

HARVESTING HAPPINESS: MOOD'S INFLUENCE ON DAIRY FARMING SMALL BUSINESSES

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Abstract

This study investigates the often-overlooked role of mood in managing small businesses, with a specific focus on the dairy farming industry. Drawing on empirical evidence and qualitative analysis, it explores how the emotional state of dairy farmers can impact decision-making, productivity, and overall business outcomes. The findings shed light on the intricate relationship between mood, resilience, and success in dairy farming small businesses, providing insights that have implications for both farm management and the broader field of emotional economics.

Key Words

Dairy Farming; Small Businesses; Mood; Emotional Economics; Resilience; Decision-Making; Productivity.

INTRODUCTION

The dairy farming industry is not only a cornerstone of agriculture but also an integral part of economies worldwide. Dairy farming small businesses, in particular, play a vital role in providing dairy products to local communities and contributing to rural livelihoods. These businesses, often family-owned and operated, face a multitude of challenges, from market fluctuations to environmental factors. However, there is one crucial aspect that has been relatively underexplored in the context of dairy farming – the emotional state of the farmers themselves.

This study, titled "Harvesting Happiness: Mood's Influence on Dairy Farming Small Businesses," delves into the intriguing intersection of mood, emotions, and business management in the dairy farming sector. It seeks to answer a fundamental question: How does the emotional state of dairy farmers impact their decision-making, productivity, and overall success?

Dairy farming is more than just a business; it's a way of life. Farmers invest not only their resources but also their emotions, time, and energy into their operations. In this context, understanding the role of mood becomes paramount. Positive moods can enhance resilience, decision-making, and innovation, while negative moods can lead to burnout, decreased productivity, and even financial strain.

Our study embarks on a journey to explore the intricate dynamics at play. By drawing on empirical evidence and qualitative analysis, we aim to uncover the connections between mood and dairy farming small businesses' performance. The findings promise to shed light on the nuanced relationship between emotional economics and entrepreneurship within the dairy farming community.

In the following sections, we will delve into our research methodology, present the insights gleaned from our study, and discuss the implications for dairy farm management and the broader field of emotional economics. Ultimately, our goal is to contribute to a more holistic understanding of the challenges and opportunities faced by dairy farming small businesses and to provide

valuable insights that can lead to the cultivation of not only successful but also emotionally fulfilling dairy farming enterprises.

METHOD

Participant Selection: The methodology began with the careful selection of dairy farming small businesses as research participants. A diverse group of dairy farmers, representing different regions, farm sizes, and operational models, was identified. This diversity aimed to capture a comprehensive range of experiences and perspectives within the dairy farming sector.

In-Depth Interviews: Semi-structured, in-depth interviews were conducted with the selected dairy farmers. These interviews were designed to explore the emotional experiences of farmers in their day-to-day operations. Topics covered in the interviews included the emotional challenges of dairy farming, the impact of mood on decision-making, and strategies employed to manage and leverage emotions for business success.

Emotional Assessment: To quantify the emotional states of participants, validated emotional assessment tools and surveys were administered before and after the interviews. These assessments aimed to capture changes in mood and emotional well-being and identify any patterns or trends in emotional fluctuations that correlated with specific aspects of dairy farming.

Data Analysis: Qualitative data from the interviews were analyzed using thematic analysis, identifying recurring themes and patterns related to mood and its impact on dairy farming small businesses. Quantitative data from emotional assessments were subjected to statistical analysis to identify correlations and trends between emotional states and various business outcomes.

Ethical Considerations: Ethical guidelines were followed throughout the research process. Informed consent was obtained from all participants, and their anonymity and privacy were rigorously protected. Ethical approval was obtained from relevant institutional review boards.

By employing this multi-dimensional methodology, our study aimed to gain a comprehensive understanding of the role of mood and emotions in managing dairy farming small businesses. The combination of qualitative insights and quantitative data allowed us to explore the nuanced relationship between mood and entrepreneurship within the dairy farming sector.

RESULTS

The findings of our study on the influence of mood on dairy farming small businesses reveal a complex interplay between emotions and entrepreneurship:

Emotional Resilience: Many dairy farmers demonstrated remarkable emotional resilience in the face of the challenges inherent in the industry, including market volatility, unpredictable weather patterns, and long working hours. Positive moods, such as optimism and determination, were often cited as drivers of resilience, enabling farmers to persevere through tough times.

Impact on Decision-Making: Emotions were found to have a significant impact on decision-making processes within dairy farming small businesses. Positive moods were associated with

more proactive and innovative decision-making, while negative moods sometimes led to cautious or risk-averse choices.

Work-Life Balance: Emotional well-being also played a crucial role in maintaining a healthy work-life balance among dairy farmers. The ability to manage stress and maintain positive moods was linked to improved overall quality of life, reduced burnout, and enhanced family relationships.

DISCUSSION

The results of our study underscore the emotional depth and resilience exhibited by dairy farmers in managing their small businesses. The dairy farming sector's emotional landscape is rich and varied, with farmers experiencing a wide range of emotions, from the satisfaction of a successful milking to the stress of financial uncertainty. The ability to harness positive emotions and navigate negative ones is pivotal for success in this demanding industry.

Emotions also exert a significant influence on decision-making. Farmers who can maintain a positive mood are more likely to embrace change, seek innovative solutions, and take calculated risks. In contrast, negative emotions can lead to conservative decision-making, potentially hindering progress and growth.

Work-life balance emerged as a key consideration, with emotional well-being serving as a linchpin for achieving equilibrium between the demands of dairy farming and personal life. Effective emotion management was linked to reduced burnout and a greater sense of fulfillment.

CONCLUSION

In conclusion, "Harvesting Happiness: Mood's Influence on Dairy Farming Small Businesses" illuminates the profound role of mood and emotions in the dairy farming industry. Dairy farmers exhibit remarkable emotional resilience, and their emotional states play a pivotal role in decision-making, work-life balance, and overall well-being.

Understanding and managing emotions is not only crucial for individual dairy farmers but also holds implications for the sustainability and success of dairy farming small businesses. Strategies that promote emotional resilience, such as stress management and optimism, can empower dairy farmers to navigate the challenges of the industry more effectively.

This research contributes to a deeper understanding of the emotional economics of entrepreneurship within the dairy farming sector and highlights the importance of emotional well-being in achieving not only business success but also personal fulfillment and happiness. Ultimately, the cultivation of emotional intelligence and resilience can lead to a brighter future for dairy farming small businesses and the communities they serve.

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