Entrepreneurial Passion Under Resource Constraints: Market and Institutional Bricolage as Mechanisms for Sustainable Performance in Emerging-Economy of Pakistani SMEs

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ABSTRACT: This study investigates the role of entrepreneurial passion in sustainable performance of Pakistani SMEs in the presence of financial constraints, market constraints and institutional constraints. It draws on bricolage logic, to examine two types of bricolages– market and institutional, as ways of transforming passion into sustainable outcomes. Data gathered from 290 SMEs owners and managers were analyzed using SPSS and AMOS. The results reveal that entrepreneurial passion has significant predictive power on market bricolage ($\beta = .349$, $p < .001$), institutional bricolage ($\beta = .187$, $p < .001$) and sustainable performance ($\beta = .261$, $p < .001$). Market bricolage has the second strongest effect on sustainable performance ($\beta = .306$, $p < .001$), and institutional bricolage the strongest effect ($\beta = .404$, $p < .001$), showing that the skill of building legitimacy and navigating institutions under constraints is critical. The findings of the mediation further indicate that the passion-performance relationship is mediated by market bricolage (indirect effect = .107) and institutional bricolage (indirect effect = .076). The study illustrates how constraints can drive resourceful action when entrepreneurial passion becomes a focus on customer network mobilization, market learning and responsible institutional adaptation.

KEYWORDS: Entrepreneurial Passion, Market Bricolage, Institutional Bricolage, Sustainable Performance, SMEs, Pakistan, Emerging Economies

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Introduction

Entrepreneurial passion has been identified as one of the key factors which can aid an entrepreneur to continue in an uncertain and difficult environment (Cardon et al., 2009; Mohammad 2026; Murnieks et al., 2014). While passion can give energy, confidence, and commitment, it does not necessarily lead to sustainable performance (Cardon et al., 2013; Baum & Locke, 2004). Passionate entrepreneurs often have a problem translating their emotions into effective practices (Bachkirov, et al., 2025; Cardon et al., 2017). In the context of Pakistani SMEs, the problem of limited finance, market uncertainty, lack of formal support, and institutional complexity is particularly significant (Khan et al., 2021; Mustafa et al., 2021).

Entrepreneurial passion is one of the primary motivations that enable entrepreneurs to remain committed to their ventures when in challenging and uncertain situations (Cardon et al., 2009; Murnieks et al., 2014; Tantawy et al., 2026). Passion can give energisation, confidence and commitment but not necessarily sustainable performance (Cardon et al., 2013). Cardon et al. (2013) noted that many entrepreneurs are passionate, but unable to turn their emotion into actionable activities and practices. In the context of Pakistani SMEs, this is a significant challenge because their owners and managers are unable to access enough funds, market uncertainty, poor formal support, and institutional complexity (Beck et al., 2005; Khan & khalique, 2014; Yahya et al., 2026).

This article asserts that entrepreneurial passion is more useful when it is manifested in two externalized manifestations of bricolage: market bricolage, and institutional bricolage (Baker & Nelson, 2005; Di Domenico et al., 2010; Paudel, 2026). Market bricolage is the utilization of customers, friends, informal networks, customer advocacy and unusual market connections (Baker & Muhammad et al., 2025; Nelson, 2005). Institutional bricolage is a competence to act responsibly in coping with weak formal institutions, vagueness of rules, local norms, trade associations, community legitimacy and regulatory gaps (Di Domenico et al., 2010; Lichy et al., 2026; Saunders, 2025). These two dimensions are not input bricolage since the main focus does not lie in their internal operational resources. These are related to market access and institutional navigation (Baker & Nelson, 2005; Di Domenico et al., 2010).

