



Neuroscience and Entrepreneurship: A Look at the Brain and How to Control Anxiety in Tough Moments, Focusing on Applications in Attrition Entrepreneurship Theory

Ali Kadivar¹, Mehdi Farzpourmachiani², Snjezana Baroness Rajacic³

¹Ph.D in Entrepreneurship, Technofest Institute of Technology (TITU), Erquelinnes, Belgium

²Academician of the European Academy of Sciences, Associate Professor in entrepreneurship, department of entrepreneurship, Technofest Institute of Technology (TITU), Erquelinnes, Belgium

³Academician & President of the European Academy of Sciences, Professor in entrepreneurship, department of entrepreneurship, Technofest Institute of Technology (TITU), Erquelinnes, Belgium

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Abstract

Neuroscience, or neurosains as it's called, is a fascinating and interdisciplinary field that focuses on the structure, function, and development of the nervous system, especially the brain. This area combines knowledge from biology, psychology, chemistry, physics, and even engineering to help us better understand cognitive, emotional, and behavioral processes. In addition, it provides tools for dealing with issues like anxiety during times of crisis. Now, when we bring entrepreneurship into the mix, we see how this knowledge can help entrepreneurs make smarter decisions in high-stress business environments, increase their resilience, and improve their performance. Furthermore, by integrating "Attrition Entrepreneurship Theory," which describes situations where entrepreneurial activities generate personal income but don't contribute to overall societal wealth and may even hinder it (focusing on redistributing existing resources rather than creating new value), we can explore how neuroscience can help distinguish between real entrepreneurship (which drives economic growth) and attrition-based (often fueled by external factors like government policies or social pressures). Neuroscience, by managing anxiety and stress, can rescue entrepreneurs from falling into the trap of attrition activities and guide them toward true innovation. [7][8][9] [10] [32]

Keywords: Neuroscience, Brain, Entrepreneurs, Attrition, Entrepreneurship, Anxiety, Stress, Theory, Activities, Tools, Real, Growth, Knowledge, Help, Business.



Introduction: The Brain, the Most Complex Organ in the Body and the Key to Success in Real Entrepreneurship

The human brain, with about 86 billion nerve cells and trillions of connections between them, only accounts for two percent of body weight but controls everything from physical activities to thoughts and emotions. Neuroscience dates back to ancient explorations by philosophers like Aristotle and Ibn al-Haytham, but now, with modern tools like fMRI scans, EEG, optogenetics, and AI models, it's reached new heights. The field began shaping up in the 19th century with the discovery of neuron structures by Santiago Ramón y Cajal and brain area mapping by Paul Broca, and in the 20th century, it advanced significantly with the identification of neurotransmitters like dopamine and serotonin.

By early 2026, major achievements like high-resolution 3D brain tissue reconstruction, decoding inner thoughts from brain activity, and using AI for massive data processing have occurred. These not only deepen our understanding of the brain but have also been useful in treating diseases, education, and even developing artificial intelligence. In crisis situations, like pandemics or economic troubles, anxiety emerges as a natural response, but if it lingers, it can damage the brain. Neuroscience helps build resilience by explaining these mechanisms and suggesting solutions like combined neurotherapy methods. Now, linking this to entrepreneurship, we see that entrepreneurs often work in high-stress environments from launching startups to managing teams and financial risks. Research shows neuroscience can help entrepreneurs manage stress, make better decisions, and even boost creativity, all leading to business growth. But by incorporating attrition entrepreneurship theory, which focuses on activities that create personal income but add no new value to society (like rent-seeking or redistributing resources under external pressures), neuroscience can play a key role: by managing anxiety from these pressures, it guides entrepreneurs toward real, innovative activities and prevents economic attrition. This article, emphasizing neuroscience applications in entrepreneurship and attrition theory, provides a practical framework for entrepreneurs to build sustainable and socially beneficial businesses. [11] [12] [13] [14] [15] [16] [17]



History and Evolution of Neuroscience, with a Look at Applications in Business and Preventing Attrition Entrepreneurship

The history of neuroscience goes back thousands of years: ancient Egyptians didn't think much of the brain, but Greeks like Hippocrates saw it as the center of intelligence. In the 19th century, discovering nerve cells and mapping the brain laid the modern foundations. The 20th century was full of revolutions, like the invention of EEG by Hans Berger and the discovery of the HPA axis.

