

Scalable - Vector Based Soundings in Neuro – Decisions

Author's Details:

⁽¹⁾Col Prof. Dr. J Satpathy, the Management University of Africa, Kenya and Srinivas University, India
⁽²⁾Prof. Dr Larsen Torben, University of South Denmark, Odense, Denmark ⁽³⁾Prof. Dr. James Lockhart,
School of Management, Massey University, New Zealand ⁽⁴⁾Dr Lipsa Mishra, Dept. of Economics, BJB
Autonomous College, Bhubaneswar, India

Abstract

Mental events, however, distributed, provide the defining problems of the social sciences. What are our basic cognitive operations? How do we use them in judgment, economic decision, action, reason, choice, persuasion, and expression? Do economic decision makers know what they need to know? How do economic decision makers choose? What are the best incentives? When is judgment reliable? Can negotiation work? How do cognitive conceptual resources depend on social and cultural location? How do certain products of cognitive and conceptual systems come to be entrenched as shared knowledge and method?

Key Words: Brain Waves, Scalable - Vector Based EEG, Alpha Activation, Economic' Algorithmic, Economic Decision, ECG and Behavioural Feedback

Introduction

In the fast and globalizing world, businesses and organizations face conditions requiring greater chaos, calamity, catastrophe, curiosity, creativity and complexity (C^6) from entrepreneurs than that needed in even the relatively recent past. Rapidly changing technologies and emerging experimental-economic models have also converged in an intriguing digital wave creating yet further challenges and opportunities for entrepreneurs requiring innovative and genuine strategic thinking for success. In the contemporary world of business, conventional experimental-economic paradigms are being superseded by new thinking and approaches based on the understanding of C^6 . Two new developments have seen contributions from the behavioural and biological sciences that have, in turn, produced fresh theories and concepts, together with unique contributions to experimental methods. The recent expansion of experimental-entrepreneurial science has bridged what were previously contrasting fields into a single, unified discipline within which C^6 conditions may be resolved. However, choice making involving C^6 conditions cannot be undertaken as a matter of course, namely, the adoption or replication of pattern-based logics: a simple exercise that is repeated over and over. Simple replication logics are inadequate for such rapid and holistic internal organizational and external environmental changes. Consequently, there is a need to understand the chess-board like dynamic conditions matrix to reveal the experimental-entrepreneurial mechanisms producing fluid intellect, or the lack thereof: the ability to reason and solve new problems independently of previously acquired knowledge.

Economic decision-making is critical. What typifies the notion of causality in the sciences of mind and brain? Are dissimilar notions a prerequisite for different experimental approaches? Are there variances in notions that are explicitly and implicitly presumed? What counts as causal evidence in entrepreneurial economic decision sciences? What role is played by information and physical mechanisms in identifying causal claims of entrepreneurial sciences of mind and brain? The foundation of stimulus has been neuro-entrepreneurial economic decision explorations (merger of philosophies from cognitive science and management). Neuro-entrepreneurial economic decision-making has arisen as an interdisciplinary determination to bridge this gap. Extension of neuro entrepreneurial management sciences counterparts advance of cognitive science. The interface between entrepreneurial business and brain sciences is not smooth with misconceptions in potentials on either side with the question of how all the dissimilar magnitudes come collected to offer continual diversity and competitive superiority. Neuroentrepreneurial discoveries posture a challenge to the usual management viewpoint. The conventional understanding that entrepreneurial preferences in C^6 are made through rational or logical thought process is being questioned experimentally. How choice preferences advance through the brain pathways; how brain considers sources of data and, what intrinsic processes embody conflicting values are shaped through repeatedly producing

'rational' preferences. Yet the notion that such entrepreneurial preferences are always made through rational or logical thought processes is being challenged by these experiments. The convergence of experimental-economics with the broader disciplines of business, in particular those involving choice making, have evolved in form of dynamic conditions producing a complete framework for study of such complex issues.

Literature Review

Fluid intelligence refers to the capacity for flexible problem-solving, abstract reasoning, and the ability to adapt to novel situations (Cattell, 1963). This cognitive ability is important in many aspects of life, including academic and professional success, and has been linked to various measures of brain structure and function (Duncan et al., 2000). Research has also shown that fluid intelligence is not fixed and can be improved through various interventions, including cognitive training programs and physical exercise (Jaeggi et al., 2008; Colcombe et al., 2004). Additionally, some studies have suggested that certain types of experiences, such as musical training or exposure to a second language, may also enhance fluid intelligence (Schellenberg, 2004; Bialystok and DePape, 2009).

While the exact neural mechanisms underlying fluid intelligence are still not fully understood, research suggests that it may involve complex interactions between different brain regions and neural networks (Duncan et al., 2000; Gray and Thompson, 2004). Fluid intelligence (Gf) is a fundamental aspect of cognitive abilities, involving reasoning, problem-solving, and abstract thinking abilities, which is essential for adapting to novel or complex situations (Cattell, 1963; McGrew, 2009). The concept of fluid intelligence has been widely studied in the fields of psychology, neuroscience, and cognitive science, with research indicating that Gf has significant implications for various aspects of life, including academic and occupational success, and general mental health (Deary et al., 2010; Gottfredson, 1997; McGrew, 2009).

Recent research has also examined the neurobiological underpinnings of Gf, with studies indicating that Gf is associated with a distributed neural network, including prefrontal, parietal, and temporal cortices (Duncan et al., 2000; Gray and Chabris, 2003). These brain regions are involved in attentional control, working memory, and cognitive flexibility, which are key components of fluid intelligence. Research has also demonstrated that Gf is not a fixed trait but can be improved through various interventions, including cognitive training programs and educational interventions (Melby-Lervåg and Hulme, 2013; Kizilirmak et al., 2021). Additionally, certain lifestyle factors, such as physical activity, sleep, and diet, have also been linked to Gf (Best et al., 2018; Cheval et al., 2019; Erickson et al., 2011).

Fluid intelligence (Gf) refers to an individual's capacity to solve problems, reason, and think abstractly. It has been linked to several important life outcomes, such as academic and occupational success, and mental health. The concept of fluid intelligence was first proposed by Raymond Cattell (1963), who suggested that it was a key component of general intelligence. Since then, numerous studies have been conducted to better understand the nature of fluid intelligence, its underlying neural mechanisms, and how it can be improved. One prominent theory of fluid intelligence is the neural efficiency hypothesis (Neubauer and Fink, 2009), which suggests that individuals with higher fluid intelligence are more efficient in their use of neural resources, allowing them to perform complex cognitive tasks with less effort. This hypothesis is supported by neuroimaging studies that have found that individuals with higher fluid intelligence have greater activation in regions of the brain involved in working memory and attentional control, such as the dorsolateral prefrontal cortex (Gray and Chabris, 2003; Kane et al., 2005).

Other studies have investigated the role of genetics in fluid intelligence. For instance, twin studies have suggested that genetic factors account for a substantial portion of individual differences in fluid intelligence (Deary et al., 2009). More recently, genome-wide association studies (GWAS) have identified specific genetic variants associated with fluid intelligence (Sniekers et al., 2017). These findings have important implications for the development of interventions aimed at enhancing fluid intelligence, as they suggest that genetic factors may need to be taken into account. Research has also examined the effects of various interventions on fluid intelligence. One approach that has received considerable attention is cognitive training, which involves engaging in exercises designed to improve cognitive abilities. Several studies have

found that cognitive training can lead to improvements in fluid intelligence (Au et al., 2015; Melby-Lervåg and Hulme, 2013). However, the effects of cognitive training are limited, with some studies suggesting that gains in fluid intelligence may not generalize to other domains (Simons et al., 2016).

In addition to cognitive training, other interventions that have been studied include physical exercise and mindfulness meditation. Physical exercise is associated with improvements in cognitive functioning, including fluid intelligence (Erickson et al., 2011). Similarly, mindfulness meditation has been found to improve cognitive control and attention functioning, which are important components of fluid intelligence (Moore and Malinowski, 2009). Overall, the study of fluid intelligence has led to important insights into the nature of cognitive abilities and their neural basis. While much progress has been made in understanding the factors that contribute to individual differences in fluid intelligence, much remains to be learned about how it can be improved and how it relates to other aspects of cognitive functioning. The study of fluid intelligence continues to be an active and exciting area of research, with implications for a wide range of domains, from education and occupational training to the development of interventions aimed at enhancing cognitive abilities.

Problem Statement

Evidence emerging from experimental-entrepreneurial economics suggests that sound choice making using fluid intellect depends on the prior arousal of synaptic processing. In mainstream experimental-economics, it is assumed that individuals are rational and use their experimental-economic intellect to capitalize on utility. This assumption has served as the very foundation of classical economic models for over 150 years: the foundations of economic theory assumed the brain as being a 'black box'. Consequently, the concepts of utility and preference emerged as the explanation for such 'invisible' reasoning. However, what could be regarded as being heretical theories reject the idea that individuals always act to maximize utility. Advocates of heretical experimental-economic theories argue that models involving such equilibriums are not only inaccurate but do not reflect real-world choice making. Few unifying efforts have been undertaken, and those that do focus on the information-gathering function of fluid intellect. Notwithstanding this significant advance, the inquiry of how we make judgments continues to pose a challenge for empirical research: for while the brain is no longer the inaccessible 'black box' some processes remain opaque. What then are the limitations and possibilities in an atmosphere of C^6 ? Does C^6 offer new opportunities? Does C^6 lead to specific restraints? Does C^6 create yet new configurations, arrangements and process? How do entrepreneurs cope/deal with C^6 in the process of organizational growth? Do extant techniques of futures, forecasting and foresight represent and govern C^6 ? What are the potential impacts of industrial revolution to experimental-economic development? In this domain, what then are the heretical approaches that may be being drawn subconsciously to counter C^6 ?

Research Issues

The conventional understanding that entrepreneurial preferences in FLUID are made through rational or logical thought process is being questioned experimentally. How decision preferences advance through the brain pathways; how brain considers sources of data and, what intrinsic processes embody conflicting values are shaped through repeatedly producing 'rational' preferences. Yet the notion that such entrepreneurial preferences are always made through rational or logical thought processes is being challenged by these experiments. The convergence of neuro-economics with the broader disciplines of business, in particular those involving decision making, such as neuro-governance have evolved in the form of dynamic conditions sciences producing a more complete framework for the study of such complex issues. Notwithstanding considerable developments, inquiry of how we make economic decisions stays to posture significant trials for methodical explorations. Erecting an economic decision infers that there is an alternate choice to be factored in. And in such a circumstance, we want not only to detect as many of these substitutions as conceivable but select the one that (1) has a peak prospect of efficiency and, (2) best fits with the goal line, needs, routine, and ethics.

The core idea central to experimental-economics is the empirical exploration of brain wave activity (in contrast to the brain being regarded as a 'black box'). This approach represents a step change to the understanding of choice making, especially under conditions of uncertainty. The human brain's production of Alpha, Beta and Theta waves is known as a pre-conscious activity. In doing so the measurement of these waves has become the fundamental approach of experimental-economics.

1. How entrepreneur makes a choice via experimental - conditions?
2. What do brain waves depict in experimental - conditions?

Motivation

- How to build interpretable models that aid incentive - based economic decision?
- How to ensure that interpretable models are stout to adversarial attacks?
- How to detect and correct biases in interpretable models?
- What parts of brain aids incentive - based economic decision?
- What brain - waves depict in interpretable models - based decisions?

Rationale

Paper efforts to deliberate landscapes for replicative studies. Present attempt underwrites in direction of providing outline for steering economic decision investigations, proposition explanation through measurements of stimulus at stretch of economic decision and designate typical inter disciplinary prototype for neuron-stimulus-based incentive - based economic decision construction.

Aim and Objective(s)

Through the brain's wiring diagram, the paper highlights the potential cause - effect linkage between biology and management in explaining how Entrepreneurs deal with judgment dynamics. The purpose of this paper is to focus on the role of neuro - dynamics to understand business leadership strategy. The aim is to exhibit empirical mosaics in 'neuro-trajectory feedback tectonic shifts(s)' of 'business' economic decision circuit'. The primary aim is to archetype neuro entrepreneurial neuro-feedback by using brain waves (ECG). The objective is to monitor the undercurrents of neurobiological in understanding economic decision behavior. An effort is to elucidate how neural investigations appreciate 'mental tectonic shifts' in entrepreneurial economic decision-making. The primary aim is to model experimental-entrepreneurial fluid intellect at an explorative as opposed to complex deductive task level by mapping brain waves using electroencephalograph (scalable - vector based EEG). The aim is to firstly combine experimental-entrepreneurial science with common psycho-experimental-economic modeling approach. And secondly, to seek empirical evidence of the multiple neural systems involved in fluid intellect. The output from which is a contribution at the nexus of investigative/behavioral research and computational economics with the aim of expanding the use of computational models and replication to complement and/or explain results for choice makers.

Design/Methodology/Approach

Two specific research questions are pursued. Firstly, how incentive - based economic decision choices is explored and secondly, what part of brain aids incentive - based economic decision making? On closer scrutiny, methodological and philosophical issues lead to issues like: What is a powerful neuronal explanation? How can behavioural sciences be integrated with management? Are there reliable empirical methods for testing hypotheses recognized across various disciplines? Methodology includes neuro - based opinions to imitate thinking of neurobiology in 'economic' algorithmic research. It is conjectured that to realize economic thoughts and feelings, to measure those, there is a call for using scalable - vector based EEG (Electro - Encephalo - Graph) to demonstrate operational models. Methodology includes brain wave examination protocols via scalable - vector based EEG. Conductors were used to record electrical activity that affords evidence about circumstances and cognitive processes in brain. A single subject was preferred

for experimentation. Physiological neuro-stimulus responses were calibrated to appreciate neural motion and how brain structures respond to sounding. Of brain waves, Alpha and Gamma waves have been factored as catalyst in guiding towards near optimal economic decision scenario.

The study of dynamic conditions fluid intellect making and problem solving has attracted attention from researchers and academics across a broad range of disciplines. This extension to fluid intellect research required the study of neuro-economic FLUID conditions and the consequential behaviour of 15 entrepreneurs and provides an introductory setting for future research on how ill-structured problems are, and can be, solved. Neuro-entrepreneurial behaviour in FLUID conditions offers a solution to the lack of understanding of fluid intellect through the measurement of brain activity. It provides a conceptual and arguably idealistic framework for research at the intersection of physiological brain-based models. Knowledge of neuro-entrepreneurial responses to FLUID conditions should shed light on the causes of behaviour (and neuro-entrepreneurial anomalies) and help build theories capable of explaining and predicting the application of and outcomes from fluid intellect. Combining the conventional disciplines above gives an interdisciplinary insight into the fundamentals of neuro-entrepreneurial fluid intellect that has eluded researchers to date. New imaging technologies have created the opportunity for more complex studies of the mind. The research contributes to the understanding of neurological design and begins to answer the unknown of entrepreneurial responses to FLUID conditions. The research concludes with specific propositions and guidance for future studies. An alternative taxonomy opening new vistas for future replication studies is then presented.

This paper advances theoretical models, grounded on an axiomatic groundwork of neurofeedback, to the entrepreneurial economic decision. For this, research purposes towards achieving condensed and abstract models of economic decision. This research combines research fields of economic decision science with aid of analysis techniques of big data in new fields of behavior. As regards methodology, the paper draws to evaluate the influence of the cerebral in shaping economic decisions connected with economic decision strategy. The methodology includes a neurofeedback procedure via ECG (electro-cardiogram). These waves afford evidence about circumstances and cognitive processes in the central nervous system. Scalable - vector based EEG analysis is supplemented with response – evidences and reference runs as a part of simulations (by the fourth author). The paper highlights some experiential results from tCDS (by the third author). In light of debating theories and applications in economic decision-making, Alpha Wave responses have been considered to appreciate the neural activity and how brains respond to tectonic shifts. The paper advances some economic modeling in a decision scenario. The conceptual framework is a pedestal of ‘economics of choice’ (by the first author).

The approach adopted in this research is to combine the theoretical and experimental contributions with a specific focus on the individual’s capacity to switch between complex left-hemispheric thinking and explorative right-brain thinking. In doing so the research provides an extension to relevant aspects of business theories and applications of experimental-entrepreneurial science to fluid intellect (gf). An attempt is made to observe brain waves in action using experimental-based techniques. Physiological responses are measured by observing neural activity through Alpha Waves and Theta Waves, and how brains respond to stimulus presentation. Fluid intellect processes are mapped via a scalable - vector based EEG, with conductors used to record the actual electrical activity of the brain. These waves provide evidence about ‘Exploratory’ and ‘Mathematical’ task circumstances and cognitive processes used in fluid intellect. The physiology of fluid intellect responses are measured identifying actual neural activity and how brains respond to appropriate stimuli. Experimental-based psychoeconomic pointers present themselves as being an effective and scientifically based method of exploration. With experimental-based psycho-economic pointer methodology via an scalable - vector based EEG, electrodes are attached to the heads of entrepreneurs to record electrical activity in their brains via an scalable - vector based EEG. These wave patterns are observed to alter depending on the prevailing mental and physical conditions. The method relies on replicating the targeted behaviour that corresponds to the a priori knowledge of the composition of brainwaves. A sample of 15 entrepreneur(s) - respondents contributed to the experimental research. Results

are such that patterns are observed amongst this relatively small sample, suggesting that knowledge has been produced.

