

REFERENCES

- Antonites, A.J. 2003. *An Action learning approach to entrepreneurial activity, innovation and opportunity finding*. PhD. University of Pretoria.
- Allinson, C.W. & Hayes, J. 1996. *The cognitive style index: A measure of intuition-analysis for organizational research*. Journal of Management Studies, 33 (1), 119-135.
- Alvarez, S.A. & Busenitz, L.W. 2001. *Entrepreneurship of resource-based theory*. Journal of Management, 27, 755-775.
- Ardichvili, A., Cardozo, R. & Ray, S. 2003. *A theory of entrepreneurial opportunity identification and development*. Journal of Business Venturing, 18, 105-123.
- Bagogozzi, R.P. 1994. *Measurement in marketing research: basic principles of questionnaire design*. In: Bagogozzi, R.P. (ed) 1994. Principles of marketing research. Cambridge: Blackwell Business.
- Bandura, A.1997. *Self-efficacy: The exercise of control*. WH Freeman and Company. New York. ISBN 0-7167-167-2850-8.
- Barnes, J.H. 1984. *Cognitive biases and their impact on strategic planning*. Strategic Management Journal, 5, 129 –137.
- Baron, R.A. 1998. *Cognitive mechanisms in entrepreneurship: why and when entrepreneurs think differently than other people*. Journal of Business Venturing, 13 (3), 275 –294.
- Baron, R. A. 2004. *Potential benefits of the cognitive perspective: expanding entrepreneurship's array of conceptual tools*. Journal of Business Venturing, 19, 169 –172. Editorial.
- Baron R.A. 2004. *The cognitive perspective: a valuable tool for answering entrepreneurship's basic "why" questions*. Journal of Business Venturing, 19 (1), 221 – 239.
- Baron R.A. & Shane S.A. 2005. *Entrepreneurship. A process perspective*. Thomsom South Western. 68 –
- Baron, R.A. & Ward, T.B. 2004. *Expanding entrepreneurial cognition's toolbox: potential contributions from the field of cognitive science*. Entrepreneurship, Theory, and Practice, 28 (6), 553-575. Winter.
- Blankenship A.B. & Breen, G.E. 1993. *State of the art marketing research*. Lincoln: NTC Business Books.

Brigham, K.H. & De Castro, J.O. 2003. *Entrepreneurial fit: The role of cognitive misfit*. In: Cognitive approaches to entrepreneurship research. Editors: Katz, J.A. & Shepherd, D.A., 37 - 72.

Brockner, J., Higgins, E.T. & Low, M.B. 2004. *Regulatory focus theory and the entrepreneurial process*. Journal of Business Venturing 19, 203 – 220.

Bunderson, C.V. 1995. *The validity of the Herrmann Brain Dominance Instrument*. In: Herrmann, N (ed) The creative brain (2nd edition). USA: Quebecor printing Book Group.

Busenitz, L.W. & Barney, J.B. 1997. *Differences between entrepreneurs and managers in large organisations: Biases and Heuristics in strategic decision-making*. Journal of Business Venturing, 12, 9-30.

Busenitz, L.W. & Lau, C.M. 1996. *A cross-cultural cognitive model of new venture creation*. Entrepreneurship, Theory, and Practice, 20 (4), 25-39.

Clouse, Van G.H. 1990. *A controlled experiment relating entrepreneurial education to students' start-up decisions*. Journal of Business Management April.

Collins Paperback Dictionary. 1995. 2nd ed. London: Harper Collins Publishers.

Crous, M.J., Nortje, J.D., & Van der Merwe, R.B. 1995. *'n Profiel van suksesvolle kleinsake-entrepreneurs in die Republiek van Suid-Afrika; 'n verkennendestudie*. South African Journal for Entrepreneurship and Small Business, November: 52-62.

Cooper, D.R. & Schindler, P.S. (2001). *Business Research. Methods*. 7th Ed. Boston; Mcgraw-Hill.

De Bono, E. 1993. *Sur/pertition*. Hartmolls Ltd., Bodmin, Cornwall.

