

Entrepreneurial Mindfulness Website: Building a Responsive Application

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Abstract

Entrepreneurial Mindfulness is a concept that integrates the concept of psychology in the practice of entrepreneurship. Mindfulness is a psychological concept rooted in the Eastern tradition of contemplative meditation practice that emphasizes how the centre of one's consciousness impacts positive changes in oneself. Mindfulness has an impact on how a person can generate greater attention while realizing the importance of the present experience. The concept of Entrepreneurial Mindfulness has been developed in the form of a research instrument and built on an intelligence-based website that can be accessed at www.entrepreneurialmindfulness.com. This study aims to develop a more responsive Entrepreneurial Mindfulness website based on input from User Experience results. The research method used is exploratory research as part of the Neuroresearch Research Methods stage through three stages, namely exploratory research, explanatory research, and confirmatory research. The exploration resulted in systematic literature reviews of the concepts of entrepreneurship and mindfulness. The results of the research are in the form of website development that has been adapted to user needs so that the website is more responsive. The website was developed to customize the content, adjust the device in accessing it without reducing and changing the appearance of the layout.

Keywords

Entrepreneurial Mindfulness, Responsive Website, Neuroresearch, User Experience

Acknowledgements

This work is supported by Research and Technology Transfer Office, Bina Nusantara University as a part of Bina Nusantara University's International Research Grant entitled Entrepreneurial Mindfulness Based on Artificial Intelligence with contract number: 017/VR.RTT/III/2021 and contract date: 22 Maret 2021. We also want to say thanks to Podomoro University, Universiti Kebangsaan Malaysia, and National Board Teachers Association of the Republic of Indonesia for the contribution as partners in research.

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