Results

A reference – run was done to calibrate the soundings. The general data arrived is as under:-

AvgCPL_	AvgCPL_	AvgCPL_	AvgCC_P	AvgCC_M	AvgCC_P	AvgD_PR	AvgD_MI
3.463841	4.871833		8.875936	8.842734		8.581634	8.463399
4.769355	3.778152	4.852743	8.836588	8.869118	8.88689	8.434641	8.582614
3.148295	3.121287	4.121571	8.118872	8.868178	8.855719	8.426471	8.47451
4.52467	4.828789	4.445662	8.853686	8.876621	8.841485	8.462745	8.412418
3.668855	3.877521	3.343224	8.862684	8.871918	8.871531	8.488392	8.462418
4.281289	3.577485	3.861985	8.862916	8.887985	8.873335	8.429412	8.429885
4.188145	4.591466		8.853986	8.834323		8.448366	8.434314
4.167174	4.894812	4.232252	8.853581	8.836671	8.833182	8.299673	8.416813
5.834859	4.545569		8.841125	8.84939		8.372222	8.351387
3.386381	3.414112	3.164286	8.874999	8.887686	8.181688	8.479412	8.421895
4.583577	3.479672	3.186124	8.849258	8.863872	8.87724	8.351387	8.448523

The average reference – run was done to calibrate the soundings. The average data arrived is as under:-

AvgD_PO	AvgS_PR	AvgS_MI	AvgS_PO	'AvgIS1_	'AvgIS1_	AvgIS1_P	'AvgIS2_	'AvgIS2_
	1.855882	1.148997		8.946184	8.341339		2.219863	8.439756
8.388562	1.175877	1.819244	1.55736	1.729522	2.891591	8.16895	8.569614	2.879496
8.384967	1.298589	1.145863	1.372725	3.58863	8.289885	8.133851	1.533912	8.411811
8.533987	1.814814	1.227468	1.832433	8.175278	8.189968	8.919668	8.42331	8.188867
8.453268	8.985142	8.986822	1.276285	3.879563	3.831742	3.445986	1.581629	5.236466
8.581634	1.281481	1.282895	1.178346	8.14685	8.831286	2.88157	8.128421	8.114945
	1.894816	1.14638		2.252417	8.878346		1.918381	8.123466
8.49885	1.9384	1.4476	1.143578	8.857372	1.139556	8.967875	8.18139	8.882542
	1.217815	1.589186		8.423842	8.278231		8.692186	8.158861
8.421569	1.295472	1.389417	1.37295	4.212591	4.614873	8.881329	3.82978	8.838432
8.488562	1.644995	1.119153	1.196825	8.247267	8.532878	8.888143	8.145718	8.987997
AvgIS2_P	'AvgIS3_	'AvgIS3_	AvgIS3_P	'AvgIS4_	'AvgIS4_	AvgIS4_P	'AvgIS5_	'AvgIS5_
	4.55619	8.843568		8.733173	8.899147		8.858885	8.815814
8.824844	8.845887	1.295717	2.489698	8.272379	4.986819	1.31593	8.87588	8.838349
8.258883	8	1.326823	8.887684	3.784715	8.885619	1.157561	8.889392	8.855578
8.415483	8.117456	8.817243	1.882527	8.262182	1.161887	1.756428	8.223656	8.818398
8.288659	8.499884	2.467285	1.188786	8.297577	3.373951	8.74671	8.894848	1.426867
1.321631	8.786116	8.948836	6.358385	8.488385	8.491283	4.387746	8.812731	8.835775
	8.396336	8.188956		8.898965	8.897118		8.818578	8.279874
8.166564	8.268473	8.218881	8.87484	8.332475	1.884818	1.623485	8.8138	8.888234
	8.268228	8.875784		8.685544	8.142913		8.817719	8.883757
8.879163	2.868867	8.768241	8.877265	5.889827	1.745295	8.37595	8.878425	8.868188
8.72487	8.148684	8.258582	8.195437	8.244181	8.552243	8.368972	8.813818	8.129855
AvgIS5_P	'AvgIS6_	'AvgIS6_	AvgIS6_P	'AvgIS7_	'AvgIS7_	AvgIS7_P	'AvgIS8_	'AvgIS8_
	4.135127	8.881629		1.27182	1.523571		2.965889	1.781887
8.891964	8.833534	8.18784	8.884387	2.548366	8.238527	2.894624	1.839892	1.185689
8.873992	1.845528	8.255432	8.872687	4.733472	1.48265	8.288246	7.749965	2.58811
8.859283	8.842449	8.893132	8.811716	8.281699	4.159422	8.18777	5.673888	5.162522

8.813687	8.384777	8.171978	1.227892	8.138751	2.689285	8.256824	3.716884	1.368264
8.188225	8.882827	8.269331	8.119682	1.838986	3.678727	8.736576	5.374112	7.332586
	8.382279	8.813279		8.112819	2.832883		2.311862	8.849541
8.131935	8.881241	8.835663	8.829212	8.151162	8.832676	1.589698	8.236269	8.819548
	8.882265	8.187137		1.482763	8.885812		8.456436	8.775511
8.885385	8.827786	8	8.827216	8.871529	1.14163	8.122143	3.78352	4.349318
8.187197	8.871276	8.163311	8.519669	1.489885	1.179452	4.785965	8.568568	6.899784
AvgIS8_P	'AvgIS9_	'AvgIS9_	AvgIS9_P	'AvgIS18	'AvgIS18	AvgIS18_	'AvgIS11	'AvgIS11
	8.284318	8.61884		8.253388	8.586915		8.841756	8.396525
14.83841	3.584794	2.468864	8.189138	8.299232	2.878889	1.244536	8.834329	8.113848
3.857379	8.894112	8.387818	6.431729	8.4441	5.885778	8.392834	8.884896	8.639238
1.873691	3.539786	3.428833	8.435642	8.136234	1.639966	8.282422	8.862821	8.155188
8.1886	1.22892	3.535694	11.59885	8.458835	1.581526	1.822767	8.124669	8.83999
4.197627	2.571783	8.882515	8.564821	8.163856	8.857211	8.818459	8.811824	8.733873
	1.967399	2.945885		8.876824	4.356392	8.885578	8.183683	
8.816331	8.279812	18.59527	5.272322	12.78883	8.88342	8.187661	8	8.813182
	3.47853	5.538862		8.778934	8.246435	8.983843	8.1541	
8.155338	1.847913	1.396536	1.342549	8.246312	8.834288	8.287473	8.893487	8.818954
7.585269	11.4818	8.549188	2.842333	8.184235	8.464412	8.582261	8	8.185995
AvgIS11_	'AvgIS12	'AvgIS12	AvgIS12_	'AvgIS13	'AvgIS13	AvgIS13_	'AvgIS14	'AvgIS14
	8.836581	8.81991		3.743242	4.889288		6.42459	9.124795
8.815862	8.415593	8.852136	8.821314	8.979865	4.488289	2.394784	3.345662	4.971652
8.811346	8.433138	8.816311	8.814156	5.287383	2.876254	3.682491	6.813637	9.892486
8.183551	8.837579	8.85837	8.885528	4.399651	2.347746	3.698848	6.591628	6.18894
8.859649	8.898873	8.279721	1.88845	4.918396	1.255619	1.937843	8.627637	8.811581
8.888888	8.815638	8.864539	8.884361	3.565723	6.22964	2.435428	8.87432	7.7893
				2.953998	8.85688		8.382748	1.871755
8.365813	8.833932	8.883883	8.821821	8.724576	8.315259	8.78521	1.31813	8.624311
				1.591277	2.467787		3.126741	5.133838
8.988977	8.884894	8	8.833345	2.153887	5.36957	7.626759	2.867288	7.881517
8.888771	8.882783	8.854566	8.818612	8.536886	4.438984	4.154896	1.958855	9.16176
AvgIS14_	'AvgIS15	'AvgIS15	AvgIS15_	'AvgIS16	'AvgIS16	AvgIS16_	'AvgIS17	'AvgIS17
	8.825434	8.845153		8.1884	8.185793		8.131997	8.23834
8.623542	8.882944	8.836476	8.828135	8.878827	8.127798	8.812343	8.828821	8.823433
2.432795	8.838289	8.851554	8.818858	8.887916	8.227641	8.864982	8.141581	8.842193
11.48489	8.894818	8.886631	8.823441	8.843829	8.818885	8.139743	8.223894	8.197384
8.887286	8.832655	8.855836	8.851316	8.814881	8.89558	8.218879	8.383684	8.938671
2.591133	8.889287	8.889775	8.849348	8.835646	8.845189	8.818116	8.842595	8.814363
	8.83666	8.181655		8.186482	8.218822		8.845386	8.816123
1.871592	8.885888	8.824947	8.863137	8.145245	8.887389	8.817149	8.886889	8.816183
	8.888465	8.881316		8.884355	8.812819		8.888246	8.882283
11.9488	8.848819	8.858214	8.818544	8.88216	8.884446	8.885965	8.195856	8.357662
4.991814	8.887881	8.841727	8.879818	8.857462	8.859619	8.137582	8.888555	8.164229
vgIS17_	'AvgIS18	'AvgIS18	AvgIS18_	'AvgOS1_	'AvgOS1_	AvgOS1_	'AvgOS2_	'AvgOS2_
	8.335825	8.888689		1.529216	1.882627		1.523737	1.833873
8.826494	8.886865	8.224295	8.811947	8.775849	1.871946	1.356574	8.854125	1.323529
8.245684	8.286928	8.143883	8.885147	2.842432	1.479359	8.852332	2.817588	2.818459
8.831859	8.279885	8.892446	8.818995	1.43337	1.68932	1.868333	1.429499	1.772982
8.818122	8.836623	8.112782	8.881282	1.131623	8.881941	1.16285	1.235843	1.538481
8.167329	8.811394	8.828352	8.836134	1.886815	1.599873	1.224489	1.275517	1.742913
	8.887188	8.885369		8.983389	8.376293		1.297589	8.66283

8.858285	8.816262	8.856216	1.861183	8.98883	8.846816	8.512349	8.875744	1.847663
	8.885825	8.868356		8.275699	8.856963		8.695499	8.928181
8.618789	8.887821	8.885813	8.888473	1.834881	1.868681	1.578523	1.223432	1.945925
8.128598	8.886915	8.859618	8.487938	1.883738	1.478742	1.251395	1.829871	1.269899
AvgOS2_	'AvgOS3_	'AvgOS3_	AvgOS3_	'AvgOS4_	'AvgOS4_	AvgOS4_	'AvgOS5_	'AvgOS5_
	1.431589	8.661795		1.465314	8.963538		8.988177	1.221734
1.42689	1.862213	1.643827	1.487586	8.74891	1.381446	1.251795	8.465119	1.119533
1.376396	2.165772	1.578239	1.196398	1.934432	1.68856	1.822845	1.713461	8.752186
1.289374	1.455857	1.421345	1.389884	1.299145	1.636988	1.87485	1.281342	8.728834
1.33829	1.453459	1.668292	1.488842	1.237767	8.922844	1.42812	1.38286	8.641228
1.656276	1.144781	1.866861	8.64639	1.888888	1.741823	1.1746	1.118883	1.816347
	1.223932	1.211861		1.832283	8.534659		1.347566	8.623689
1.852168	8.8793	8.957234	8.783471	8.788779	8.939167	8.572392	1.881934	8.477882
	8.963642	8.95833		1.849389	8.859621		8.382343	8.788681
1.739361	1.442312	1.725369	2.838153	1.886558	1.432688	1.847529	1.228712	1.584522
1.18369	1.185737	1.332888	1.881442	1.894616	1.423897	1.486889	8.666935	1.354785
AvgOS5_	'AvgOS6_	'AvgOS6_	AvgOS6_	'AvgOS7_	'AvgOS7_	AvgOS7_	'AvgOS8_	'AvgOS8_
	1.531147	1.364318		2.327542	1.5189		1.792382	1.231881
1.833765	1.883885	2.891837	1.688714	1.879599	2.838912	1.723433	1.176488	2.828597
8.725248	2.486878	2.256855	1.127115	1.945432	1.888491	1.358886	1.852726	1.735199
1.267787	1.358265	2.188125	1.596954	1.441838	1.868493	1.488122	1.833788	1.869482
1.891425	1.719279	2.347845	1.391151	2.88281	2.279339	1.784824	1.899868	2.266262
1.38872	1.754183	2.125562	1.824953	1.522967	1.911191	1.754466	1.338475	1.523414
	1.575153	1.822886		1.676587	1.881721		8.956974	1.212811
8.722788	8.79733	8.929993	8.974883	1.182438	1.88255	1.158616	1.223629	1.821787
	8.78762	8.998489		1.199887	1.225688		1.448782	8.942197
1.186812	2.826712	1.972934	2.252728	1.994153	1.867424	2.234821	1.547179	1.397257
1.849363	1.258186	1.444915	1.935789	1.172267	1.952685	1.867665	1.335294	1.891833
AvgOS8_	'AvgOS9_	'AvgOS9_	AvgOS9_	'AvgOS18	'AvgOS18	AvgOS18	'AvgOS11	'AvgOS11
	1.99217	1.472626		2.225657	1.478889		1.544424	1.898656
8.942226	8.574156	2.133888	1.939464	1.39818	1.824289	1.768389	1.217681	1.786567
1.884234	2.488996	1.814536	1.295255	2.369443	1.543242	1.489836	2.853332	1.111886
1.315678	1.265423	1.418895	1.534623	1.189823	1.914745	1.52926	1.324318	8.856928
1.752486	1.767587	2.488139	8.938365	1.566885	2.133417	1.481367	1.351649	1.327221
1.468258	1.585457	2.896173	1.819835	1.768126	2.151786	1.828721	1.851229	1.46855
	1.365941	8.545975		1.454592	1.221398		1.274242	1.884163
1.182124	1.171749	8.465516	8.861867	8.658251	1.84254	1.822248	1.812292	8.98351
	1.228594	8.679719		8.913528	1.128843		8.748818	8.775852
1.628971	2.862631	1.993439	2.868598	1.968764	1.91341	2.21113	1.435131	1.392964
1.885267	8.571774	1.52661	1.917855	1.388121	1.813574	1.785549	1.868182	1.457769
AvgOS11	'AvgOS12	'AvgOS12	AvgOS12	'AvgOS13	'AvgOS13	AvgOS13	'AvgOS14	'AvgOS14
	1.561556	1.152282		1.357493	8.638657		1.835887	1.868962
1.681121	8.848187	1.48813	1.476715	8.643383	1.883492	1.566514	8.683342	1.234272
8.788325	2.145699	1.587586	1.318199	1.262578	1.823393	8.937684	1.663667	1.476945
1.81661	1.278212	1.2671	1.491964	8.981368	8.753297	8.958348	8.938213	1.275186
1.383312	1.728345	1.948398	1.281681	8.993864	1.218124	1.267685	1.164933	1.761257
1.551478	1.445863	1.585595	1.253331	8.883552	1.221255	1.256873	8.646938	1.462452
	1.238864	8.731288		1.233938	8.666442		8.861536	8.838477
8.639187	8.718131	8.891786	1.854813	8.91956	8.669558	8.651833	8.96632	8.857583
	8.852768	8.7945		8.275399	8.545236		8.735839	8.783498
2.869725	1.341429	1.74618	2.114725	1.388835	1.851486	1.663534	1.581816	1.237223

1.653754	1.886338	1.946734	1.649898	8.472726	1.191948	1.422284	1.115857	1.167981
AvgOS14	'AvgOS15	'AvgOS15	AvgOS15	'AvgOS16	'AvgOS16	AvgOS16	'AvgOS17	'AvgOS17
	1.252387	1.191943		1.642239	8.744588		1.189294	8.845853
1.723597	8.221225	1.189529	8.569588	8.517142	1.842183	8.963418	8.662881	1.425766
8.995742	1.414785	1.851683	8.55894	2.225743	1.384959	1.168271	1.582931	8.773594
8.445565	1.21185	8.867715	1.852862	1.892934	1.366896	1.288387	1.258871	8.665265
1.78545	1.48783	8.981356	8.988282	1.488576	8.713699	1.115885	1.272859	1.231816
1.442196	1.815193	1.488177	1.37521	1.333149	1.136212	1.455883	1.142258	1.16671
	8.816312	8.581884		8.874659	8.834299		8.772529	8.473918
8.758892	8.772359	8.755853	8.419644	8.947848	8.666424	8.658815	8.814897	8.785614
	8.884885	8.823919		8.874659	8.834299		8.158987	8.661224
1.578119	1.191288	8.918611	1.552545	1.268177	1.87261	1.436856	1.178832	1.872241
1.581417	8.478856	1.895599	8.9858	1.853558	1.371637	1.782812	8.17916	1.867277
AvgOS17	'AvgOS18	'AvgOS18	AvgOS18_POST					
	1.144773	8.477756						
1.113786	8.991881	1.589884	1.31533					
8.68394	1.75874	1.43621	1.252259					
1.371311	1.262885	1.532953	1.368372					
1.11226	1.547445	1.26878	1.448515					
1.216923	1.342382	1.373274	1.56214					
	1.169144	1.145747						
8.528827	8.924677	8.813382	8.613116					
	1.242894	8.698851						
1.983489	1.884159	1.658413	2.875525					
1.858969	8.942833	1.816388	1.645185					

The above data were treated to a SVG testing. Results, presented below, suggest that neural signatures cannot boil down to a single network or a few brain regions. The study calls into question theories localizable to a specific neural system. The study exhibits key findings and explains how neuro apparatuses explore 'business economic decision - tectonic shifts(s)' through a biological basis. Results exhibit monikers to engage in 'business economic decision - tectonic shifts(s)' thinking using eye tracking techniques that business leadership delineates process information through activation of neuro components.

```
<?xml version="1.0" encoding="UTF-8" standalone="no" ?>
```

```
<svg
```

```
xmlns:dc="http://purl.org/dc/elements/1.1/"
```

```
xmlns:cc="http://creativecommons.org/ns#"
```

```
xmlns:rdf="http://www.w3.org/1999/02/22-rdf-syntax-ns#"
```

```
xmlns:svg="http://www.w3.org/2000/svg"
```

```
xmlns="http://www.w3.org/2000/svg"
```

```
viewBox="0 0 793.76001 1122.5601"
```

```
height="1122.5601"
```

```
width="793.76001"
```

```
xml:space="preserve"
```

```
id="svg2"
```

```
version="1.1"><metadata
```

```
id="metadata8"><rdf:RDF><cc:Work
```

```
rdf:about=""><dc:format>image/svg+xml</dc:format><dc:type
```

```
rdf:resource="http://purl.org/dc/dcmitype/StillImage" /></cc:Work></rdf:RDF></metadata><defs
```

```
id="defs6"><alphaPath
```

```
id="alphaPath20"
```

id="path18"
d="m 72.024,401.33 h 43.2 v 368.11 h -43.2 z" /></alphaPath><alphaPath
id="alphaPath30"

id="path28"
d="m 72.024,401.33 h 43.2 v 368.11 h -43.2 z" /></alphaPath><alphaPath
id="alphaPath40"

id="path38"
d="m 72.024,401.33 h 43.2 v 368.11 h -43.2 z" /></alphaPath><alphaPath
id="alphaPath54"

id="path52"
d="m 72.024,401.33 h 43.2 v 368.11 h -43.2 z" /></alphaPath><alphaPath
id="alphaPath68"

id="path66"
d="m 72.024,401.33 h 43.2 v 368.11 h -43.2 z" /></alphaPath><alphaPath
id="alphaPath82"

id="path80"
d="m 72.024,401.33 h 43.2 v 368.11 h -43.2 z" /></alphaPath><alphaPath
id="alphaPath96"

id="path94"
d="m 72.024,401.33 h 43.2 v 368.11 h -43.2 z" /></alphaPath><alphaPath
id="alphaPath110"

id="path108"
d="m 72.024,401.33 h 43.2 v 368.11 h -43.2 z" /></alphaPath><alphaPath
id="alphaPath124"

id="path122"
d="m 72.024,401.33 h 43.2 v 368.11 h -43.2 z" /></alphaPath><alphaPath
id="alphaPath138"

id="path136"
d="m 72.024,401.33 h 43.2 v 368.11 h -43.2 z" /></alphaPath><alphaPath
id="alphaPath152"

id="path150"
d="m 72.024,401.33 h 43.2 v 368.11 h -43.2 z" /></alphaPath><alphaPath
id="alphaPath166"

id="path164"
d="m 72.024,401.33 h 43.2 v 368.11 h -43.2 z" /></alphaPath><alphaPath
id="alphaPath180"

id="path178"
d="m 72.024,401.33 h 43.2 v 368.11 h -43.2 z" /></alphaPath><alphaPath
id="alphaPath194"

id="path192"
d="m 72.024,401.33 h 43.2 v 368.11 h -43.2 z" /></alphaPath><alphaPath

id="alphaPath208"

id="path206"

d="m 72.024,401.33 h 43.2 v 368.11 h -43.2 z" /></alphaPath><alphaPath
id="alphaPath222"

id="path220"

d="m 72.024,401.33 h 43.2 v 368.11 h -43.2 z" /></alphaPath><alphaPath
id="alphaPath236"

id="path234"

d="m 72.024,401.33 h 43.2 v 368.11 h -43.2 z" /></alphaPath><alphaPath
id="alphaPath250"

id="path248"

d="m 72.024,401.33 h 43.2 v 368.11 h -43.2 z" /></alphaPath><alphaPath
id="alphaPath264"

id="path262"

d="m 72.024,401.33 h 43.2 v 368.11 h -43.2 z" /></alphaPath><alphaPath
id="alphaPath278"

id="path276"

d="m 72.024,401.33 h 43.2 v 368.11 h -43.2 z" /></alphaPath><alphaPath
id="alphaPath290"

id="path288"

d="m 72.024,401.33 h 43.2 v 368.11 h -43.2 z" /></alphaPath><alphaPath
id="alphaPath300"

id="path298"

d="m 72.024,401.33 h 43.2 v 368.11 h -43.2 z" /></alphaPath><alphaPath
id="alphaPath314"

id="path312"

d="m 72.024,401.33 h 43.2 v 368.11 h -43.2 z" /></alphaPath><alphaPath
id="alphaPath328"

id="path326"

d="m 72.024,401.33 h 43.2 v 368.11 h -43.2 z" /></alphaPath><alphaPath
id="alphaPath342"

id="path340"

d="m 72.024,401.33 h 43.2 v 368.11 h -43.2 z" /></alphaPath><alphaPath
id="alphaPath356"

id="path354"

d="m 72.024,401.33 h 43.2 v 368.11 h -43.2 z" /></alphaPath><alphaPath
id="alphaPath370"

id="path368"

d="m 72.024,401.33 h 43.2 v 368.11 h -43.2 z" /></alphaPath><alphaPath
id="alphaPath384"

```
id="path382"  
d="m 72.024,401.33 h 43.2 v 368.11 h -43.2 z" /></alphaPath><alphaPath  
id="alphaPath398"
```

```
id="path396"  
d="m 72.024,401.33 h 43.2 v 368.11 h -43.2 z" /></alphaPath><alphaPath  
id="alphaPath412"
```

```
id="path410"  
d="m 72.024,401.33 h 43.2 v 368.11 h -43.2 z" /></alphaPath><alphaPath  
id="alphaPath426"
```

```
id="path424"  
d="m 72.024,401.33 h 43.2 v 368.11 h -43.2 z" /></alphaPath><alphaPath  
id="alphaPath440"
```

```
id="path438"  
d="m 72.024,401.33 h 43.2 v 368.11 h -43.2 z" /></alphaPath><alphaPath  
id="alphaPath454"
```

```
style="font-variant:normal;font-weight:normal;font-size:10.56000042px;font-family:'Courier 10 Pitch';-  
inkscape-font-specification:CourierNewPSMT;writing-mode:lr-tb;fill:#000000;fill-opacity:1;fill-  
rule:nonzero;stroke:none"
```

```
transform="matrix(1,0,0,-1,75.024,389.83)"><tspan
```

```
id="tspan516"
```

```
y="0"
```

```
x="0 6.336 12.71424 18.9552 25.291201 31.55328 37.889278 44.15136 50.487358 56.749439 63.085442  
88.281601 94.543678 100.87968 107.14176 113.47776 119.73984 126.07584 132.45409 138.69504  
145.03104">111.268594 139.025070</tspan></text>
```

```
</g></g><g
```

```
id="g520"><g
```

```
clip-Alpha AlphPath="url(#clipAlpha AlphPath526)"
```

```
id="g522" /></g><g
```

```
id="g528"><g
```

```
clip-Alpha AlphPath="url(#clipAlpha AlphPath534)"
```

```
id="g530" /></g></g></svg>
```

Contributions

The paper raises fascinating neuro-entrepreneurial issues, theoretical and practical, based on both normative and descriptive levels of analysis. This research brings about positive impacts by enhancing scientific understanding of biological processes as a significant element in business strategy. Activation of 'business economic decision - tectonic shifts(s)' thinking interprets economic decision-making styles and cerebral response to 'tectonic shifts(s)'. This paper effort to deliberate conclusions in direction of understanding neuro-design and proposition to riposte topics in entrepreneurial preference undercurrents. Research efforts conclude with characteristic schemes and present directions for future research. Research attempts assist in reconsidering the practicalities of entrepreneurial preference dynamic forces by providing an alternate arrangement for rational preference complications. This research would open new panoramas for future replicative scholarships.

