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EXPERIMENT IN NEUROENTREPRENEURIAL 'PREFERENCE'

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Abstract

Since ascent of biology in exploratory review research on humanoid preference making, behavioural economics has engaged strides in direction of snowballing psychosomatic practicality of prototypes and causal suppositions. This tactic has been efficacious at spawning innovative exploration schemata in neuroentrepreneurial preference dynamics (including Neuropsychoeconomics and Psychoeconomics). Artificial intelligence, deep learning, machine learning and expert schemes are dynamic paths in understanding, expounding and developing cognitive preference of top organisational administration. Operative action, notwithstanding of cost-effective milieu in which it is sited, virtually becomes a pivotal functionality with methodical underpinning and consequent methodological operation. Neural activity establishes characteristics of chaotic comportment. Cognitive preference indication depend on (neuro) psychology, neuro (biology), pathology plus (neuro) psychoeconomics and it encompasses factors that project a principal character in course of crafting cognitive preferences on a neural plane. This is notwithstanding of the point if they are made determinedly or indeterminably. From emotional point of view cognitive preference indication is a scheme where cognitive, reasoning, emotional and motivational characteristics play a vivacious part. Is there a problem with cognitive preference indication? Impression that cognitive preferences are taken through rational or logical thought process have been exposed to questioning by experiments that analyse estimation during cognitive preference indication. Reference is drawn to cognitive microfoundation 'representatives that impact cognitive preferences based on multiple signals that support or negate findings of how cognitive configurations influence cognitive preference indication. Third, 'representative' decides in presence of potentially competitive makers. Such propositions are now scanned under lens of cellular and cognitive prisms in the arena of neurobiology of cognitive preference-indication. Issues like how cognitive preferential biological substrates underlying cognition processes transgress in brain pathways, how brain considers sources of neuro and what intrinsic biological substrates underlying cognition processes embody conflicting values have been explored to design 'rational' cognitive preferences.

There are few longitudinal studies, ambulatory / diary studies and dearth of exploratory review research undertaking neuroscientific investigation of above phenomenon. Review paper is focused on major planning problems and entrepreneurs (practitioners) who make bulk of preferences. It examines practitioners' challenges which include under - defined projects where the scope, dimensions and predictability of biological substrates underlying cognition processes cannot be reasonably expected.

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This biology centered diary study review paper attempts at addressing molecular exploratory review researches to explore neuro - driven individual cognitive preference indication. Based on literature review, a conceptual framework of field exploratory review research would be designed. Partial mixed methods (MM) exploratory review research would be carried out in three stages: a) development of primary qualitative data collection instrument; b) qualitative and quantitative analysis; and c) substantiation of analysis by experiment(s). Objective is to monitor diary study philosophy of biology in behavioural models. Questions to be explored are; what are the core cognitive apparatuses of individual cognitive preferences and efficacy, how cognitive predispositions mark individuals' cognitive preferences do and what standpoints on individual intent cognitive preference prototypes are. Methodology includes interdisciplinary thinking modeling attempt with an empirical part. For clinical tests, single - subject would be chosen. Purpose is to reject traditional assumptions and evaluate those cognitive factors and especially eye movements have stimulus on actor's choice. Focus is to replicate diary study philosophy of biology in exploratory review research. Discriminating between different candidate theories (model selection), review paper attempts to discourse new findings to understand neuro - cognitive design and offers to answer issues in neuro - driven cognitive preference indication dynamics (unifying principles underlying behavioural phenomena for possible future pathways towards organizational neuroscience in cognitive preference exploratory review research).

Key Words: ***Neuro (Entrepreneurship), Neuro (Biology), Neuro (Psychoeconomics), Cognitive 'Representative' and Eye Movements***.

Introduction

Organisations are experiencing rough times and some do not conduct 'as usual' business. All assume that they are the 'best' judgment makers. Whatever judgment one takes is assumed to be a judgment taken by all means based on 'cogent' and 'rational' technique. Judgment making is a daily activity for any humanoid being. Judgment making is a vivacious fragment of commercial domain and any other field of humanoid striving. Which way a commercial venture (Business 4.0) will yield and where that path will prime it, is contingent on comprehensive assortment of judgements made by entrepreneurs in entrepreneurial edifice. There is no exemption about that. When it comes to sustainable business organisations, judgment making is a practice and process, as well. Entrepreneurs today are witness to 'accelerated rate of change' in 4.0 arenas. Effective and accurate judgments bring profit and non-accurate ones embrace losses. Therefore, in all organisations judgment making process is a critical process. Under this process, organisations choose optimum course of action from best available possible alternatives.

