
Contributors

William Becker is Associate Professor of Management at Pamplin College of Business at Virginia Tech. He received his PhD from the University of Arizona. His work has appeared in leading journals including *Academy of Management Journal*, *Journal of Applied Psychology*, *Journal of Management*, and *Personnel Psychology*. His work has received press coverage including *The Wall Street Journal*, *Financial Times*, CNBC, Fox News, U.S. News & World Report, *TIME*, *Business News Daily*, Psych Central, *Popular Mechanics*, among others. His research interests include work emotion, turnover, organizational neuroscience, and leadership. He is currently co-editing an organizational neuroscience column in *TIP: The Industrial-Organizational Psychologist*. ORCID: 000-002-4648-4122.

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Mary C. Boardman, PhD, is an entrepreneurship scholar with expertise in entrepreneurial cognition, social and sustainable entrepreneurship, and philanthropy. She holds positions as a methodologist for Globalytica, LLC, affiliate faculty in the Business and Technology Division at Colorado Christian University, and is a courtesy professor in the School of Library and Information Science at the University of South Florida. She has published articles in peer-reviewed journals including *Small Business Economics*, *Public Administration Review*, and *World Health and Medical Policy*. She holds a PhD in Public Policy from the Schar School of Policy and Government at George Mason University. ORCID: 0000-0002-0065-8449.

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Higher School of Economics, and a PhD candidate in Psychophysiology at the Faculty of Psychology. He obtained a master's degree in experimental psychology and cognitive science at the University of Padova. His research interests span from the investigation of psychobiological basis of individual and collective human decision making at the interface of neuroscience, psychology, and economics to the applications of scientific findings in business, finance, and public policy. He is a member of the *Society for Neuroeconomics* and *Society for Neuroscience*.

Cyril Couffe, PhD, is working for the Research Chair “Talents of digital transformation” at Grenoble Ecole de Management, France. His work is centered around the critical cognitive abilities at work that will be able to compete with the digital tools in a near future. His work is also centered around understanding the specific cognitive abilities of entrepreneurs and challenging pre-existing models. His approach to this matter relies on applying techniques that were previously exclusive to medicine and neuroscientific research. In 2016, he completed his thesis in Cognitive Psychology at the University of Lyon, France under the mentorship of Dr George A. Michael. His doctoral studies were focused on the influences that working conditions can have on different cognitive processes, especially attention-related ones. During his PhD, he worked as a scientific consultant for several companies in order to improve employee well-being. He used different concepts and cognitive models to develop a set of best practices and passed them on to hundreds of workers. Such recommendations were targeting both the physical environment and the impacts of new technologies on mental focus. In 2013, he became a neuropsychologist after several internships in the fields of gerontology and neurology.

Mellani Day is Dean of the Business and Technology Division in the College of Adult and Graduate Studies at Colorado Christian University. Over the course of her career she has worked in both higher education and in business in the USA and for over 13 years in Germany. On the business side she has been a founder of and worked primarily in entrepreneurial ventures, including over five years as Chief Financial Officer of a small high-tech entrepreneurial company in Colorado, and an import business in Germany. She earned her doctorate in business administration from Nova Southeastern University and a master's degree in systems management from the University of Southern California. Her research interests include environmental influences on entrepreneurship, entrepreneurial decision making, and most recently neuroentrepreneurship. She is a co-editor of *Neuroeconomics and the Firm* (2010). ORCID: orcid.org/0000-0001-5278-2225.

Pablo Martín De Holan is Dean (Founding) of Graduate Studies and Research at the MBSC College of Business and Entrepreneurship in KAEC, Kingdom of Saudi Arabia. Previously, he was Dean of MBAs (EMLYON France). He is Associate Editor of the *Journal of Management Inquiry*, and publishes regularly in academic journals such as *Management Science*, *Journal of Management Studies*, *Industrial and Corporate Change*, among others, and in professional journals such as *Sloan Management Review* and the *Financial Times*. His research interests revolve around two general themes: the unintended consequences of social action, and the process and outcomes of entrepreneurial agency. Over the past few years, he has been working with colleagues to introduce neuroscience techniques and methods into the field of entrepreneurship. He earned his PhD at McGill University (Canada), and his two masters' degrees at the Sorbonne University in Paris, France. He has been a full-time professor at the University of Alberta and at IE Business School, and a visiting professor at Purdue, MIT, INCAE, and other schools around the world.