The study of dynamic conditions fluid intellect making and problem solving has attracted attention from researchers and academics across a broad range of disciplines. This extension to fluid intellect research required the study of experimental-economic C⁶ conditions and the consequential behaviour of 15 entrepreneurs and provides an introductory setting for future research on how ill-structured problems are, and can be, solved. Experimental-entrepreneurial behaviour in C⁶ conditions offers a solution to the lack of

understanding of fluid intellect through the measurement of brain activity. It provides a conceptual and arguably idealistic framework for research at the intersection of physiological brain-based models. Knowledge of experimental-entrepreneurial responses to C⁶ conditions should shed light on the causes of behaviour (and experimental-entrepreneurial anomalies) and help build theories capable of explaining and predicting the application of and outcomes from fluid intellect. Combining the conventional disciplines above gives an interdisciplinary insight into the fundamentals of experimental-entrepreneurial fluid intellect that has eluded researchers to date. New imaging technologies have created the opportunity for more complex studies of the mind. The research contributes to the understanding of experimental design and begins to answer the unknown of entrepreneurial responses to C⁶ conditions. The research concludes with specific propositions and guidance for future studies. An alternative taxonomy opening new vistas for future replication studies is then presented.

Conclusion

The paper concludes with several propositions that have been generated from a theoretical 'mosaic' and presents directions for future research. The paper attempts towards rethinking the foundations of entrepreneurial economic decision dynamics by providing alternative taxonomy for rational economic decision problems. The paper concludes with propositions generated from a theoretical 'mosaic' and presents directions for future research. The methodological approach adopted in this research is to combine contributions from both theory and empirical evidence exploring individual capacity to switch between complex left-hemispheric thinking and explorative right-brain thinking. The research depicts relevant aspects of business theories and applications of experimental-entrepreneurial science, particularly with respect to the use of fluid intellect. Being an inventive study, this work contributes to the knowledge and understanding of how entrepreneurs respond to C⁶ conditions by;

- Providing framework for C⁶ behavioural research;
- Offering solution to experimental-economic C⁶ behaviour and,
- Describing common C⁶ behavioural model.

Paper concludes with propositions generated from theoretical 'mosaic' and presents directions for future research. Emphasis is upon rethinking foundations of economic decision dynamics by providing alternative taxonomy for decision problems. Research recommends; Trail Making Trial (TMT), Verbal Fluency Trial, VFT Animals category, Clock Drawing Trial (CDT), Digits Forward and Backward Subtests Stroop Trial and Wisconsin Card Sorting Trial (WCST) experiments to lend support to this research.

References

- "Analysis Paralysis | Definition of Analysis Paralysis by Lexico". *Lexico Dictionaries | English*. Archived from the original on July 29, 2020. Retrieved 2020-04-09.
- "Analysis paralysis | Definition of analysis paralysis in US English by Oxford Dictionaries". *Oxford Dictionaries | English*. Archived from the original on January 7, 2018. Retrieved 2018-11-10.
- "APP - Macrotellect". *o.macrotellect.com*. Retrieved 2016-12-08.
- "Army neuroscientists foresee intelligent agents on the battlefield". *U.S. Army Research Laboratory*. Archived from the original on 2018-08-29. Retrieved 2018-08-29.
- "Avoid Analysis Paralysis—Use Data to Enable Decision-Making and Growth". *TechNative*. 2019-03-06. Retrieved 2020-04-09.
- "Beckman Instruments Supplying Medical Flight Monitoring Equipment" (PDF). *Space News Roundup*. March 3, 1965. pp. 4–5. Retrieved 7 August 2019.
- "Biofeedback Rules". *WAC 296-21-280. Washington State Legislature*.
- "Brain Wave Patterns Can Predict Blunders, New Study Finds". *UC Davis News and Information*. University of California, Davis campus. 23 March 2009.
- "Can brainwaves be detected in lime Jell-O?". *straightdope.com*. 11 June 2010. Retrieved 7 April 2018.

- "Enemy of the good". *Nature*. 503 (7477): 438. November 2013. doi:10.1038/503438a. ISSN 0028-0836. PMID 24298564.
- "Guideline seven: a proposal for standard montages to be used in clinical EEG. American Electroencephalographic Society". *Journal of Clinical Neurophysiology*. 11 (1): 30–36. January 1994. doi:10.1097/00004691-199401000-00008. PMID 8195424.
- "Liverpool FC — 'An incredible impact' - Klopp praises Reds' work with neuro11". *www.liverpoolfc.com*. Retrieved 2022-12-04.
- "Mind Games". *The Economist*. 2007-03-23.
- "Mind over matter: Brain waves control Asimo". *Japan Times*. 1 April 2009. Archived from the original on 2009-04-03.
- "NeuroSky MindWave Sets Guinness World Record for "Largest Object Moved Using a Brain-Computer Interface"". *NeuroGadget.com*. *NeuroGadget*. Archived from the original on 2013-10-15. Retrieved 2011-06-02.
- "New games powered by brain waves". *Physorg.com*. Archived from the original on 2011-06-06. Retrieved 2010-12-02.
- "News - NeuroSky Upgrades SDK, Allows For Eye Blink, Brainwave-Powered Games". *Gamasutra*. 2010-06-30. Retrieved 2010-12-02.
- "Product Launch! Neurosync - The World's Smallest Brain-Computer-Interface". *www.prnewswire.com*. July 15, 2015. Retrieved July 21, 2017.
- "Richard Saul Wurman: Information, Mapping, and Understanding", *Architectural Intelligence*, *The MIT Press*, 2017, doi:10.7551/mitpress/10971.003.0004, ISBN 978-0262343428
- "The MacIver Lab". *Stanford University*.
- 113316.
- 2011. "Molecular Genetics and Economics." *Journal of Economic Perspectives* 25 (4): 57–82. doi:10.1257/jep.25.4.57. Berglund, H. 2015. "Between cognition and discourse: phenomenology and the study of entrepreneurship",
- 23 (1): 98–100. doi:10.1177/1056492613485914.
- Adomako, S., A. Danso, M. Uddin, and J. O. Damoah. 2016. "Entrepreneurs' Optimism, Cognitive Style and Persistence."
- Ahmad, S. Z., S. R. Xavier, and A. R. A. Bakar. 2014. "Examining Entrepreneurial Intention through Cognitive Approach Using Malaysia GEM Data." *Journal of Organizational Change Management* 27 (3): 449–464. doi:10.1108/JOCM-03-2013-0035.
- Ajzen, I. 1991. "The Theory of Planned Behavior." *Organizational Behavior and Human Decision Processes* 50 (2): 179–211. doi:10.1016/0749-5978(91)90020-T.
- Ajzen, I., and M. Fishbein. 1977. "Attitude-behavior Relations: A Theoretical Analysis and Review of Empirical Research."
- *Alizadeh-Taheri B (1994). Active Micromachined Scalp Electrode Array for Eeg Signal Recording (PhD thesis). University of California, Davis. p. 82. Bibcode:1994PhDT.....82A.*
- Cheng, F., F. Ye, and J. Yang. 2009. "A Genetic Algorithm-based Optimisation Model for Performance Parameters of Manufacturing Tasks in Constructing Virtual Enterprises." *International Journal of Production Research* 47 (14): 4013–4029. doi:10.1080/00207540801953155.
- *Chernecky CC, Berger BJ (2013). Laboratory tests and diagnostic procedures (6th ed.). St. Louis, Mo.: Elsevier. ISBN 9781455706945.*
- *Chua, E. F.; Rand-Giovannetti, E.; Schacter, D. L.; Albert, M.; Sperling, R. A. (2004). "Dissociating confidence and accuracy: Functional magnetic resonance imaging shows origins of the subjective memory experience" (PDF). Journal of Cognitive Neuroscience. 16 (7): 1131–1142. doi:10.1162/0898929041920568. PMID 15453969. S2CID 215728618.*
- Claxton, R. P., R. P. McIntyre, and E. W. Wheatley. 1995. "Birth Order and Need for Cognition in Marketing Entrepreneurship." *Psychological Reports* 76 (1): 159–162. doi:10.2466/pr0.1995.76.1.159.
- *Clayson PE, Carbine KA, Baldwin SA, Larson MJ (November 2019). "Methodological reporting behavior, sample sizes, and statistical power in studies of event-related potentials: Barriers to reproducibility*

- and replicability". *Psychophysiology*. 56 (11): e13437. doi:10.1111/psyp.13437. PMID 31322285. S2CID 197665482.
- Coenen A, Fine E, Zayachkivska O (2014). "Adolf Beck: a forgotten pioneer in electroencephalography". *Journal of the History of the Neurosciences*. 23 (3): 276–286. doi:10.1080/0964704x.2013.867600. PMID 24735457. S2CID 205664545.
 - Corbett, A. C., H. M. Neck, and D. R. Detienne. 2007. "How Corporate Entrepreneurs Learn from Fledgling Innovation Initiatives: Cognition and the Development of a Termination Script." *Entrepreneurship Theory and Practice* 31 (6): 829–852. doi:10.1111/j.1540-6520.2007.00208.x
 - Corbett, A., R. Mitchell, L. M. Shelton, and M. Wood. 2018. "The Attitudes, Behaviors and Cognition of Entrepreneurs: Rebels with a Cause." *International Journal of Entrepreneurial Behaviour and Research* 24 (5): 938–946. doi:10.1108/IJEER-08-2018-530.
 - Costa, S. F., S. C. Santos, D. Wach, and A. Caetano. 2018. "Recognizing Opportunities across Campus: The Effects of Cognitive Training and Entrepreneurial Passion on the Business Opportunity Prototype." *Journal of Small Business Management* 56 (1): 51–75. doi:10.1111/jsbm.12348.
 - Creutzfeldt OD, Watanabe S, Lux HD (January 1966). "Relations between EEG phenomena and potentials of single cortical cells. I. Evoked responses after thalamic and erpicortical stimulation". *Electroencephalography and Clinical Neurophysiology*. 20 (1): 1–18. doi:10.1016/0013-4694(66)90136-2. PMID 4161317.
 - Crozier, W. Ray; Ranyard, Rob (1997). "Cognitive process models and explanations of decision making". In Ranyard, Rob; Crozier, W. Ray; Svenson, Ola (eds.). *Decision making: cognitive models and explanations*. *Frontiers of cognitive science*. London; New York: Routledge. pp. 5–20. ISBN 978-0415158183. OCLC 37043834.
 - Cuellar M, Harkrider AW, Jenson D, Thornton D, Bowers A, Saltuklaroglu T (July 2016). "Time-frequency analysis of the EEG mu rhythm as a measure of sensorimotor integration in the later stages of swallowing". *Clinical Neurophysiology*. 127 (7): 2625–2635. doi:10.1016/j.clinph.2016.04.027. PMID 27291882. S2CID 3746307.
 - Dali, N., and S. Harbi. 2016. "The Effect of Risk Perception and Cognitive Biases on the Evaluation of Opportunity in Family and Non-Family Entrepreneurs: The Case of Tunisian Entrepreneurs." *Journal of Enterprising Culture* 24 (3): 281–312. doi:10.1142/s0218495816500114.
 - Damasio, Antonio R. (1994). *Descartes' error: emotion, reason, and the human brain*. New York: Putnam. ISBN 978-0399138942. OCLC 30780083.
 - De Bease C (2007). "Biofeedback Certification Institute of America certification: Building skills without walls". *Biofeedback*. 35 (2): 48–49.
 - De Carolis, D. M., and P. Saparito. 2006. "Social Capital, Cognition, and Entrepreneurial Opportunities: A Theoretical Framework." *Entrepreneurship: Theory and Practice* 30 (1): 41–56. doi:10.1111/j.1540-6520.2006.00109.x.
 - de Holan, P. M. 2014. "It's All in Your Head: Why We Need Neuroentrepreneurship." *Journal of Management Inquiry* 23 (1): 93–97. doi:10.1177/1056492613485913.
 - De Villiers Scheepers, M. J., C. Boshoff, and M. Oostenbrink. 2018. "Entrepreneurial Women's Cognitive Ambidexterity: Career and Cultural Influences." *South African Journal of Business Management* 48 (4): 21–33. doi:10.4102/sajbm.v48i4.40.
 - Dehghanpour Farashah, A. 2015. "Los efectos de factores demográficos, cognitivos e institucionales, sobre el desarrollo de la intención emprendedora: Hacia un modelo socio-cognitivo de carrera empresarial." *Journal of International Entrepreneurship* 13 (4): 452–476. doi:10.1007/s10843-015-0144-x.
 - Del Giudice, M., A. Arslan, V. Scuotto, and F. Caputo. 2017. "Influences of Cognitive Dimensions on the Collaborative Entry Mode Choice of Small- and Medium-sized Enterprises." *International Marketing Review* 34 (5): 652–673. doi:10.1108/IMR-05-2016-0098.
 - Dew, N., D. Grichnik, K. Mayer-Haug, S. Read, and J. Brinckmann. 2015. "Situating Entrepreneurial Cognition."
 - Dheer, R. J. S., and T. Lenartowicz. 2018. "Multiculturalism and Entrepreneurial Intentions: Understanding the Mediating Role of Cognitions." *Entrepreneurship: Theory and Practice* 42 (3): 426–466. doi:10.1111/etap.12260.
 - Dheer, R. J. S., and T. Lenartowicz. 2019. "Cognitive Flexibility: Impact on Entrepreneurial Intentions." *Journal of Vocational Behavior* 115 (August): 103339. doi:10.1016/j.jvb.2019.103339.

- *Diceman, Jason (2010). Dotmocracy Handbook. Jason Diceman. pp. 1–2. ISBN 978-1451527087.*
- *Difrancesco MW, Holland SK, Szaflarski JP (October 2008). "Simultaneous EEG/functional magnetic resonance imaging at 4 Tesla: correlates of brain activity to spontaneous alpha rhythm during relaxation". Journal of Clinical Neurophysiology. 25 (5): 255–264. doi:10.1097/WNP.0b013e3181879d56. PMC 2662486. PMID 18791470.*
- *Ding, H., L. Benyoucef, and X. Xie. 2006. "A Simulation-based Multi-objective Genetic Algorithm Approach for Networked Enterprises Optimization." Engineering Applications of Artificial Intelligence 19 (6): 609–623. doi:10.1016/j.engappai.2005.12.008.*
- *Divsalar, M., M. R. Javid, A. H. Gandomi, J. B. Soofi, and M. V. Mahmood. 2011. "Hybrid Genetic Programming-Based Search Algorithms for Enterprise Bankruptcy Prediction." Applied Artificial Intelligence 25 (8): 669–692. doi:10.1080/08839514.2011.595975*
- *Divsalar, M., M. R. Javid, A. H. Gandomi, J. B. Soofi, and M. V. Mahmood. 2011. "Hybrid Genetic Programming-based Search Algorithms for Enterprise Bankruptcy Prediction". Applied Artificial Intelligence 25 (8): 669–692. doi:10.1080/08839514.2011.595975.*
- *Djulgovic, B. (2017) Rational decision making in medicine: Implications for Overuse and Underuse*
- *Dölarslan, E. Ş., A. Koçak, and A. Özer. 2017. "Bats are Blind? Cognitive Biases in Risk Perception of Entrepreneurs."*
- *García, J. C. S. 2014. "Cognitive Scripts and Entrepreneurial Success." Universitas Psychologica 13 (1): 321–332. doi:10.11144/Javeriana.UPSY13-1.cses.*
- *García-Villaverde, P. M., J. Rodrigo-Alarcón, M. J. Ruiz-Ortega, and G. Parra-Requena. 2018. "The Role of Knowledge Absorptive Capacity on the Relationship between Cognitive Social Capital and Entrepreneurial Orientation." Journal of Knowledge Management 22 (5): 1015–1036. doi:10.1108/JKM-07-2017-0304.*
- *Gardner, Margo; Steinberg, Laurence (July 2005). "Peer influence on risk taking, risk preference, and risky decision making in adolescence and adulthood: an experimental study" (PDF). Developmental Psychology. 41 (4): 625–635. CiteSeerX 10.1.1.556.4973. doi:10.1037/0012-1649.41.4.625. PMID 16060809.*
- *Garrett, R. P., and D. V. Holland. 2015. "Environmental Effects on the Cognitions of Corporate and Independent Entrepreneurs." Small Business Economics 45 (2): 369–381. doi:10.1007/s11187-015-9636-2.*
- *Gastaut H (1952). "[Electrocorticographic study of the reactivity of rolandic rhythm]". Revue Neurologique. 87 (2): 176–182. PMID 13014777.*
- *Gaudet LM (2011). "Brain Fingerprinting, Scientific Evidence, and "Daubert": A Cautionary Lesson from India". Jurimetrics. 51 (3): 293–318. ISSN 0897-1277. JSTOR 41307131.*
- *Gemmell, R. M., R. J. Boland, and D. A. Kolb. 2012. "The Socio-cognitive Dynamics of Entrepreneurial Ideation."*
- *Geografiska Annaler. Series B, Human Geography 98 (3): 239–253. doi:10.1111/geob.12102.*
- *Gerrard P, Malcolm R (June 2007). "Mechanisms of modafinil: A review of current research". Neuropsychiatric Disease and Treatment. 3 (3): 349–364. PMC 2654794. PMID 19300566.*
- *Gevirtz R (2003). "The behavioral health provider in mind-body medicine.". In Moss D, McGrady A, Davies TC, Wickramasekera I (eds.). Handbook of mind-body medicine for primary care. Thousand Oaks, CA: Sage Publications, Inc.*
- *Gibbs FA, Davis H, Lennox WG (December 1935). "The Electro-Encephalogram in Epilepsy and in Conditions of Impaired Consciousness". Archives of Neurology and Psychiatry. 34 (6): 1133. doi:10.1001/archneurpsyc.1935.02250240002001.*
- *Gil Angel, G. A., J. M. Saiz Alvarez, and J. A. Gamez Gutierrez. 2017. "A Cognitive, Emotional and Behavioral Assessment of Colombian Entrepreneurs Attitudes toward Corruption." Universidad & Empresa 19 (33): 9. doi:10.12804/revistas.urosario.edu.co/empresa/a.4682.*
- *Godfrey-Smith, Peter (2001). "Environmental complexity and the evolution of cognition" (PDF). In Sternberg, Robert J.; Kaufman, James C. (eds.). The evolution of intelligence. Mahwah, NJ: Lawrence Erlbaum Associates. pp. 223–250. ISBN 978-0805832679. OCLC 44775038.*
- *Gold, Joshua I.; Shadlen, Michael N. (2007). "The neural basis of decision making". Annual Review of Neuroscience. 30: 535–574. doi:10.1146/annurev.neuro.29.051605.113038. PMID 17600525.*

