relevance in the last 10 years, evidencing the need to incorporate mechanisms of support and promotion of entrepreneurship from the different parts of the university. At the same time, it also highlights the value of having and working with the mechanisms of happiness management that have been subtly masked with other nomenclatures over the years, such as the management of emotions or the valuation of the investor's well-being according to the expected benefits. This need is met by literature reviews, as these texts serve as a guide for scholars and practitioners.

At a practical level, the lack of implementation of clear mechanisms of happiness management shows, on the one hand, the need to contemplate this type of management within the training of

entrepreneurs and workers, in order to familiarize themselves with the concept and be able to contribute to the growth of this happiness in the workplace. This can be done from the university itself. This review of the literature has practical implications by presenting different cases on how to deal with problems of university entrepreneurs through the implementation of mechanisms of happiness management.

On the other hand, it also shows internal deficiencies at the business level, since it has not been given the recognition it deserves to happiness, a term that according to Aristotle is called the main purpose of the human being, i.e. it is the concept in which the sciences of administration and economy should revolve. Therefore, exposing different applications in specific contexts, as can be seen in table 2, 3, 4, 5 and 6, facilitates the employer to apply these happiness management strategies in his/her work environment. In this way, it is easier to address the inclusion of happiness management strategies within university entrepreneurship.

This research has as main limitation that it has been carried out only with the Web of Science database. Therefore, future lines of research are proposed to present a parallel work with Scopus and ProQuest databases in order to compare and enrich the results. It is also proposed to treat the management of happiness by linking it to consumer happiness, conducting cross-sectional studies.

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