De Boer, A-L. & Steyn, T. 1999. *Thinking style preferences of underprepared first year students in the natural science*. South African Journal of Ethnology, 21 (3): 97-102.

De Boer, A-L., Steyn, T. & Du Toit, P.H. 2001. *A whole brain approach to teaching and learning in higher education*. SAJHE/SATHO, 18 (3) 185- 193.

De Vos, A.S., Strydom, H., Fouche, C.B. & Delpont, C.S.L. (ED). (2002). *Research at Grass Roots: For the social science professionals and human service professions*. Second Edition, Pretoria: Van Schaiks.

Farrel, A.E. & Howorth, C. 2002. *Representativeness and overconfidence in novice and habitual business angels*.

http://www.babson.edu/entrep/fer/Babson2002/III/III_P3/P3?html/iii-p3.htm

(date accessed: 2005/01/25).

Forbes, D. P. 1999. *Cognitive approaches to new venture creation*. International Journal of Management Reviews, 1 (4), 415-439.

Gaglio, C.M. 2004. *The role of mental simulations and counterfactual thinking in the opportunity identification process*. Entrepreneurship, Theory, and Practice, 28 (6), 533-552. Winter.

Gatewood, E.J., Shaver, K.G. & Gartner, W.B. 1995. *A longitudinal study of cognitive factors influencing start-up behaviours and success at venture creation*. Journal of Business Venturing, 10, 371-391.

Gatewood, E.J., Shaver, K.G., Powers, J.B. & Gartner, W.B. 2002. *Entrepreneurial expectancy, task effort, and performance*. Entrepreneurship Theory and Practice, 27 (2), 187 – 206. Winter.

George, J.F., Duffy, K. & Ahuja, M. 2000. *Countering the anchoring and adjustment bias with decision support systems*. Decision Support Systems, 29, 195-206.

Gowda. M.V.R. 1999. *Heuristics, biases and the regulation of risk*. Policy Science 32: 59 – 78.

Hair, J.F., Anderson, R.E., Tatham, R.L. & Black, W.C. 1995. *Multivariate data analysis with reading*. 4th ed. Engelwood Cliffs: Pentice Hall.

Hayes, J. & Allison, C.W. 1994. *Cognitive styles and its relevance for management practice*. British Journal of management, Vol 5. 53-71.

Herrmann, Ned. (1998). *Measurement of Brain Dominance*. Paper delivered to the International Congress on Cerebral Dominance. Munich.

Herrmann, N. 1996. *The whole brain business book*. New York: McGraw Hill.

Herrmann, N. 1995. *The creative brain*. (2nd edition). USA: Quebecor Printing Book Group.

Hindle, K. 2004. *Choosing qualitative methods for entrepreneurial cognition research: A canonical development approach*. Entrepreneurship, Theory, and Practice, 28 (6), 575-607. Winter.

Katz, J.A. 2002. *A chronology and intellectual trajectory of American entrepreneurship education 1876-1999*. Journal of Business Venturing, 18, 283 – 300.

Katz, J.A. & Shepherd, D.A. 2003. *Cognitive approaches to entrepreneurship*. 1–10. Elsevier.

Keh, H.T., Foo, M.D. & Lim, B.C. 2002. *Opportunity evaluation under risky conditions: The cognitive processes of entrepreneurs*. Entrepreneurship Theory and Practice, 27 (2), 125 – 148. Winter.

Ko, S. & Butler, J.E. 2003. *Alertness, bisociative thinking ability, and discovery of entrepreneurial opportunities in Asian hi-tech firms*.

<http://www.babson.edu/entrep/fer/BABSON2003/XVI/XVI-P3/xvi-p3.htm>

(Date accessed: 2005/01/25).

Krueger, J.R. & Dickson, P.R. 1994. *How believing in ourselves increases risk taking: Self-efficacy & perception of opportunities & threats*. Decision Sciences, 25.