- Goldman RI, Stern JM, Engel J, Cohen MS (November 2000). "Acquiring simultaneous EEG and functional MRI". *Clinical Neurophysiology*. 111 (11): 1974–1980. doi:10.1016/s1388-2457(00)00456-9. PMID 11068232. S2CID 11716369.
- Goyal, K., and S. Kumar. 2020. "Financial Literacy: A Systematic Review and Bibliometric Analysis." *International Journal of Consumer Studies* 45 (1): 80–105. doi:10.1111/ijcs.12605.
- Grabenhorst, F., and E. T. Rolls. 2011. "Value, Pleasure and Choice in the Ventral Prefrontal Cortex." *Trends in Cognitive Sciences* 15 (2): 56–67. doi:10.1016/j.tics.2010.12.004.
- Grech R, Cassar T, Muscat J, Camilleri KP, Fabri SG, Zervakis M, et al. (November 2008). "Review on solving the inverse problem in EEG source analysis". *Journal of Neuroengineering and Rehabilitation*. 5 (1): 25. doi:10.1186/1743-0003-5-25. PMC 2605581. PMID 18990257.
- Grégoire, D. A., A. C. Corbett, and J. S. McMullen. 2011. "The Cognitive Perspective in Entrepreneurship: An Agenda for Future Research." *Journal of Management Studies* 48 (6): 1443–1477. doi:10.1111/j.1467-6486.2010.00922.x.
- Grégoire, D. A., J. Cornelissen, D. Dimov, and E. Van Burg. 2015. "The Mind in the Middle: Taking Stock of Affect and Cognition Research in Entrepreneurship." *International Journal of Management Reviews* 17 (2): 125–142. doi:10.1111/ijmr.12060.
- Griffin, Emory A. (1991). "Interact system model of decision emergence of B. Aubrey Fisher" (PDF). *A first look at communication theory (1st ed.)*. New York: McGraw-Hill. pp. 253–262. ISBN 978-0070227781. OCLC 21973427.
- Grillo, C., F. A. F. Ferreira, C. S.E. Marques, and J. J. Ferreira. 2018. "A Knowledge-Based Innovation Assessment System for Small- and Medium-Sized Enterprises: Adding Value with Cognitive Mapping and MCDA." *Journal of Knowledge Management* 22 (3). HOWARD HOUSE, WAGON LANE, BINGLEY BD16 1WA, W YORKSHIRE, ENGLAND: EMERALD GROUP PUBLISHING LTD: 696–718. doi:10.1108/JKM-08-2017-0332
 - Gronseth GS, Greenberg MK (July 1995). "The utility of the electroencephalogram in the evaluation of patients presenting with headache: a review of the literature". *Neurology*. 45 (7): 1263–1267. doi:10.1212/WNL.45.7.1263. PMID 7617180. S2CID 26022438.
- Groves, K., C. Vance, and D. Choi. 2011. "Examining Entrepreneurial Cognition: An Occupational Analysis of Balanced Linear and Nonlinear Thinking and Entrepreneurship Success." *Journal of Small Business Management* 49 (3): 438–466. doi:10.1111/j.1540-627X.2011.00329.x.
- Gudmundsson, S. V., and C. Lechner. 2013. "Cognitive Biases, Organization, and Entrepreneurial Firm Survival." *European Management Journal* 31 (3): 278–294. doi:10.1016/j.emj.2013.01.001.
- Guo, Kristina L. (June 2008). "DECIDE: a decision-making model for more effective decision making by health care managers". *The Health Care Manager*. 27 (2): 118–127. doi:10.1097/01.HCM.0000285046.27290.90. PMID 18475113. S2CID 24492631.
- Haas LF (January 2003). "Hans Berger (1873-1941), Richard Caton (1842-1926), and electroencephalography". *Journal of Neurology, Neurosurgery, and Psychiatry*. 74 (1): 9. doi:10.1136/jnnp.74.1.9. PMC 1738204. PMID 12486257.
- Hafer, R. W., and G. Jones. 2015. "Are Entrepreneurship and Cognitive Skills Related? Some International Evidence." *Small Business Economics* 44 (2): 283–298. doi:10.1007/s11187-014-9596-y.
- Hall, Crystal C.; Ariss, Lynn; Todorov, Alexander (July 2007). "The illusion of knowledge: when more information reduces accuracy and increases confidence" (PDF). *Organizational Behavior and Human Decision Processes*. 103 (2): 277–290. doi:10.1016/j.obhdp.2007.01.003.
- Haller, M. K., and E. W. Welch. 2014. "Entrepreneurial Behavior of Academic Scientists: Network and Cognitive Determinants of Commitment to Grant Submissions and Award Outcomes." *Entrepreneurship: Theory and Practice* 38 (4): 807–831. doi:10.1111/etap.12022.
- Hammond DC. "Neurotherapy also called Neurofeedback or EEG Biofeedback". *Applied Neuroscience Society of Australasia*. *Applied Neuroscience Society of Australasia*. Retrieved 19 April 2016.
- Han, M., and D. Zheng. 2018. "Neurohistology-based Enterprise Organizational Change Model under Empathy Mechanism." *NeuroQuantology* 16 (5): 428–436. doi:10.14704/nq.2018.16.5.1323.
- Hao, A. W., J. Paul, S. Trott, C. Guo, and H.-H. Wu. 2021. "Two Decades of Research on Nation Branding: A Review and Future Research Agenda." *International Marketing Review* 38 (1): 46–69. doi:10.1108/IMR-01-2019-0028.

- *Hardt JV, Kamiya J (March 1976). "Conflicting results in EEG alpha feedback studies: why amplitude integration should replace percent time". Biofeedback and Self-Regulation. 1 (1): 63–75. doi:10.1007/bf00998691. PMID 990344. S2CID 45071893.*
- *Hart, Paul't (June 1991). "Irving L. Janis' Victims of Groupthink". Political Psychology. 12 (2): 247–278. doi:10.2307/3791464. JSTOR 3791464.*
- *Hartog, J., M. Van Praag, and J. Van Der Sluis. 2010. "If You are so Smart, Why Aren't You an Entrepreneur? Returns to Cognitive and Social Ability: Entrepreneurs versus Employees." Journal of Economics and Management Strategy 19 (4): 947–989. doi:10.1111/j.1530-9134.2010.00274.x.*
- *Haynie, M., and D. A. Shepherd. 2009. "A Measure of Adaptive Cognition for Entrepreneurship Research."*
- *HealthDay (2013-01-28). "Scientists complete 1st map of 'emotional intelligence' in the brain". U.S. News & World Report.*
- *Herbert Alexander Simon (1977). The New Science of Management Decision. Prentice-Hall. ISBN 978-0136161448.*
- *Herculano-Houzel S (2009). "The human brain in numbers: a linearly scaled-up primate brain". Frontiers in Human Neuroscience. 3: 31. doi:10.3389/neuro.09.031.2009. PMC 2776484. PMID 19915731.*
- *Hinterberger T, Kübler A, Kaiser J, Neumann N, Birbaumer N (March 2003). "A brain-computer interface (BCI) for the locked-in: comparison of different EEG classifications for the thought translation device". Clinical Neurophysiology. 114 (3): 416–425. doi:10.1016/S1388-2457(02)00411-X. PMID 12705422. S2CID 11857440.*
- *Hmieleski, K., and R. Baron. 2009. "Entrepreneurs' Optimism and New Venture Performance: A Social Cognitive Perspective." Academy of Management Journal 52 (3): 473–488. doi:10.5465/AMJ.2009.41330755.*
- *Hockenberry J (August 2001). "The Next Brainiacs". Wired Magazine.*
- *Hogan, Robert (2007). Personality and the fate of organizations. Mahwah, NJ: Lawrence Erlbaum Associates. p. 28. ISBN 978-0805841428. OCLC 65400436. Most personality psychologists regard the MBTI as little more than an elaborate Chinese fortune cookie...*
- *Hornsby, J. S., and M. G. Goldsby. 2009. "Corporate Entrepreneurial Performance at Koch Industries: A Social Cognitive Framework." Business Horizons 52 (5): 413–419. doi:10.1016/j.bushor.2009.04.005.*
- *Horovitz SG, Skudlarski P, Gore JC (May 2002). "Correlations and dissociations between BOLD signal and P300 amplitude in an auditory oddball task: a parametric approach to combining fMRI and ERP". Magnetic Resonance Imaging. 20 (4): 319–325. doi:10.1016/S0730-725X(02)00496-4. PMID 12165350.*
- *Huang-Hellinger FR, Breiter HC, McCormack G, Cohen MS, Kwong KK, Sutton JP, et al. (1995). "Simultaneous Functional Magnetic Resonance Imaging and Electrophysiological Recording". Human Brain Mapping. 3: 13–23. doi:10.1002/hbm.460030103. S2CID 145788101.*
- *Huizenga HM, van Zuijen TL, Heslenfeld DJ, Molenaar PC (July 2001). "Simultaneous MEG and EEG source analysis". Physics in Medicine and Biology. 46 (7): 1737–1751. Bibcode:2001PMB....46.1737H. CiteSeerX 10.1.1.4.8384. doi:10.1088/0031-9155/46/7/301. PMID 11474922. S2CID 250761006.*
- *Hunt, L. T.; Daw, N. D.; Kaanders, P.; MacIver, M. A.; Mugan, U.; Procyk, E.; Redish, A. D.; Russo, E.; Scholl, J.; Stachenfeld, K.; Wilson, C. R. E.; Kolling, N. (21 June 2021). "Formalizing planning and information search in naturalistic decision-making" (PDF). Nature Neuroscience. 24 (8): 1051–1064. doi:10.1038/s41593-021-00866-w. PMID 34155400. S2CID 235596957.*
- *Hurst, C. G. 2019. "An Axiological Measure of Entrepreneurial Cognition." International Journal of Entrepreneurial Behavior & Research 25 (2): 394–412. doi:10.1108/IJEBR-05-2018-0337.*
- *Ieracitano C, Mammone N, Hussain A, Morabito FC (March 2020). "A novel multi-modal machine learning based approach for automatic classification of EEG recordings in dementia". Neural Networks. 123: 176–190. doi:10.1016/j.neunet.2019.12.006. PMID 31884180. S2CID 209510497.*
- *İnce, Rümeyşa; Adanır, Saliha Seda; Sevmez, Fatma (2020-03-05). "The inventor of electroencephalography (EEG): Hans Berger (1873–1941)". Child's Nervous System. 37 (9): 2723–2724. doi:10.1007/s00381-020-04564-z. ISSN 1433-0350. PMID 32140776.*

- Interdisciplinary Description of Complex Systems 7 (2): 38–53.
- International Entrepreneurship and Management Journal 9 (2): 273–294. doi:10.1007/s11365-012-0235-2.
- International Journal of Consumer Studies 43 (2): 134–152. doi:10.1111/ijcs.12492.
- International Journal of Entrepreneurial Behavior & Research 21(3): 472–488. <https://doi.org/10.1108/IJEBR-12-2013-0210>
- International Journal of Entrepreneurial Behavior & Research 22 (1): 84–108. doi:10.1108/IJEBR-07-2015-0158.
- International Journal of Entrepreneurial Behavior & Research 22 (6): 958–983. doi:10.1108/IJEBR-05-2016-0135.
- International Journal of Entrepreneurial Behavior & Research 24 (3): 787–813. doi:10.1108/IJEBR-03-2017-0110.
- International Journal of Management Reviews 17 (2): 143–164. doi:10.1111/ijmr.12051.
- Ip, W. H., M. Huang, K. L. Yung, and D. Wang. 2003. “Genetic Algorithm Solution for a Risk-based Partner Selection Problem in a Virtual Enterprise.” *Computers & Operations Research* 30 (2): 213–231. doi:10.1016/S0305-0548(01)00092-2.
- Janis, Irving L.; *Mann, Leon (1977)*. Decision making: a psychological analysis of conflict, choice, and commitment. *New York*: Free Press. ISBN 978-0029161609. OCLC 2542340.
- *Jaroslawska, Agnieszka J.; McCormack, Teresa; Burns, Patrick; Caruso, Eugene M. (January 2020)*. "Outcomes versus intentions in fairness-related decision making: School-aged children's decisions are just like those of adults". *Journal of Experimental Child Psychology*. 189: 104704. doi:10.1016/j.jecp.2019.104704. ISSN 0022-0965. PMID 31634734.
- JELL-0 TEST FINDS LIFELIKE SIGNAL, By BOYCE RENSBERGER, *New York Times*, MARCH 6, 1976
- *Jestrović I, Coyle JL, Sejdić E (October 2015)*. "Decoding human swallowing via electroencephalography: a state-of-the-art review". *Journal of Neural Engineering*. 12 (5): 051001. Bibcode:2015JNEng..12e1001J. doi:10.1088/1741-2560/12/5/051001. PMC 4596245. PMID 26372528.
- *Jiang L, Stocco A, Losey DM, Abernethy JA, Prat CS, Rao RP (April 2019)*. "BrainNet: A Multi-Person Brain-to-Brain Interface for Direct Collaboration Between Brains". *Scientific Reports*. 9 (1): 6115. arXiv:1809.08632. Bibcode:2019NatSR...9.6115J. doi:10.1038/s41598-019-41895-7. PMC 6467884. PMID 30992474.
- *Jiang, Xiao; Bian, Gui-Bin; Tian, Zean (2019-02-26)*. "Removal of Artifacts from EEG Signals: A Review". *Sensors (Basel, Switzerland)*. 19 (5): 987. doi:10.3390/s19050987. ISSN 1424-8220. PMC 6427454. PMID 30813520.
- *Jiang, Xiao; Bian, Gui-Bin; Tian, Zean (2019-02-26)*. "Removal of Artifacts from EEG Signals: A Review". *Sensors (Basel, Switzerland)*. 19 (5): 987. doi:10.3390/s19050987. ISSN 1424-8220. PMC 6427454. PMID 30813520.
- Jin, C., F. Li, E. C. C. Tsang, L. Bulysheva, and M. Y. Kataev. 2017. “A New Compound Arithmetic Crossover-based Genetic Algorithm for Constrained Optimisation in Enterprise Systems.” *Enterprise Information Systems* 11 (1): 122–136. doi:10.1080/17517575.2015.1080302.
- Johnson, W. “So what or so everything? Bringing behavior genetics to entrepreneurship research.” *Journal of Business Venturing* 24, no. 1 (2009): 23–26.
- Jonsson, S. 2015. “Entrepreneurs’ Network evolution-The Relevance of Cognitive Social Capital.” *International Journal of Entrepreneurial Behaviour and Research* 21 (2): 197–223. doi:10.1108/IJEBR-09-2013-0147.
- *Journal of Business Research* 85 (January): 238–257. doi:10.1016/j.jbusres.2017.12.049.
- *Journal of Business Venturing* 19 (2): 221–239. doi:10.1016/S0883-9026(03)00008-9.
- *Journal of Developmental Entrepreneurship* 22 (3): 1–13. doi:10.1142/S1084946717500212.
- *Journal of Economic Behavior & Organization* 76 (1): 3–14. doi:10.1016/j.jebo.2010.02.009.
- Jump up to:^{a b} "Between 'Paralysis by analysis' and 'Extinction by instinct'". *Long Range Planning*. 28 (4): 127. August 1995. doi:10.1016/0024-6301(95)94294-9. ISSN 0024-6301.
- Jump up to:^{a b} "Study: EEG can help tell apart PTSD, mild traumatic brain injury". *www.research.va.gov*. Retrieved 2019-10-09.

- Jump up to:^{a b} *Alsuradi, Haneen; Park, Wanjoo; Eid, Mohamad (2020). "EEG-Based Neurohaptics Research: A Literature Review". IEEE Access. 8: 49313–49328. doi:10.1109/ACCESS.2020.2979855. ISSN 2169-3536. S2CID 214596892.*
- Jump up to:^{a b} American Academy of Neurology. "Five Things Physicians and Patients Should Question". *Choosing Wisely: An Initiative of the ABIM Foundation*. Retrieved August 1, 2013., which cites
- Jump up to:^{a b} *Arnold LE, Arns M, Barterian J, Bergman R, Black S, Connors CK, et al. (July 2021). "Double-Blind Placebo-Controlled Randomized Clinical Trial of Neurofeedback for Attention-Deficit/Hyperactivity Disorder With 13-Month Follow-up". Journal of the American Academy of Child and Adolescent Psychiatry. 60 (7): 841–855. doi:10.1016/j.jaac.2020.07.906. PMC 7904968. PMID 32853703.*
- Jump up to:^{a b c d} *Burns T, Rajan R (2015). "Combining complexity measures of EEG data: multiplying measures reveal previously hidden information". F1000Research. 4: 137. doi:10.12688/f1000research.6590.1. PMC 4648221. PMID 26594331.*
- Jump up to:^{a b c d} *Niedermeyer E, da Silva FL (2004). Electroencephalography: Basic Principles, Clinical Applications, and Related Fields. Lippincott Williams & Wilkins. ISBN 978-0-7817-5126-1.*^[page needed]
- Jump up to:^{a b c d} *Slipher GA, Hairston WD, Bradford JC, Bain ED, Mrozek RA (2018). "Carbon nanofiber-filled conductive silicone elastomers as soft, dry bioelectronic interfaces". PLOS ONE. 13 (2): e0189415. Bibcode:2018PLoSO..1389415S. doi:10.1371/journal.pone.0189415. PMC 5800568. PMID 29408942.*
- Jump up to:^{a b c} *Hämäläinen M, Hari R, Ilmoniemi RJ, Knuutila J, Lounasmaa OV (1993). "Magnetoencephalography-theory, instrumentation, and applications to noninvasive studies of the working human brain". Reviews of Modern Physics. 65 (2): 413–97. Bibcode:1993RvMP...65..413H. doi:10.1103/RevModPhys.65.413.*
- Jump up to:^{a b c} *Li S (2010-08-08). "Mind reading is on the market". Los Angeles Times. Archived from the original on 2013-01-04.*
- Jump up to:^{a b c} *Pillai, Jyoti; Sperling, Michael R. (2006). "Interictal EEG and the diagnosis of epilepsy". Epilepsia. 47 Suppl 1: 14–22. doi:10.1111/j.1528-1167.2006.00654.x. ISSN 0013-9580. PMID 17044820. S2CID 8668713.*
- Jump up to:^{a b c} *Rapp PE, Keyser DO, Albano A, Hernandez R, Gibson DB, Zambon RA, et al. (2015). "Traumatic brain injury detection using electrophysiological methods". Frontiers in Human Neuroscience. 9: 11. doi:10.3389/fnhum.2015.00011. PMC 4316720. PMID 25698950.*
- Jump up to:^{a b c} *Sokhadze TM, Cannon RL, Trudeau DL (March 2008). "EEG biofeedback as a treatment for substance use disorders: review, rating of efficacy, and recommendations for further research". Applied Psychophysiology and Biofeedback. 33 (1): 1–28. doi:10.1007/s10484-007-9047-5. PMC 2259255. PMID 18214670.*
- Jump up to:^{a b c} *Wang F, Li G, Chen J, Duan Y, Zhang D (August 2016). "Novel semi-dry electrodes for brain-computer interface applications". Journal of Neural Engineering. 13 (4): 046021. Bibcode:2016JNEng..13d6021W. doi:10.1088/1741-2560/13/4/046021. PMID 27378253. S2CID 26744679.*
- Jump up to:^{a b} *Croft, R. J.; Barry, R. J. (2000-02-01). "Removal of ocular artifact from the EEG: a review". Neurophysiologie Clinique/Clinical Neurophysiology. 30 (1): 5–19. doi:10.1016/S0987-7053(00)00055-1. ISSN 0987-7053. PMID 10740792. S2CID 13738373.*
- Jump up to:^{a b} *Davidson, Alice Ware; Bar-Yam, Yaneer (2006) [2000]. "Environmental complexity: information for human–environment well-being" (PDF). In Bar-Yam, Yaneer; Minai, Ali (eds.). Unifying themes in complex systems. Berlin; New York: Springer. pp. 157–168. CiteSeerX 10.1.1.33.7118. doi:10.1007/978-3-540-35866-4_16. ISBN 978-3540358640.*
- Jump up to:^{a b} *Gregan-Paxton, Jennifer; John, Deborah Roedder (June 1997). "The Emergence of Adaptive Decision Making in Children". Journal of Consumer Research. 24 (1): 43–56. doi:10.1086/209492. ISSN 0093-5301.*
- Jump up to:^{a b} *Gruzelier J (1 July 2011). "Neurofeedback and the performing arts". Neuroscience Letters. 500: e15. doi:10.1016/j.neulet.2011.05.106. S2CID 54308374.*
- Jump up to:^{a b} *Kaiser DA (2005). "Basic Principles of Quantitative EEG". Journal of Adult Development. 12 (2/3): 99–104. doi:10.1007/s10804-005-7025-9. S2CID 532595.*