Judgment making is as old as evolution. Judgment making has been baptised an intense hybrid - scholarship of neuroscience, data science, cognitive science and entrepreneurial management. Major competition for comparative advantage (edge) as regards cost and quality has beset production management. Data leads to knowledge. Knowledge is power. Power dictates calibrations in competitive advantage and competitive edge. Both form pillars of 'Intellectual Property'. (Cardinal) judgments are part and parcel of each living being. On a philosophical annotation, what are minds and 'cranial box' for? Complex of all organs in a living being, 'cranial box' has been putative as 'power house' of the body in faunal kingdom. How is it that much of (cardinal) judgmental activities are through dynamics of 'cranial

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box' only? This is a question that has been perplexing exploratory review researchers, scientists and philosophers. This debate, notwithstanding (neuro) scientific advances offers alleyways for examining how 'cranial box' creates phenomenal, unique and contemplative (cardinal) judgments from complexly interlinked networks. There is an undebatable need to reconnoiter as to how 'cranial box' absorbs, recognises and frames problematic situations from information to stimulate apposite responses. In such a setting (sustainable business setting), there is imperative need to register sustainable business endure - ability during sustainable business 4.0. This is because arrangement of cardinal revolution in business arcades ('alteration') rationally characterise sustainable business revolution in distinct frameworks.

Entrepreneurial Setting

The dawn of substantial progresses in neuroscience has shaped the dimensions to scrutinize anthropological brain at an insightful plane. Yet, abstract and applied worth of prevailing indication grounded on neuroscience procedures and approaches in the interior field of entrepreneurship rests uncharted. Management is considered to harbour three dimensions; 'Methodological', 'Conceptual' and 'Humanoid'. (Cardinal) judgment is observed to be some form of a tenacity to conduct in a particular mode. Naivest reason offered for is that it involves some sort of a choice or predilection / preference and is an obligation to that choice or predilection / preference. There is a need to understand, predict and control judgment dynamics in entrepreneurial behaviour. Whereas judgement model concentrates on how to makes choices amongst substitutions, it recompenses little or no attention to how one classifies obtainable substitutions or how goal often stimuluses what those accessible substitutions will be. It is a truism that currently 'data-driven' judgment making landscape is encouraging organisations to adopt a metamorphosis from contemporary to revolutionary routes thereby compelling sustainable businesses to alter core practicalities of (cardinal) judgment making. To reconnoiter such newfangled prospects in entrepreneurial data science, sustainable business dynamics in its universal arrangement have escorted changes in judiciously controlled laboratory settings.

Aim

Aim of review paper is to addressing contributions of how neuro exploratory review research could be used to explore (cardinal) entrepreneurial judgment making. Attempt has been to include facets of biological basis of preferences via. neuromanagement and neuro - apparatuses.

Reviews

Reviews of literature and models lead to the observation that earlier studies have explored connection between wide-ranging reasoning capabilities and (cardinal) judgment making. Few have categorized precise cognitive abilities underlying judgment making ability. Interpreting 'cranial box' - setting communications requires mechanical considerations of biological processes that implement value-dependent project (cardinal) judgment making. There appears to be a crucial dissimilarity between 'thinking about thinking' and actually enhancing 'cranial box' and mental processes by developing latent potential of each individual. Reviews indicate that there are four distinct 'Pillars' around which the entire perimeter of (cardinal) judgment making appears to have a protoplasmic concentration. These are; 'deciding to decide', 'deciding to choose, 'choosing to 'decide' and 'choosing to choose'. Theoretical explanations hypothesize that 'cranial box' undertakes this through sequence of neural computations. In such a situation, expected future reward options are compared and the option with highest expected value

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is designated. If 'cranial box' is compared to a computing device, a crucial aspect is crucially missing. Humanoid beings delineate goals for information processing. Goals for 'cranial box' are determined by need for survival in uncertain and competitive settings (VUCA). Principal issues dealt are how to handle 'cranial box' behind sustainable businesses in 'sustainable business (Business) 4.0' 'Age of Dramatic Change and Growing Uncertainty'? What then are the comprehensible 'cranial box' dynamics underlying prediction, control and judgment making?

'Judgment making is an abstract term referring to the process of selecting a specific option among a set of alternatives expected to create various outcomes. Accordingly, they can be used to describe a very wider range of behaviours, ranging from various unicellular organisms to complex political behaviours in humanoid society. Until recently, two different approaches have subject the studies of judgment making. On believe that, a normative or prescriptive approach focus the question of what is the best or optimal choice for a given type of judgment-making problem. For example, the principle of utility maximization in economics and the concept of equilibrium in the game theory describe how self-interested rational representatives should behave individually or in a group, respectively. A significant lesson from neurobiological exploratory review research on judgment making is that actions are chosen through coordination among multiple 'cranial box' systems, each implementing a distinct set of computational algorithms' (Dayan et al., 2006).

