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COMPUTATIONAL BIOLOGY IN ENTREPRENEURIAL IMPROBABILITY TECTONICS

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INTRODUCTION

Humans are complicated, non-linear matrixes and share vivaciously while making decision. On the other hand, are (all) human beings cogent? Is there an element of rationality or backed up by logic - while making decisions? Are all calculations based on some evidence, facts, figures, statistics, calibrations, models or mathematical computing? Are such estimates based on a viaduct, linking computational, mathematical, numerical, geometric, calculus and biological sciences? In such a scenario, is there scope for modeling and simulation to play a significant role? Is there a duct for computational analysis? This paper declares rejection. Neo-classical archetype of circumscribed rationality is gnarled and can induce human eyes that it is somewhere it in actuality isn't. Neuro - management assumes that decision-making involve rational optimization of predictable utility. This is assumed as if humans were operational with limitless information, time and information-processing control. How can we learn and use models of biological systems constructed from experimental measurements? Challenging contemporary assumptions or theories (based on type of experimental data), this is the biggest challenge and issue that needs a clinical precision based anatomical peep.

Fundamental concepts in decision conjecture are '*preference'* and '*prediction'*. Neuro - physiological dissections have furrowed footing of conformist neuro - management to a state of 'Improbability Tectonics'. This clearly calls for initiating a new move rather than alteration of reachable hypothesis. There is a need to investigate VUCA - BANI - TUNA and

RUPT (VBTR) based decision making tectonics or 'Improbability Tectonics' within the gamut of an expounding archetype that embraces probabilistic practical constraints. Potential playing field of neuro - management appears to broaden supposition and run through to appreciate this behavioural dimension with reference to a VBTR continuum. Expansion of neuro-entrepreneurial management sciences, Cognitive Science and human sense organ - sciences challenge customary management viewpoint.

'Although decision management provides wide range of mathematical models its status as a science is disputable.
Decision management is often devoted to studying of surrogate systems instead of reality.
Biology, especially Neuroscience, offers a completely new attitude to decision-making,
which is based on empirical research and inductive modelling'. ..... Michal Müller

Conventional, orthodox and stereotype management is based on archetype of reasonableness stating that human beings project at attaining maximal utility. Management Science is a core guide towards primary understanding of motivation for management behaviour. Neuromanagement is a new inter - disciplinary behavioural discipline guiding individual development towards decision making 'trials'. Neuromanagement shows individual is neither egoist nor altruist but hybrid of both as essence of decision augmentation. Neuromanagement identifies management decisions regarding pragmatic utility, objectifies neural correlates of decision. This is mostly by sophisticated scanners and interprets subjective dynamics of neural correlates to decisions (Satpathy & Yousri; 2024). Dawn of neuro-management has been laced with 'Players' of convolution. How is entrepreneurial decision making processes carried out in intellect? Do we interpret research answers when neuroentrepreneurial logical results conflict? Knowing how intellect (and eyes) is working explains little about what mind produces; what we think, what we trust and how we craft decisions. What are the general implications of neuroentrepreneurial management? How to choose in tough situations where disruptions and uncertainties are high and there are multiple conflicting objectives? How should Entrepreneurs' plan? How can we deal with risks and uncertainties involved in a decision? How can we create options that are better than the ones originally available? How can we become better decision makers? What resources will be invested in decision - making? What are the potential responses to a particular problem or opportunity? Who will make this decision? Every prospective action has strengths and weaknesses; how should they be evaluated? How will they decide? Which of the things that could happen would happen?

The decision has been made. How can we ensure it will be carried out? These are the questions neuroentrepreneurial researchers suspect are most crucial for understanding complex human behaviours in disruptions and uncertainties (Satpathy & Yousri; 2024). The above issues have been posed by (Satpathy & Yousri; 2024) in a paper presented at Dhaka, Bangla Desh.

'*The only way to rectify our reasoning is to make them as tangible as those of the Mathematicians so that we can find our errors at a glance, and when there are disputes among persons, we can simply say: Let us calculate, without further ado, to see who is right'.*
…. Leibniz

Problem Statement

A person's mental activities are entirely due to the behaviour of nerve cells, glial cells, and the atoms, ions, and molecules that make them up and influence them.'
…. Francis Crick

Fluid intelligence, along with eye movements; eye tracking, eye gazing and eye tracing, ability to think flexibly, adaptively, and creatively, plays critical role in decision-making processes. By unravelling dynamics of entrepreneurial fluid intelligence, paper gain insights into how entrepreneurs respond to unpredictability and devise strategies to enhance decision-making potential. Notwithstanding considerable developments, enquiry of how entrepreneurs make decisions (as experimented with Refractometry Index Measurements) posture significant trials for methodical explorations. Erecting a decision infers that there is an alternate decision to be factored (Satpathy, J, Aithal, P.S., Torben, L., Roza, J., Chin, P. N., Lockhart, J., Chowdhury, D., & Misra, L. (2023). As regards Problem Statement, Improbability of neuro - management expectations is common in heretical framework (Satpathy, J, Aithal, P.S., Torben, L., Roza, J., Chin, P. N., Lockhart, J., Chowdhury, D., & Misra, L. (2023). Emerging neuro-entrepreneurial science evidence suggests that sound and rational neuroentrepreneurial fluid intellect making depends on prior accurate arousing processing (Satpathy, J, Aithal, P.S., Torben, L., Roza, J., Chin, P. N., Lockhart, J., Chowdhury, D., & Misra, L. (2023). In mainstream neuro - management, it is assumed that individuals are rational and use neuro - management intellects to capitalize on utility (Satpathy, J, Aithal, P.S., Torben, L., Roza, J., Chin, P. N., Lockhart, J., Chowdhury, D., & Misra, L. (2023). However, heretical theories reject the idea that individuals may not always act to maximize utility (Satpathy, J, Aithal, P.S., Torben, L., Roza, J., Chin, P. N., Lockhart,

