Contributors

David B. Audretsch, PhD, is Director of the Max Planck Institute of Economics in Jena, Germany; Honorary Professor at the Friedrich Schiller University of Jena; Research Professor at Durham University; Distinguished Professor and the Ameritech Chair of Economic Development; Director of the Institute for Development Strategies at Indiana University; External Director of Research at the Kiel Institute for the World Economics; and Research Fellow of the Centre for Economic Policy Research (London). Audretsch’s research has focused on the links between entrepreneurship, government policy, innovation, economic development and global competitiveness. His research has been published in over 100 scholarly articles in the leading academic journals. His books include Entrepreneurship and Economic Growth (2006) and The Entrepreneurial Society (2007). He is co-founder and co-editor of Small Business Economics: An Entrepreneurship Journal. He was awarded the 2001 Global Award for Entrepreneurship Research by the Swedish Foundation for Small Business Research. He received an honorary doctorate degree from the University of Augsburg. He is a member of the Advisory Board to a number of international research and policy institutes, including the Zentrum fuer Europaeisch Wirtschaftsforschung (ZEW, Centre for Economic Research), Mannheim, the Deutsches Institut fuer Wirtschaftsforschung (German Institute for Economic Analysis), the Basque Institute for Competitiveness, the Deutsche Telekom Foundation, and the Swedish Foundation for Research on Entrepreneurship and Small Business.

Norman A. Baglini, PhD, CPCU, CLU, AU, ARe, is Professor of Risk Management, Insurance and Business Ethics at Temple University in Philadelphia. He is also President Emeritus and Life Trustee of the American Institute for Chartered Property Casualty Underwriters, the Insurance Institute of America and the Insurance Institute for Applied Ethics, where he served as chief executive officer. He currently chairs the Ethics Policy Committee of the Board. Upon his retirement, the Board of Trustees established an ethics endowment in his name to support the projects of the Insurance Institute for Applied Ethics. He is the author of Risk Management in International Corporations and Global Risk...
Contributors

Management (1976) and co-author of two books: Principles of Property and Liability Underwriting and Insurance Company Operations (1976) as well as numerous articles and professional papers in risk management, professional education and business ethics. He is a member of the Scientific Committee of the Geneva Association and an associate editor of the Geneva Papers on Risk and Insurance Issues and Practice, the John Liner Review and Insurance Research and Practice, the journal of the Chartered Insurance Institute of Great Britain. He also taught at the Wharton School, University of Pennsylvania. Norm earned BS and MBA degrees from the University of Rhode Island and MA and PhD degrees in economics from Temple University.

Frédéric Basso has received his MSc in economics and management. Currently a doctoral candidate in consumer research at the University of Rennes 1, he is the Laureate of the 2006 National ‘Agrégation d’économie’ award. He is teaching graduate courses in law, economics and management at the Rennes 1 Graduate School in Business Administration and at the Ecole Normale Supérieure de Cachan. Basso’s research focuses on emotions in organizational theory, aesthetics and risk perception in consumer behavior and metaphors in social neuroscience.

Constant D. Beugré, PhD, received his doctorate at Rensselaer Polytechnic Institute and is Professor of Management at Delaware State University, College of Business. He teaches courses in organizational behavior and strategic management at the undergraduate level and organizational leadership at the graduate level. Dr Beugré also served as the Chair of the Department of Business Administration. Prior to joining Delaware State University, Dr Beugré was an assistant professor of management and information systems at Kent State University, Tuscarawas Campus, and visiting fellow at Harvard University. His research interests include organizational justice, offshoring and neuroeconomics. Dr Beugré has published three books and more than 30 refereed academic journal articles, such as Decision Sciences, the International Journal of Human Resource Management, International Journal of Manpower, Journal of Applied Behavioral Science, Journal of Applied Social Psychology and Research in the Sociology of Organizations.