'*Technology has had a spectacular impact on the practice of humanoid resources in various fields, and its impact is extremely fast increasing. In-spite of that small exploratory review research has done on how to apply information systems and humanoid-computer interaction principles to designing humanoid resource information systems. In this review paper, authors focus more closely on the role that the interface between the computer and humanoid play in the success of electronic humanoid resource management. Specifically, we a) briefly review the individual requirements of several eHRM functions (e.g., e-recruiting, e-selection, e-learning, e-compensation/ benefits), b) consider how an understanding of humanoid computer interaction can facilitate the success of these systems, c) reviews exploratory review research on methodological issues associated with eHRM, and d) highlight how applying HCI principles can increase their effectiveness. As per the study success of eHRM depends heavily on the interface between the computer and the user (e.g., applicant, employee and entrepreneur). The design of the interfaces that support HR practices and help overcome the challenges of competing tasks and interacting with others online should lead to more successful eHRM outcomes. Scholars from the fields of information systems and humanoid resources have come together with the goal of investigating how one can apply IS and HCI theories to the HR context to develop more robust and effective HRIS' (Richard D. Johnson****)***

Steps

Entrepreneurs can foresee future, identify steps, calibrate and calculate magnitudes, consequences and adopt 'motion - oriented' measures. Following are steps of judgment making process. Each may be supported by different apparatuses and techniques.

- Phase 1: Identification of purpose of judgment
- Phase 2: Information gathering
- Phase 3: Principles for judging the alternatives
- Phase 4: 'Brainstorm and analyse different choices

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- Phase 5: Select best alternative
- Phase 6: Execute judgment
- Phase 7: Evaluate results

Neuro Perspectives

A brain-driven tactic to entrepreneurship necessitates investigation of cognitive/affective / motivational / genetic progressions that can be represented in entrepreneurs at neural and developmental level. 'Cranial box' is not augmented for signing judgments. 'Cranial box' is constantly subjected to tastes, beliefs, choices, preferences and cognitive palates of any individual. 'Cranial box' do not aid in judgment making based on characteristic significance but what they propose beyond other probable schemes. While making or contemplating judgments, one generally swings back and forth amongst alternatives, towards gathering support for each alternative in a manner that purportedly seems to be driven by attention. How to optimise judgment making? This is a clear case of 'attentional drift diffusion'. Catecholaminergic neuro - cadence (collection of neurons in central nervous system) is critical for numerous aspects of behaviour Size of 'cranial box' is dictated by the cerebral cortex, Special reference is towards the set of frontal lobes that are associated with executive functions i.e. (cardinal) entrepreneurial judgment making. The arena of cerebral cortex is functionally oriented towards (entrepreneurial) vision. Imaging studies offer the hypothesis that differences in neuro and (cardinal) entrepreneurial judgment making behaviour (might) relate to differences in cerebral cortex connectivity. Perceptive the coverage to which two 'cranial box' can differ is crucial in basic neuroscience exploratory review research. Coupled up with the above, it has been clinically evinced that dopamine, a functional and an operative neurotransmitter, renders an important role in encrypting entrepreneurial preferences. Neuromanagement, as a crossbreed discipline of behavioural economics and neural activity, pursues to explicate judgment making, ability to route alternatives and indicate optimal course of action. It explores how (cardinal) judgment making entrepreneurial behaviour contour understanding of 'cranial box' and chaperon comprehensible 'cranial box' geometry in the track of (cardinal) judgment making? These attempts to reconnoiter the above dynamics to put forward a model for neuro management judgment, in which interface are addressed through calibrations of neuronal motion in 'cranial box'. Attempt provisions abstract geometry, to enrich and inform, for steering neuro (entrepreneurial) cardinal exploratory review research at juncture of neuro (entrepreneurial) science and offers raises vital issues towards search for a solution through measurements of neuronal motion in 'cranial box' at management levels of analysis.