J., Chowdhury, D., & Misra, L. (2023). Heretical theories argue these ideas are inaccurate that do not reflect real-world conditions (Satpathy, J, Aithal, P.S., Torben, L., Roza, J., Chin, P. N., Lockhart, J., Chowdhury, D., & Misra, L. (2023). Thus, fluid intellect involves amount of risk (Satpathy, J, Aithal, P.S., Torben, L., Roza, J., Chin, P. N., Lockhart, J., Chowdhury, D., & Misra, L. (2023). This stresses information-gathering function of fluid intellect - making (Satpathy, J, Aithal, P.S., Torben, L., Roza, J., Chin, P. N., Lockhart, J., Chowdhury, D., & Misra, L. (2023). Notwithstanding significant advance, inquiry of how we make judgment continue to pose imperative challenge for methodical research. What are the limitations and possibilities in atmosphere of Improbability (Satpathy, J., Arif, A. and Torben, L. (2023). Does Improbability offer new opportunity (Satpathy, J., Arif, A. and Torben, L. (2023)? If fair enough; then why and how (Satpathy, J., Arif, A. and Torben, L. (2023). Does Improbability lead to rigorous restraining circumstances (Satpathy, J., Arif, A. and Torben, L. (2023)? Does Improbability compel new configuration, arrangement and process (Satpathy, J., Arif, A. and Torben, L. (2023). How do entrepreneurs cope/deal with uncertainties in the process of Improbability and growth simultaneously (Satpathy, J., Arif, A. and Torben, L. (2023)? Do technique of futures, forecasting and foresight represent and govern Improbability (Satpathy, J., Arif, A. and Torben, L. (2023). What are the potential impacts of industrial revolution to neuro - management development (Satpathy, J., Arif, A. and Torben, L. (2023)? In the ambit, what heretical approaches can be injected to counter Improbability (Satpathy, J., Arif, A. and Torben, L. (2023)? The above issues have been posed by (Satpathy & Yousri; 2024) in a paper presented at Dhaka, Bangla Desh.

Research Issues

How to account information about value, risk, ambiguity and timing (Satpathy & Yousri; 2024)? How does this criterion behave with reference to the chosen approach (Satpathy & Yousri; 2024)? What distinguishes criteria adopted is dissimilar (Satpathy & Yousri; 2024)? Are there direct correlations that exist between approaches (Satpathy & Yousri; 2024)? How identifiable variables affect selection of decision making criteria (Satpathy & Yousri; 2024)? Is there a relationship between external variables and decision criterion used (Satpathy & Yousri; 2024)? What kinds of algorithms and computations underpin decision process (Satpathy & Yousri; 2024)? Which human sense organs are involved and how do these implement at neural level (Satpathy & Yousri; 2024)? How are decisions made in multifarious environments (Satpathy & Yousri; 2024)? How can sciences harness digital ‘inferential’ data for logical inquiry (Satpathy & Yousri; 2024)? What are the crucial

geometric domains (Satpathy & Yousri; 2024)? What reciprocal relationships exist between cognitive and affective processes (Satpathy & Yousri; 2024)? What are the neuro - behavioural underpinnings (Satpathy & Yousri; 2024)? How does valence of information affect decision making (Satpathy & Yousri; 2024)? How do emotional Players influence (Satpathy & Yousri; 2024)? How changes can be elucidated by neuro - behavioural management (Satpathy & Yousri; 2024)? What emotional models capture interactions in decision making (Satpathy & Yousri; 2024)? How do individual differences influence decision-making (Satpathy & Yousri; 2024)? How do motivation and goal - orientation influence (Satpathy & Yousri; 2024)? What neuro - systems support dissimilar motivational states (Satpathy & Yousri; 2024)? What neuro - behavioural processes distinguish Players of decision capacities (Satpathy & Yousri; 2024)? How do contextual interactions influence, support or undermine decision making (Satpathy & Yousri; 2024)? How status influence decision making (Satpathy & Yousri; 2024)? What are the effects of norms, pressures and stigma (Satpathy & Yousri; 2024)? How precisely are constructs supposed to be encoded in neuro - physiological structures (Satpathy & Yousri; 2024)? How can insights from neurons be embedded (Satpathy & Yousri; 2024)? What has neurons contributed on 'Players' not being rational (Satpathy & Yousri; 2024)? Al these need to be examined in new world of work edifice, context. This is because complete knowledge about all alternatives is seldom possible. The above issues have been posed by (Satpathy & Yousri; 2024) in a paper presented at Dhaka, Bangla Desh.

1. How does an entrepreneur choose via. Refractometry?
2. What part do eyes execute decision making?

Aim and Objective(s)

Paper aims on major planning problems and entrepreneurs (practitioners) who make bulk of decisions. Objective is to monitor diary study philosophy of biology in behavioural models. Purpose is to reject traditional assumptions and evaluate those cognitive factors and especially eye movements have stimulus on actor's decision. Through ophthalmic cabling diagram, paper highlights potential cause - effect linkage between biology and management in explaining how entrepreneurs deal in judgment dynamics. Attempt is to explore nature of causality, identify methods to test causal relations, employ empirical (cognitive and deep Improbability logical) approaches) to causal reasoning, and establish a relation between deep Improbability logical causality and causality using deep Improbability-management' data to reveal neural paths in VUCA - BANI based decision making. Attempt is to explore ways in

which VBTR matrix improves cognitive and neurological approach (es) between neuro - causality using neuro-management (optometric) data. Kowler Model (focused on isolated ideas and concepts that claims unconscious eyes activity precedes self-reported, cognizant intent) would be re-visited in amplification of how Entrepreneurs deal in representative designs and probabilistic functionalism decision tectonic dynamics. Paper aims on some visual - evidences on complex inter-temporal decision trials on. Objective is to monitor diary study (obtained via, Refractometry Index Measurements) philosophy of biology in behavioural models. Purpose is to reject traditional assumptions and evaluate cognitive factors and especially eye movements that offer stimulus. Through ophthalmic refractometry index diagram, paper highlights causal relations, employs empirical (cognitive and neurological) approach (es) and establishes relation between visual causality using neuro - management' data to reveal neural paths. Pivotal point is to comprehend causal processes of how entrepreneurs craft decision in direction of decisions.

1.To scrutinize philosophy of biology in behavioural models ,

2.Propose 'cause - effect linkage' work for decision-making ,

3.Explore problems of multifarious management decisions ,

4.Discuss Improbability that compel new configuration, arrangement and process , and

5.Examine how entrepreneurs cope/deal with uncertainties?

Methodology (and Experiment)

As regards methodology, paper draws on refractometry to calculate influence of eyes in shaping communication connected with entrepreneurial strategy (Satpathy, J., Misra, L. and Warrier, U. (2023). Eye tracking experiment has been conducted on 03 participants to measure eye positions (identifying fixations & saccades) and eye movement ('Geometry of Stimulus') to indicate connect between fixations, gaze and refractometry - based entrepreneurial decision tectonic shifts(s) (Satpathy, J., Misra, L. and Warrier, U. (2023). Using Kowlerian model, we present an investigation that explains experimental methods and analysis with contemporary eye tracking savoir-faire (Satpathy, J., Misra, L. and Warrier, U. (2023). This section countenances a specific hypothesis about role of eye movements in decision; understanding how eye movements are premeditated, carried out notwithstanding recurrent vicissitudes in optical assortment that eye movement harvest (Satpathy, J., Misra, L. and Warrier, U. (2023). The Tobii software has been used to draw primary data (Satpathy, J., Misra, L. and Warrier, U. (2023). Statistical tools have been used to analyze and draw inferences (Satpathy, J., Misra, L. and Warrier, U. (2023).