- Jump up to:^{a b} Kamiya J (February 2011). "The first communications about operant conditioning of the EEG". *Journal of Neurotherapy*. 15 (1): 65–73. doi:10.1080/10874208.2011.545764.
- Jump up to:^{a b} Katsenelinboigen, Aron (1997). The concept of indeterminism and its applications: economics, social systems, ethics, artificial intelligence, and aesthetics (PDF). Westport, CT: Praeger. ISBN 978-0275957889. OCLC 36438766. Archived from the original (PDF) on 2011-07-23. Retrieved 2015-07-27.
- Jump up to:^{a b} Kirmizi-Alsan E, Bayraktaroglu Z, Gurvit H, Keskin YH, Emre M, Demiralp T (August 2006). "Comparative analysis of event-related potentials during Go/NoGo and CPT: decomposition of electrophysiological markers of response inhibition and sustained attention". *Brain Research*. 1104 (1): 114–128. doi:10.1016/j.brainres.2006.03.010. PMID 16824492. S2CID 18850757.
- Jump up to:^{a b} Lansbergen MM, van Dongen-Boomsma M, Buitelaar JK, Slaats-Willems D (February 2011). "ADHD and EEG-neurofeedback: a double-blind randomized placebo-controlled feasibility study". *Journal of Neural Transmission*. 118 (2): 275–284. doi:10.1007/s00702-010-0524-2. PMC 3051071. PMID 21165661.
- Jump up to:^{a b} Nunez PL, Srinivasan R (1981). Electric fields of the brain: The neurophysics of EEG. Oxford University Press. ISBN 9780195027969.^[page needed]
- Jump up to:^{a b} Oberman LM, Hubbard EM, McCleery JP, Altschuler EL, Ramachandran VS, Pineda JA (July 2005). "EEG evidence for mirror neuron dysfunction in autism spectrum disorders". *Brain Research. Cognitive Brain Research*. 24 (2): 190–198. doi:10.1016/j.cogbrainres.2005.01.014. PMID 15993757.
- Jump up to:^{a b} Principles of neural science. Eric R. Kandel, John Koester, Sarah Mack, Steven Siegelbaum (6th ed.). New York. 2021. p. 1450. ISBN 978-1-259-64223-4. OCLC 1199587061.
- Jump up to:^{a b} Ros T, Munneke MA, Ruge D, Gruzeliier JH, Rothwell JC (February 2010). "Endogenous control of waking brain rhythms induces neuroplasticity in humans". *The European Journal of Neuroscience*. 31 (4): 770–8. doi:10.1111/j.1460-9568.2010.07100.x. PMID 20384819. S2CID 16969327.
- Jump up to:^{a b} Schabus M, Griessenberger H, Gnjecda MT, Heib DP, Wislowska M, Hoedlmoser K (April 2017). "Better than sham? A double-blind placebo-controlled neurofeedback study in primary insomnia". *Brain*. 140 (4): 1041–1052. doi:10.1093/brain/awx011. PMC 5382955. PMID 28335000.
- Jump up to:^{a b} Serman MB (January 2000). "Basic concepts and clinical findings in the treatment of seizure disorders with EEG operant conditioning". *Clinical Electroencephalography*. 31 (1): 45–55. doi:10.1177/155005940003100111. PMID 10638352. S2CID 43506749.
- Jump up to:^{a b} Szalavitz, Maia (2011-08-23). "Mind over Mind? Decision Fatigue Saps Willpower — if We Let It". *Time*. ISSN 0040-781X. Retrieved 2020-04-09.
- Jump up to:^{a b} Yasuno F, Brown AK, Zoghbi SS, Krushinski JH, Chernet E, Tauscher J, et al. (January 2008). "The PET radioligand [11C]MePPEP binds reversibly and with high specific signal to cannabinoid CB1 receptors in nonhuman primate brain". *Neuropsychopharmacology*. 33 (2): 259–269. doi:10.1038/sj.npp.1301402. PMID 17392732.
- Kahneman, Daniel (2011). *Thinking, fast and slow*. New York: Farrar, Straus, and Giroux. ISBN 978-0374275631. OCLC 706020998.
- Kahneman, Daniel; Tversky, Amos, eds. (2000). *Choices, values, and frames*. New York; Cambridge, UK: Russell Sage Foundation; Cambridge University Press. p. 211. ISBN 978-0521621724. OCLC 42934579.
- Kamiya J (1962). "Conditioned discrimination of the EEG alpha rhythm in humans". *Proceedings of the Western Psychological Association, San Francisco, California*.
- Kanayama N, Sato A, Ohira H (May 2007). "Crossmodal effect with rubber hand illusion and gamma-band activity". *Psychophysiology*. 44 (3): 392–402. doi:10.1111/j.1469-8986.2007.00511.x. PMID 17371495.
- Karayev, R. A., R. N. Mikailova, I. I. Safarly, N. Y. Sadikhova, and X. F. Imamverdiyeva. 2018. "Cognitive Tools for Dynamic Analysis of Enterprise Business Strategies." *Business Informatics* 43 (1): 7–16. doi:10.17323/1998-0663.2018.1.7.16.
- Karbowski K (2002). "Hans Berger (1873-194)". *Journal of Neurology*. 249 (8): 1130–1131. doi:10.1007/s00415-002-0872-4. PMID 12420722. S2CID 32730261.

- Kasamatsu A, Hirai T (1966). "An electroencephalographic study on the zen meditation (Zazen)". *Folia Psychiatrica et Neurologica Japonica*. 20 (4): 315–36. doi:10.1111/j.1440-1819.1966.tb02646.x. PMID 6013341. S2CID 18861855.
- Kaya, İbrahim (2022-05-18), "A Brief Summary of EEG Artifact Handling", in Asadpour, Vahid (ed.), *Brain-Computer Interface, Artificial Intelligence*, vol. 9, *IntechOpen*, doi:10.5772/intechopen.99127, ISBN 978-1-83962-522-0, S2CID 209832569, retrieved 2022-12-20
- Keiper A (2006). "The age of neuroelectronics". *New Atlantis. The New Atlantis*. 11: 4–41. PMID 16789311. Archived from the original on 2016-02-12.
- Kennerley, Steven W.; Walton, Mark E.; Behrens, Timothy E. J.; Buckley, Mark J.; Rushworth, Matthew F. S. (July 2006). "Optimal decision making and the anterior cingulate cortex". *Nature Neuroscience*. 9 (7): 940–947. doi:10.1038/nn1724. PMID 16783368. S2CID 8868406.
- Kepner, Charles Higgins; Tregoe, Benjamin B. (1997) [1965]. *The new rational manager: an updated edition for a new world (Updated ed.)*. Princeton, NJ: Princeton Research Press. OCLC 37666447.
- Kiani, Roozbeh; Shadlen, Michael N. (May 2009). "Representation of confidence associated with a decision by neurons in the parietal cortex". *Science*. 324 (5928): 759–764. Bibcode:2009Sci...324..759K. doi:10.1126/science.1169405. PMC 2738936. PMID 19423820.
- Kickul, J., L. K. Gundry, S. D. Barbosa, and L. Whitcanack. 2009. "Intuition versus Analysis? Testing Differential Models of Cognitive Style on Entrepreneurial Self-efficacy and the New Venture Creation Process." *Entrepreneurship: Theory and Practice* 33 (2): 439–453. doi:10.1111/j.1540-6520.2009.00298.x.
- Kisley MA, Cornwell ZM (November 2006). "Gamma and beta neural activity evoked during a sensory gating paradigm: effects of auditory, somatosensory and cross-modal stimulation". *Clinical Neurophysiology*. 117 (11): 2549–2563. doi:10.1016/j.clinph.2006.08.003. PMC 1773003. PMID 17008125.
- Klein S, Thorne BM (3 October 2006). *Biological psychology*. New York, N.Y.: Worth. ISBN 978-0-7167-9922-1.^[page needed]
- Klein, Gary (2008). "Naturalistic Decision Making". *Human Factors: The Journal of the Human Factors and Ergonomics Society*. 50 (3): 456–460. doi:10.1518/001872008x288385. ISSN 0018-7208. PMID 18689053. S2CID 11251289.
- Knörr, H., C. Alvarez, and D. Urbano. 2013. "Entrepreneurs or Employees: A Cross-cultural Cognitive Analysis."
- Know?" *International Business Review* 29 (4): 101717. doi:10.1016/j.ibusrev.2020.101717.
- Kondylis ED, Wozny TA, Lipski WJ, Popescu A, DeStefino VJ, Esmaeili B, et al. (2014). "Detection of high-frequency oscillations by hybrid depth electrodes in standard clinical intracranial EEG recordings". *Frontiers in Neurology*. 5: 149. doi:10.3389/fneur.2014.00149. PMC 4123606. PMID 25147541.
- Korpysa, J. 2020. "Neuroentrepreneurship a New Paradigm in the Management Science." *Procedia Computer Science* 176: 2605–2614. doi:10.1016/j.procs.2020.09.309.
- Kozlovskiy, S.A.; Rogachev, A.O. (2021). "Appearance of alpha rhythm as a predictor of visual information processing in working memory". *Perception. Sage*. 50 (1): 206. doi:10.1177/03010066211059887. ISSN 0301-0066. PMID 34989647. S2CID 245771701.
- Kozlovskiy, Stanislav; Rogachev, Anton (2021). "How Areas of Ventral Visual Stream Interact When We Memorize Color and Shape Information". *Advances in Intelligent Systems and Computing. Springer*. 1358: 95–100. doi:10.1007/978-3-030-71637-0_10. ISBN 978-3-030-71636-3. ISSN 2194-5357. S2CID 234902744.
- Kraus, S., M Fabian, and N. Thomas. 2016. "Experimental Methods in Entrepreneurship Research: The Status Quo."
- Krueger, N. F. 2003. "The Cognitive Psychology of Entrepreneurship." In *Handbook of Entrepreneurship Research*, 105–140. Boston, MA: Springer. Vol. 1. doi:10.1007/0-387-24519-7_6.
- Krueger, N. F., and M. Day. 2010. "Handbook of Entrepreneurship Research". In *Handbook of Entrepreneurship Research*, edited by Z. J. Acs and D. B. Audretsch. *Handbook of Entrepreneurship Research*. New York, NY: Springer New York. doi:10.1007/978-1-4419-1191-9.
- Krueger, N., and I. Welp. 2014. "Neuroentrepreneurship: What Can Entrepreneurship Learn from Neuroscience?" In *Annals of Entrepreneurship Education and Pedagogy 2014*, 60–90. Edward Elgar Publishing.

doi:10.4337/9781783471454.00011.

- Kuechle, G. 2019. "The Contribution of Behavior Genetics to Entrepreneurship: An Evolutionary Perspective." *Journal of Evolutionary Economics* 29 (4): 1263–1284. doi:10.1007/s00191-019-00634-x.
- Kuhnen, C. M., J. Y. Chiao, and H. Harpending. 2009. "Genetic Determinants of Financial Risk Taking." *PLoS ONE* 4 (2): 1–4. doi:10.1371/journal.pone.0004362.
- Kutty, Ambalika D.; Kumar Shee, Himanshu; Pathak, R. D. (November 2007). "Decision-making: too much info!". *Monash Business Review*. 3 (3): 8–9. doi:10.2104/mbr07056.
- Landeta, Jon (2006-06-01). "Current validity of the Delphi method in social sciences". *Technological Forecasting and Social Change*. 73 (5): 467–482. doi:10.1016/j.techfore.2005.09.002. ISSN 0040-1625.
- Lanero, A., J. L. Vázquez, and C. L. Aza. 2016. "Social Cognitive Determinants of Entrepreneurial Career Choice in University Students." *International Small Business Journal: Researching Entrepreneurship* 34 (8): 1053–1075. doi:10.1177/0266242615612882.
- Laufs H, Kleinschmidt A, Beyerle A, Eger E, Salek-Haddadi A, Preibisch C, Krakow K (August 2003). "EEG-correlated fMRI of human alpha activity". *NeuroImage*. 19 (4): 1463–1476. CiteSeerX 10.1.1.586.3056. doi:10.1016/S1053-8119(03)00286-6. PMID 12948703. S2CID 6272011.
- Laviolette, E. M., M. R. Lefebvre, and O. Brunel. 2012. "The Impact of Story Bound Entrepreneurial Role Models on Self-efficacy and Entrepreneurial Intention." *International Journal of Entrepreneurial Behavior & Research* 18 (6): 720–742. doi:10.1108/13552551211268148.
- Lent, Robert W., Maria do Céu Taveira, Joana Carneiro Pinto, Ana Daniela Silva, Ángeles Blanco, Susana Faria, and Arminda Manuela Gonçalves. 2014. "Social cognitive predictors of well-being in African college students." *Journal of Vocational Behavior* 84 (3): 266–272.
- Li, F. J. 2018. "Quality Evaluation Method of College Graduates' Innovation and Entrepreneurship Education Based on the Principle of Brain Neurology." *Kuram Ve Uygulamada Egitim Bilimleri* 18 (6): 3114–3124. doi:10.12738/estp.2018.6.214.
- Li, X, Z. L. Lu, A. D'Argembeau, M. Ng, and A. Bechara. 2010. "The Iowa Gambling Task in FMRI Images." *Human Brain Mapping* 31 (3): 410–423. doi:10.1002/hbm.20875
- Liao, Z. 2016. "Temporal Cognition, Environmental Innovation, and the Competitive Advantage of Enterprises." *Journal of Cleaner Production* 135 (November): 1045–1053. doi:10.1016/j.jclepro.2016.07.021.
- Liguori, E. W., J. S. Bendickson, and W. C. McDowell. 2018. "Revisiting Entrepreneurial Intentions: A Social Cognitive Career Theory Approach." *International Entrepreneurship and Management Journal* 14 (1): 67–78. doi:10.1007/s11365-017-0462-7.
- Lin, W. B. 2006. "A Comparative Study on the Trends of Entrepreneurial Behaviors of Enterprises in Different Strategies: Application of the Social Cognition Theory." *Expert Systems with Applications* 31 (2): 207–220. doi:10.1016/j.eswa.2005.09.036.
- Liñán, F., D. Urbano, and M. Guerrero. 2011. "Regional Variations in Entrepreneurial Cognitions: Start-up Intentions of University Students in Spain." *Entrepreneurship and Regional Development* 23 (3–4): 187–215. doi:10.1080/08985620903233929.
- Liñán, F., J. Paul, and A. Fayolle. 2020. "SMEs and Entrepreneurship in the Era of Globalization: Advances and Theoretical Approaches." *Small Business Economics* 55 (3): 695–703. doi:10.1007/s11187-019-00180-7.
- Loasby, B. J. 2007. "A Cognitive Perspective on Entrepreneurship and the Firm." *Journal of Management Studies* 44 (7): 1078–1106. doi:10.1111/j.1467-6486.2007.00729.x.
- Lomas T, Ivtzan I, Fu CH (2015). "A systematic review of the neurophysiology of mindfulness on EEG oscillations" (PDF). *Neuroscience & Biobehavioral Reviews*. 57: 401–410. doi:10.1016/j.neubiorev.2015.09.018. PMID 26441373. S2CID 7276590.
- Looney D, Kidmose P, Park C, Ungstrup M, Rank M, Rosenkranz K, Mandic D (2012-11-01). "The in-the-ear recording concept: user-centered and wearable brain monitoring". *IEEE Pulse*. 3 (6): 32–42. doi:10.1109/MPUL.2012.2216717. PMID 23247157. S2CID 14103460.
- Lortie, J., and G. Castogiovanni. 2015. "The Theory of Planned Behavior in Entrepreneurship Research: What We Know and Future Directions." *International Entrepreneurship and Management Journal* 11 (4): 935–957. doi:10.1007/s11365-015-0358-3.
- Lotte F, Bougrain L, Cichocki A, Clerc M, Congedo M, Rakotomamonjy A, Yger F (June 2018). "A review of classification algorithms for EEG-based brain-computer interfaces: a 10 year update". *Journal of*