This article addresses two research gaps. The nature and measurement of entrepreneurial passion have been addressed by entrepreneurial passion research, but the question of what makes passion into firm-level performance in resource-constrained SMEs needs more evidence (Adomako et al., 2023; Anh Tuan, 2026; Cardon et al., 2009; Cardon et al., 2013; Kadile et al., 2026). Second, while bricolage research has largely conceptualized bricolage as a generic making-do phenomenon, the constraints of emerging economy SMEs are manifested in various ways in the markets and institutions (Galahitiyawe & De Silva, 2026). Baker and Nelson (2005) demonstrated value creation in the context of available resources, and Di Domenico et al. (2010) and Fisher (2012) demonstrated that value can be created with constrained resourceful action. This article takes that logic one step further and concentrates on the resourcefulness of the markets and institutions.

This is an important issue in the Pakistani context. Formal SME finance is still limited and many small businesses depend on local customers, informal market knowledge, family networks, supplier networks and local legitimacy (Ashraf, 2025; Khan & Khalique, 2014; Small and Medium Enterprises Development Authority [SMEDA], 2021). In December 2024, SME financing accounted for 6.06 percent of total financing received by the domestic private sector (State Bank of Pakistan [SBP], 2024). For many SMEs, this implies working with a restricted access to formal finance, while finding market access and institutional support. Market and institutional bricolage thus is a relevant pathway for sustainable performance (Baker & Nelson, 2005; Di Domenico et al., 2010; Sánchez-Teba et al., 2025).

This study adds to the field of sustainable entrepreneurship by demonstrating that passion alone is not sufficient. Passion needs to be channeled towards practical processes that can enable SMEs to connect with their customers, foster advocacy, navigate local legitimacy and function in difficult institutional settings (Cardon et al., 2009; Shepherd & Patzelt, 2011; Woodhouse, 2025). It also gives support to the bricolage theory by highlighting the difference between the processes of market bricolage and institutional bricolage and their respective managerial implications (Baker & Nelson, 2005; Di Domenico et al., 2010). Last, it adds to the emerging economy SME literature by describing the external-oriented resourcefulness and its ability to enhance economic, environmental and social outcomes in the face of constraint (Anna, 2025; Fisher, 2012; Meyer & Peng, 2016).

Literature Review and Hypotheses

Entrepreneurial Passion and Resourceful Action

Entrepreneurial passion is defined as strong positive emotions that are tied to entrepreneurial activities that are important to the entrepreneur's identity (Cardon et al., 2009). Cardon et al. (2013) assessed passion for inventing, founding, and developing. Passion can aid entrepreneurs in persisting, explore opportunities and stay committed in times of failure or uncertainty (Cardon et al., 2009; Moreira et al., 2026; Murnieks et al., 2014). Passion can be unproductive, however, when it is unlinked with disciplined action. Passionate owners can invest too heavily in resources, pursue poor opportunities and can use emotion instead of learning (Cardon et al., 2013; Murnieks et al., 2014).

Where resources are scarce, passion can be a useful tool if it helps to spark creative problem solving (Alsuhaimi et al., 2026; Cardon et al., 2009; Fisher, 2012). It can spur entrepreneurs to establish customer connections, energize local networks, and look for feasible solutions to address institutional challenges (Baker & Nelson, 2005; Di Domenico et al., 2010). This article, therefore, explores passion as both an emotional and motivational resource that must be bricolage into market and institutional formats to be useful for sustainable performance (Herijanto et al., 2026).

Entrepreneurial Passion and Market Bricolage

Market bricolage is creating and using available market relationships and customer-based resources (Sakti & Ilham, 2026). A passionate entrepreneur can turn friends into initial customers; encourage customers to recommend the business; leverage informal feedback from customers to enhance products or services (Baker & Nelson, 2005; Rani et al., 2026; Senyard et al., 2014). This aligns with the ideas of bricolage theory as entrepreneurs seek to use the resources, they have to solve new problems and create new opportunities (Baker & Nelson, 2005; Dawa et.,al 2026).