Methodology includes inter-disciplinary thinking modeling attempt with an empirical part (Isai, M. and Satpathy, J. (2024). Eye Movements have been explored towards obtaining deductions in neuro-based complex decisions (Isai, M. and Satpathy, J. (2024). An eye tracking experiment was conducted on 03 Participants to measure eye positions and eye movement (Isai, M. and Satpathy, J. (2024). Ophthalmic refractometry indices have been analysed (Isai, M. and Satpathy, J. (2024). Tobii equipment is used to record visual activity of eyes (Isai, M. and Satpathy, J. (2024). These waves (rhythms) afford evidence about circumstances and cognitive processes in visual system (Isai, M. and Satpathy, J. (2024). In light of debating theories and applications in decision making, physiological responses have been measured to appreciate visual activity and how eyes respond to sounding (Isai, M. and Satpathy, J. (2024).

Only one (N=01) subject was chosen. The argument for this is that the Subject can have full command and control over the experimental parameters. And, the architecture of a person neither does nor tally with that of another. Hence, it was decided to replicate soundings on the same subject.

The Tobii Eye Tracker / 4 were chosen for the experiment. eye tracker's installation and setup procedure was alienated into three major steps:

1. Installing the eye tracker driver and updating the firmware (Source: Tobii Literature).
2. Mounting the eye tracker on the display or setup (Source: Tobii Literature).
3. Configuring the eye tracker with the display (Source: Tobii Literature).
4. Eye Gaze Data Provider' was added to the input system (Source: Tobii Literature).
5. This data provider provides eye tracking data from the platform (Source: Tobii Literature).
6. 'GazeInput' capability was enabled in the application manifest (Source: Tobii Literature).
7. HoloLens waseye calibrated for the current user (Source: Tobii Literature).
8. Webcam Eye Tracking engine GazeFlow and GazeRecorder softwares were used.

Efforts calculated basic statistics for fixation durations, gaze point coordinates (X, Y), and distances from the eye-tracking device. A key finding was that the average gaze duration was 128.4 ms. Average gaze points were located at coordinates (861.2, 430.4). The average distance from the device was 626.37 mm.

Efforts examined how gazes behavior, such as fixation duration and saccade patterns, changed throughout the session. A research question was; how does attention and gaze behavior vary over time?

Heat map of Gaze Points generated a heat map to visualize the distribution of gaze points, identifying areas of high visual attention. Brighter areas indicated regions of greater visual attention by participants.

Efforts investigated variations in gaze behavior metrics between different session segments (beginning, middle, and end). A research question was; Are there significant differences in gaze behavior across session segments? And, what was the impact of Distance on Gaze Precision

Efforts analyzed the effect of the participant's distance from the screen on gaze behavior. A key results was the average distance remained constant, and the correlation between distance and fixation duration was minimally positive (0.122), indicating a limited influence of distance on gaze behavior.

Efforts broke down the roles of different gaze events in visual processing and attention. A research question was; How do different gaze events influence our understanding of visual processing and attention?

Efforts launched additional considerations in eye-tracking research;

- Cognitive Models Integration: Linking eye-tracking metrics to cognitive load theories and visual search strategies.
- Comparative Analysis across Populations: Exploring variations in gaze patterns among different demographic groups.
- Technological and Methodological Considerations: The importance of accuracy and calibration in eye-tracking data collection.
- Ethical and Privacy Concerns: Informed consent and data anonymization to protect participant privacy.

Soundings

FILEINFO	Screen Width 361	Screen Height 203	SMITIMESYNCH -1
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5 105 CMD_FRAME_SYNCH -1 -1 "_" -1	6 137 CMD_FRAME_SYNCH -1 -1 "_" -1	7 185 CMD_FRAME_SYNCH -1 -1 "_" -1	8 218 CMD_FRAME_SYNCH -1 -1 "_" -1
9 248 CMD_FRAME_SYNCH -1 -1 "_" -1	10 281 CMD_FRAME_SYNCH -1 -1 "_" -1	11 313 CMD_FRAME_SYNCH -1 -1 "_" -1	12 346 CMD_FRAME_SYNCH -1 -1 "_" -1
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21 650 CMD_FRAME_SYNCH -1 -1 "_" -1	22 682 CMD_FRAME_SYNCH -1 -1 "_" -1	23 713 CMD_FRAME_SYNCH -1 -1 "_" -1	24 746 CMD_FRAME_SYNCH -1 -1 "_" -1
25 777 CMD_FRAME_SYNCH -1 -1 "_" -1	26 810 CMD_FRAME_SYNCH -1 -1 "_" -1	27 840 CMD_FRAME_SYNCH -1 -1 "_" -1	28 891 CMD_FRAME_SYNCH -1 -1 "_" -1
29 927 CMD_FRAME_SYNCH -1 -1 "_" -1	30 954 CMD_FRAME_SYNCH -1 -1 "_" -1	31 985 CMD_FRAME_SYNCH -1 -1 "_" -1	32 1016 CMD_FRAME_SYNCH -1 -1 "_" -1
33 1049 CMD_FRAME_SYNCH -1 -1 "_" -1	34 1081 CMD_FRAME_SYNCH -1 -1 "_" -1	35 1112 CMD_FRAME_SYNCH -1 -1 "_" -1	36 1145 CMD_FRAME_SYNCH -1 -1 "_" -1
37 1175 CMD_FRAME_SYNCH -1 -1 "_" -1	38 1207 CMD_FRAME_SYNCH -1 -1 "_" -1	39 1241 CMD_FRAME_SYNCH -1 -1 "_" -1	40 1288 CMD_FRAME_SYNCH -1 -1 "_" -1
41 1326 CMD_FRAME_SYNCH -1 -1 "_" -1	42 1352 CMD_FRAME_SYNCH -1 -1 "_" -1	43 1384 CMD_FRAME_SYNCH -1 -1 "_" -1	44 1416 CMD_FRAME_SYNCH -1 -1 "_" -1
45 1459 CMD_FRAME_SYNCH -1 -1 "_" -1	46 1480 CMD_FRAME_SYNCH -1 -1 "_" -1	47 1512 CMD_FRAME_SYNCH -1 -1 "_" -1	48 1544 CMD_FRAME_SYNCH -1 -1 "_" -1
49 1578 CMD_FRAME_SYNCH -1 -1 "_" -1	50 1608 CMD_FRAME_SYNCH -1 -1 "_" -1	51 1668 CMD_FRAME_SYNCH -1 -1 "_" -1	51 891 CMD_CAL_PT_START 0.5 0.5 "_" 5
51 891 CMD_CAL_PT_END -1 -1 "_" 5	52 1701 CMD_FRAME_SYNCH -1 -1 "_" -1	53 1805 CMD_FRAME_SYNCH -1 -1 "_" -1	53 891 CMD_CAL_START 0 0 "" 0
53 891 CMD_CAL_PT_START 0.5 0.5 "_" 0	54 1816 CMD_FRAME_SYNCH -1 -1 "_" -1	55 1848 CMD_FRAME_SYNCH -1 -1 "_" -1	56 1893 CMD_FRAME_SYNCH -1 -1 "_" -1
57 1925	58 1944	59 1976	60 2024