- NeuralEngineering*. 15 (3):031005. Bibcode:2018JNEng..15c1005L. doi:10.1088/1741552/aab2f2. PMID 29 488902.
- Lubar JF, Swartwood MO, Swartwood JN, O'Donnell PH (1995). "Evaluation of the effectiveness of EEG neurofeedback training for ADHD in a clinical setting as measured by changes in TOVA scores, behavioral ratings, and WISC-R performance". *Applied Psychophysiology and Biofeedback*. 20 (1): 83–99. doi:10.1007/bf01712768. PMID 7786929. S2CID 19193823.
 - M. Lebedev, M. Nicolelis: Brain-machine interfaces: from basic science to neuroprostheses and neurorehabilitation, *Physiological Review* 97:737-867, 2017
 - M. Lebedev: Augmentation of sensorimotor functions with neural prostheses. *Opera Medica and Physiologica*. Vol. 2 (3): 211-227, 2016
 - Mahnke, V., M. Venzin, and S. A. Zahra. 2007. "Governing Entrepreneurial Opportunity Recognition in MNEs: Aligning Interests and Cognition under Uncertainty." *Journal of Management Studies* 44 (7): 1278–1298. doi:10.1111/j.1467- 6486.2007.00730.x.
 - Mann, Leon; Harmoni, Ros; Power, Colin (1991). "The GOFER course in decision making". In Baron, Jonathan; Brown, Rex V. (eds.). *Teaching decision making to adolescents*. Hillsdale, NJ: Lawrence Erlbaum Associates. pp. 61–78. ISBN 978-0805804973. OCLC 22507012. See also: Mann, Leon (July 1989). "Becoming a better decision maker". *Australian Psychologist*. 24 (2): 141–155. doi:10.1080/00050068908259558.
 - Mann, Leon; Harmoni, Ros; Power, Colin; Beswick, Gery; Ormond, Cheryl (July 1988). "Effectiveness of the GOFER course in decision making for high school students". *Journal of Behavioral Decision Making*. 1 (3): 159–168. doi:10.1002/bdm.3960010304.
 - Manu, Peter; Lane, Thomas J.; Matthews, Dale A.; Castriotta, Richard J.; Watson, Robert K.; Abeles, Micha (1994). "Alpha-delta sleep in patients with a chief complaint of chronic fatigue". *Southern Medical Journal*. 87 (4): 465–470. doi:10.1097/00007611-199404000-00008. PMID 8153772. S2CID 21961157.
 - Marshall, D. R., C. Dibrell, and K. A. Eddleston. 2019. "What Keeps Them Going? Socio-cognitive Entrepreneurial Career Continuance." *Small Business Economics* 53 (1): 227–242. doi:10.1007/s11187-018-0055-z.
 - Marshall, David R., C. Dibrell, and Kimberly A. E. 2019. "What Keeps Them Going? Socio-Cognitive Entrepreneurial Career Continuance." *Small Business Economics* 53 (1): 227–242. doi:10.1007/s11187-018-0055-z
 - Martinsons, Maris G. (December 2006). "Comparing the decision styles of American, Chinese and Japanese business leaders". *Best Paper Proceedings of Academy of Management Meetings, Washington, DC, August 2001*. SSRN 952292.
 - Massaro, S. 2020. The Organizational Neuroscience of Emotions. In *The Cambridge Handbook of Workplace Affect*, 15–36.
 - Mazaheri A.; Jensen O. (2010). "Shaping functional architecture by oscillatory alpha activity: gating by inhibition". *Front Hum Neurosci*. 4 (186): 1–8. doi:10.3389/fnhum.2010.00186. ISSN 1662-5161. PMC 2990626. PMID 21119777.
 - McSweeney, Alan (2019-05-21), Stopping Analysis Paralysis And Decision Avoidance In Business Analysis And Solution Design, doi:10.13140/RG.2.2.21841.38243
 - *Medical Device Network* (2022-04-29). "Monarch eTNS System". Retrieved 2022-04-29.
 - Mehler DM, Sokunbi MO, Habes I, Barawi K, Subramanian L, Range M, et al. (December 2018). "Targeting the affective brain—a randomized controlled trial of real-time fMRI neurofeedback in patients with depression". *Neuropsychopharmacology*. 43 (13): 2578–2585. doi:10.1038/s41386-018-0126-5. PMC 6186421. PMID 29967368.
 - Mensmann, M., and M. Frese. 2019. "Who Stays Proactive after Entrepreneurship Training? Need for Cognition, Personal Initiative Maintenance, and Well-being." *Journal of Organizational Behavior* 40 (1): 20–37. doi:10.1002/job.2333.
 - Michl, T., I. M. Welp, M. Spörrle, and A. Picot. 2009. "Understanding the Entrepreneurial Mind." Edited by Alan L. Carsrud and Malin Brännback. *Understanding the Entrepreneurial Mind*. New York, NY: Springer New York. doi:10.1007/978- 1-4419-0443-0.
 - Mihara M, Fujimoto H, Hattori N, Otomune H, Kajiyama Y, Konaka K, et al. (April 2021). "Effect of Neurofeedback Facilitation on Post-stroke Gait and Balance Recovery: A Randomized Controlled

- Trial". *Neurology*. 96 (21):e25872598. doi:10.1212/WNL.0000000000011989. PMC 8205450. PMID 33879597.
- Miller, George A. (1956). "The magical number seven, plus or minus two: some limits on our capacity for processing information". *Psychological Review*. 63 (2): 81–97. doi:10.1037/h0043158. hdl:11858/00-001M-0000-002C-4646-B. ISSN 1939-1471. PMID 13310704. S2CID 15654531.
 - Millet D (June 2002). The origins of EEG. *7th Annual Meeting of the International Society for the History of the Neurosciences (ISHN)*.
 - Minati, L., M. Grisoli, A. K. Seth, and H. D. Critchley. 2012. "Decision-making under Risk: A Graph-based Network Analysis Using Functional MRI." *NeuroImage* 60 (4): 2191–2205. doi:10.1016/j.neuroimage.2012.02.048.
 - Miocevic, D., and B. Crnjak-Karanovic. 2011. "Cognitive and Information-Based Capabilities in the Internationalization of Small and Medium-Sized Enterprises: The Case of Croatian Exporters." *Journal of Small Business Management* 49 (4): 537–557. doi:10.1111/j.1540-627X.2011.00335.x.
 - Mirjana, P. B., A. Ana, and M. S. Marjana. 2018. "Examining Determinants of Entrepreneurial Intentions in Slovenia: Applying the Theory of Planned Behaviour and an Innovative Cognitive Style." *Economic Research-Ekonomska Istrazivanja* 31 (1): 1453–1471. doi:10.1080/1331677X.2018.1478321.
 - Mishra, R., R. K. Singh, and B. Koles. 2021. "Consumer Decision-making in Omnichannel Retailing: Literature Review and Future Research Agenda." *International Journal of Consumer Studies* 45 (2): 147–174. doi:10.1111/ijcs.12617.
 - Mitchell, R. K., J. R. Mitchell, and J. B. Smith. 2008. "Inside Opportunity Formation: Enterprise Failure, Cognition, and the Creation of Opportunities." *Strategic Entrepreneurship Journal* 2 (3): 225–242. doi:10.1002/sej.51.
 - Mitchell, R. K., L. Busenitz, T. Lant, P. P. McDougall, E. A. Morse, and J. B. Smith. 2002. "Toward a Theory of Entrepreneurial Cognition: Rethinking the People Side of Entrepreneurship Research." *Entrepreneurship Theory and Practice* 27 (2): 93–104. doi:10.1111/1540-8520.00001.
 - Monahan, George E. (2000). *Management decision making: spreadsheet modeling, analysis, and application*. Cambridge, UK; New York: Cambridge University Press. pp. 33–40. ISBN 978-0521781183. OCLC 42921287.
 - Montez T, Poil SS, Jones BF, Manshanden I, Verbunt JP, van Dijk BW, et al. (February 2009). "Altered temporal correlations in parietal alpha and prefrontal theta oscillations in early-stage Alzheimer disease". *Proceedings of the National Academy of Sciences of the United States of America*. 106 (5): 1614–1619. Bibcode:2009PNAS..106.1614M. doi:10.1073/pnas.0811699106. PMC 2635782. PMID 19164579.
 - Montoya-Martínez J, Vanthornhout J, Bertrand A, Francart T (2021). "Effect of number and placement of EEG electrodes on measurement of neural tracking of speech". *PLOS ONE*. 16 (2): e0246769. doi:10.1101/800979. PMC 7877609. PMID 33571299. S2CID 208592165.
 - Moreno-García I, Meneres-Sancho S, Camacho-Vara de Rey C, Servera M (February 2019). "A Randomized Controlled Trial to Examine the Posttreatment Efficacy of Neurofeedback, Behavior Therapy, and Pharmacology on ADHD Measures". *Journal of Attention Disorders*. 23 (4): 374–383. doi:10.1177/1087054717693371. hdl:11441/94100. PMID 29254414. S2CID 39049130.
 - Morikawa, Y., M. Tabata, T. Kido, and Y. Koyama. 2012. "Occupational Class Inequalities in Behavioral and Biological Risk Factors for Cardiovascular Disease among Workers in Medium- and Small-scale Enterprises." *Industrial Health* 50 (6): 529–539. doi:10.2486/indhealth.2012-0036.
 - Moss D (1998). "Biofeedback, mind-body medicine, and the higher limits of human nature". In Moss D (ed.). *Humanistic and transpersonal psychology: A historical and biographical sourcebook*. Westport, CT: Greenwood Publishing.
 - Moutsiana, Christina; Garrett, Neil; Clarke, Richard C.; Lotto, R. Beau; Blakemore, Sarah-Jayne; Sharot, Tali (October 2013). "Human development of the ability to learn from bad news". *Proceedings of the National Academy of Sciences*. 110 (41): 16396–16401. Bibcode:2013PNAS..11016396M. doi:10.1073/pnas.1305631110. PMC 3799330. PMID 24019466.
 - Mulholland T (2012). "Objective EEG Methods for Studying Covert Shifts of Visual Attention". In McGuigan FJ, Schoonover RA (eds.). *The Psychophysiology of Thinking: Studies of Covert Processes*. pp. 109–51. ISBN 978-0-323-14700-2.
 - Muniady, R. Al, A. Al Mamun, M. Rosli Mohamad, P. Yukthamarani Permarupan, and N. R. Binti Zainol. 2015. "The Effect of Cognitive and Relational Social Capital on Structural Social Capital and Micro-enterprise

Performance.” SAGE Open 5 (4): 1–9. doi:10.1177/2158244015611187.

- Muñoz, P. 2018. “A Cognitive Map of Sustainable Decision-making in Entrepreneurship: A Configurational Approach.”
- *Murakami S, Okada Y (September 2006)*. "Contributions of principal neocortical neurons to magnetoencephalography and electroencephalography signals". *The Journal of Physiology*. 575 (Pt 3): 925–936. doi:10.1113/jphysiol.2006.105379. PMC 1995687. PMID 16613883.
- *Murphy KJ, Brunberg JA (1997)*. "Adult claustrophobia, anxiety and sedation in MRI". *Magnetic Resonance Imaging*. 15 (1): 51–54. doi:10.1016/S0730-725X(96)00351-7. PMID 9084025.
- Myers, Isabel Briggs; Kirby, Linda K.; Myers, Katharine D. (1998) [1976]. *Introduction to type: a guide to understanding your results on the Myers–Briggs Type Indicator*. *Introduction to type series (6th ed.)*. Palo Alto, CA: Consulting Psychologists Press. OCLC 40336039.
- Naqvi, N., B. Shiv, and A. Bechara. 2006. “The Role of Emotion in Decision Making: A Cognitive Neuroscience Perspective.” *Current Directions in Psychological Science* 15 (5): 260–264. doi:10.1111/j.1467-8721.2006.00448.x.
- *Naqvi, Nasir; Shiv, Baba; Bechara, Antoine (October 2006)*. "The role of emotion in decision making: a cognitive neuroscience perspective". *Current Directions in Psychological Science*. 15 (5): 260–264. CiteSeerX 10.1.1.137.4677. doi:10.1111/j.1467-8721.2006.00448.x. S2CID 14789591.
- *Natu N (21 July 2008)*. "This brain test maps the truth". *The Times of India*.
- *NeuroQuantology* 16 (5): 158–164. doi:10.14704/nq.2018.16.5.1245.
- *NeuroQuantology* 16 (5): 226–233. doi:10.14704/nq.2018.16.5.1395.
- *niamhcurran (2021-01-08)*. "BioSerenity receives FDA clearance for EEG wearable device system". *NeuroNews International*. Retrieved 2021-11-12.
- Nicolaou, N., A. Lockett, D. Ucbasaran, and G. Rees. 2019. “Exploring the Potential and Limits of a Neuroscientific Approach to Entrepreneurship.” *International Small Business Journal: Researching Entrepreneurship* 37 (6): 557–580. doi:10.1177/0266242619843234.
- Nicolaou, N., and S. Shane. 2010. “Entrepreneurship and Occupational Choice: Genetic and Environmental Influences.”
- Nicolaou, Nicos, and S. Shane. 2009. “Can Genetic Factors Influence the Likelihood of Engaging in Entrepreneurial Activity?” *Journal of Business Venturing* 24 (1): 1–22. doi:10.1016/j.jbusvent.2007.11.003.
- Nicolaou, Nicos, and S. Shane. 2014. “Biology, Neuroscience, and Entrepreneurship.” *Journal of Management Inquiry*
- Nicolaou, Nicos, S. Shane, G. Adi, M. Mangino, and J. Harris. 2011. “A Polymorphism Associated with Entrepreneurship: Evidence from Dopamine Receptor Candidate Genes.” *Small Business Economics* 36 (2): 151–155. doi:10.1007/s11187-010-9308-1.
- Nicolaou, Nicos, S. Shane, L. Cherkas, and T. D. Spector. 2009. “Opportunity Recognition and the Tendency to Be an Entrepreneur: A Bivariate Genetics Perspective.” *Organizational Behavior and Human Decision Processes* 110 (2): 108–117. doi:10.1016/j.obhdp.2009.08.005.
- *Niedermeyer E (1997)*. "Alpha rhythms as physiological and abnormal phenomena". *International Journal of Psychophysiology*. 26 (1–3): 31–49. doi:10.1016/s0167-8760(97)00754-x. PMID 9202993.
- *Niedermeyer E (June 1997)*. "Alpha rhythms as physiological and abnormal phenomena". *International Journal of Psychophysiology*. 26 (1–3): 31–49. doi:10.1016/S0167-8760(97)00754-X. PMID 9202993.
- Nikolić, S., T. Kovijanić, M. Mladenović, and Đ. Čelić. 2020. “Entrepreneurial Business: Genetic Lottery or a Choice.” *Journal of Business Economics and Management* 21 (1): 222–240. doi:10.3846/jbem.2020.11763.
- Nofal, A. M., N. Nicolaou, N. Symeonidou, and S. Shane. 2018. “Biology and Management: A Review, Critique, and Research Agenda.” *Journal of Management* 44 (1): 7–31. doi:10.1177/0149206317720723.
- Nordqvist, C. 2012. “What Is Neuroscience?” *Medical News Today*.
- *Nowlis DP, Kamiya J (January 1970)*. "The control of electroencephalographic alpha rhythms through auditory feedback and the associated mental activity". *Psychophysiology*. 6 (4): 476–84. doi:10.1111/j.1469-8986.1970.tb01756.x. PMID 5418812.

- Nunez PL, Pilgreen KL (October 1991). "The spline-Laplacian in clinical neurophysiology: a method to improve EEG spatial resolution". *Journal of Clinical Neurophysiology*. 8 (4): 397–413. doi:10.1097/00004691-199110000-00005. PMID 1761706. S2CID 38459560.
- Obschonka, M., E. Hahn, and N. ul H. Bajwa. 2018. "Personal Agency in Newly Arrived Refugees: The Role of Personality, Entrepreneurial Cognitions and Intentions, and Career Adaptability." *Journal of Vocational Behavior* 105 (April): 173–184. doi:10.1016/j.jvb.2018.01.003.
- Office of the Commissioner (2020-03-24). "FDA permits marketing of first medical device for treatment of ADHD". *FDA*. Retrieved 2020-08-05.
- Omejc, N., Rojc, B., Battaglini, P. P., & Marusic, U. (2019). Review of the therapeutic neurofeedback method using electroencephalography: EEG Neurofeedback. *Bosnian journal of basic medical sciences*, 19(3), 213–220. <https://doi.org/10.17305/bjbms.2018.3785>
- Onyemah, V., and M. R. Pesquera. 2015. "Cognitive Ambidexterity in Entrepreneurial Leadership: A Four Country Exploratory Study of Women Entrepreneurs' Early Customer Acquisition Strategies." *Organizations and Markets in Emerging Economies* 6 (1(11)): 10–28.
- Oo, P. P., A. Sahaym, S. Juasrikul, and S. Y. Lee. 2018. "The Interplay of Entrepreneurship Education and National Cultures in Entrepreneurial Activity: A Social Cognitive Perspective." *Journal of International Entrepreneurship* 16 (3): 398–420. doi:10.1007/s10843-018-0229-4.
- O'Regan S, Faul S, Marnane W (2010). "Automatic detection of EEG artifacts arising from head movements". *2010 Annual International Conference of the IEEE Engineering in Medicine and Biology*. pp. 6353–6. doi:10.1109/IEMBS.2010.5627282. ISBN 978-1-4244-4123-5.
- Orne MT, Wilson SK (1978). "On the nature of alpha feedback training.". In Schwartz GE, Shapiro D (eds.). *Consciousness and Self-Regulation*. Boston, MA: Springer. pp. 359–400.
- Oyson, M. J., and H. Whittaker. 2015. "Entrepreneurial Cognition and Behavior in the Discovery and Creation of International Opportunities." *Journal of International Entrepreneurship* 13 (3): 303–336. doi:10.1007/s10843-015-0156-6.
- Paesschen WV (March 2018). "The future of seizure detection". *The Lancet. Neurology*. 17 (3): 200–202. doi:10.1016/S1474-4422(18)30034-6. PMID 29452676. S2CID 3376296.
- Palich, L. E., and D. Ray Bagby. 1995. "Using Cognitive Theory to Explain Entrepreneurial Risk-taking: Challenging Conventional Wisdom." *Journal of Business Venturing* 10 (6): 425–438. doi:10.1016/0883-9026(95)00082-J.
- Palva S.; Palva J.M. (2007). "New vistas for α -frequency band oscillations". *Trends Neurosci*. 30 (4): 150–158. doi:10.1016/j.tins.2007.02.001. PMID 17307258. S2CID 9156592.
- Pan, W. T. 2009. "Forecasting Classification of Operating Performance of Enterprises by Zscore Combining ANFIS and Genetic Algorithm." *Neural Computing & Applications* 18 (8): 1005–1011. doi:10.1007/s00521-009-0243-5.
- Pan, W. T. 2012. "The Use of Genetic Programming for the Construction of a Financial Management Model in an Enterprise." *Applied Intelligence* 36 (2): 271–279. doi:10.1007/s10489-010-0259-7.
- Panachakel JT, Ramakrishnan AG (2021). "Decoding Covert Speech From EEG-A Comprehensive Review". *Frontiers in Neuroscience*. 15: 642251. doi:10.3389/fnins.2021.642251. PMC 8116487. PMID 33994922.
- Paul Saffo quoted in: Foley, John (30 October 1995). "Managing information: infoglut". *InformationWeek*. Archived from the original on 2001-02-22. Retrieved 2015-07-26.
- Paul, J., and A. Rosado-Serrano. 2019. "Gradual Internationalization Vs Born-Global/International New Venture Models: A Review and Research Agenda." *International Marketing Review* 36 (6): 830–858. doi:10.1108/IMR-10-2018-0280.
- Paul, J., and A. Shrivatava. 2016. "Do Young Managers in a Developing Country Have Stronger Entrepreneurial Intentions? Theory and Debate." *International Business Review* 25 (6): 1197–1210. doi:10.1016/j.ibusrev.2016.03.003. Paul, J., and A. R. Criado. 2020. "The Art of Writing Literature Review: What Do We Know and What Do We Need to
- Paul, J., and E. Mas. 2020. "Toward a 7-P Framework for International Marketing." *Journal of Strategic Marketing* 28 (8): 681–701. doi:10.1080/0965254X.2019.1569111.
- Paul, J., and G. R. Benito. 2018. "A Review of Research on Outward Foreign Direct Investment from Emerging Countries, Including China: What Do We Know, How Do We Know and Where Should We Be Heading?" *Asia*

Pacific Business Review 24 (1): 90–115. doi:10.1080/13602381.2017.1357316.