Judgment making, is based on sensory information and value. Cellular and molecular genetics of any organisation dictate and decide the structure and function of organisational functional and operational 'gene(s)'. Stochasticity (pigeonholed by haphazard, fortuitous or likelihood) saturates judgment making at cellular level. During organisational operational cell variation procedure, operational 'gene(s)' of the organisation 'gene(s)' get turned on or downcast, contingent on what type of operational 'gene(s)' the precursor organisational gene is attempting to assume entrepreneurial 'cranial box' cells receive stochastic signs, execute spatiotemporal vacillation with stochastic mechanisms and breed and decease in organisational settings. Predominant philosophy in neuroscience embraces that individuals brand judgments based on assimilated universal designs that ensue inside frontal cortex of 'cranial box'. Cardinalisation is presently a key carter for alteration in sustainable business and organisations. Digitisation aids in process enhancement, optimisation and graduated calibration Entrepreneurs make judgments in a context of limited rationality. This is subject to biases and noises. These lead him to behave in a sub - optimal manner that is a deviation from what is prescribed by neoclassical

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entrepreneurial economics. Behavioural Economics has been exhibiting this phenomenon for decades which was not recognised then. Contemporary day sustainable business of (cardinal) entrepreneurial judgment making has become progressively multifaceted and fiercely competitive. This is primarily because of 'seen' and 'unforeseen' forces of globalisation that still revolves around pillars of 'competitive edge' and 'competitive advantage'. Each and every organisation today is confronted with multi - dimensional trials bordering from in what way to engross multiple cohorts to allocating impression of cardinal revolution. So how do entrepreneurs manage this intricacy and convolution?

A judgment depends on how uncertain the judgment makers are. Judgment making stratagems are contingent on the degree, span, depth and intensity of 'uncertainty' element in the package of data being presented. Some significant facets of (cardinal) entrepreneurial judgment making integrates dynamics of judgment under umbrella of near - possibility, likelihood, likeliness, prospect, anticipation, fortuitous, odds, opportunity, risk, forfeiture or repugnance and inter - temporal choice, corroboration learning and organisational conformity. This may and perhaps does include quintessence of hyperactive scanning and cross neuro - feedback. Setting of cognitive processes engaged in obtaining and dispensation of information in judgment making represents a range of neuro - scientific knowledge in entrepreneurial and neuro - business design; via fMRI (measurements of cerebral activity by spotting fluctuations concomitant with blood flow), EEG (trajectories and records of 'cranial box' movement patterns) and eye 'tracing' (computing point of gaze where one is looking or motion of eye relative to head). In this context, enquiries that need to be answered include:

- Why (cardinal) judgment dynamics making process differs?
- What is the neuro scientific analysis behind it?
- What makes organisations to choose a particular response not others?
- How to choose in tough situations where stakes are high?
- How to choose when there are multiple conflicting objectives?
- How to deal with risks and uncertainties in (cardinal) judgment dynamics?
- How to create options better than ones originally?
- How to become better (cardinal) judgment dynamics makers?
- What resources to be invested in (cardinal) judgment dynamics - making?

Cardinalisation of Neuro - Prototype

Entrepreneurs make (entrepreneurial) cardinal entrepreneurial judgments in complex situations. Neuroentrepreneurial judgment making needs a judgment maker (Entrepreneur) responsible for entrepreneurial judgment making. This maker has alternatives and must choose 'best alternative' (or 'optimised' combination). When made, events may have occurred (maker has no control). Each (combination) of alternatives, followed by an event, leads to some quantifiable significance. Cognitive neuroscience exploratory review research suggests that diverse preference orderings and judgments possibly will surface depending on which 'cranial box' circuits are activated. This perchance contradicts micro - entrepreneurial postulate that one complete preference ordering provides sufficient information to predict judgment and behaviour.

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Specific 'cranial box' structure potentiates neuroentrepreneurial (cardinal) judgment making depending on stratagem, behaviours and agenda. Consequently, neuroentrepreneurial (cardinal) judgment making is reasoning or emotional process which cans either be rational or irrational. This is based on explicit / tacit assumptions. Such a situation leads to formulation of a 'neuro - neuroentrepreneurial (cardinal) judgment making setting. Explorations juxtapose link between 'cranial box' and behaviour to project neuronal activities, networks between neurons, plasticity of 'cranial box' and relationship between 'cranial box' and behaviour. These inherit methods as how 'cranial box' scrambles, processes information, stores representation in mind to craft actions in reaction to stimuli. Pathway embraces sensation and perception, interface linking data in dissimilar modalities, matrix of memory and dispensation of data. Deduction is grounded on postulation that cognitive functions is based on neural activities in 'cranial box'.