CMD_FRAME_SY NCH -1 -1 "_" -1	CMD_FRAME_SY NCH -1 -1 "_" -1	CMD_FRAME_SY NCH -1 -1 "_" -1	CMD_FRAME_SY NCH -1 -1 "_" -1

Computation: Subject – 01

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Analysis

GTX and GTY

	GT Xmm	GT Ymm
Average	**235.2869**	**164.7689**
SD	**202.102**	**122.2326**
Minimum	**1**	**1**
Maximum	**546**	**256**
Correlation Coefficient between X and Y	**0.059095**	
coefficient (rs):	**0.059095**	
N:	**2510**	
T statistic:	**2.964672**	
DF:	**2508**	
p Value	**0.003059**	

Pearson's correlation between GTX and GTY

t-Test: Paired Two Sample for Means		
	GTX	GTY
Mean	235.2868526	164.7689
Variance	40861.496	14946.77

Observations	2510	2510
Pearson Correlation	0.059095335	
Hypothesized Mean Difference	0	
df	2509	
t Stat	15.36244575	
P(T<=t) one-tail	2.84034E-51	
t Critical one-tail	1.645461174	
P(T<=t) two-tail	5.68068E-51	
t Critical two-tail	1.960909938	

T-TEST between GTX and GTY

X RAW and YRAW

	XRAW	YRAW
Average	257.6031	153.3708
SD	197.4282	109.3084
Minimum	2.0301	0.0122
Maximum	722.9994	456.436
Correlation Coefficient between X and Y	0.110137	
coefficient (rs):	0.110137	
N:	2510	
T statistic:	5.549405	
DF:	2508	
p Value	3.17E-08	

Pearson's correlation between X RAW and YRAW

t-Test: Paired Two Sample for Means		
	XRAW	YRAW
Mean	257.6030696	153.3707637
Variance	38993.4389	11953.08696
Observations	2510	2510
Pearson Correlation	0.110136819	
Hypothesized Mean Difference	0	
df	2509	
t Stat	24.29743971	
P(T<=t) one-tail	1.3561E-117	
t Critical one-tail	1.645461174	
P(T<=t) two-tail	2.7123E-117	
t Critical two-tail	1.960909938	

t-Test between X RAW and YRAW

GT Xmm and GT Ymm

	GT Xmm	GT Ymm
Average	53.6454	37.56731
SD	46.07925	27.86904
Minimum	0.228	0.228
Maximum	124.488	58.368
Correlation Coefficient between X and Y	0.059095	
coefficient (rs):	0.059095	
N:	2510	
T statistic:	2.964672	
DF:	2508	
p Value	0.003059	

Pearson's correlation between GT Xmm and GT Y mm

t-Test: Paired Two Sample for Means		
	GT Xmm	GT Ymm
Mean	53.64540239	37.56731
Variance	2124.144008	776.9929
Observations	2510	2510
Pearson Correlation	0.059095335	
Hypothesized Mean Difference	0	
Df	2509	
t Stat	15.36244575	
P(T<=t) one-tail	2.84034E-51	
t Critical one-tail	1.645461174	
P(T<=t) two-tail	5.68068E-51	
t Critical two-tail	1.960909938	

t-Test between GT Xmm and GT Y mm

Xmm and Ymm

	GT Xmm	GT Ymm
Average	58.73349986	34.96853
SD	45.01363509	24.92231
Minimum	0.244872	0.002782
Maximum	164.8438632	104.0674
Correlation Coefficient between X and Y	0.110136819	
coefficient (rs):	0.110136819	
N:	2510	
T statistic:	5.549405033	
DF:	2508	
p Value	3.16724E-08	

Pearson's correlation between Xmm and Y mm

t-Test: Paired Two Sample for Means		
	Xmm	Ymm
Mean	58.7335	34.96853
Variance	2027.035	621.3693
Observations	2510	2510
Pearson Correlation	0.110137	
Hypothesized Mean Difference	0	
df	2509	
t Stat	24.29744	
P(T<=t) one-tail	1.4E-117	
t Critical one-tail	1.645461	
P(T<=t) two-tail	2.7E-117	
t Critical two-tail	1.96091	

t-Test between Xmm and Y mm

AOI-X and AOI-Y

	GT Xmm	GT Ymm
Average	2.614343	1.839841
SD	32.59004	21.60089
Minimum	0	0
Maximum	546	256
Correlation Coefficient between X and Y	0.628113	
coefficient (rs):	0.628113	
N:	2510	
T statistic:	40.42531	
DF:	2508	
p Value	1.4E-275	

Pearson's correlation between Xmm and Y mm

t-Test: Paired Two Sample for Means		
	AOI_X	AOI_Y
Mean	2.614342629	1.839840637
Variance	1062.53435	466.7842232
Observations	2510	2510
Pearson Correlation	0.628112678	
Hypothesized Mean Difference	0	
df	2509	
t Stat	1.528300477	
P(T<=t) one-tail	0.063282002	
t Critical one-tail	1.645461174	
P(T<=t) two-tail	0.126564004	