Krueger, J.R., Reilly, M.D. & Carsrud, A.L. (2000). *Competing models of entrepreneurial intentions*. Journal of Business Venturing 15, 411 – 432.

Kuratko, D.F. & Welsch, H.P. 2004. *Strategic entrepreneurial growth: 2nd (ed)*. Thomson.

Leonard, D. & Strauss, S. 1997. *Putting your company's whole brain to work*. Harvard Business Review. July-August.

Lumsdaine & Binks .2003. *Keep on moving; Entrepreneurial creativity & effective problem solving*. McGraw-Hill. Quebecor World.

Lumsdaine E. & Lumsdaine M. (1995). *Creative problemsolving : Thinking skills for a changing world*. Singapore. New York: McGraw-Hill.

Lumsdaine, E., Lumsdaine, M. & Schelnutt, W. 1999. *Creative problem solving and engineering design*. New York: College Custom Publishing Group. Mc Graw Hill Inc.

Manimala, M.J.1992. *Entrepreneurial heuristics: A comparison between high PI (Pioneering-Innovative) and low PI ventures*. Journal of Business Venturing. 7, 477-504.

Maree, J.G. & De Boer, A. 2003. *Assessment of thinking style preferences and language proficiency for South African students whose native languages differ*. Psychological Reports. 93, 449-457.

Markman, G.D., Balkin, D.B. & Baron, R.A. (2000). *Inventors and formation: the effects of general self-efficacy and regretful thinking*. Entrepreneurship Theory and Practice, 27 (2) 149 – 165. Winter.

Markman, G.D., Baron, R.A. & Balkin, D.B. 2000. *A cognitive approach to explaining technology-based venture creation*.

<http://www.babson.edu/entrep/ferIII/IIIB/iii-b.htm>

(Date accessed: 2004/11/03).

Markman, G.D., Baron, R.A. & Balkin, D.B. 2002. Markman, G.D., Baron, R.A. & Balkin, D.B. *The role of regretful thinking, perseverance, and self-efficacy in venture formation*. In: Cognitive approaches to entrepreneurship research. Editors: Katz, J.A. & Shepherd, D.A., 73 - 104.

Martin, J.H., Loubcher, M. & van Wyk, H. de J. 1996. *Marketing research: a South African approach*. Pretoria: Unisa Press.

Mitchell, R. K., Busenitz, L., Lant, T., McDougall, P.P., Morse, E.A. & Smith, J.B. 2002. *Toward a theory of entrepreneurial cognition: Rethinking the people side of entrepreneurship research*. Entrepreneurship, Theory, and Practice, 27 (2), 93-104. Winter.

Mitchell, R. K., Busenitz, L., Lant, T., McDougall, P.P., Morse, E.A. & Smith, J.B. 2004. *The distinctive and inclusive domain of entrepreneurial cognition research*. Entrepreneurship, Theory, and Practice, 28 (6), 505-518. Winter.

Mitchell, R.K., Smith, J.B., Morse, E.A. Seawright, H.W. Perero, A.M. and McKenzie, B. 2002. *Are entrepreneurial cognition universal? Assessing entrepreneurial cognition across cultures*. Entrepreneurial Theory and practice, 9 – 32. Summer.

Minniti, M. 2004. *Entrepreneurial alertness and asymmetric information in a spin-glass model*. Journal of business Venturing, 19, 637-658.

Nieman, G.H. & Bennet, A. 2002. *Business management. A value chain approach*. Van Schaik, Pretoria.

Nieman, G.H., Hough, J. & Nieuwenhuizen, C. 2003. *Entrepreneurship: a South African Perspective*. Van Schaik. Pretoria.

Nieuwenhuizen, C. & Groenewald, D. 2004. *Entrepreneurship training and education needs as determined by the brain preference profiles of successful, established entrepreneurs*. 14th Annual IntEnt Conference. Napoli. Italy.

Osborne, R.L. 1995. *The essence of entrepreneurial success*. Management Decision, 33(7): 4-9.