Aleksei A. Gorin is a second-year PhD student at the Faculty of Psychology, National Research University Higher School of Economics. He earned his master's degree in biology from the Department of Higher Nervous Activity of Saint-Petersburg State University, Russia. Currently, he is working as Research Assistant in the Centre for Cognition and Decision Making at the Higher School of Economics. He works as scientific consultant for "mail.ru group" and "Sberbank." His main research interests include decision making, brain mapping, brain-computer interfaces, and neuroeconomics. He is a member of the *Society for Neuroeconomics*.

Sean Guillory is a data scientist (currently at TheIntelligenceCommunity.com) with cognitive neuroscience training (PhD, Dartmouth College). His previous work includes researching the neuroscience of humor and laughter (graduate work), improving brain mapping methods for neurosurgery patients (postdoctoral work), and helping lead a start-up incubator aimed at ideas that would help improve humanity (Fruition Technology Labs). His current interests include analytical methods and their application across different domains (recent work in intelligence analysis, sales enablement, and entrepreneurship).

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

(<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 Welpé 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 Welpé 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.

Angela Passarelli, PhD is Assistant Professor of Management at the College of Charleston and Research Fellow with the Coaching Research Lab at Case Western Reserve University. Her research focuses on how developmental relationships support behavior change, particularly in the context of leader development. She draws on neuroscience and psychophysiology to explore the implicit dynamics of these relationships. Her work has been published in various journals including *Leadership Quarterly*, *Consulting Psychology Journal: Practice and Research*, and *Journal of Experiential Education*. Angela also maintains an executive coaching practice with clients from various sectors including financial services, healthcare, manufacturing, and education.

Victor Pérez-Centeno, PhD, received his master’s degree in International Political Economy and Policy Management from the University of Tsukuba, Japan and his doctorate in Economics and Business Administration from the University of Jyväskylä, Finland. He has worked as Associate Expert to the United Nations Conference on Trade and Development (UNCTAD). Currently he is a brain-driven entrepreneurship scholar at the Graduate School of Business Administration at the University of Kobe. His work applies a neuroscientific perspective to the assessment of the phenomena of entrepreneurship. Particularly, his research focuses on the interlace of emotions and learning on the entrepreneurial mindset and decision making. He is the founder of the World Network of Young Leaders and Entrepreneurs (WNYLE), an organization specialized in non-formal entrepreneurship education and applied research.

Crystal Reeck earned her bachelor's and master's degrees at Stanford University and completed her doctorate in Psychology and Neuroscience at Duke University. She worked as Postdoctoral Research Scholar in Decision Making and Negotiations at Columbia Business School before joining the Fox School of Business at Temple University as Assistant Professor of Marketing. Combining both neuroscience and behavioral approaches, her research examines how emotions influence decision making and how different strategies help people to manage that influence. She has published her research in peer-reviewed journals that span multiple fields, including *Science*, *Journal of Cognitive Neuroscience*, and *Journal of Experimental Social Psychology*. Her work has been featured in media outlets and funded by national granting agencies, including the National Science Foundation.

Leon Schjoedt, PhD (University of Colorado at Boulder), is Professor of Entrepreneurship and Management at Mahasarakham Business School, Mahasarakham University, Thailand. His research focuses on entrepreneurial and entrepreneurs' behavior. He has published more than 40 articles and book chapters. Leon's work has appeared in journals such as *Entrepreneurship Theory and Practice*, *Journal of High Technology Management Research*, *International HR Journal*, *Management Research News*, *Organizational Dynamics*, *Small Business Economics*, and *Journal of International Management Studies* and has been featured in *The Wall Street Journal*. His research has been presented at numerous academic meetings, including the annual meeting for the Academy of Management and Babson College Entrepreneurship Research Conference. Leon serves on the editorial review boards of several journals, including *Entrepreneurship Theory & Practice*, *Journal of Business Venturing*, and *Journal of Small Business Management*, and he serves as Associate Editor of *Small Business Economics: An Entrepreneurship Journal*. ORCID: 000-0002-0721-6344.