t Critical two-tail	1.960909938	

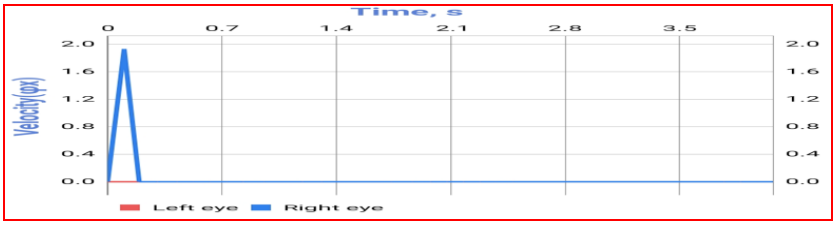
t-Test between Xmm and Y mm

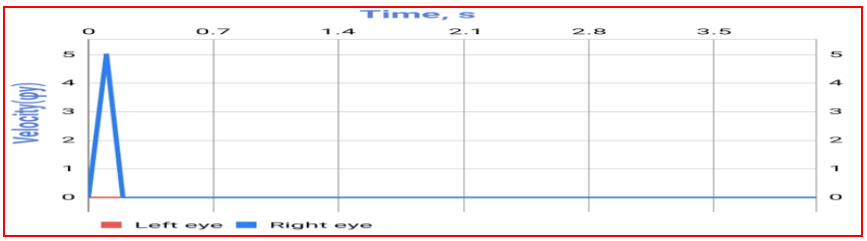
Time REL and AOIX Vs AOIY

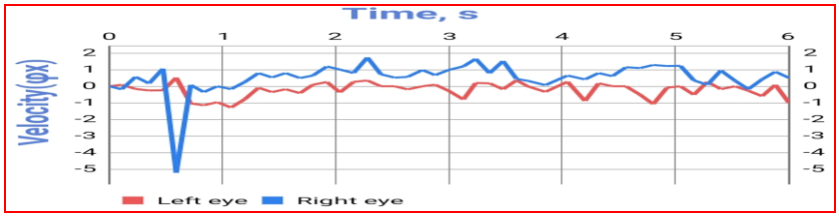
Anova: Single Factor						
SUMMARY						
Groups	Count	Sum	Average	Variance		
TIM REL	2510	1.05E+08	41915.79869	5.87E+08		
AOI_X	2510	6562	2.614342629	1062.534		
AOI_Y	2510	4618	1.839840637	466.7842		
ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	2.94E+12	2	1.46981E+12	7512.965	0	2.996925
Within Groups	1.47E+12	7527	195636757.3			
Total	4.41E+12	7529				

1. **Pitch – Gaze ANG – DIFF GZ**
2.

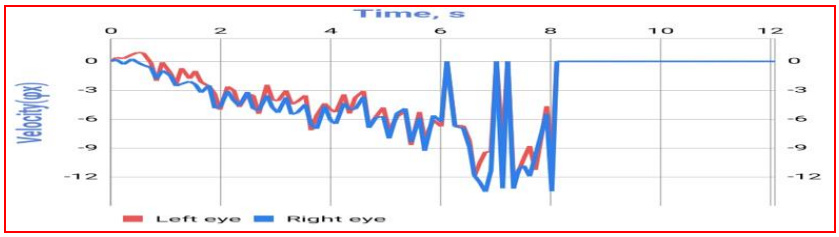
	PITCH GT	PITCH DATA	GAZE GT	GAZE ANG	DIFF GZ
Average	4.285543	7.753364	12.7785	23.08164	11.9605
SD	3.179111	5.232118	5.163941	30.90108	29.84877