Eden S. Blair, PhD, is Assistant Professor of Entrepreneurship at Bradley University in Peoria, Illinois. She received her doctorate from the University of Wisconsin, Madison, in organizational behavior with a concentration in entrepreneurship. Her work examines entrepreneurial cognition, particularly unconscious behaviors and unconscious priming.
She has published in the *Journal of Applied Psychology* and *Frontiers of Entrepreneurship Research*. Her teaching interests include social entrepreneurship and creativity and innovation.

**Mellani Day**, PhD, is Dean of the Business and Technology Division College of 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 CFO of a small high-tech entrepreneurial company in Colorado, and an import business in Germany. Day earned her doctorate in business administration from Nova Southeastern University and a Master’s degree in systems management from the University of Southern California. Day’s research interests include entrepreneurship (social/sustainable, neuroentrepreneurship, environments that foster it), spirituality and religion in management and adult education (transformational learning and entrepreneurship).

**Kristina M. Durante**, PhD, received her MA in social sciences from the University of Chicago and her PhD in evolutionary social psychology from the University of Texas at Austin. Her research investigates strategic shifts in female social behavior. Durante’s work on ovulatory shifts in women’s choice of dress and the influence of women’s fertility on mate choice has been published in *Personality and Social Psychology Bulletin* and the Royal Society journal, *Biology Letters*. Her research on the hormonal correlates of female mating behavior has received worldwide media attention. She is currently a post-doctoral research associate investigating the role of intrasexual competition on consumer behavior and risky decision making.

**Donald E. Gibson**, PhD, is Professor of Management and Chair of the Management Department at the Charles F. Dolan School of Business, Fairfield University in Fairfield, Connecticut. Professor Gibson’s research examines the attributes and impact of organizational role models, the management of individual emotional experience and expression in organizations, anger in the workplace and conflict management. He has published in *Organization Science, Journal of Management, Journal of Vocational Behavior, Academy of Management Perspectives, Journal of Business Ethics, International Journal of Conflict Management* and *Journal of Applied Social Psychology*, as well as a book for practicing managers, *Managing Anger in the Workplace*. He received his MBA and PhD from the University of California at Los Angeles, and was a professor for six
years at the Yale University School of Management. He also has served as Executive Director and Program Chair of the International Association for Conflict Management, a professional organization whose mission is to understand and improve conflict management in family, organizational, societal and international settings.

Laurent Guillou has received his MSc in economics. He is currently a doctoral candidate in economics at the University of Paris X where he is also a research assistant for the ‘Law and Economics’ program. Guillou is teaching economics and sociology at the University of Paris I and at the Champagne School of Management in Troyes. His research interests focus on the links between law, economics and entrepreneurship.

Michael P. Haselhuhn, PhD, received his doctorate from the University of California, Berkeley, and is currently a post-doctoral fellow at the Wharton School at the University of Pennsylvania. Haselhuhn’s research focuses on the motivational and emotional facets of human interaction, particularly as they relate to bargaining and negotiation. His work has been published in *Cognitive Brain Research and Journal of Personality and Social Psychology*.

Jane E. Joseph, PhD, received her doctorate in cognitive psychology from the University of Virginia and completed post-doctoral work at Georgetown University. She is presently an Associate Professor in the Department of Anatomy and Neurobiology at the University of Kentucky Chandler Medical Center. Her laboratory focuses on the neural basis of cognition and motivation and how these brain systems undergo developmental change. Ongoing projects include understanding the neural basis of cognitive, emotional and motivated behavior in individuals at risk for drug abuse (funded by the National Institute on Drug Abuse), the neural basis and developmental trajectory of object and face recognition in typical and atypical development (funded by Autism Speaks and the National Institute on Child Health and Human Development), and neurobiological and functional neuroanatomical sex differences in cognition (funded by the National Center for Research Resources). Dr Joseph serves on the editorial board for the *Journal of Neuroscience Methods*.

