
Preface

As entrepreneurship researchers, if we ever hope to move beyond treating phenomena such as entrepreneurial cognition, affect, and decision making as little more than a black box in the brain, then we need the right tools. Since this has been the domain of neuroscience for some time, albeit with different foci, those tools already exist. Because of this, fortunately we do not have to reinvent any wheels. Instead our time and effort are best used learning how to take advantage of these existing tools. If entrepreneurship researchers are interested in the scientific method, to answer questions and to add to the body of knowledge in the world, then this is a path that must be followed.

You will find in this book that there are interested neuroentrepreneurship researchers around the globe who agree with us. Researchers in Russia, France, Saudi Arabia, Finland, Spain, Germany, the USA, and New Zealand, among others, are exploring this topic. You will also find neuroscientists here who are fascinated with entrepreneurs and entrepreneurship theory and interested in contributing to this conversation.

However, the primary challenge that neuroentrepreneurship research currently faces is that neuroscience is a strange new world for many of us. At this time there are few entrepreneurship researchers who are experts in both entrepreneurship and neuroscience. This book is a first attempt to truly and formally bring these two disciplines together with practical ways and means to do so. We are so fortunate to have the opportunity to feature research designs across the spectrum. Simply put, this handbook would have not been possible without the incredible support, enthusiasm, and (most importantly) chapter submissions from a broad range of scholars in these fields. Our neuroscientists detail specific designs applicable to studying entrepreneurs, and entrepreneurship scholars design research questions that ultimately require brain-based experiments.

For the vast majority of us exploring questions related to neuro-entrepreneurship, there are significant gaps in our knowledge and understanding. It is our hope that this handbook can fill in some of those gaps. Use this handbook to inform your own research designs in this field. We hope this handbook is a significant initial tool for you as you make your own valuable contributions to the field of neuroentrepreneurship. We are optimistic that this important field of research will gain the momentum

it needs to truly create a useful body of knowledge and insight into the mind and brain of the entrepreneur. Regardless of your background, if you are interested in neuroentrepreneurship, this book has something for you.