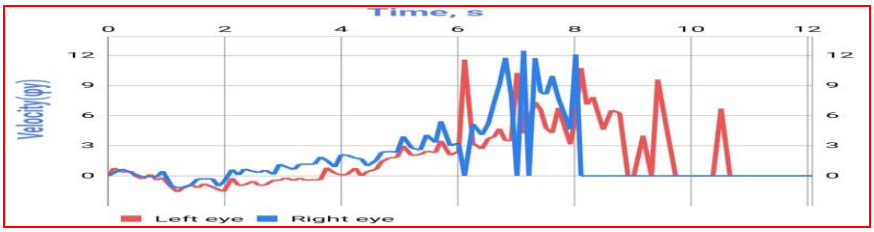


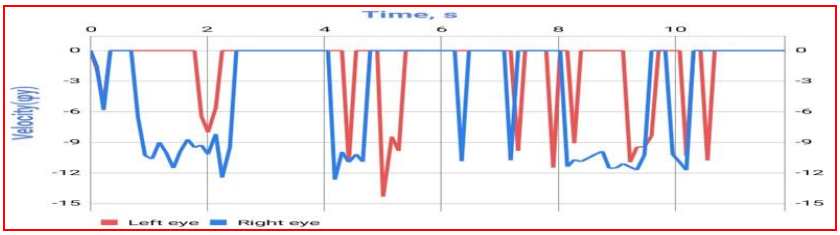


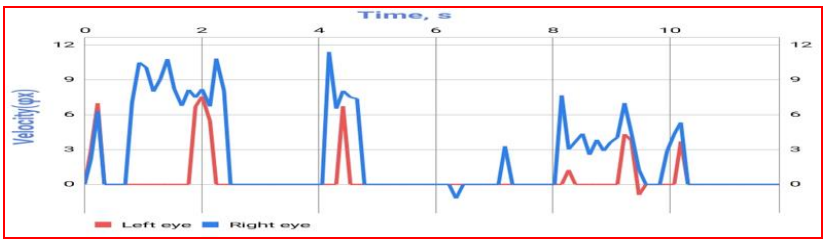

Time, s
Velocity(φx)
Left eye
Right eye

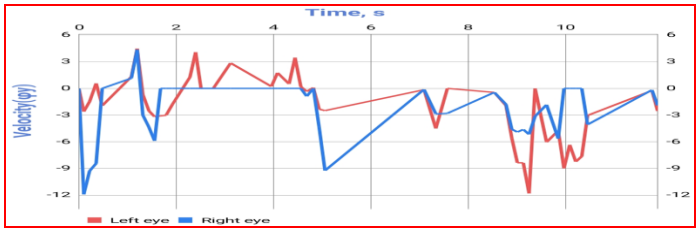

Time, s
Velocity(φy)
Experiment saved
Left eye
Right eye

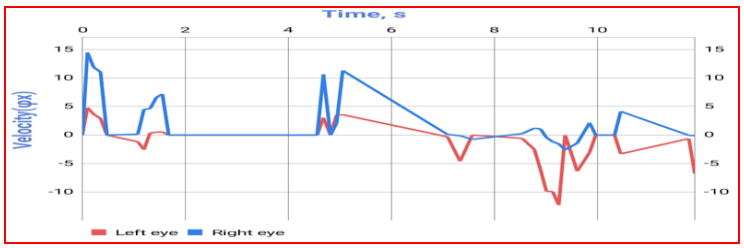

Time, s
Velocity(φx)
Left eye
Right eye

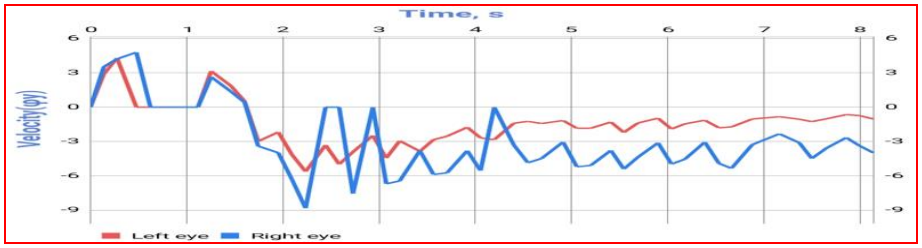

Time, s
Velocity(φy)
Left eye
Right eye

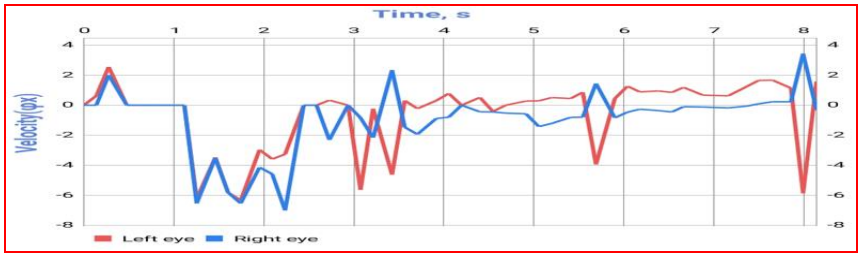

Time, s
Velocity(φy)
Left eye
Right eye

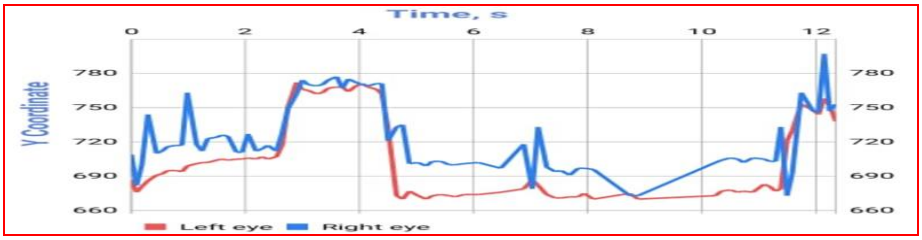

Time, s
Velocity(φx)
Left eye
Right eye

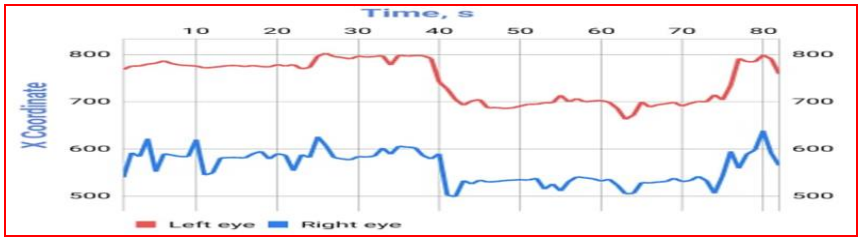

Time, s
Velocity(φy)
Left eye
Right eye

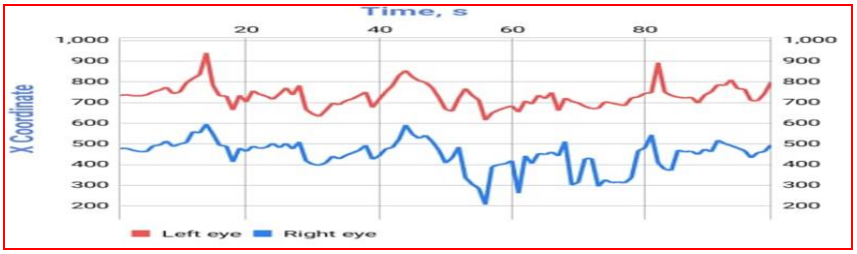

Time, s
Velocity(φx)
Left eye
Right eye

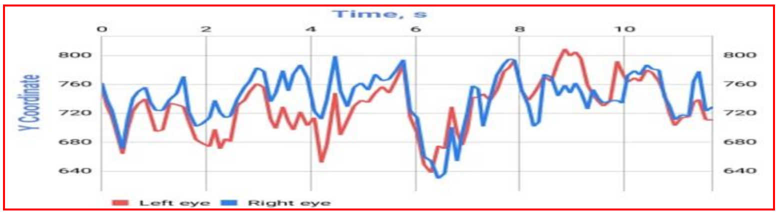

Time, s
Velocity(φy)
Left eye
Right eye

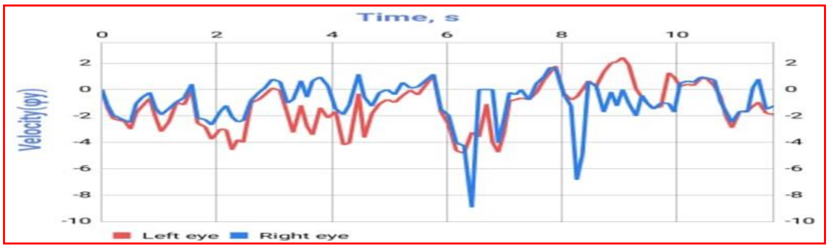

Time, s
Velocity(φx)
Left eye
Right eye

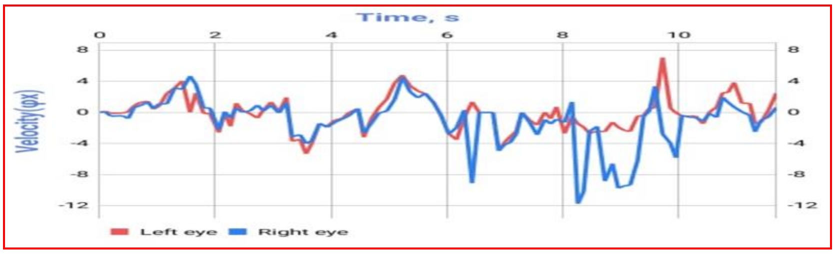

Time, s
Y Coordinate
Left eye
Right eye

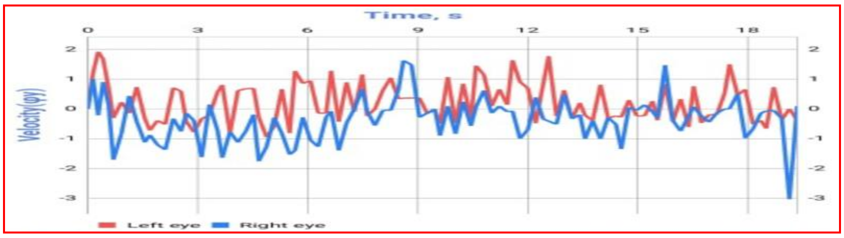

Time, s
X Coordinate
Left eye
Right eye

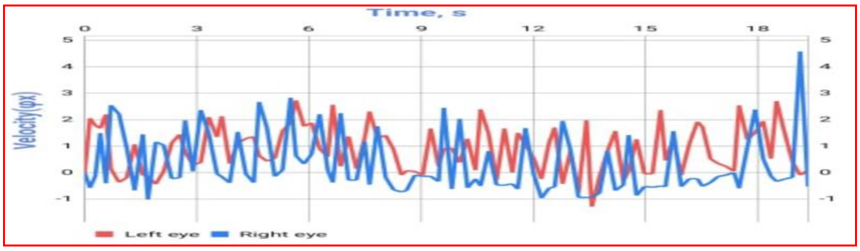

Time, s
X Coordinate
Left eye
Right eye

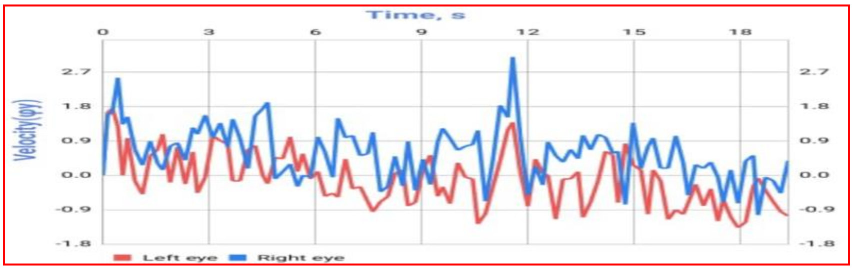

Time, s
Y Coordinate
Left eye
Right eye

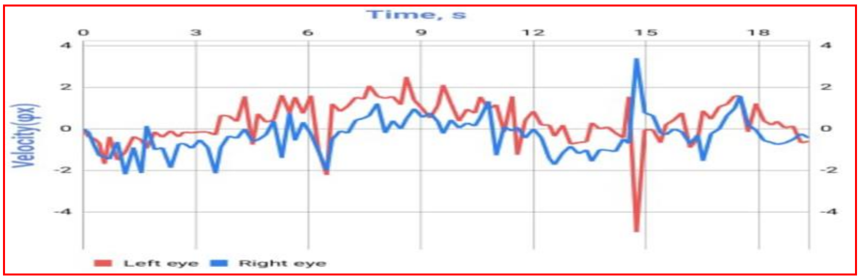