What does Business 4.0 bring to (cardinal) neurojudgment making process? Presumably, Business 4.0 brings to (cardinal) neurojudgment making process a set of refined and testable data 'pillar' diagonally across functionalities and operable domains. How is (cardinal) data cast in organisational development interstellar arena and business intergalactic continuum? What (cardinal) judgments are made in development interstellar arena vs business intergalactic continuum? Are development interstellar arena and business intergalactic continuum (cardinal) data -concentrated? Are (cardinal) organisational development interstellar arena and business intergalactic continuum data models analogous or diverse? How much (cardinal) development interstellar arena and business intergalactic continuum data cascaded is used in judgment - making? How do development interstellar arena and business intergalactic continuum data and conviction notify judgment making process? Consistency properties are internal to neuroentrepreneurial (cardinal) judgment function that describes behaviour. Samuelson's revealed preference formulation is methodically more suitable (since) if individual's behaviour is consistent, then it is possible to explain behaviour with reference to judgment behaviour. Sen (2002) identifies 'internal consistency' approach and 'self-interest pursuit' approach, respectively. Internal consistency model explains behaviour by finding regularities in experiential behaviour that enable to assess consistency without reference to anything other than (or external to) observed (cardinal) entrepreneurial behaviour. Added approach is 'self-interest pursuit' approach. It is assumed that self-interest, represented by complete preference ordering, dominates all motivations in coherent matrix. 'Rational' (cardinal) behaviour comprises of pursuit of self-interest. This provides basis for application of utility theory in coherent analysis which represents chooser's preferences and explains how preferences determine neuroentrepreneurial (cardinal) judgments. Internal consistency is neither sufficient nor necessary condition of neuroentrepreneurial (cardinal) judgment. It is not sufficient because '[a] entrepreneur who always chooses things he values least and hates most would have great consistency of behaviour. There may be rational (cardinal) engagements but where axiomatic conditions of consistency of behaviour would not obtain. Internal (intrinsic) psychological structure of entrepreneur may be affected by conflicting motivations, values or goals. Each corresponds to different ordering and interacting in a way that precludes emergence of internally consistent (cardinal) preference ordering. External (extrinsic) factors may influence neuroentrepreneurial (cardinal) judgment based on 'menu-dependence'. Changes may modify attitude towards other elements thereby changing preference ordering. These contravene axiomatic conditions of internal consistency which require that orderings must be independent from external conditions. Appreciation of '(cardinal) data effective judgments' compared to 'data-aided judgments' leverages Business 4.0 (cardinal) neurojudgment making.

Empirical Models and Treatment

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(Cardinal) judgment models propose bounded rationality as basic problem in (cardinal) judgment-making in a complex environment. Thus, an option exists by optimisation strategy under given constraints or heuristics solutions. Both support idea of dual processing which distinguishes between automated processing and analytic reasoning. Usage depends on saliency of incoming stimuli and availability of resources. With signature reference to (cardinal) judgment making, entrepreneurs may be able to make profligate choices with limited information and limited cognitive resources. From neuroscientific standpoint, evidence supports bipartite processing schemes with differing attributes. Depending on judgment task, occipital, parietal, and temporal areas, cortical areas, lateral and medial prefrontal cortexes are observed to be activated during (cardinal) judgment-making tasks.

Alphanumeric makeover has had significances on numerous circumstances. It it cannot be discounted. Novel technical expansions courtesy conception and dissemination of newfangled forms of entrepreneurship. Improvements in alphanumeric tools drama crucial character in entrepreneurship. These inspiration comportments have a substantial influence on entrepreneurial judgment making progressions. How do innovative technologies impact entrepreneurial comportments? What is the character of new skills in indorsing entrepreneurship and spread of new business decisions and venture creation?

Some cardinal neuro - prototypes that Business 4.0 could do well to adopt are listed below:-

Functional MRI (fMRI): Functional magnetic resonance imaging measures 'cranial box' activity by detecting associated changes in blood flow. Methodology focuses on (cardinal) judgments under uncertainty and relies on either a rapid intuitive, automated or a slower rational processing scheme.

Magneto Encephalography (MEG): Magneto Encephalography is for mapping 'cranial box' activity by recording magnetic produced by electrical currents occurring naturally in 'cranial box' over a period of time.

Electro - Encephalo - Graphy (EEG): Electroencephalography (EEG) is used to record electrical activity of 'cranial box' along the scalp.

Positron Emission Tomography (PET): Positron Emission Tomography is used to obtain a 3 - D image of functional processes in the 'cranial box'.

Transcranial Magnetic Stimulation (TMS): Transcranial Magnetic Stimulation is used to stimulate small regions of the 'cranial box'.

Eye 'Tracing': Eye 'tracing' measures either point of gaze (where one is looking) or motion of eye relative to head. [An experimental study is addressed in this review paper].

Electro - Dermal Activity (EDA): Electro - dermal Activity (EDA) Skin Conductance, Galvanic Skin Response (GSR), Electro - dermal Response (EDR), Psycho - galvanic Reflex (PGR), Skin Conductance Response (SCR), and Skin Conductance Level (SCL) measures continuous variation in electrical properties of humanoid skin.

