

Potential Topics in ENT Cognition Research

In Table 1 in the recently published article by Mitchell, et. al. in *Entrepreneurship Theory & Practice* Special Issue on entrepreneurial cognition research (Winter, 2004, pp. 505 – 518), some examples of research questions and opportunities in combining cognitive psychology and entrepreneurial cognition research are presented (p. 508).

Questions and Issues Specific to the Cognitive Psychology Domain	<i>Exchange Opportunities for the other Domain</i>	Questions and Issues Specific to the Entrepreneurial Cognition Domain
How do people think? Barsalou (1992) What are the cognitive mechanisms through which we acquire, transform, and use information? Simon (1979)	<i>Foundational understanding of human cognition.</i>	
Does regulatory focus theory explain how people engage in self-regulation? Higgins (1998) Does counterfactual thinking affect human decision-making. Roese (1997)	<i>Examples of the development of specific cognitive theory. More specifically, how do entrepreneurs engage in multi-tasking?</i>	
Creative cognition is usually the reflection of the balance between novelty and familiarity. Ward & Sifonis (1997)	<i>An understanding of the basic mental operations of creativity.</i>	
What are the mental processes that lead people to depart from the rational model of decision-making? Pitz & Sachs (1984) Kahneman & Lovallo (1994)	<i>The nature of human decision making and potential problem areas.</i>	
What are the mental processes that account for expert performance?	<i>Explanation of new venture formation as use of expert scripts</i>	
Methodology: Scale development of challenging concepts/ theory. Hinkin (1995)	<i>Measurement and scale development.</i>	
	<i>Do cognitive differences lead to meaningful differences such as career choices?</i>	Why do some people and not others choose to become entrepreneurs? Simon, Houghton & Aquino (2000)
	<i>Generalizability issues. Implications of creative people working in complementary careers.</i>	Why do some persons but not others recognize opportunities for new products or services that can be profitably exploited? Gaglio & Katz (2001)
	<i>Provides focus for why the examination of different decision processes is important. Also, explains adjustments to theory boundaries.</i>	How do entrepreneurs think and make strategic decisions? How do these differences lead to competitive advantages and disadvantages? Busenitz & Barney (1997) Mitchell, et al. (2000, 2002). How do these differences lead to competitive advantages & disadvantages? Alvarez & Busenitz (2001)
	<i>Research into alertness, biases, heuristics, transaction cognitions, etc.</i>	Do entrepreneurs think differently than other business people? Busenitz & Barney (1997); Gaglio & Katz (2001); Mitchell et. al. (2002); Mitchell (2003)
	<i>Dealing with measurement issues outside laboratory settings.</i>	Measurement of cognitive concepts in non-laboratory settings. Mitchell, 1994; Mitchell, et al. (2000)