Acta Scientific Neurology (ASNE)

Volume 9 Issue 7 July 2026

Editorial

Neuro-Industry Nexus: Transforming Organizations Through Brain Science

Sandhya Suswaram*

Professor, Department of School of Management, NITTE – NSOM Bengaluru, India

***Corresponding Author:** Sandhya Suswaram, Professor, Department of School of Management, NITTE – NSOM Bengaluru, India.

Received: June 22, 2026

Published: July 01, 2026

How can neuromanagement transform traditional entrepreneurial training programs? What neurological factors most significantly impact entrepreneurial risk-taking? In what ways can technology like fMRI and EEG contribute to enhancing leadership in startups? What challenges might arise when applying neuromanagement principles in a business context? How can industries better align their commercialization timelines with the slower pace of neuroscience research to ensure effective collaboration? What ethical dilemmas might arise when developing brain-computer interfaces for consumer use, and how can they be addressed? In what ways could policy frameworks incentivize startups and SMEs to participate more actively in neuro-technology innovation? How might advances in neuroscience influence the future design of artificial intelligence systems?

What role does public perception play in the success of neuro-industry collaborations, and how can trust be cultivated? How do innovation ecosystems specifically support the transition of neuroscience discoveries into commercial products?

21st Century is confronted with one question globally; What are the main benefits of collaboration between neurology researchers and industrial partners? Combining neuroscience and entrepreneurship creates a novel framework for understanding and improving entrepreneurial behavior. This interdisciplinary approach bridges gaps between cognitive science and business studies, facilitating more holistic management strategies that could redefine leadership development and organizational effectiveness in startups. The use of brain imaging and neuro-chemical research provides tangible data underpinning management theories. This scientific backing strengthens the credibility of neuromanagement methods and encourages businesses to adopt neuroscience-based training to enhance decision-making, creativity, and resilience in volatile markets. By addressing the emotional and cognitive stresses inherent in entrepreneurship, neuromanagement highlights the human factor often overlooked in business. This focus helps create support systems that nurture entrepreneurs' mental well-being and boost sustainable performance. Applying neuromanagement can foster a culture of innovation by optimizing brain function and cognitive flexibility. Entrepreneurs gain an edge by understanding their neural predispositions and tailoring strategies that capitalize on their cognitive strengths.

The main question facing the world today is how to improve collaboration between researchers in the field of neuroscience and Entrepreneurs in industry. The combination of neuroscience and entrepreneurship will provide a new way to view, improve, and promote better behavior as an entrepreneur through an integrated theoretical framework. This cross-discipline approach will connect cognitive science with business studies at all levels and will allow for the creation of more comprehensive management strategies that will transform the concepts of leadership development and organisational effectiveness in startups. The results of brain imaging and neuro-chemical studies will support management theories with empirical data. The establishment of scientific

validity to the processes of neuromanagement will promote the adoption of neuroscience-based training in business as a means to improve decision-making, creativity and resilience in unpredictable environments. Neuromanagement will also serve to illuminate the critical human component of business by considering both the cognitive and emotional stressors that are inherent to being an entrepreneur thereby promoting support systems for the mental health of the entrepreneur and the resulting sustainable performance. By facilitating optimal brain function and flexible cognitive processes, neuromanagement will help to foster a culture of innovation throughout the entrepreneurial community. Entrepreneurs will gain a competitive advantage as they come to better understand their neural tendencies and develop strategies that take full advantage of the cognitive strengths that they possess. Neuromanagement represents a revolutionary convergence of neuroscience and entrepreneurship that provides profound insight into the cognitive and emotional dimensions of entrepreneurial behaviour. This approach adds to existing business practices by the time is ripe to give a new connotation to neuromanagement and presenting its relevance to entrepreneurship, outlining potential benefits of applying neuroscience to business context. This should elaborate on brain functions and neural mechanisms related to decision-making, motivation, and cognitive flexibility, which are critical for entrepreneurial activities. The argument should incorporate psychological and cognitive challenges faced by entrepreneurs such as risk-taking and handling uncertainty, establishing need for neuromanagement insights. Focus is given to the role of neurotransmitters, especially dopamine, in influencing motivation, learning, and risk evaluation, directly impacting entrepreneurial performance.