The market bricolage approach is very practical in Pakistani SMEs because many of the SMEs lack a strong advertising budget, formal sales department or distribution network on national level (Imran et al., 2026; Khan & Khalique, 2014). Owners can use passion to communicate with customers, to maintain the relationship with the customers, and to build trust-based customer advocacy (Cardon et al., 2009; Faraz, 2026; Woodhouse, 2025). Entrepreneurs can boost the performance of their firms and broaden market access without significant resources, by making strategic use of existing customer networks and informal market channels (Baker & Nelson, 2005; Chooset & Sukhabot, 2025; Senyard et al., 2014; Scuotto & Tzanidis, 2026). Based on this, the first hypothesis is suggested.

H1: Entrepreneurial passion has positive effect on market bricolage

Entrepreneurial Passion and Institutional Bricolage

Institutional bricolage is characterized as a creative navigation of formal and informal institutional conditions (Shabbir & Salman, 2026; Wang, 2025). This can involve the application of the chambers of commerce, local associations, supplier relations, community trust, and informal guidance to operate in an uncertain environment (Anh Tuan, 2026; Di Domenico et al., 2010; Baker & Nelson, 2005). The institutional bricolage is not to be interpreted as "illegal behavior(Charmakar et al., 2026). In this article, the term "weak/complete" support systems means "practical and responsible" navigation of support systems which are weak or incomplete (Di Domenico et al., 2010; Ferracani, 2026).

Afolabi, (2025), Cardon et al. (2009), and Murnieks et al. (2014) found that entrepreneurial passion can facilitate institutional bricolage as it can motivate entrepreneurs to persevere in a situation where there is an unclear regulation, limited availability of support programs, or slow formal institutions. Passionate entrepreneurs can look for information, find legitimacy, and develop local support (Di Domenico et al., 2010; Moghadam, & Shariati, 2026). Thus, the second hypothesis is formulated. Second, the hypothesis is formulated.

H2: Entrepreneurial passion has positive effect on institutional bricolage.

Market Bricolage and Sustainable Performance

Market bricolage can enhance sustainable performance by enabling SMEs to connect with customers through low-cost approaches, establish trust, and understand customer needs (Baker & Nelson, 2005; Senyard et al., 2014; Shahzad et al., 2026). It can be used to enhance economic performance by retaining customers and increasing sales. It can help in social performance by enhancing local market linkages. It can also help to boost environmental performance as customer feedback can drive resource-efficient products and services. The outcomes are in line with the larger sustainable entrepreneurship perspective that opportunity creation can be linked to social, environmental value (Raza et al., 2026; Shepherd & Patzelt, 2011).

This study results show that market bricolage significantly predicted sustainable performance (Samaniego et al., 2026). This indicates that customer-network resourcefulness isn't solely a marketing approach. However, it can be a pathway to wider performance measures for SMEs, as it can help them build better customer relationships, enhance resource use and generate economic, social and environmental value in circumstances with limited resources (Baker & Nelson, 2005; Senyard et al., 2014; Sharif, 2026).). The results are in line with the research on sustainable entrepreneurship, which indicates that entrepreneurial activities can have a positive impact on business success and on the achievement of sustainability goals (Shepherd & Patzelt, 2011). For this reason, it is hypothesized that the third will be true.

H3: Market bricolage has positive effect on sustainable performance.

Institutional Bricolage and Sustainable Performance

Bricolage at the institutional level can facilitate sustainable performance as firms must be legitimate and aware of compliance and institutional support in order to sustain their performance over time (Appiah-Kubi et al., 2026; Di Domenico et al., 2010; Shepherd & Patzelt, 2011). Small businesses often encounter issues with documentation, vague rules and restricted access to formal programs in weak institutional environments (Meyer & Peng, 2016). Companies that manage these situations in a responsible way can enhance long-term performance, build trust among stakeholders, and prepare to be more stable (Di Domenico et al., 2010). Institutional bricolage thus helps firms cope with the institutional dimension of sustainability (Baker & Nelson, 2005; Di Domenico et al., 2010; Zhang, 2025) in complement to market bricolage.

