

Neurosciences in Entrepreneurship: The Multitasking Case in Favor of Social Entrepreneurship Innovation

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Abstract : Social entrepreneurship has emerged as an active area of practice and research within the last three decades and has called for a focus on Social Entrepreneurship innovation. Areas such as academics, practitioners, institutions or governments have placed Social Entrepreneurship on the priority list of reflexion and action. It has been accepted that Social entrepreneurship (SE) shares large similarities with its parent, Traditional Entrepreneurship (TE). SE has grown over the past ten years exploring entrepreneurial cognition and the analysis of the ways of thinking of entrepreneurs. The research community believes that value exists in grounding entrepreneurship in neuroscience and notes that SE, like Traditional Entrepreneurship, needs to undergo efforts in clarification, definition and differentiation. Moreover, gaps in SE research call for integrative multistage and multilevel framework for further research. The cognitive processes underpinning entrepreneurial action are similar for SE and TE even if Social Entrepreneurship orientation shows an increased empathy value. Theoretically, there is a need to develop sound models of how to process functions and how to work more effectively as entrepreneurs and research on efficiency improvement calls for the analysis of the most common practices in entrepreneurship. Multitasking has been recognized as a daily and unavoidable habit of entrepreneurs. Hence, we believe in the need of analyzing the multiple task phenomena as a methodology for skill acquisition. We will conduct our paper including Social Entrepreneurship within the wider spectrum of Traditional Entrepreneurship, for the purpose of simplifying the neuroscientific lecture of the entrepreneurial cognition. A question to be inquired is to know if there is a way of developing multitasking habits in order to improve entrepreneurial skills such as speed of information processing, creativity and adaptability. Nevertheless, the direct link between the neuroscientific approach to multitasking and entrepreneurship effectiveness is yet to be uncovered. That is why an extensive Literature Review on Multitasking is a propos.

Keywords : cognitive, entrepreneurial, empathy, multitasking

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