Laura J. Kray, PhD, is the Harold Furst Associate Professor of Management Philosophy and Values and the Chair of the Organizational Behavior and Industrial Relations Group at the Walter A. Haas School of Business, University of California at Berkeley. Professor Kray earned her doctorate in social psychology and she applies this lens to her work on
negotiations, women’s unique leadership challenges, counterfactual thinking, and individual and team-level performance.

Xun Liu, PhD, is Assistant Professor in the Department of Psychiatry at Mount Sinai School of Medicine. He received his Bachelor and Master’s degrees from Peking University, China and his PhD from the University of California, Los Angeles. His primary research interests are in behavioral and neural mechanisms of cognitive and affective controls and their interaction in human decision making. His publications have focused on attentional control and reward-related processes, and appeared in *NeuroImage*, *Cerebral Cortex*, *Journal of Cognitive Neuroscience*, *Cognitive, Affective, and Behavioral Neuroscience* and the *Journal of Neuroscience*.

Connson C. Locke, PhD, is a lecturer (Assistant Professor) in the Department of Management at the London School of Economics. She participated in the research for this volume while obtaining her PhD in organizational behavior from the Haas School of Business at the University of California, Berkeley. Before entering academia, she worked for 16 years as an educator, manager and consultant in the USA and Asia. Her current research explores power, voice and leadership.

John F. McCarthy, PhD, is Associate Professor of Psychology and Chair of the Psychology Department in the College of Arts and Sciences at Fairfield University in Fairfield, Connecticut. Trained as a clinical psychologist, Professor McCarthy’s research in the last ten years has focused on the relationship between syntax and cognition. Studies of behavioral and neurophysiological differences between native German and native English speaking people have been the research area. In this period he has been a regular presenter at the International Academy of Linguistic Behavioral and Social Sciences, the Association for Psychological Science and the International Association for Conflict Management. He received his BS at Boston College and his MA and PhD from the Catholic University of America.

Theresa Michl is a doctoral student of economics at the Munich School of Management of the Ludwig-Maximilians-University, Munich, Germany. At present Michl is Assistant Professor for telecommunications and innovation management at the Department for Information, Organization and Management of the Ludwig-Maximilians-University and for statistics, methodology and organization theory at the University of Applied Management, Erding, Germany. She is working on theoretical and empirical research projects in economics and psychology, such as
entrepreneurship, innovation management, cognitive emotion theories, management training and coaching.

**Amos Nadler** is an economics doctoral student specializing in neuroeconomics at Claremont Graduate University. His undergraduate degree is in economics from the University of Oregon. His interests include neuroeconomics research and strategic institutional design. Nadler has extensive professional experience in consulting, branding, strategy and positioning in the healthcare industry. He is the principal of Advanced Marketing—Organizational Strategies, LLC, a company specializing in business-to-business marketing for the healthcare profession.

**Katherine A. Nelson** is on the faculty of the Fox School of Business and Management, Temple University, teaching business ethics and introduction to management. She also teaches ethics to executive MBAs at the University of Delaware and to executives at Wharton Executive Education at the University of Pennsylvania. She was a senior fellow in ethics at the Wharton School for several years. She was vice president and head of worldwide HR communication at Citicorp in New York and has held similar positions at Merrill Lynch and at Honeywell. The Work Ethic and similar games that she developed have been used in numerous business schools including Harvard, Wharton, Columbia, Oxford and INSEAD; and by numerous organizations including NASA, General Electric and J.P. Morgan. Nelson received her BA from the College of Mount St Vincent in New York City and will receive her MS in human resources management from Temple University.