According to the thesis results, the institutional bricolage had a significant prediction for sustainable performance (Malinina, 2026). This discovery is significant; it indicates that the performance is not only determined by internal resources or market action. It is also influenced by the nature of institutional constraints faced by the firms (Di Domenico et al., 2010; Kajejy & Alzubi, 2026; Meyer & Peng, 2016). Effective coping with formal and informal institutional environments can enhance legitimacy, stakeholder backing, and sustainability results (Di Domenico et al., 2010; James, 2026; Shepherd & Patzelt, 2011). So, the fourth hypothesis is put forward.

H4: Institutional bricolage has positive effect on sustainable performance

Entrepreneurial Passion and Sustainable Performance

Entrepreneurial passion is expected to improve sustainable performance because the passionate entrepreneurs have positive emotions and are committed to the identification, development and growth of their business, which increases persistence, effort, creativity, opportunity recognition and resilience when facing uncertainty (Cardon et al., 2009; Cardon et al., 2013; Murnieks et al., 2014). This motivational energy is particularly crucial in SMEs as they have to deliver sustainable performance by balancing economic, social and environmental responsibilities. Empirical evidence, particularly in recent years, indicates that entrepreneurial passion significantly influences the performance of SMEs, especially when the passion is linked to innovation and business development and firms can flexibly apply available resources to build businesses (Adomako & Ahsan, 2023; Adomako et al., 2023). Also, recent studies examining sustainability related research suggest that the entrepreneurial passion can enhance the sustainability commitment and sustainability-related practices within enterprises (Mohammad et al., 2026). Passionate SME owners/managers are likely more committed in times of resource scarcity, are more able to motivate employees, keep customers, be more responsible about resources, and continue to look for viable solutions, ultimately affecting economic, social and environmental performance. Based on this, this research makes the following hypotheses.

H5: Entrepreneurial passion has positive effect on sustainable performance.

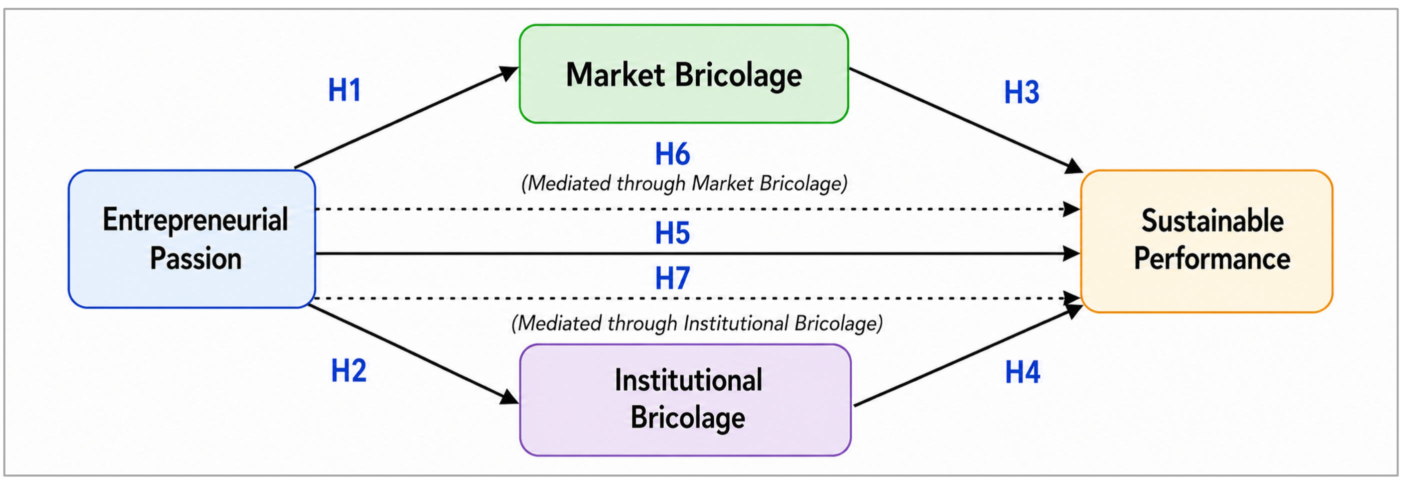
Mediation Through Market and Institutional Bricolage

The article suggests that the entrepreneurial passion to sustainable performance will be mediated by market bricolage and institutional bricolage. Passion is the fuel, but market and institutional bricolage is the process (Tesfaye, 2026) This logic is consistent with mediation theory in that an independent variable can affect an outcome via intervening mechanisms (Preacher & Hayes, 2008; Shrout & Bolger, 2002; Suarlin, 2026). Hence, the following hypotheses are suggested.

