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Norris F. Krueger, PhD. Norris Krueger gets at least part of the blame for coining the term “neuroentrepreneurship” and has long been fascinated by the genesis of entrepreneurial thinking and the deep cognitive changes that entails. He has training and experience in cognitive science, especially developmental and cognitive developmental psychology as applied to human learning. His 2007 ETP “What Lies Beneath” is widely cited
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(http://bit.ly/ETP2007) and he is looking forward to meeting like-minded colleagues! In 2008 under the auspices of the Max Planck Institute of Economics, he and Dr Isabell Welpe issued a white paper encouraging entrepreneurship research that focused on experimental research using theory and tools from neuroscience and cognitive science. This was followed by a series of workshops and symposia at MPI and at major entrepreneurship conferences. In 2014, Krueger and Welpe published “Neuro-entrepreneurship: what can entrepreneurship learn from neuroscience?” in the Annals of Entrepreneurship Education and Pedagogy, with a strong emphasis on the implications of neuroscience to entrepreneurial learning (and thus education). Dr Krueger has a long history in entrepreneurship and is the most-cited author on the topic of entrepreneurial intentions. While an early pioneer using theory and tools from social and cognitive psychology, he is one of very few entrepreneurship scholars with training and experience in developmental and cognitive developmental psychology, which has afforded him useful insights into how humans – and entrepreneurs – learn. ORCID: 0000-0002-9824-928X.

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