In recent years, projects like the BRAIN Initiative from 2013 have led to precise mapping of neural circuits and tools like glowing neurons. By early 2026, collaborations with AI have created behavior prediction models, and modern neurotherapy methods have emerged as non-surgical tools. Now, in the context of entrepreneurship, these developments help us understand how entrepreneurs' brains function in high-risk decision-making for example, studies show entrepreneurial experience can better manage stress and even change brain structure. Linking to attrition theory, which views entrepreneurial activities as barriers to societal growth (because they focus on resource distribution rather than value creation), neuroscience can use stress management tools to pull entrepreneurs out of this trap and push them toward real innovation. This knowledge can serve as a foundation for training entrepreneurs to use neuroscience tools for better performance and avoiding attrition activities. [18] [19] [20] [21] [22] [23] [24] [25] [26]

Biological Mechanisms of Anxiety and Its Impact on Entrepreneurs

Anxiety is managed by circuits like the amygdala (which detects threats), hippocampus (memory storage), PFC (thought control), and HPA axis (cortisol management). If it stays active during crises, it causes hippocampal shrinkage and inflammation (McEwen, 2010). Recent research has found specific circuits in the amygdala that trigger anxiety and can be reversed. In entrepreneurship, these mechanisms directly affect outcomes chronic stress can reduce risk-taking and lead to burnout, but proper management can turn it into resilience and success. For instance, experienced entrepreneurs control stress better and even use it



for improved decision-making. Linking to attrition theory, anxiety from external pressures (like government policies) can push entrepreneurs toward redistributive activities, but neuroscience with its tools can break this cycle and guide toward creating real value. [5][6][27][28][29][30][31]

Applications in Anxiety Management: Interventions and Innovations, focusing on Entrepreneurship and Preventing Attrition Entrepreneurship

Solutions include deep diaphragmatic breathing (activating the vagus nerve; Shaffer & Ginsberg, 2017), MBSR meditation (thickening the PFC; Holzel et al., 2011), exercise (increasing BDNF; Erickson et al., 2011), anti-inflammatory diets (regulating the gut-brain axis; Gomez-Pinilla, 2008), and TMS. In entrepreneurship, these interventions can help maintain focus and creativity for example, mindfulness can reduce stress and improve decision-making. Integrating attrition theory, these interventions can prevent society-hindering activities, like by reducing anxiety from social pressures, encouraging entrepreneurs toward real innovation. [21][19][18][20][32][28][27][29][30]

Combined Neurotherapy Approach and Its Potential for Entrepreneurs

Combined neurotherapy approaches, based on neuroscience principles, act as tools for daily stress management for example; by reducing neural inflammation, entrepreneurs can focus more on business growth. Linking to attrition theory, these approaches can lessen anxiety from external factors and steer entrepreneurs away from redistributive activities. The core of these methods is balancing neural systems, which, based on recent research, regulates the HPA axis and cortisol, balancing the fight-or-flight response. For entrepreneurs, combining these approaches with daily routines can boost willpower and resistance to burnout, preventing falls into attrition traps. [5] [23][21][19][31][30]

Conclusion



Overall, neuroscience as a key and growing field has not only unlocked brain secrets but provided practical ways to handle issues like anxiety in tough times and now, integrating entrepreneurship and attrition theory, we see how this knowledge can be the foundation for real business success. From examining core mechanisms like the roles of the amygdala, hippocampus, prefrontal cortex, and HPA axis, to suggesting real interventions like deep breathing, meditation, exercise, good diets, brain stimulation, and neurofeedback this science shows our brain isn't fixed but can change with environment and treatments to become more resilient. In entrepreneurship, this means turning stress into fuel for growth, with techniques that boost resilience and balance risk-taking, while preventing attrition activities (that hold society back).

Advances up to early 2026, like combining neurotherapy approaches with VR and psychedelic treatments, promise comprehensive programs to prevent chronic issues in personal or social crises and for entrepreneurs, this could mean building more sustainable companies beneficial to society, not attrition ones. Investing in neuroscience and combined methods improves mental health and life while expanding knowledge. In a world full of crises, deeper brain understanding can build a smarter and healthier society where anxiety is a signal for growth, not an enemy, especially for entrepreneurs who use it for real innovation and avoid attrition. This field, by connecting disciplines, reminds us that our identity is in our neurons, and with the right tools, we have a brighter future whether in personal health or launching successful and useful businesses. [18] [20] [23] [28] [27] [31] [29] [30]



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