H6: Market bricolage mediates the relationship between entrepreneurial passion and sustainable performance.

H7: Institutional bricolage mediates the relationship between entrepreneurial passion and sustainable performance.

Figure 1



Conceptual Framework

Method

The study is based on the survey, and has a different research question for the article. There is focus on the antecedent-process-outcome model. The emphasis is on the passion to performance journey via market and institutional bricolage. The respondents of this study comprised 290 Pakistani SME owners/managers. In total, 65.2 per cent of the sample was composed of owners and 34.8 per cent of managers. The respondents were appropriate as they would have first-hand information on the use of the resources in the firm, customer relations, institutional problems, and performance. Data were gathered by using a structured questionnaire with 5-point Likert scale. Passion was quantified using fourteen items drawn from the entrepreneurial passion literature, which was adapted to measure entrepreneurial passion. Market bricolage was assessed using three items that tapped into customer and market relationship resourcefulness. Institutional bricolage was assessed using six items that tapped into the way in which standards, regulations, non-standard solutions and institutional constraints are navigated. Thirteen indicators of sustainable performance were selected, covering the economic, environmental and social aspects. The reliability and validity of the measurement model were very good for the constructs selected. Screening, descriptive statistics, reliability and correlation were done using SPSS. To confirmatory factors and structural analysis the AMOS was used. The measurement model fit reported in the study was strong: CMIN/df = 1.141, IFI = .982, TLI = .981, CFI = .982, RMSEA = .022, and Hoelter = 269. Therefore, these fit values supported further path testing.

Table 1

Reliability and validity of selected constructs

Construct	Cronbach alpha	CR	AVE	Square root of AVE
Entrepreneurial passion	.953	.962	.647	.804
Market bricolage	.833	.853	.660	.812
Institutional bricolage	.906	.924	.670	.819
Sustainable performance	.958	.967	.692	.832

Note: CR = composite reliability; AVE = average variance extracted

Results

Constructs chosen, demonstrated high reliability. The CR of 0.962 and AVE of 0.647 showed entrepreneurial passion. Market bricolage had CR = .853 and AVE = .660. The CR of institutional bricolage was .924 and AVE was .670. The correlation of the sustainable performance was .967 and the average variance explained was .692. The values of these factors are within the recommended range of reliability and convergent validity (Fornell & Larcker, 1981; Hair et al., 2019). There was a positive relationship between the selected constructs as indicated by the correlations. Market bricolage (r = .453), institutional bricolage (r = .365), and sustainable performance (r = .547) were found to be correlated with entrepreneurial passion. There was correlation between market bricolage and sustainable performance (r = .586), and institutional bricolage and sustainable performance (r = .622). The results confirm the suggested logic that passion is positively related to market bricolage, institutional bricolage, and sustainable performance. The direct relationships were confirmed by path analysis. There was a positive correlation between entrepreneurial passion and market bricolage as well as institutional bricolage. The sustainable performance was positively related to market bricolage and institutional bricolage. These estimates below are standardized composite path estimates, since the uploaded AMOS output only provided the significance values, but not the complete standardized estimates and confidence intervals.