**Olivier Oullier**, PhD, received his doctorate from the University of the Mediterranean. He has worked at the Center for Complex Systems and Brain Sciences. He is currently Associate Professor of Neuroscience at Aix-Marseille University, and serves as a research associate at the Center for Complex Systems and Brain Sciences and the Groupement de Recherche en Economie Quantitative d’Aix-Marseille. Oullier teaches neuroeconomics, neuroethics, neurophysiology, endocrinology and coordination dynamics. In 2005 he founded the first graduate courses in neuroeconomics and neuroethics in France and is now teaching these topics in various business schools and universities, including the Ecole Normale Supérieure. His main research areas are social neuroscience, the role of bodily information on decision making and neuroeconomics. Dr Oullier is frequently consulted as an advisor on neuroeconomics and neuroethics by various national and international institutions including the French and European Parliaments and various ethics committees. In 2009 he was
appointed to be a scientific advisor at the French Prime Minister’s Center for Strategic Analysis where he heads the ‘Neuroscience and public policy’ program.

**Helen Pushkarskaya**, PhD, is Assistant Professor in the Department of Agricultural Economics at the University of Kentucky. She received her PhD at the Ohio State University, where she also did post-doctoral work at the Department of Psychology. In her research she utilizes multidisciplinary approaches, and works on the intersection of economics, psychology, sociology and neuroscience. Her primary research interests are in judgment and decision making under uncertainty, individual differences in perceptions of and attitudes toward different types of uncertainty, strategic interaction under different types of uncertainty and intertemporal choice. She publishes in various economics and agricultural economics journals.

**Gad Saad**, PhD, is Associate Professor of Marketing at the John Molson School of Business. He holds the Concordia University Research Chair in Evolutionary Behavioral Sciences and Darwinian Consumption. He is the author of *The Evolutionary Bases of Consumption* (2007), the first academic book to demonstrate the Darwinian roots of a wide range of consumption phenomena. He has published over 45 scientific articles in a broad range of disciplines, including marketing, psychology, medicine, economics and bibliometrics. He is currently editing a book on the applications of evolutionary psychology in the business sciences (2010). He is serving as a guest editor of a special issue on the futures of evolutionary psychology to be published in *Futures*. Dr Saad obtained his BSc in mathematics and computer Science and MBA, both from McGill University, and an MS in Management and PhD degrees in marketing (dissertation area psychology of decision making; minors in statistics and cognitive studies), both from Cornell University.

published chapters in such volumes as *Research in International Business and International Relations, Japanese Direct Investment in the United States: Trends, Developments and Issues* (1993) and *International Financial Market Integration* (1993). As a co-author, he received the Transportation Research Forum Outstanding Research Paper Award in 1998 and the Aviation Research Paper Award in 1999. Scheraga received his PhD in economics from the University of Connecticut, an MA in economics, and a BSc in mathematics and engineering from Brown University.

**Robert Smith**, PhD, earned his MA from Aberdeen University and his PhD in relation to the social construction of entrepreneurship from the Robert Gordon University, Aberdeen. He is currently employed as a lecturer in police leadership and management at Aberdeen Business School. Smith, who was born and raised in Aberdeenshire, was formerly a police officer before entering into academia. His research interests are eclectic and include social constructionism, semiotics, criminology, policing studies, criminal entrepreneurship, illegal rural enterprise and rural entrepreneurship as well as family business. His numerous and varied publications are testament to this eclectic streak. He is particularly interested in the effect of learning difficulties on entrepreneurial and criminal proclivity and his interest in neurological aspects stems from this facet of his work.

**Michael Smithson**, PhD, is Professor in the Department of Psychology at the Australian National University in Canberra, and received his doctorate from the University of Oregon. He is the author of *Confidence Intervals* (2003), *Statistics With Confidence* (2000), *Ignorance and Uncertainty* (1989) and *Fuzzy Set Analysis for the Behavioral and Social Sciences* (1987); co-author of *Fuzzy Set Theory: Applications in the Social Sciences* (2006); co-editor of *Uncertainty and Risk: Multidisciplinary Perspectives* (2008) and *Resolving Social Dilemmas: Dynamic, Structural, and Intergroup Aspects* (1999). His other publications include more than 100 refereed journal articles and book chapters. His primary research interests are in judgment and decision making under uncertainty, social dilemmas, applications of fuzzy set theory to the social sciences and statistical methods for the social sciences.