BOLD: Blood - Oxygen - Level Dependent Contrast Imaging or BOLD - contrast imaging is used to observe active areas of 'cranial box' at any given point of time.

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Neuro - Apparatus (Eye 'tracing'): A neuro - based eye 'tracing' experiment was conducted at NTN University, Taiwan to experiment judgment making dynamics of entrepreneurs.

Fixation Experiment: Data

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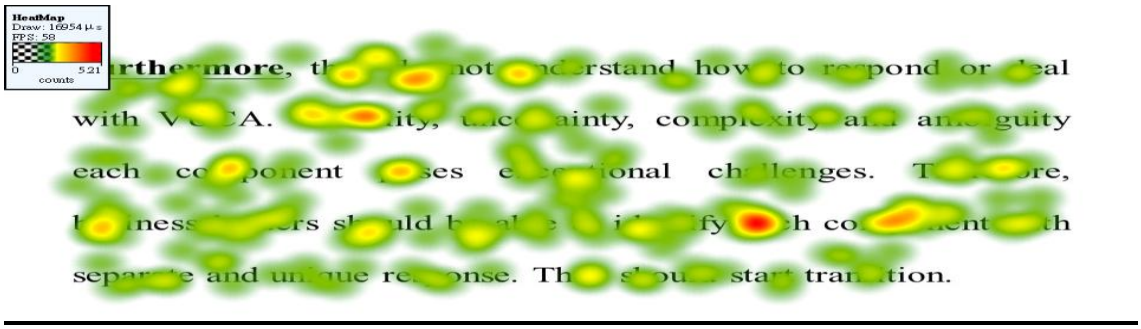

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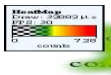
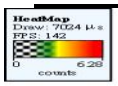


need to overcome this state of VUCA (v ility, u rtainty, complexity and ambiguity) and design business p pects. Unp dictable events happening outside can be n ative or po tive. Such present scenario VUCA. This which m es it more difficult for leaders to make dec ions. The e ironment ons the busines can manage change pr ess in rapidly ch nging, chaotic and turbulent business environment. L act as a ch ge agent. They need to play important role in initiating, implementing and managing change in times of crisis under severe, uncertain and complex condition.

b rcial si s l n ic c ge i siness wo ld. M y o ations and mar rs st ggling f sta a at ar ed in vola e, uncert in, c plex, and ambi ous na of t s global ocal ess en ment. T ce, r r or ange, ng a d m y o us ipp a t s empt to naviga afe pa age thr ugh all. M bus sses ering om u rtainty a d co ty in bus ess decision ng is a prob bility. A d result, ness ers are suffering huge loss.



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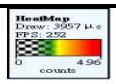

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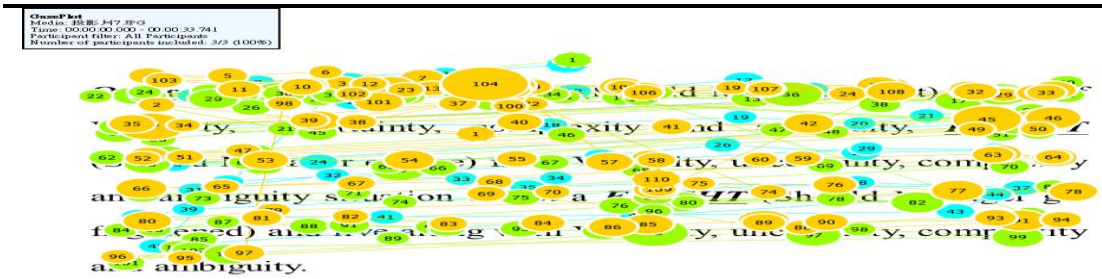