Table 2

Composite Path Estimates

Path	Std. estimate	SE	T	p	Decision
Entrepreneurial passion -> Market bricolage	.349	.051	6.77	< .001	Supported
Entrepreneurial passion -> Institutional bricolage	.187	.046	4.04	< .001	Supported
Entrepreneurial passion -> Sustainable performance	.261	.044	5.87	< .001	Supported
Market bricolage -> Sustainable performance	.306	.045	6.77	< .001	Supported
Institutional bricolage -> Sustainable performance	.404	.043	9.34	< .001	Supported

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The multiple regression analysis has shown that entrepreneurial passion, market bricolage and institutional bricolage have a positive and statistically significant impact on sustainable performance of SMEs in Pakistan. The most significant predictors were entrepreneurial passion ($\beta = .227$, $t = 5.747$, $p < .001$); market bricolage ($\beta = .213$, $t = 5.197$, $p < .001$); and institutional bricolage ($\beta = .185$, $t = 4.080$, $p < .001$), indicating that those entrepreneurs who possess passion and are able to creatively recombine market resources and effectively leverage institutional arrangements are more likely to realize sustainable performance. The results are also in line with previous studies that showed entrepreneurial passion to be a driver of persistence, opportunity exploitation, and business performance (Cardon et al., 2009; Murnieks et al., 2014), and bricolage to be a tool for creating value by innovatively using existing resources in the business (Baker & Nelson, 2005; Desa, 2012). Moreover, the multicollinearity test (Tolerance = .551-.728; VIF = 1.374-1.816) ensures that the estimated coefficients are valid, and that each predictor explains sustainable performance on its own. The overall result confirms the hypothesis that entrepreneurial skills and resourcefulness represent key mechanism that can help SMEs in emerging economies to improve their long-term sustainable performance.

Table 3

Multicollinearity Analysis Through VIF and TOLERANCE

Coefficients[a]							
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
Model	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-.564	.157		-3.587	.000		
Entrepreneurial passion	.238	.041	.227	5.747	.000	.728	1.374
Market bricolage	.200	.039	.213	5.197	.000	.680	1.470
Institutional bricolage	.184	.045	.185	4.080	.000	.551	1.816

a. Dependent Variable: Sustainable performance

Results indicated the mediation logic as supported by the indirect effects. The product estimate of the path entrepreneurial passion -> market bricolage -> sustainable performance was .107. The entrepreneurial passion -> institutional bricolage -> sustainable performance product estimate was .076. The total indirect effect of entrepreneurial passion on sustainable performance via the bricolage dimensions was also significant at $p = .002$. It means that entrepreneurial passion helps to boost sustainable performance by means of entrepreneurial resourceful market and institutional actions.

Table 4

Indirect Effects Through Market and Institutional Bricolage

Indirect path	Product estimate	Bootstrap support from thesis	Interpretation
Entrepreneurial passion -> Market bricolage -> Sustainable performance	.107	Total indirect effect through bricolage dimensions p = .002	Mediation supported
Entrepreneurial passion -> Institutional bricolage -> Sustainable performance	.076	Total indirect effect through bricolage dimensions p = .002	Mediation supported

Discussion

The results indicate that entrepreneurial passion has a positive impact on market bricolage. This reinforces the passion theory as passionate entrepreneurs are more likely to actively seek out opportunities, stay energised when put under constraints and engage customers with enthusiasm (Cardon et al., 2009; Cardon et al., 2013; Kadiri, 2026). In Pakistani SMEs passion can be leveraged to turn customers into advocates, help leverage informal networks, and develop low-cost markets access. This finding matters greatly because, for many SMEs, they are unable to rely on high advertising budgets or a formal market intelligence system.

This article's findings are based on entrepreneurial passion, market bricolage, and institutional bricolage, as well as sustainable performance. Data screening results were indicative of the need for further analysis. The skewness values of the article variables ranged between .088 and -.158, and the kurtosis values ranged from -1.240 to -.947, which were all within the normal range. According to these values, entrepreneurial passion, market bricolage, institutional bricolage and sustainable performance were distributed more or less normally. There was also no multicollinearity issues as the tolerance values are acceptable between .55 and .72, and the VIF values are acceptable between 1.3 and 1.8. Thus, the data can be analyzed using SPSS regression and AMOS structural equation modeling.