**Angela A. Stanton**, PhD, is a neuroeconomist, who is currently a visiting scholar at the Center for Neuroeconomics Studies in Claremont, California, and external research fellow at the Max Planck Institute of Economics in Jena, Germany. She received her BSc in mathematics from UCLA, MBA from UC Riverside, MS in management science of engineering from Stanford University, and PhD in economics from Claremont
Graduate University. Dr Stanton focuses on the interplay between hor-
mones, environmental stimuli and economic decision making. In par-
ticular, her dissertation research showed that elevated oxytocin levels
make people more generous (‘Oxytocin increases generosity in humans’
Currently she experiments in search of understanding the different brain
mechanisms used for solving risky and ambiguous choices using both
fMRI and hormonal analysis. Prior to receiving her PhD, Dr Stanton
spent many years in the corporate world, with various working experience,
including managerial and executive roles. She has taught at the Argyros
School of Business and Economics at Chapman University and at the
International Finance Diploma Program at UC Berkeley Extension.

Stefan Taing is a doctoral candidate of business administration at the
Munich School of Management of the Ludwig-Maximilians-University in
Munich, Germany. He earned a Bachelor’s degree in management infor-
mation systems, a Bachelor’s degree in Chinese studies from University
of Vienna and a Master’s degree in industrial engineering from Vienna
University of Technology. Taing has worked as a strategy consultant
in Berlin, Paris and Zurich for a leading international consultancy. His
current research focuses on technology innovation and organizational
management of virtual teams.

Donald T. Wargo, PhD, has been Assistant Professor of Economics at
Temple University in Philadelphia for the past five years. He teaches
economics and business ethics to undergraduate and graduate students.
For 30 years prior to that he held executive positions in a number of large
real estate companies in the Philadelphia area, including vice president of
finance and president. Thus, he brings an entire career of experience and
expertise to his academic work. Dr Wargo holds a BA in philosophy from
St Charles Seminary in Philadelphia, an MA in philosophy from Villanova
University, and an MA and PhD in economics from Temple University.
His current research and published work is in the areas of business ethics
and neuroeconomics. In addition to his academic work, Dr Wargo is
active in many charitable organizations, including personal advisor to the
Conference Bishops and to the President of the United Church of Christ.

Isabell M. Welpe, PhD, received her MSc in management science and her
doctorate in high technology entrepreneurship at the Ludwig-Maximilians-
University in Munich, Germany. She also studied at the Massachusetts
Institute of Technology, Boston and at the European Institute of the
London School of Economics. She has worked as advisor to the European
Union EU delegation on Economic and Social Development – Trade and Development at the United Nations in New York and as consultant with biotechnology start-ups. She was visiting professor at the Keck Graduate Institute, post-doctoral fellow at the Carlson School of Business at the University of Minnesota and senior research fellow at the Max Planck Institute for Economics. Currently she is Chair for Strategy and Organization at the Technical University of Munich, Germany.

Paul J. Zak, PhD, is the founding Director of the Center for Neuroeconomics Studies and Professor of Economics, Psychology and Business at Claremont Graduate University. Zak also serves as Professor of Neurology at Loma Linda University Medical Center, and is a senior researcher at UCLA. He has degrees in mathematics and economics from San Diego State University, a PhD in economics from the University of Pennsylvania and post-doctoral training in neuroimaging from Harvard. Professor Zak is credited with the first published use of the term ‘neuroeconomics’ and has been a vanguard in this new discipline. He organized and administers the first doctoral program in neuroeconomics in the world at Claremont Graduate University. He is a recognized expert in oxytocin. His laboratory discovered in 2004 that oxytocin allows us to determine who to trust. This knowledge is being used to understand the basis for modern civilizations and modern economies, improve negotiations, and treat patients with neurologic and psychiatric disorders.