- Paul, J., and M. M. Feliciano-Cestero. 2021. “Five Decades of Research on Foreign Direct Investment by MNEs: An Overview and Research Agenda.” *Journal of Business Research* 124: 800–812. doi:10.1016/j.jbusres.2020.04.017.
- Paul, J., and R. Dhiman. 2021. “Three Decades of Export Competitiveness Literature: Systematic Review, Synthesis and Future Research Agenda.” *International Marketing Review* ahead-of-print (ahead-of-print). doi:10.1108/IMR-12-2020-0295.
- Paul, J., P. Hermel, and A. Srivastava. 2017. “Entrepreneurial Intentions—theory and Evidence from Asia, America, and Europe.” *Journal of International Entrepreneurship* 15 (3): 324–351. doi:10.1007/s10843-017-0208-1.
- Paul, J., W. M. Lim, A. O’Cass, A. W. Hao, and S. Bresciani. 2021. “Scientific Procedures and Rationales for Systematic Literature Reviews (SPAR-4-SLR).” *International Journal of Consumer Studies* 45 (4). doi:10.1111/ijcs.12695.
- Paulus, M. P., N. Hozack, B. Zauscher, J. E. McDowell, L. Frank, G. G. Brown, and D. L. Braff. 2001. “Prefrontal, Parietal, and Temporal Cortex Networks Underlie Decision-making in the Presence of Uncertainty.” *NeuroImage* 13 (1): 91–100. doi:10.1006/nimg.2000.0667.
- Pei, X. L., T. J. Wu, J. N. Guo, and J. Q. Hu. 2020. “Relationship between Entrepreneurial Team Characteristics and Venture Performance in China: From the Aspects of Cognition and Behaviors.” *Sustainability* 12 (1): 377. doi:10.3390/SU12010377.
- Pérez-Centeno, V. 2017. “Brain-driven Entrepreneurship Research: A Review and Research Agenda.” In *Handbook of Research Methodologies and Design in Neuroentrepreneurship*. , 13–53. Bonn: Edward Elgar Publishing. doi:10.4337/9781785365041.00011.
- Pérez-Centeno, V. 2017. *Brain-Driven Entrepreneurship Research: A Review and Research Agenda*. *Handbook of Research Methodologies and Design in Neuroentrepreneurship*. Bonn. doi:10.4337/9781785365041.00011
- Pérez-López, M. C., M. J. González-López, and L. Rodríguez-Ariza. 2019. “Applying the Social Cognitive Model of Career Self-management to the Entrepreneurial Career Decision: The Role of Exploratory and Coping Adaptive Behaviours.” *Journal of Vocational Behavior* 112 (March): 255–269. doi:10.1016/j.jvb.2019.03.005.
- *Perneger, Thomas V.; Agoritsas, Thomas (December 2011)*. "Doctors and patients' susceptibility to framing bias: a randomized trial". *Journal of General Internal Medicine*. 26 (12): 1411–1417. doi:10.1007/s11606-011-1810-x. PMC 3235613. PMID 21792695.
- Peterson, R. L. 2007. “Affect and Financial Decision-Making: How Neuroscience Can Inform Market Participants.” *Journal of Behavioral Finance* 8 (2): 70–78. doi:10.1080/15427560701377448.
- *Pfurtscheller G, Lopes da Silva FH (November 1999)*. "Event-related EEG/MEG synchronization and desynchronization: basic principles". *Clinical Neurophysiology*. 110 (11): 1842–1857. doi:10.1016/S1388-2457(99)00141-8. PMID 10576479. S2CID 24756702.
- *Pijanowski, John (February 2009)*. "The role of learning theory in building effective college ethics curricula". *Journal of College and Character*. 10 (3): 1–13. doi:10.2202/1940-1639.1088.
- Pirošek, Z., D. Georgiev, and M. Gregoric-Kramberger. 2009. “Decision Making and the Brain: Neurologists’ View.”
- *Pittenger, David (1993)*. "Measuring the MBTI ... And Coming Up Short" (PDF). *Journal of Career Planning and Employment*. 54 (1): 48–52.
- *Pittenger, David J. (2005)*. "Cautionary comments regarding the Myers–Briggs Type Indicator". *Consulting Psychology Journal: Practice and Research*. 57 (3): 210–221. doi:10.1037/1065-9293.57.3.210. ISSN 1939-0149.
- *Pittenger, David J. (2005)*. "Cautionary comments regarding the Myers–Briggs Type Indicator". *Consulting Psychology Journal: Practice and Research*. 57 (3): 210–221. doi:10.1037/1065-9293.57.3.210.
- *Plous, Scott (1993)*. *The psychology of judgment and decision making*. Philadelphia: Temple University Press. ISBN 978-0877229131. OCLC 26548229.
- *Postmes, T; Spears, Russell; Cihangir, Sezgin (2001)*. "Quality of decision making and group norms". *Journal of Personality and Social Psychology*. 80 (6): 918–930. doi:10.1037/0022-3514.80.6.918. PMID 11414374.
- *Pravdich-Neminsky VV (1913)*. "Ein Versuch der Registrierung der elektrischen Gehirnerscheinungen". *Zentralblatt für Physiologie*. 27: 951–60.

- Pryor, C., J. W. Webb, R. D. Ireland, and D. J. Ketchen. 2016. "Toward an Integration of the Behavioral and Cognitive Influences on the Entrepreneurship Process." *Strategic Entrepreneurship Journal* 10 (1): 21–42. doi:10.1002/sej.1204.
- Radu-Lefebvre, M., V. Lefebvre, E. Crosina, and U. Hytti. 2021. "Entrepreneurial Identity: A Review and Research Agenda." *Psychological Bulletin* 84 (5): 888–918. doi:10.1037/0033-2909.84.5.888.
- Puranik DA, Jospeh SK, Daundkar BB, Garad MV (November 2009). Brain Signature Profiling In India: It's Status As An Aid In Investigation And As Corroborative Evidence-As Seen From Judgments (PDF). *Proceedings of XX All India Forensic Science Conference*. pp. 815–822. Archived from the original (PDF) on 2016-03-03.
- Ramsøy, T. Z., and M. Skov. 2010. "How Genes Make up Your Mind: Individual Biological Differences and Value-based Decisions." *Journal of Economic Psychology* 31 (5): 818–831. doi:10.1016/j.joep.2010.03.003.
- Rana, J., and J. Paul. 2020. "Health Motive and the Purchase of Organic Food: A Meta-analytic Review." *International Journal of Consumer Studies* 44 (2): 161–172. doi:10.1111/ijcs.12556.
- Randolph-Seng, B., R. K. Mitchell, H. Vahidnia, J. R. Mitchell, S. Chen, and J. Statzer. 2015. "The Microfoundations of Entrepreneurial Cognition Research: Toward an Integrative Approach." *Foundations and Trends in Entrepreneurship* 11 (4): 207–335. doi:10.1561/03000000055.
- Rayegani SM, Raeissadat SA, Sedighipour L, Rezazadeh IM, Bahrami MH, Eliaspour D, Khosrawi S (2014-03-01). "Effect of neurofeedback and electromyographic-biofeedback therapy on improving hand function in stroke patients". *Topics in Stroke Rehabilitation*. 21 (2): 137–51. doi:10.1310/tsr2102-137. PMID 24710974. S2CID 24528611.
- Reel JJ (2013). *Eating Disorders: An Encyclopedia of Causes, Treatment, and Prevention*. ABC-CLIO. p. 300. ISBN 978-1-4408-0058-0.
- Reimann, Martin; Bechara, Antoine (October 2010). "The somatic marker framework as a neurological theory of decision-making: review, conceptual comparisons, and future neuroeconomics research". *Journal of Economic Psychology*. 31 (5): 767–776. doi:10.1016/j.joep.2010.03.002.
- Ren, S., R. Shu, Y. Bao, and X. Chen. 2016. "Linking Network Ties to Entrepreneurial Opportunity Discovery and Exploitation: The Role of Affective and Cognitive Trust." *International Entrepreneurship and Management Journal* 12 (2): 465–485. doi:10.1007/s11365-014-0350-3.
- *Revista de Estudios Sociales* 44 (December): 146–157. doi:10.7440/res44.2012.14.
- Reyna, Valerie F. (November 2013). "Psychology: Good and bad news on the adolescent brain". *Nature*. 503 (7474): 48–49. Bibcode:2013Natur.503...48R. doi:10.1038/nature12704. PMID 24172899. S2CID 205236138.
- Roberts, Lon (2010). *Analysis paralysis: a case of terminological inexactitude*. *Defense AT&L*. pp. 21–22.
- Rogel A, Loomis AM, Hamlin E, Hodgdon H, Spinazzola J, van der Kolk B (November 2020). "The impact of neurofeedback training on children with developmental trauma: A randomized controlled study". *Psychological Trauma: Theory, Research, Practice and Policy*. 12 (8): 918–929. doi:10.1037/tra0000648. PMID 32658503. S2CID 220522391.
- Roizenblatt, S.; Moldofsky, H.; Benedito-Silva, A. A.; Tufik, S. (January 2001). "Alpha sleep characteristics in fibromyalgia". *Arthritis and Rheumatism*. 44 (1): 222–230. doi:10.1002/1529-0131(200101)44:1<222::AID-ANR29>3.0.CO;2-K. ISSN 0004-3591. PMID 11212164.
- Rosado-Serrano, A., J. Paul, and D. Dikova. 2018. "International Franchising: A Literature Review and Research Agenda."
- Rudin C (May 2019). "Stop Explaining Black Box Machine Learning Models for High Stakes Decisions and Use Interpretable Models Instead". *Nature Machine Intelligence*. 1 (5): 206–215. arXiv:1811.10154. doi:10.1038/s42256-019-0048-x. PMC 9122117. PMID 35603010.
- Ruggeri, G., L. Orsi, and S. Corsi. 2019. "A Bibliometric Analysis of the Scientific Literature on Fairtrade Labelling."
- S. Bozinovski, M. Sestakov, L. Bozinovska: Using EEG alpha rhythm to control a mobile robot, In G. Harris, C. Walker (eds.) *Proc. IEEE Annual Conference of Medical and Biological Society*, p. 1515-1516, New Orleans, 1988

- S. Bozinovski: Mobile robot trajectory control: From fixed rails to direct bioelectric control, In O. Kaynak (ed.) Proc. IEEE Workshop on Intelligent Motion Control, p. 63-67, Istanbul, 1990
- Saab K, Dunnmon J, Ré C, Rubin D, Lee-Messer C (2020-04-20). "Weak supervision as an efficient approach for automated seizure detection in electroencephalography". *NPJ Digital Medicine*. 3 (1): 59. doi:10.1038/s41746-020-0264-0. PMC 7170880. PMID 32352037.
- Sadler-Smith, E. 2004. "Cognitive Style and the Management of Small and Medium-Sized Enterprises." *Organization Studies* 25 (2): 155–181. doi:10.1177/0170840604036914.
- Sánchez, J.C., Carballo, T. and Gutiérrez, A. 2011. The entrepreneur from a cognitive approach. *Psicothema*, 23(3): 433– 438.
- Santos, S. C., M. H. Morris, A. Caetano, S. F. Costa, and X. Neumeier. 2019. "Team Entrepreneurial Competence: Multilevel Effects on Individual Cognitive Strategies." *International Journal of Entrepreneurial Behaviour and Research* 25 (6): 1259–1282. doi:10.1108/IJEBr-03-2018-0126.
- Sapienza, P., L. Zingales, and D. Maestriperi. 2009. "Gender Differences in Financial Risk Aversion and Career Choices are Affected by Testosterone." *Proceedings of the National Academy of Sciences of the United States of America* 106 (36):15268–15273. doi:10.1073/pnas.0907352106.
- Sasseti, S., G. Marzi, V. Cavaliere, and C. Ciappei. 2018. "Entrepreneurial Cognition and Socially Situated Approach: A Systematic and Bibliometric Analysis." *Scientometrics* 116 (3): 1675–1718. doi:10.1007/s11192-018-2809-4.
- Savoiu, G. 2010. "Enterprise, Entrepreneur and Entrepreneurship-the Main Semantic Chain in Contemporary Economics". *Limbaj Si Context* 2 (1): 65.
- Schacter, Daniel L.; Gilbert, Daniel Todd; Wegner, Daniel M. (2011) [2009]. *Psychology (2nd ed.)*. New York: Worth Publishers. ISBN 978-1429237192. OCLC 755079969.
- Schenck JF (June 1996). "The role of magnetic susceptibility in magnetic resonance imaging: MRI magnetic compatibility of the first and second kinds". *Medical Physics*. 23 (6): 815–850. Bibcode:1996MedPh..23..815S. doi:10.1118/1.597854. PMID 8798169.
- Schenkel, M., C. Matthews, and M. Ford. 2009. "Making Rational Use of "Irrationality"? Exploring the Role of Need for Cognitive Closure in Nascent Entrepreneurial Activity." *Entrepreneurship and Regional Development* 21 (1): 51–76. doi:10.1080/08985620801912467.
- Schlögl A, Slater M, Pfurtscheller G (2002). "Presence research and EEG" (PDF).
- Schreckenberger M, Lange-Asschenfeldt C, Lange-Asschenfeldt C, Lochmann M, Mann K, Siessmeier T, et al. (June 2004). "The thalamus as the generator and modulator of EEG alpha rhythm: a combined PET/EEG study with lorazepam challenge in humans". *NeuroImage*. 22 (2): 637–644. doi:10.1016/j.neuroimage.2004.01.047. PMID 15193592. S2CID 31790623.
- Schultz TL (March 2012). "Technical tips: MRI compatible EEG electrodes: advantages, disadvantages, and financial feasibility in a clinical setting". *The Neurodiagnostic Journal*. 52 (1): 69–81. PMID 22558648.
- Schuwirth, Lambert; Cantillon, Peter (2004-05-22). "What the educators are saying". *BMJ*. 328 (7450): 1244. doi:10.1136/bmj.328.7450.1244. ISSN 0959-8138.
- Scott, Susanne G.; Bruce, Reginald A. (1995). "Decision-making style: the development and assessment of a new measure". *Educational and Psychological Measurement*. 55 (5): 818–831. doi:10.1177/0013164495055005017. S2CID 143479230.
- Seawright, K. W., I. H. Smith, R. K. Mitchell, and R. Mcclendon. 2013. "Exploring Entrepreneurial Cognition in Franchisees: A Knowledge-structure Approach." *Entrepreneurship: Theory and Practice* 37 (2): 201–227. doi:10.1111/j.1540- 6520.2011.00467.x.
- Sereno SC, Rayner K, Posner MI (July 1998). "Establishing a time-line of word recognition: evidence from eye movements and event-related potentials". *NeuroReport*. 9 (10): 2195–2200. doi:10.1097/00001756-199807130-00009. PMID 9694199. S2CID 19466604.
- Shaffer F, Schwartz MA. "Entering the field and assuring competence.". In Schwartz MS, Andrasik F (eds.). *Biofeedback: A practitioner's guide (4th ed.)*. New York: The Guilford Press.
- Shane, S., and N. Nicolaou. 2013. "The Genetics of Entrepreneurial Performance." *International Small Business Journal* 31(5): 473–95. <https://doi.org/10.1177/0266242613485767>
- Shane, S., and N. Nicolaou. 2013. "The Genetics of Entrepreneurial Performance." *International Small Business*

Journal: Researching Entrepreneurship 31 (5): 473–495. doi:10.1177/0266242613485767.

- Shane, S., and S. Venkataraman. 2020. "The Promise of Entrepreneurship as a Field of Research." *Entrepreneurship: Concepts, Theory and Perspective* 25 (1): 171–184. doi:10.1007/978-3-540-48543-8_8
- Shapira, Z. (2002). "Organizational Decision Making. Cambridge Series on Judgment and Decision Making", Cambridge University Press: pp. 4–6. ISBN 978-0521890502
- Sharot, Tali (2011). *The optimism bias: a tour of the irrationally positive brain (1st ed.)*. New York: Pantheon Books. ISBN 978-0307378484. OCLC 667609433.
- Sharot, Tali; Korn, Christoph W.; Dolan, Raymond J. (October 2011). "How unrealistic optimism is maintained in the face of reality". *Nature Neuroscience*. 14 (11): 1475–1479. doi:10.1038/nn.2949. PMC 3204264. PMID 21983684.
- Shim M, Hwang HJ, Kim DW, Lee SH, Im CH (October 2016). "Machine-learning-based diagnosis of schizophrenia using combined sensor-level and source-level EEG features". *Schizophrenia Research*. 176 (2–3): 314–319. doi:10.1016/j.schres.2016.05.007. PMID 27427557. S2CID 44504680.
- Siu, W. sum, and E. S. chung Lo. 2013. "Cultural Contingency in the Cognitive Model of Entrepreneurial Intention."
- Smith, J. B., J. R. Mitchell, and R. K. Mitchell. 2009. "Entrepreneurial Scripts and the New Transaction Commitment Mindset: Extending the Expert Information Processing Theory Approach to Entrepreneurial Cognition Research." *Entrepreneurship: Theory and Practice* 33 (4): 815–844. doi:10.1111/j.1540-6520.2009.00328.x.
- Snider M (2009-01-07). "Toy trains 'Star Wars' fans to use The Force". *USA Today*. Retrieved 2010-05-01.
- So, Elson L. (August 2010). "Interictal epileptiform discharges in persons without a history of seizures: what do they mean?". *Journal of Clinical Neurophysiology*. 27 (4): 229–238. doi:10.1097/WNP.0b013e3181ea42a4. ISSN 1537-1603. PMID 20634716.
- Sommer, L., and M. Haug. 2011. "Intention as a Cognitive Antecedent to International Entrepreneurship: understanding the Moderating Roles of Knowledge and Experience." *International Entrepreneurship and Management Journal* 7 (1): 111–142. doi:10.1007/s11365-010-0162-z.
- Sparks, Erin (2007). "Satisficing". In Baumeister, Roy F.; Vohs, Kathleen D. (eds.). *Encyclopedia of social psychology*. Thousand Oaks, CA: SAGE Publications. pp. 776–778. ISBN 978-1412916707. OCLC 123119782.
- Srinivasan R (1999). "Methods to Improve the Spatial Resolution of EEG". *International Journal*. 1 (1): 102–11.
- Srivastava, M., G. D. Sharma, A. K. Srivastava, and S. S. Kumaran. 2020. "What's in the Brain for Us: A Systematic Literature Review of Neuroeconomics and Neurofinance." *Qualitative Research in Financial Markets* 12 (4): 413–435. doi:10.1108/QRFM-10-2019-0127.
- Srivastava, M., G. D. Sharma, and A. K. Srivastava. 2019. "Human Brain and Financial Behavior: A Neurofinance Perspective." *International Journal of Ethics and Systems* 35 (4): 485–503. doi:10.1108/IJOES-02-2019-0036.
- Steinberg, Laurence (March 2008). "A social neuroscience perspective on adolescent risk-taking". *Developmental Review*. 28 (1): 78–106. doi:10.1016/j.dr.2007.08.002. PMC 2396566. PMID 18509515.
- Steinberg, Laurence (March 2008). "A social neuroscience perspective on adolescent risk-taking". *Developmental Review*. 28 (1): 78–106. doi:10.1016/j.dr.2007.08.002. PMC 2396566. PMID 18509515.
- Steinberg, Laurence (April 2007). "Risk taking in adolescence: new perspectives from brain and behavioral science". *Current Directions in Psychological Science*. 16 (2): 55–59. CiteSeerX 10.1.1.519.7099. doi:10.1111/j.1467-8721.2007.00475.x. S2CID 18601508.
- Steingrimsson S, Bilonic G, Ekelund AC, Larson T, Stadig I, Svensson M, et al. (January 2020). "Electroencephalography-based neurofeedback as treatment for post-traumatic stress disorder: A systematic review and meta-analysis". *European Psychiatry*. 63 (1): e7. doi:10.1192/j.eurpsy.2019.7. PMC 8057448. PMID 32093790.