Kelly G. Shaver is Professor of Entrepreneurial Studies at the College of Charleston. He is a Fellow of the American Psychological Society, past Chair of the Entrepreneurship Division of the Academy of Management, and a Justin Longenecker Fellow of the United States Association for Small Business and Entrepreneurship. Kelly's previous appointments include the College of William & Mary, the Entrepreneurship and Small Business Research Institute in Stockholm, and the National Science Foundation. He has won a teaching award from the Entrepreneurship Division of the Academy of Management, a Best Paper Award from the National Federation of Independent Businesses, the 2014 Distinguished Research Award from College of Charleston School of Business, and the 2016 Distinguished Research Award from the College of Charleston

(the first business professor to win this award in its 39-year history). His internationally recognized entrepreneurship research has been supported by the Ewing Marion Kauffman Foundation and the National Science Foundation. He has served as Editor of *Entrepreneurship Theory and Practice*, and is currently Associate Editor of the *Journal of Small Business Management*. He is the founder of MindCette, LLC, an entrepreneurship testing and consulting company. ORCID: 0000-0002-0699-374X.

Aparna Sud has experience as an intrapreneur, designing, developing, and launching new products, ventures, and models for companies such as Pfizer and CVS. Aparna was previously a founding member of a higher education consulting firm catering to Latin America with flagship programming focused on innovation and internationalization. She holds a dual degree from MIT in Neuroscience and Management and is pursuing a Master's in Design and Management at Pratt Institute. Aparna is passionate about entrepreneurship and believes an entrepreneurial skillset will become increasingly pivotal for companies to retain and disseminate to their workforce as the economy continues to be redefined by advances in technology and manufacturing. She hopes to spread ways to consciously practice and develop an entrepreneurial skillset on an individual basis by seeking to first uncover the entrepreneurial mindset from a neuroscientific standpoint. Aparna also conducts ideation workshops that combine yoga, lateral thinking, and strategic planning to help others step out of their set pathways and spark their inner creativity in order to develop new business ideas.

Theresa Treffers is Associate Professor in Entrepreneurship at Seeburg Castle University in Seekirchen am Wallersee, Austria, and research fellow at the chair for strategy and organization at TUM school of Management, Germany. Before that, Theresa worked as Assistant Professor in Entrepreneurship in the Innovation, Technology Entrepreneurship, & Marketing Group at Eindhoven University of Technology in the Netherlands. She received her PhD in Management from the Ludwig Maximilian University Munich, Germany. Theresa's research interests lie in the intersection of economic and psychological concepts, with a special focus on entrepreneurship, innovation, and strategy and their implications in management trainings and coaching. In particular, she examines the impact of emotions on economic, entrepreneurial, and strategic decisions, mainly using quantitative-experimental approaches. Her research is published in journals such as *Plos One*, *Journal of Economic Psychology*, *Entrepreneurship Theory & Practice*, and *Economica*. In addition, she is the author of several book chapters and practice-related articles.

M.K. Ward, PhD, is a postdoctoral research fellow in the business school at the University of Western Australia. She earned an MS and PhD in Industrial/Organizational Psychology from North Carolina State University. M.K. has published in the *Annual Review of Organizational Psychology and Organizational Behavior* and other peer-reviewed journals. She is the editor of a column titled “Organizational Neuroscience” in *The Industrial/Organizational Psychologist*. In 2014, she received the Student Research Award from the Association for Psychological Science. Her research program focuses on organizational neuroscience, entrepreneurship, performance, and measurement. In addition to researching entrepreneurship, she has been an entrepreneur and completed an accelerator program through the largest co-working organization in North Carolina. ORCID: 0000-0002-1253-1744.