

ENTREPRENEURS RESILIENCE IN VIOLENT AREAS: A COGNITIVE TRIAD APPROACH

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[dx.doi.org/10.18374/JIBE-13-1.1](https://doi.org/10.18374/JIBE-13-1.1)

ABSTRACT

This article explores the cognitive factors affecting the entrepreneur's resilience in the face of violent environments and hardships. In order to understand the mechanism by which entrepreneurs adapt to the daily stressors of a violent area, we proposed a theoretical model that may explain the linkage between resilience and well-being. Using the theory of emotions as a framework, the authors designed and proposed a theoretical model that explains the manner in which such entrepreneurs can develop social, cognitive, and financial resilience in violent areas.

Keywords: *International Entrepreneurship; Resilient Entrepreneurs; Violent; Cognitive Triad; Resilience*