Time, s
Velocity(φy)
Left eye
Right eye

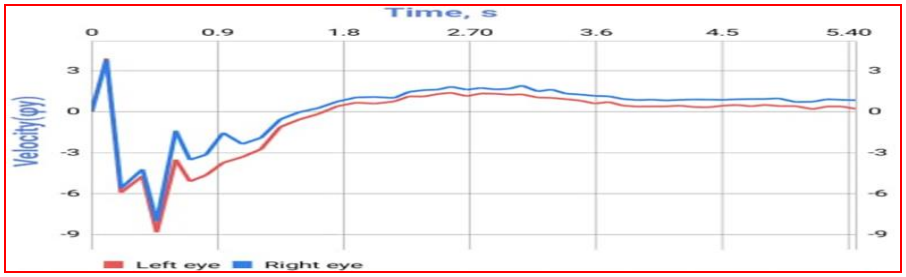

Time, s
Velocity(φx)
Left eye
Right eye

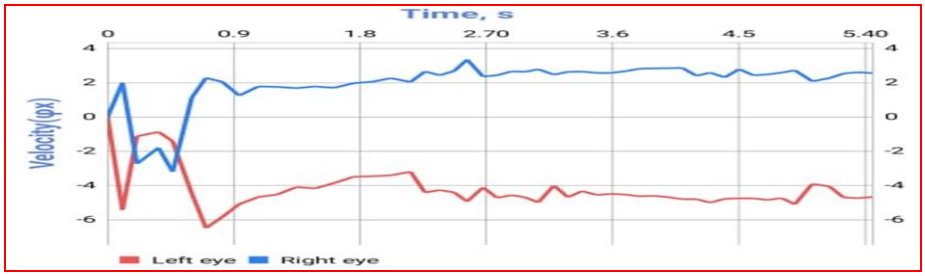

Time, s
Velocity(φy)
Left eye
Right eye


Time, s
Velocity(φx)
Left eye
Right eye

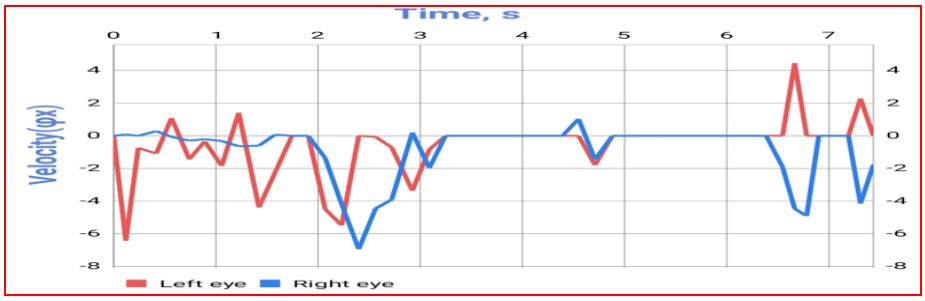

Time, s
Velocity(φy)
Left eye
Right eye

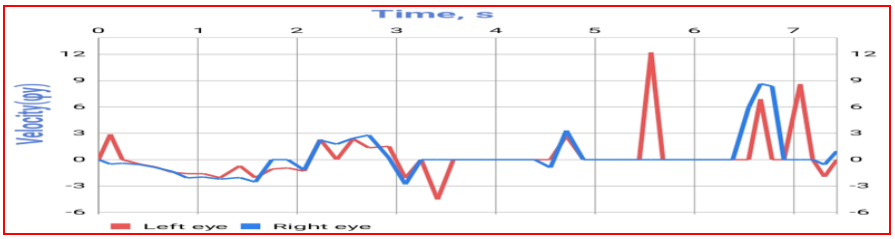

Time, s
Velocity(φx)
Left eye
Right eye

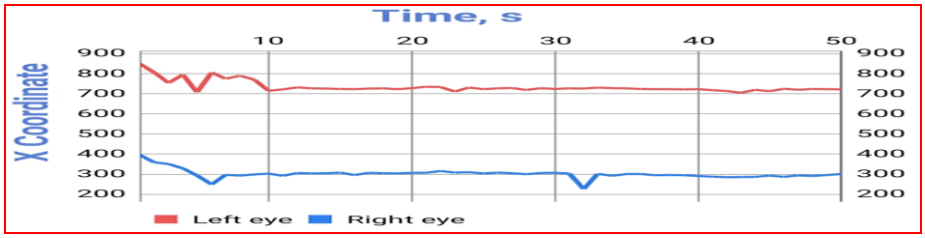

Time, s
0
0.9
1.8
2.70
3.6
4.5
5.40
Velocity(φy)
3
0
-3
-6
-9
Left eye
Right eye

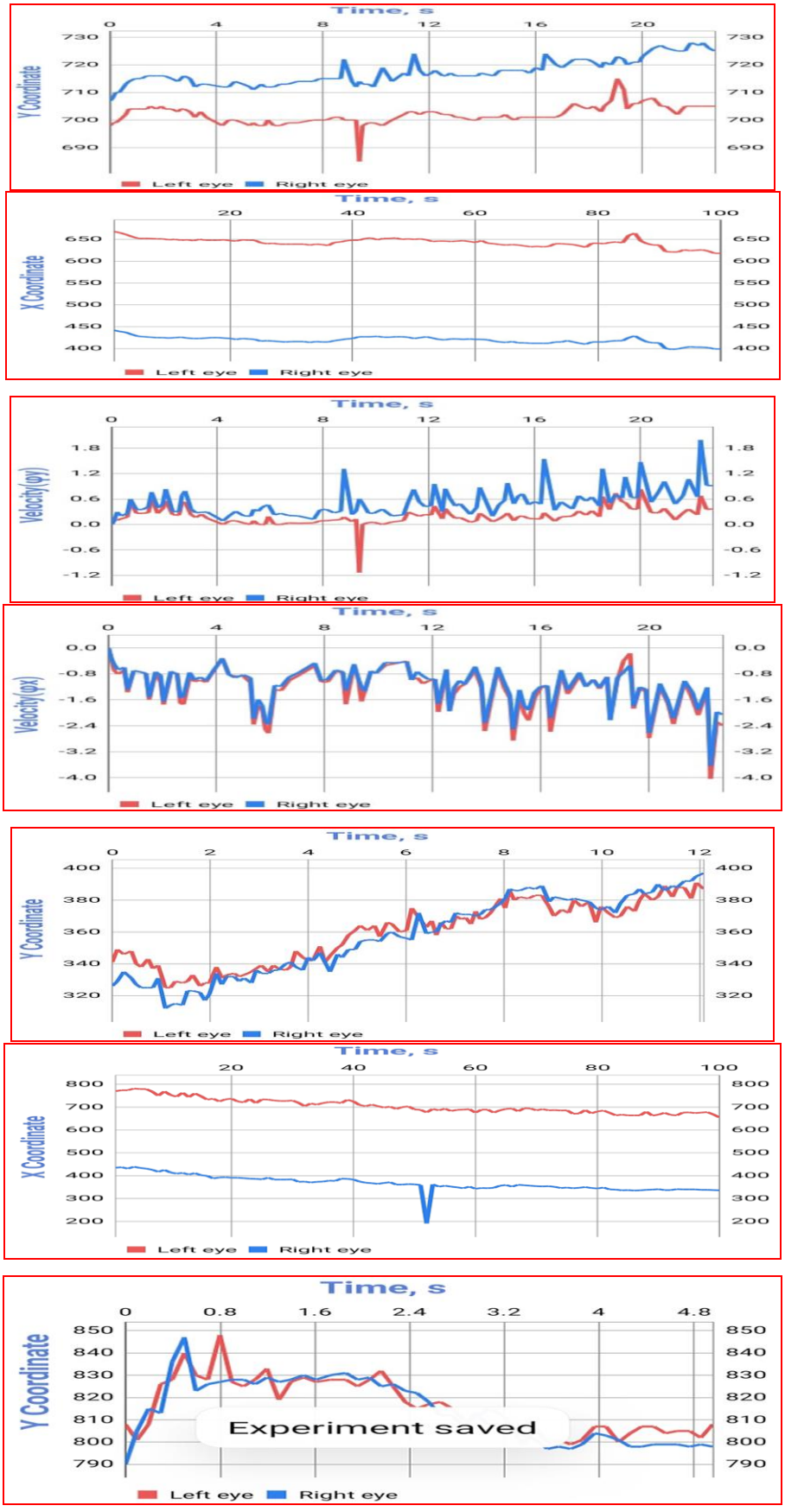

Time, s
0
0.9
1.8
2.70
3.6
4.5
5.40
Velocity(φx)
4
2
0
-2
-4
-6
Left eye
Right eye


Time, s
0
0.8
1.6
2.4
3.2
4
4.8
Y Coordinate
850
840
830
820
810
800
790
Experiment saved
Left eye
Right eye


Time, s
0
1
2
3
4
5
6
7
Velocity(φx)
4
2
0
-2
-4
-6
-8
Left eye
Right eye


Time, s
0
1
2
3
4
5
6
7
Velocity(φy)
12
9
6
3
0
-3
-6
Left eye
Right eye


Time, s
10
20
30
40
50
X Coordinate
900
800
700
600
500
400
300
200
Left eye
Right eye


Time, s
Y Coordinate
X Coordinate
Velocity(φy)
Velocity(φx)
Left eye
Right eye
Experiment saved

CONCLUSION

Eye tracking is a non-invasive method of measuring visual attention, which can provide researchers with a wealth of information about how people process information. By recording eye movements, researchers can identify patterns in attention, such as what people look at first, how long they spend looking at different areas, and how their attention is affected by various stimuli (Tobii: 2023).

Records of eye movements show that the observer's attention is usually held only by certain elements of the picture.... Eye movement reflects the human thought processes; so the observer's thought may be followed to some extent from records of eye movement (the thought accompanying the examination of the particular object). It is easy to determine from these records which elements attract the observer's eye (and, consequently, his thought), in what order, and how often (Yarbus; 1967).

Entrepreneurs craft decision in direction of decisions. They do;

1. Scrutinize philosophy of biology in behavioural models ,
2. Propose ‘cause - effect linkage’ work for decision-making ,
3. Explore problems of multifarious management decisions ,
4. Discuss Improbability that compel new configuration, arrangement and process , and
5. Examine how entrepreneurs cope/deal with uncertainties?

Future Directions: Combining eye-tracking with other biometric measures and its application in augmented and virtual reality environments.

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