The model of measurement was also highly reliable and valid for the article variables. Entrepreneurial passion showed $\alpha = .953$, CR = .962, and AVE = .647. Market bricolage showed $\alpha = .833$, CR = .853, and AVE = .660. Institutional bricolage showed $\alpha = .906$, CR = .924, and AVE = .670. Sustainable performance showed $\alpha = .958$, CR = .967, and AVE = .692. The alpha and CR values were all above .70, and the AVE values are all above .50, confirming the internal consistency of the items, the composite reliability, and convergent validity. The model fit was also strong, with CMIN/df = 1.141, IFI = .982, TLI = .981, CFI = .982, RMSEA = .022, and Hoelter = 269. From these fit indices, it is observed that the measurement model was acceptable and suitable for the hypotheses testing.

The hypothesis outcomes were in line with the suggested article model. Market bricolage is also positively related to entrepreneurial passion ($\beta = .349$, SE = .051, $t = 6.77$, $p < .001$) as hypothesized in H1. This demonstrates the association between passionate SME owners and managers and value creation by means of their customers, their referrals, their informal networks, and their local market knowledge. The second aim was somewhat supported by the positive influence of entrepreneurial passion on institutional bricolage ($\beta = .187$, SE = .046, $t = 4.04$, $p < .001$), which is in support of H2. This means that passionate entrepreneurs were more likely to handle weak institutional support, lack of rules and problems with legitimacy by engaging in practical and responsible resourceful behavior.

The results also indicated that market bricolage positively influenced sustainable performance ($\beta = .306$, SE = .045, $t = 6.77$, $p < .001$) which supported H3. H4 was also supported by institutional bricolage ($\beta = .404$, SE =

.043, $t = 9.34$, $p < .001$), which has a significant positive effect on sustainable performance. The positive relation of entrepreneurial passion and sustainable performance ($\beta = .261$, SE = .044, $t = 5.87$, $p < .001$) supported H5.

The correlation results confirmed the same pattern; entrepreneurial passion is positively with market bricolage ($r = .453$), with institutional bricolage ($r = .365$) and with sustainable performance ($r = .547$); market bricolage ($r = .586$) and institutional bricolage ($r = .622$) are positively related to sustainable performance. The results indicate that resourcefulness of customers, informal market learning, legitimacy building, and institutional navigation could improve the sustainable performance in Pakistani SMEs.

The mediation results were further tested with the help of SEM using AMOS. For H6, the SEM path from entrepreneurial passion to market bricolage was significant ($\beta = .349$, SE = .051, $t = 6.77$, $p < .001$), and the path from market bricolage to sustainable performance is also significant ($\beta = .306$, SE = .045, $t = 6.77$, $p < .001$). The indirect product estimate of entrepreneurial passion → market bricolage → sustainable performance is .107, which indicates that market bricolage is a mediator between entrepreneurial passion and sustainable performance. The path from entrepreneurial passion to institutional bricolage is significant ($\beta = .187$, SE = .046, $t = 4.04$, $p < .001$) and the path from institutional bricolage to sustainable performance is significant ($\beta = .404$, SE = .043, $t = 9.34$, $p < .001$) for H7. The indirect product estimate entrepreneurial passion to institutional bricolage to sustainable performance is .076, which indicates that this path was also significant. The overall indirect effect of entrepreneurial passion on sustainable performance through the bricolage dimensions is again significant (BC $p = .002$) with the result obtained from the bootstrapping process. The direct path from entrepreneurial passion to sustainable performance was also significant in the article SEM model ($\beta = .261$, SE = .044, $t = 5.87$, $p < .001$) and for this reason, it shows complementary mediation. From the SEM mediation results, it is concluded that entrepreneurial passion not only has a positive direct effect on the sustainable performance, but that it has the highest theoretical value through the entrepreneurial actions of market bricolage and institutional bricolage.

Implication

The first implication is theoretical is that entrepreneurial passion should be studied with action mechanisms. It is not enough to study motivation in passion research. It should be able to describe the transformation of passion to market learning, customer advocacy, institutional navigation, and sustainable outcomes. This article offers one such explanation by means of market and institutional bricolage.