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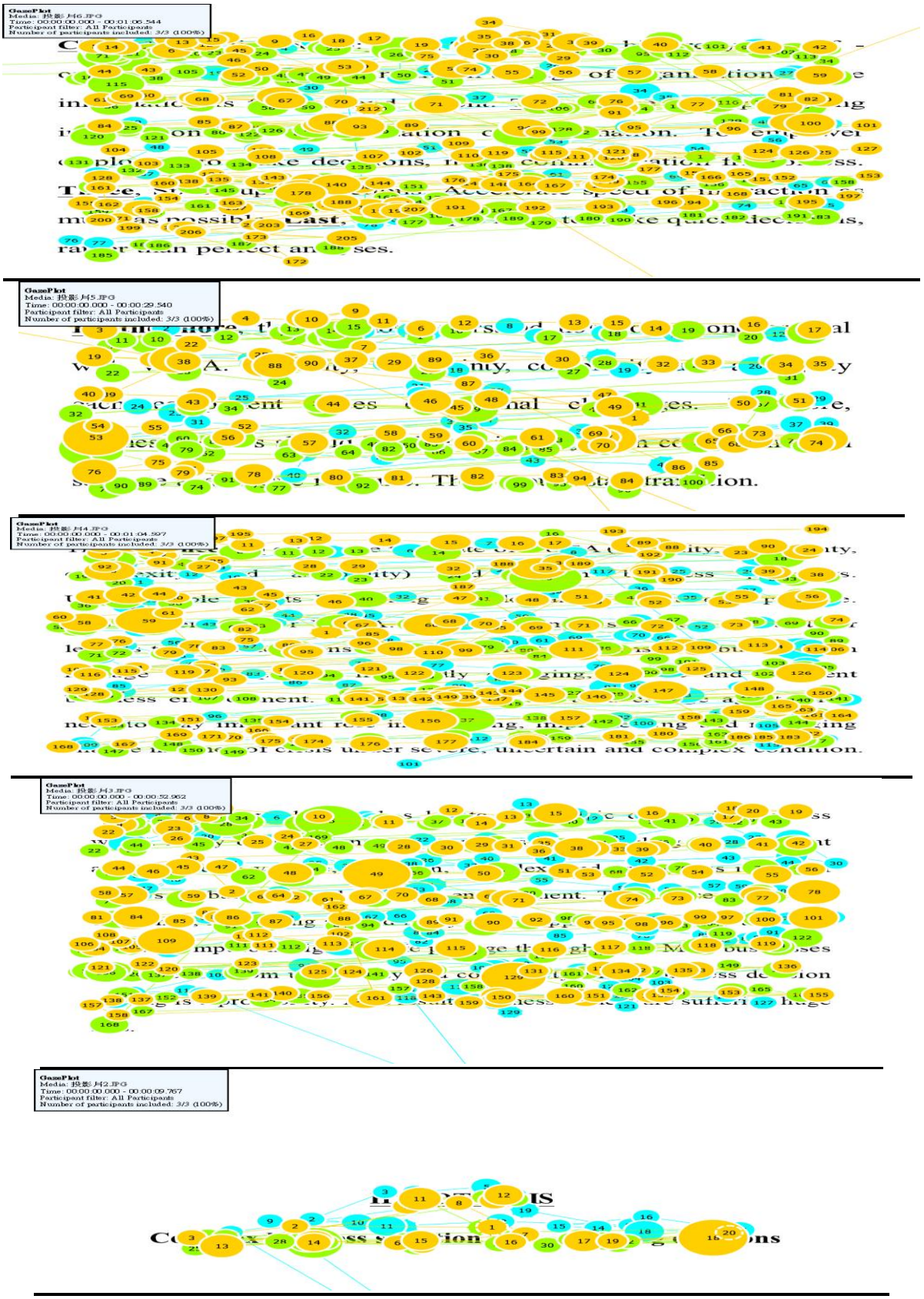

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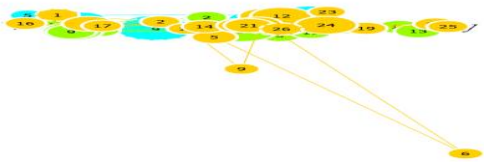

