

## Assessing the emerging agribusiness entrepreneurs by using brainwave technology

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<b>Abstract</b>	Individual attributes positively influence the success of entrepreneurs, so that it is important to be learnt by potential youths' entrepreneurs by providing mentor from relevant business. To address this, we introduce Electroencephalography (EEG) or brainwave to investigate the attention and meditation level of students in entrepreneur skill and to develop an original approach to entrepreneurship learning about innovation. We constructed an integrated system of EEG brainwave in which each participant could be engaged in a virtual product design activity. The participant's creative behavior, brainwave state, and the level of creativity of their virtual product observed and recorded simultaneously to understand the creative process and their creative product were evaluated afterwards. The experiment involved 20 students of agribusiness study program from different semesters. The result of the students' exam was compared to their level of attention and meditation, then analyzed. The experiment showed that "attention" was more dominated to keep the brainwave technology work rather than to explore many entrepreneur paths explained by the teacher. Further investigation showed the difference of entrepreneur thinking's priority before and after experiment, i.e. creativity-risk taking-decision making into risk taking-creativity-decision because students had different perceptions on how to become the successful agribusiness entrepreneurs after the experiment.
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