The second theoretical implication is that the concept of market bricolage and institutional bricolage are different concepts and should be treated as such. Market bricolage is the term used to describe the firms' relationship with their customers and markets. Institutional bricolage is a description of how firms operate in a challenging institutional context and how they use the rules and support they receive. The integration of both into one large bricolage construct could mask significant differences

The third theoretical implication is that the article contributes to the growing research on entrepreneurship in the emerging economies. Market and institutional resources in high-constraint settings tend to be local, informal and relationship-based. The resources in this article are not second choices. These can form a key part of sustainable performance.

Owners of small and medium enterprises should transform passion to customer systems for practice. They should maintain customer records, gather feedback, solicit customer referrals from satisfied customers, leverage electronic word-of-mouth, and help establish community trust. Enthusiasm is not the only indication of passion in service quality and customer care.

SME owners should think of transforming passion into institutional learning. They need to keep simple records, get involved with chambers of commerce, consult with local business associations, and find out what the regulations are slowly over time. Institutional bricolage is supposed to be responsible and not non-compliance. The aim is to create legitimacy in the midst of challenging systems.

To support the navigation of SMEs through the system, policymakers must make it easy to maneuver through the institutions. There are a number of aspects that many SMEs are in need of guidance for such as registration, taxation, quality standards, environmental compliance and labour practices. Support agencies should develop short training sessions and support desks that break down institutional needs in a way that is easy to understand.

Entrepreneurs need to be trained in market bricolage in a responsible manner. It's possible to train entrepreneurs to leverage digital tools, customer advocacy, local partnerships, and trust-based selling, all of which are low-cost. As an alternative to costly marketing campaigns, these practices are more viable for many SMEs.

Last but by no means least, SME owners should watch the dangers of unstructured bricolage. Informal customer networks and institutional workarounds may be helpful resources for the survival of firms, but can also pose quality, compliance or legitimacy issues if not handled properly. Managers need to take a balance approach between flexibility and ethics, documentation and change a little more formally.

Limitations and Future Research

This study has several limitations. First, it is based on a cross-sectional survey, so the findings cannot prove causality over time. Future research should use longitudinal designs to examine whether passion-driven bricolage improves sustainable performance across different stages of SME development.

Second, the data were self-reported by owners and managers. Future studies should combine owner reports with customer data, employee reports, and objective performance indicators.

Third, this article focuses on Pakistan. Future research should compare Pakistan with other South Asian and emerging economies to test whether institutional bricolage works differently across regulatory contexts.

Fourth, the article focuses on market and institutional bricolage but does not examine input bricolage. Future studies can compare the three bricolage dimensions or test whether each one predicts a different dimension of sustainable performance.

Fifth, the study uses a thesis dataset. If multiple articles are submitted from the same dataset, the authors should disclose related manuscripts and make sure that each article has a distinct theory, model, analysis, and contribution. Sixth, the uploaded AMOS output did not contain complete standardized path coefficients and bootstrapped confidence intervals for every specific indirect path. Future reporting should include complete SEM estimates and confidence intervals. Seventh, future studies can test moderators such as firm size, firm age, government support, digital capability, environmental dynamism, and owner experience.

Overall, the article shows that entrepreneurial passion improves sustainable performance through market and institutional resourcefulness. This gives a practical and theoretical explanation of how emotional energy becomes firm performance in resource-constrained SMEs. It also shows that sustainable performance in emerging economies depends not only on formal resources but also on customer networks, legitimacy, local knowledge, and responsible institutional navigation

Conclusion

The entrepreneurial passion is transformed into market and institutional resourcefulness as demonstrated in this article. While passion is a key factor in helping SME owners stay motivated, performance becomes more sustainable when passion results in customer advocacy, market learning, legitimacy building, and sustainable institutional navigation. The article thus provides a starting point, and not an ending explanation of passion. For passion to be effective in the emerging economy SMEs, it requires mechanisms. Those mechanisms are provided by market bricolage and institutional bricolage, which links emotional commitment and practical action under constraint.

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