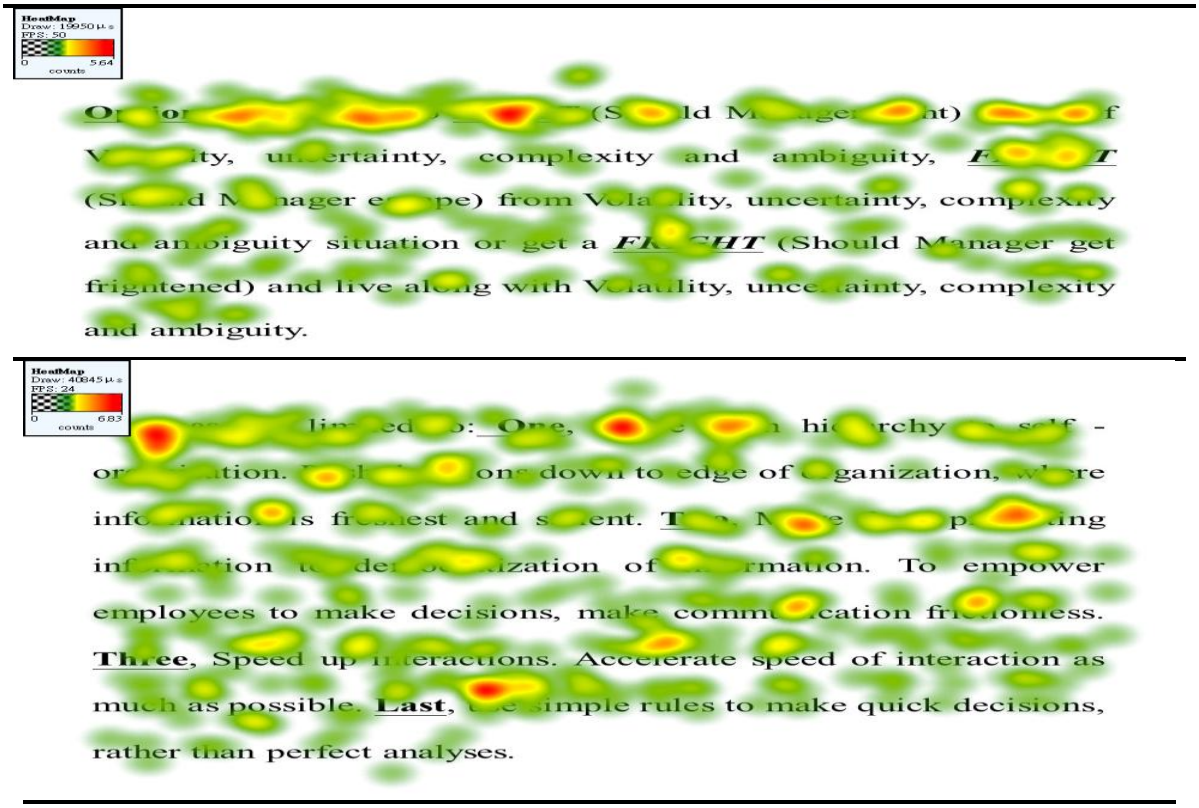

Courtesy: Prof Fang Ying Yang, New Taiwan Normal University, Taipei

The following **deductions** were obtained:-

- Eye 'tracing' affords instrumental evidence during judgment making process.
- Eye 'tracing' is recognised as an appreciated method to appraise conception procedures in a entrepreneur - centered judgment process.
- Apart from judgment - task exactitudes and conclusion stretches, eye movements can be logged to scrutinize judgment - task key approaches and cognitive workload of entrepreneurs.
- Eye movement help entrepreneurs represent vigorous judgment making in an articulate mode.
- Strong variations in eye movement comportment represent judgment certainty
- Observing oculomotor variables in judgment - task routine helps identify transitory situations of ambiguity.
- Eye movements serve as a calculation technique that goes beyond customary analysis.

Conclusion

Real-world problems are complex. Psychologists offer how people make (cardinalized) judgments. Philosophers, management scholars and economists offer areas of overlap between cognitive modeling and multi-attribute judgment. This offers hope to stimulate further cross-fertilization and inspire exploratory review research examining boundary conditions of various models in Business 4.0 arena. Deciphering 'cranial box' - (cardinalized) judgments transactions requires mechanistic understandings of neuro - biological processes that implement organisational (cardinalized) judgment-making. There is crucial difference between 'thinking about thinking' and actually enhancing 'cranial box' processes by developing latent potential of each individual in (cardinalized) judgments in Business 4.0 platform. Exploratory review research on interstellar arena and business intergalactic continuum can accomplish this through neural computations. If humanoid 'cranial box' is compared with computer, humanoids define goals for information processing in computers, whereas goals for biological 'cranial box' are determined by need for survival in uncertain and competitive environments.

Organisational cognitive neuroscience is a brave new world of exploratory review research opportunities in in Business 4.0 arena. Neuroimaging has attracted concerns from those critical of neuroscientific exploratory review research in sustainable business and in Business 4.0. Organisational cognitive neuroscience exploratory review research has made a number of inroads into understanding entrepreneurial (cardinalized) judgment-making in in Business 4.0 arena .There is growing interest in exploring potential links between humanoid biology and management to bear on place of mental processes in explaining entrepreneurial judgment and effectiveness. This review paper offers, in a nut - shell, the entire drapery of a neuroentrepreneurial 'modulator-demodulator' to answer issues in data - transmission from the (sustainable business) milieu to the entrepreneurial mind and vice versa in judgment making dynamics. This represents multidisciplinary and multi-method approach to conceptualization of management and organisations.

Conflict of Interest Statement

The authors declare that the exploratory review research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest. This paper is a modified version of an earlier paper published by the first two authors.

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