Palich, L.E. & Bagby, D. R. 1995. *Using cognitive theory to explain entrepreneurial risk-taking: Challenging conventional wisdom*. Journal of Business Venturing 10 (6), 425 - 438.

Pretorius, M., Le Roux, I. & Millard, S. 2004. *Entrepreneurial cognition and education: risk perception, environmental framing, self-efficacy and illusion of control bias effects when making the decision to exploit opportunities*. In press.

Schumpeter, J.A. 1934. *The theory of economic development*. New Brunswick: Transaction Publishers.

Shane, S. & Venkataraman, S. 2000. *The promise of entrepreneurship as a field of Research*. The Academy of Management Review, 25 (1), 218-222.

Sekaran, U. (1992). *Research Methods for Business: A Skill Building Approach*. Second Edition. New York: Wiley.

Shaver, K.G. & Scott, L.R. 1991. *Person, process, choice: the psychology of new venture creation*. Entrepreneurship, Theory and Practice, 16 (2), 23-45.

Shepherd, D.A. & Krueger, N.F. 2002. *An intentions-based model of entrepreneurial teams' social cognition*. Entrepreneurship Theory and Practice, 27 (2), 167 - 185. Winter.

Shepherd, D.A. & McMullen, J.S. 2002. *Regulatory focus and entrepreneurial intentions: action bias in the recognition and evaluation of opportunities*. http://www.babson.edu/entrep/fer/Babson2002/II/II_P3/P3html/ii-p3.htm (Date accessed: 2004/11/03).

Shook, C.L., Priem, R.L. & McGee, E.J. 2003. *Venture creation and the enterprising individual: A review and synthesis*. Journal of Management, 29, 379-399.

Simon, M. Houghton, S.M. & Aquino, K. 1999. *Cognitive biases, risk perception, and new venture formation: How individuals decide to start companies*. Journal of Business Venturing, 14 (5), 113-134.

Simon, M & Houghton, S.M. 2002. *The relationship among biases, misperceptions, and the introduction of pioneering products: Examining differences in venture decision contexts*. Entrepreneurship Theory and Practice, 27 (2), 105-124. Winter.

Sternberg, R.J. 2004. *Successful intelligence as a basis for entrepreneurship*. Journal of Business Venturing, 19, 173 - 188.

Sudman, S. & Blair, E. 1998. *Marketing research: A problem solving approach*. Boston: McGraw Hill.

Terre Blanche, M. & Durheim, K. (2002). (ED). *Research in practice: Applied methods for the social sciences*. Cape Town: UCT.

Tversky, A. & Kahneman, D. 1974. *Judgement under uncertainty: Heuristics and biases*. Science, 185, 1124-1131.

Tyler, N. & De Bono, E. 2003. *Constructive and creative thinking skills*. De Bono Institute, University of Pretoria. Study notes.

Uchasaran, D. & Westhead, P. 2001. *The focus of entrepreneurial research: Contextual and process issues*. Entrepreneurship Theory and Practice, 25 (4).

- Uchasaran, D. & Westhead, P. 2002. *Does entrepreneurial experience influence opportunity identification?*
http://www.babson.edu/entrep/fer/Babson2002/III/III_P3/P3?html/iii-p3.htm
(Date accessed: 2005/01/25).
- Urban, B. 2004. *Understanding the moderating effect of culture and self-efficacy on entrepreneurial intentions*. PhD. University of Pretoria.
- Ward, T.B. 2004. *Cognition, creativity, and entrepreneurship*. Journal of Business Venturing, 19, 173 - 188.
- Wickham, P.A. 2001. *Strategic entrepreneurship. A decision-making approach to new venture creation and management*. Pearson Education Limited.
- Zahra, S. A., Korri, J.S. & Yu J. 2005. *Cognition and international entrepreneurship : implications for research on international opportunity recognition and exploitation*. International Business Review. 14, 129-146.
http://www.sciencedirect.com/science?_ob=ArticleURL&_udi=B6VGK-4DBC8J8-1
(Date accessed: 2004/02/03)