


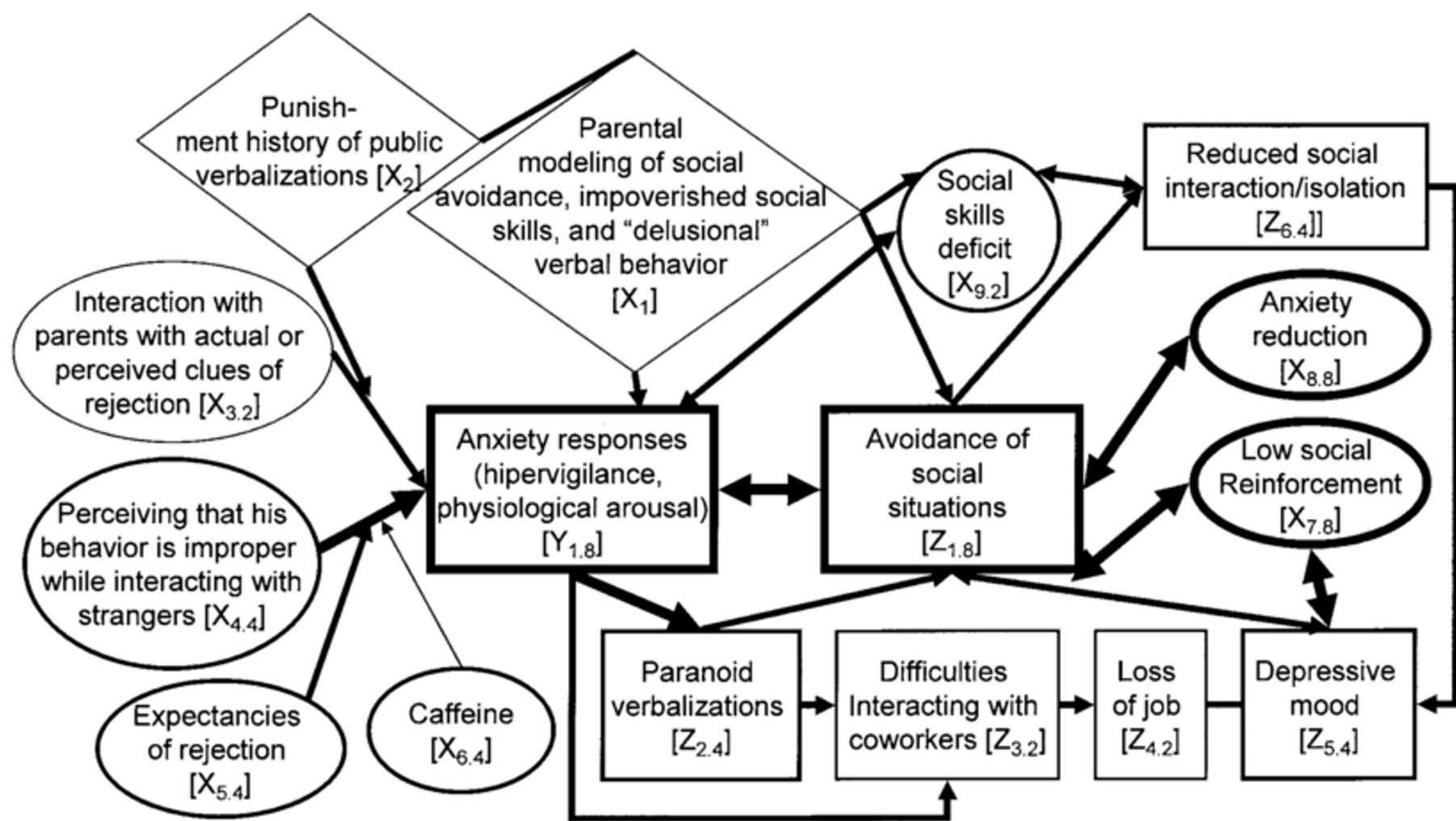


The Science of Doing: Behavioral Mechanisms Behind an Entrepreneur's Venture, Cognitive Punishment and Reinforcement

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Introduction


- In the clinical realm, understanding the operant mechanisms underlying behavior is essential to helping patients solve their problems and change their maladaptive behavior patterns.
 - The understanding of these mechanisms is used to formulate a functional analytic clinical case diagram (FACCD), which, when measured under molar analysis, can be used to calculate the probabilities of a patient engaging in a specific behavior.
 - These diagrams are contextually developed, taking into consideration both antecedents and consequential factors.
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What relation does this
have to being an
entrepreneur?

Significance

- An entrepreneur's likelihood of engaging in one action over another is governed by the same behavioral mechanisms underlying a patient's behavior.
 - By understanding what these behavioral mechanisms look like in the entrepreneurial environment, we can actively shape the behavior of the entrepreneur or the employees to engage in actions that make the business more successful.
 - By performing a functional analysis of the entrepreneur's behavior and business procedures, we can identify previously unknown maladaptive practices that, if unaddressed, will cause the venture to fail.
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What are the basic behavioral
mechanisms that we are looking
for?

+ Stimulus **-**

↑
Behavior
↓



Positive Reinforcement increases the target behavior by adding something desirable.



Negative Reinforcement increases the target behavior by taking away something aversive.



Positive Punishment involves the addition of an aversive stimulus to decrease behavior.



Negative Punishment involves the removal of a desirable stimulus to decrease behavior.

Methodology and Timeline

- I will be performing a set of behavioral interviews with several entrepreneurs, asking them about their experiences during the growth of their venture.
- I will form categories of the most prevalent factors that I pick up on during those interviews and create functional diagrams showing how certain contingencies reinforce or punish entrepreneurial behavior.
- These findings will then be communicated in my final essay by the fall of 2024.





Thank you!