**Literature Review**

*The Great Gatsby*, as Fitzgerald’s most famous novel, has always been welcomed by experts and scholars at home and abroad. There are many studies on this novel, but at present, the research at home and abroad seldom approach the novel from the perspective of business. Among the few research on business perspectives, consumerism and the American dream are the main ones. There are many valuable business perspectives hidden in the novels that are worth exploring, in particular, the entrepreneurial spirit is a topic worthy of in-depth study.

The available literature shows that scholars have carried out relevant research mainly from the following aspects: the American Dream in The Great Gatsby; the consumerism produced under the guidance of the American Dream; the negative social impact brought about by the excessive development of consumerism; home spirit. The following will comb the literature from two aspects.

There is a wealth of domestic research on *The Great Gatsby*. For instance, Gu Lei’s article on foreign language research reveals the inevitability of the characters’ tragedy through the analysis of the characters in the novel, which focuses on Gatsby’s image. Ye Hua of Jiangnan University discusses the author’s own evaluation of the American dream from the perspective of consumerism, and expounds the harm of consumerism to the American dream from the perspective of consumerism. By studying the author, Yang Yuanwei of Guangxi Normal University expounds the harm of consumerism and its social impact. By studying the author’s own experience, he looks for the connection between the author himself and the novel, and explains the harm of consumerism.

Overseas research on the novel has also been blossoming. Zamir Hodo combines the novel text with historical background, and explores the specific reasons for the failure of the American dream in the 1920s through its embodiment in the novel. William E. Cain discusses the emergence and development of the United States as a capitalist society from multiple perspectives. Jeong Jin Man analyzes the American society in the novel from the perspective of state and nation, thus rendering sufficient social and national perspectives for the study of the novel.

A deeper analysis of the current state and deficiencies of entrepreneurship research will be carried out in this paper for the following reasons. Firstly, there are few studies on the interrelationship between American dream and entrepreneurship. Furthermore, the development history of entrepreneurship is never intrinsically intertwined with the analysis of the theme of the novel. Finally, though entrepreneurship generally appears in research as an adjunct to the American Dream and consumerism, it has never been systemically examined as a motif that threads through the novel.