## Contents

[List of figures] vii  
[List of tables] ix  
[Contributors] x  
[Foreword by David B. Audretsch] xx  

[Introduction] 1  
Angela A. Stanton, Mellani Day and Isabell M. Welpe  

### PART 1  THE BLACK BOX

1 Neuroeconomics of environmental uncertainty and the theory of the firm  
_Helen Pushkarskaya, Michael Smithson, Xun Liu and Jane E. Joseph_  
2 Risk and ambiguity: entrepreneurial research from the perspective of economics  
_Angela A. Stanton and Isabell M. Welpe_  
3 What you think is not what you think: unconsciousness and entrepreneurial behavior  
_Eden S. Blair_  

### PART 2  TRUST, GREED AND THE BLACK BOX

4 Using brains to create trust: a manager’s toolbox  
_Paul J. Zak and Amos Nadler_  
5 The new millennium’s first global financial crisis: the neuroeconomics of greed, self-interest, deception, false trust, overconfidence and risk perception  
_Donald T. Wargo, Norman A. Baglini and Katherine A. Nelson_
PART 3 INSIDE THE BLACK BOX: DECISIONS BY HORMONES

6 In the words of Larry Summers: gender stereotypes and implicit beliefs in negotiations
Laura J. Kray, Connson C. Locke and Michael P. Haselhuhn

7 Ovulatory shifts in women's social motives and behaviors: implications for corporate organizations
Kristina M. Durante and Gad Saad

8 Hormonal influence on male decision-making: implications for organizational management
Angela A. Stanton

9 Dopamine, expected utility and decision-making in the firm
Donald T. Wargo, Norman A. Baglini and Katherine A. Nelson

PART 4 ENTREPRENEURIAL PROPENSITY

10 An economic and neuroscientific comparison of strategic decision-making
Theresa Michl and Stefan Taing

11 Mapping neurological drivers to entrepreneurial proclivity
Robert Smith

12 Embodied entrepreneurship: a sensory theory of value
Frédéric Basso, Laurent Guillou and Olivier Oullier

PART 5 ORGANIZATIONAL CULTURE AND ETHICS

13 What neuroeconomics informs us about making real-world ethical decisions in organizations
Donald T. Wargo, Norman A. Baglini and Katherine A. Nelson

14 Culture, cognition and conflict: how neuroscience can help to explain cultural differences in negotiation and conflict management
John F. McCarthy, Carl A. Scheraga and Donald E. Gibson

15 Brain and human behavior in organizations: a field of neuro-organizational behavior
Constant D. Beugré

Index