- Serman MB, Clemente CD (August 1962). "Forebrain inhibitory mechanisms: cortical synchronization induced by basal forebrain stimulation". *Experimental Neurology*. 6 (2): 91–102. doi:10.1016/0014-4886(62)90080-8. PMID 13916975.
- Serman MB, Egner T (March 2006). "Foundation and practice of neurofeedback for the treatment of epilepsy". *Applied Psychophysiology and Biofeedback*. 31 (1): 21–35. doi:10.1007/s10484-006-9002-x. PMID 16614940.
- Serman MB, Friar L (July 1972). "Suppression of seizures in an epileptic following sensorimotor EEG feedback training". *Electroencephalography and Clinical Neurophysiology*. 33 (1): 89–95. doi:10.1016/0013-4694(72)90028-4. PMID 4113278.
- Stoyva J, Kamiya J (May 1968). "Electrophysiological studies of dreaming as the prototype of a new strategy in the study of consciousness". *Psychological Review*. 75 (3): 192–205. doi:10.1037/h0025669. PMID 4874112.
- Sun, Christophe; Holcman, David (2022-08-01). "Combining transient statistical markers from the EEG signal to predict brain sensitivity to general anesthesia". *Biomedical Signal Processing and Control*. 77: 103713. doi:10.1016/j.bspc.2022.103713. ISSN 1746-8094. S2CID 248488365.
- T, Maqsood; A, Finegan; D, Walker (2004). "Biases and heuristics in judgment and decision making: The dark side of tacit knowledge". *Issues in Informing Science and Information Technology*. 1: 0295–0301. doi:10.28945/740. ISSN 1547-5840.
- Taheri BA, Knight RT, Smith RL (May 1994). "A dry electrode for EEG recording". *Electroencephalography and Clinical Neurophysiology*. 90 (5): 376–383. doi:10.1016/0013-4694(94)90053-1. PMID 7514984.
- Tan G, Thornby J, Hammond DC, Strehl U, Canady B, Arnemann K, Kaiser DA (July 2009). "Meta-analysis of EEG biofeedback in treating epilepsy". *Clinical EEG and Neuroscience*. 40 (3): 173–179. doi:10.1177/155005940904000310. PMID 19715180.
- Tappi, D. 2005. "Clusters, Adaptation Extroversion: A Cognitive and Entrepreneurial Analysis of the Marche Music Cluster." *European Urban and Regional Studies* 12 (3): 289–307. doi:10.1177/0969776405056591.
- Tarafdar, M., C. M. Beath, and J. W. Ross. 2017. "Enterprise Cognitive Computing Applications: Opportunities and Challenges." *IT Professional* 19 (4): 21–27. doi:10.1109/MITP.2017.3051321.
- Task Force Allas (1992). "ASDA report on EEG arousals: scoring rules and examples". *Sleep*. 15 (2): 173–184. doi:10.1093/sleep/15.2.173.
- Tatum WO (March 2014). "Ellen R. Grass Lecture: extraordinary EEG". *The Neurodiagnostic Journal*. 54 (1): 3–21. PMID 24783746.
- Tatum WO, Husain AM, Benbadis SR (2008). *Handbook of EEG Interpretation*. Demos Medical Publishing. ^[page needed]
- Thibault RT, Lifshitz M, Birbaumer N, Raz A (2015-05-23). "Neurofeedback, Self-Regulation, and Brain Imaging: Clinical Science and Fad in the Service of Mental Disorders". *Psychotherapy and Psychosomatics*. 84 (4): 193–207. doi:10.1159/000371714. PMID 26021883. S2CID 17750375.
- Thibault RT, Raz A (October 2017). "The psychology of neurofeedback: Clinical intervention even if applied placebo". *The American Psychologist*. 72 (7): 679–688. doi:10.1037/amp0000118. PMID 29016171. S2CID 4650115.
- Thornton K, Carmody D (2009). "Eyes-Closed and Activation QEEG Databases in Predicting Cognitive Effectiveness and the Inefficiency Hypothesis". *Journal of Neurotherapy*. 13 (1): 1–22. doi:10.1080/10874200802429850.
- Thornton, D. J. 2011. "Neuroscience, Affect, and the Entrepreneurialization of Motherhood." *Communication and Critical/Cultural Studies* 8 (4): 399–424. doi:10.1080/14791420.2011.610327.
- Thunholm, Peter (March 2004). "Decision-making style: habit, style or both?". *Personality and Individual Differences*. 36 (4): 931–944. doi:10.1016/S0191-8869(03)00162-4.
- Tipu, S. A. A. 2015. "The Cognitive Side of Entrepreneurial Ethics: What Do We Still Need to Know?". *Journal of Enterprising Culture* 23 (1): 117–137. doi:10.1142/s0218495815710016.
- Towle VL, Bolaños J, Suarez D, Tan K, Grzeszczuk R, Levin DN, et al. (January 1993). "The spatial location of EEG electrodes: locating the best-fitting sphere relative to cortical

anatomy". *Electroencephalography and Clinical Neurophysiology*. 86 (1): 1–6. doi:10.1016/0013-4694(93)90061-Y. PMID 7678386.

- Tracey, P., and D. Schluppeck. 2014. "Neuroentrepreneurship: "Brain Pornography" or New Frontier in Entrepreneurship Research?" *Journal of Management Inquiry* 23 (1): 101–103. doi:10.1177/1056492613485915.
- Tran, A. T. P., and H. Von Korflesch. 2016. "A Conceptual Model of Social Entrepreneurial Intention Based on the Social Cognitive Career Theory." *Asia Pacific Journal of Innovation and Entrepreneurship* 10 (1): 17–38. doi:10.1108/apjie-12-2016-007.
- Tranfield, D., D. Denyer, and P. Smart. 2003. "Towards a Methodology for Developing Evidence-Informed Management Knowledge by Means of Systematic Review." *British Journal of Management* 14 (3): 207–222. doi:10.1111/1467- 8551.00375.
- *Triantaphyllou, Evangelos (2000)*. Multi-criteria decision making methods: a comparative study. *Applied optimization*. Vol. 44. Dordrecht, Netherlands: Kluwer Academic Publishers. p. 320. doi:10.1007/978-1-4757-3157-6. ISBN 978-0792366072.
- Tryba, A., and D. Fletcher. 2020. "How Shared Pre-start-up Moments of Transition and Cognitions Contextualize Effectual and Causal Decisions in Entrepreneurial Teams." *Small Business Economics* 54 (3): 665–688. doi:10.1007/s11187-019- 00148-7.
- *Ulea, Vera (2002)*. A concept of dramatic genre and the comedy of a new type: chess, literature, and film. Carbondale: Southern Illinois University Press. pp. 17–18. ISBN 978-0809324521. OCLC 51301095.
- Ulrich Kraft. Train Your Brain-Mental exercises with neurofeedback may ease symptoms of attention-deficit disorder, epilepsy and depression--and even boost cognition in healthy brains. *Scientific American*. 2006
- US patent 7286871, Mark S. Cohen, "Method and apparatus for reducing contamination of an electrical signal", published 2004-05-20
- Usui, S., I. Yamaguchi, H. Ikeno, K. Takebe, Y. Fujii, and Y. Okumura. 2004. "Visiome Environment: Enterprise Solution for Neuroinformatics in Vision Science." *Neurocomputing* 58-60 (June): 1097–1101. doi:10.1016/j.neucom.2004.01.172.
- *Van Doren J, Arns M, Heinrich H, Vollebregt MA, Strehl U, K Loo S (March 2019)*. "Sustained effects of neurofeedback in ADHD: a systematic review and meta-analysis". *European Child & Adolescent Psychiatry*. 28 (3): 293–305. doi:10.1007/s00787-018-1121-4. PMC 6404655. PMID 29445867.
- *van Rooij LG, Hellström-Westas L, de Vries LS (August 2013)*. "Treatment of neonatal seizures". *Seminars in Fetal & Neonatal Medicine*. 18 (4): 209–215. doi:10.1016/j.siny.2013.01.001. PMID 23402893.
- *Vanneste S, Song JJ, De Ridder D (March 2018)*. "Thalamocortical dysrhythmia detected by machine learning". *Nature Communications*. 9 (1): 1103. Bibcode:2018NatCo...9.1103V. doi:10.1038/s41467-018-02820-0. PMC 5856824. PMID 29549239.
- Verheul, I., J. Block, K. Burmeister-Lamp, R. Thurik, H. Tiemeier, and R. Turturea. 2015. "ADHD-like Behavior and Entrepreneurial Intentions." *Small Business Economics* 45 (1): 85–101. doi:10.1007/s11187-015-9642-4.
- Verheul, I., W. Rietdijk, J. Block, I. Franken, H. Larsson, and R. Thurik. 2016. "The Association between Attention-deficit/hyperactivity (ADHD) Symptoms and Self-employment." *European Journal of Epidemiology* 31 (8): 793–801. doi:10.1007/s10654-016-0159-1.
- *Verma, Dem (2009)*. *DECISION MAKING STYLE: Social and Creative Dimensions*. New Delhi: Global India Publications Pvt Ltd. p. 43. ISBN 978-9380228303.
- *Vernon D, Dempster T, Bazanova O, Rutterford N, Pasqualini M, Andersen S (November 2009)*. "Alpha neurofeedback training for performance enhancement: reviewing the methodology". *Journal of Neurotherapy*. 13 (4): 214–27. doi:10.1080/10874200903334397.
- *Vernon D, Dempster T, Bazanova O, Rutterford N, Pasqualini M, Andersen S (30 Nov 2009)*. "Alpha Neurofeedback Training for Performance Enhancement: Reviewing the Methodology". *Journal of Neurotherapy*. 13 (4): 214–227. doi:10.1080/10874200903334397.
- *Vespa PM, Nenov V, Nuwer MR (January 1999)*. "Continuous EEG monitoring in the intensive care unit: early findings and clinical efficacy". *Journal of Clinical Neurophysiology*. 16 (1): 1–13. doi:10.1097/00004691-199901000-00001. PMID 10082088.

- Virick, M., A. Basu, and A. Rogers. 2015. "Antecedents of Entrepreneurial Intention among Laid-Off Individuals: A Cognitive Appraisal Approach." *Journal of Small Business Management* 53 (2): 450–468. doi:10.1111/jsbm.12067.
- Vries, Ingmar E. J. de; Marinato, Giorgio; Baldauf, Daniel (2021-08-24). "Decoding object-based auditory attention from source-reconstructed MEG alpha oscillations". *Journal of Neuroscience*. 41 (41): 8603–8617. doi:10.1523/JNEUROSCI.0583-21.2021. ISSN 0270-6474. PMC 8513695. PMID 34429378.
- Waldman, D. A., M. K. Ward, and W. J. Becker. 2017. "Neuroscience in Organizational Behavior." *Annual Review of Organizational Psychology and Organizational Behavior* 4 (1): 425–444. doi:10.1146/annurev-orgpsych-032516-
- Walton, Mark E.; Devlin, Joseph T.; Rushworth, Matthew F. S. (November 2004). "Interactions between decision making and performance monitoring within prefrontal cortex". *Nature Neuroscience*. 7 (11): 1259–1265. doi:10.1038/nn1339. PMID 15494729. S2CID 26711881.
- Wan F, da Cruz JN, Nan W, Wong CM, Vai MI, Rosa A (June 2016). "Alpha neurofeedback training improves SSVEP-based BCI performance". *Journal of Neural Engineering*. 13 (3): 036019. Bibcode:2016JNEng..13c6019W. doi:10.1088/1741-2560/13/3/036019. PMID 27152666. S2CID 206099640.
- Wang T, Mantini D, Gillebert CR (October 2018). "The potential of real-time fMRI neurofeedback for stroke rehabilitation: A systematic review". *Cortex; A Journal Devoted to the Study of the Nervous System and Behavior*. 107: 148–165. doi:10.1016/j.cortex.2017.09.006. PMC 6182108. PMID 28992948.
- Wang, G., X. Li, J. Zhou, and S. Lan. 2020. "The Influence of Entrepreneurial Team's Cognitive Adaptability on Its Risk Decision Making." *Industrial Management and Data Systems* 120 (2): 329–349. doi:10.1108/IMDS-03-2019-0178.
- Wang, J. A., R. Pan, W. Gao, and H. Wang. 2015. "An Automatic Scheduling Method for Weaving Enterprises Based on Genetic Algorithm." *Journal of the Textile Institute* 106 (12): 1377–1387. doi:10.1080/00405000.2014.995463.
- Wang, L., and F. Guo. 2015. "Environmental Cognitions and Scanning Behaviour of Managers of Chinese Small and Medium-size Enterprise Managers: An Empirical Study of a Multidimensional Model." *Information Research* 20 (3): 1–16.
- Wang, Z. J., X. F. Xu, and D. C. Zhan. 2009. "Genetic Algorithm for Collaboration Cost Optimization-oriented Partner Selection in Virtual Enterprises." *International Journal of Production Research* 47 (4): 859–881. doi:10.1080/00207540701528743.
- Ward, T. B. 2004. "Cognition, Creativity, and Entrepreneurship." *Journal of Business Venturing* 19 (2): 173–188. doi:10.1016/S0883-9026(03)00005-3.
- Wasowska, A. 2019. "Social-cognitive Antecedents of New Venture Internationalization: The Role of Entrepreneur Intention, Self-efficacy, and Positive Orientation." *Baltic Journal of Management* 14 (3): 462–479. doi:10.1108/BJM-09-2018-0325.
- Welp, I. M., M. Spörrle, D. Grichnik, T. Michl, and D. B. Audretsch. 2012. "Emotions and Opportunities: The Interplay of Opportunity Evaluation, Fear, Joy, and Anger as Antecedent of Entrepreneurial Exploitation." *Entrepreneurship: Theory and Practice* 36 (1): 69–96. doi:10.1111/j.1540-6520.2011.00481.x.
- Wenger MA, Bagchi BK (October 1961). "Studies of autonomic functions in practitioners of Yoga in India". *Behavioral Science*. 6 (4): 312–23. doi:10.1002/bs.3830060407. PMID 14006122.
- Westhead, P., D. Ucbasaran, and M. Wright. 2005. "Experience and Cognition: Do Novice, Serial and Portfolio Entrepreneurs Differ?" *International Small Business Journal: Researching Entrepreneurship* 23 (1): 72–98. doi:10.1177/0266242605049104.
- Whitley, D. 2001. "An Overview of Evolutionary Algorithms: Practical Issues and Common Pitfalls." *Information and Software Technology* 43 (14): 817–831. doi:10.1016/S0950-5849(01)00188-4.
- Whittingstall K, Logothetis NK (October 2009). "Frequency-band coupling in surface EEG reflects spiking activity in monkey visual cortex". *Neuron*. 64 (2): 281–289. doi:10.1016/j.neuron.2009.08.016. PMID 19874794. S2CID 17650488.
- Wieland, A. M., M. Kimmelmeier, V. K. Gupta, and W. McKelvey. 2019. "Gendered Cognitions: A Socio-cognitive Model of How Gender Affects Entrepreneurial Preferences." *Entrepreneurship and Regional Development* 31 (3–4): 178–197. doi:10.1080/08985626.2018.1551787.
- Wiklund, J., H. Patzelt, and D. Dimov. 2016. "Entrepreneurship and Psychological Disorders: How ADHD

- Can Be Productively Harnessed.” *Journal of Business Venturing Insights* 6: 14–20. doi:10.1016/j.jbvi.2016.07.001.
- Winkler, C. 2013. “Toward a Dynamic Understanding of Entrepreneurship Education Research across the Campus – Social Cognition and Action Research.” *Entrepreneurship Research Journal* 4 (1): 69–93. doi:10.1515/erj-2013-0039.
 - Wirtz, P. 2011. “The Cognitive Dimension of Corporate Governance in Fast Growing Entrepreneurial Firms.” *European Management Journal* 29 (6): 431–447. doi:10.1016/j.emj.2011.06.004.
 - Wolfe, M. T., and P. C. Patel. 2017. “Two are Better than One: Cortisol as a Contingency in the Association between Epinephrine and Self-employment.” *Journal of Business Venturing Insights* 8 (May): 78–86. doi:10.1016/j.jbvi.2017.07.002.
 - Xiaoyu, Y., Q. Xianxian, T. Yida, D. Jinyun, and Y. Wenping. 2019. “The Application of Experimental Methods in Entrepreneurship Research: A Literature Review and Future Prospects.” *Foreign Economics & Management* 41 (5): 31–43.
 - Xu, Y. 2016. “Entrepreneurial Social Capital, Cognitive Orientation and New Venture Innovation.” *Management Research Review* 39 (5): 498–520. doi:10.1108/MRR-06-2014-0132.
 - Xue, C., L. Dong, and J. Liu. 2012. “Enterprise Information System Structure Optimization Based on Time Property with Improved Immune Genetic Algorithm and Binary Tree.” *Computers & Mathematics with Applications* 63 (7): 1155–1168. doi:10.1016/j.camwa.2011.12.032.
 - Y. Te, Chou, J. F. Swain, and L. M. Gierasch. 2002. “Functionally Significant Mobile Regions of Escherichia Coli SecA ATPase Identified by NMR.” *Journal of Biological Chemistry* 277 (52): 50985–50990. doi:10.1074/jbc.M209237200.
 - Yadav, A., and S. Bansal. 2021. “Viewing Marketing through Entrepreneurial Mindset: A Systematic Review.” *International Journal of Emerging Markets* 16 (2): 133–153. doi:10.1108/IJOEM-03-2019-0163.
 - Yang H, Ang KK, Wang C, Phua KS, Guan C (2016). *Neural and cortical analysis of swallowing and detection of motor imagery of swallow for dysphagia rehabilitation-A review. Progress in Brain Research. Vol. 228. pp. 185–219. doi:10.1016/bs.pbr.2016.03.014. ISBN 9780128042168. PMID 27590970.*
 - Yang, L. 2015. “Empirical Study on the Relationship between Entrepreneurial Cognitions and Strategic Change Momentum the Moderating Effect of Organizational Knowledge Structures.” *Management Decision* 53 (5): 957–983. doi:10.1108/MD-10-2014-0602.
 - Yang, X., S. L. Sun, and X. Zhao. 2019. “Search and Execution: Examining the Entrepreneurial Cognitions behind the Lean Startup Model.” *Small Business Economics* 52 (3): 667–679. doi:10.1007/s11187-017-9978-z.
 - Yao D (November 2001). "A method to standardize a reference of scalp EEG recordings to a point at infinity". *Physiological Measurement*. 22 (4): 693–711. doi:10.1088/0967-3334/22/4/305. PMID 11761077. S2CID 250847914.
 - Yates, Diana. "Researchers map emotional intelligence in the brain". *University of Illinois News Bureau*. University of Illinois.
 - Zahra, S. A., J. S. Korri, and J. F. Yu. 2005. “Cognition and International Entrepreneurship: Implications for Research on International Opportunity Recognition and Exploitation.” *International Business Review* 14 (2): 129–146. doi:10.1016/j.ibusrev.2004.04.005.
 - Zhang, H., H. van der Bij, and M. Song. 2020. “Can Cognitive Biases Be Good for Entrepreneurs?” *International Journal of Entrepreneurial Behaviour and Research* 26 (4): 793–813. doi:10.1108/IJEER-03-2019-0173.
 - Zhang, S.X., M.-D. Foo, and R.S. Vassolo. 2021. “The Ramifications of Effectuation on Biases in Entrepreneurship – Evidence from a Mixed-method Approach.” *Journal of Business Venturing Insights* 15: e00238. doi:10.1016/j.jbvi.2021.e00238.
 - Zhang, X. 2018. “Motivation of Enterprise Motivation Management Mechanism Based on Neuromanagement.”
 - Zhang, Y., F. Tao, Y. Laili, B. Hou, L. Lv, and L. Zhang. 2013. “Green Partner Selection in Virtual Enterprise Based on Pareto Genetic Algorithms.” *International Journal of Advanced Manufacturing Technology* 67 (9–12): 2109–2125. doi:10.1007/s00170-012-4634-x.
 - Zhang, Z., M. J. Zyphur, J. Narayanan, R. D. Arvey, S. Chaturvedi, B. J. Avolio, G. Larsson, and G. Larsson. 2009. “The Genetic Basis of Entrepreneurship: Effects of Gender and Personality.” *Organizational Behavior and Human Decision Processes* 110 (2): 93–107. doi:10.1016/j.obhdp.2009.07.002.
 - Zheng, Y. 2018. “Enhancing Innovation Behaviour of Enterprise Personnel through Neurofeedback Training

Based on Electroencephalography.” *NeuroQuantology* 16 (3): 61–67. doi:10.14704/nq.2018.16.3.1191.

- Zhong, Z. 2018. “Brain Mechanism of Decision-making Behavior in Enterprise Employee Innovation Management.”
- Ziemiański, P. 2018. “The Perception of an Entrepreneur’s Structural, Relational and Cognitive Social Capital among Young People in Poland - an Exploratory Study”. *Journal of Entrepreneurship, Management and Innovation* 14 (1):109–122. doi:10.7341/20181416.