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Behavioural Economics of Jung's Dimensions of Consciousness

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Abstract

The authors of this article, a social worker, an investor and a business analyst are interested in the application of Dr Carl Jung's dimensions of personality to the understanding of approaches to decision making and consciousness changes and choices in economic behaviour analysis. This article posits a combination of two dominant theories of Consciousness. - [Baars, Global Workplace Theory (GWT) and Tononi. Integrated Information Theory (IIT), posited as a panpsychic Strategic Life Force (SLF) theory [1-4].

The study involved a comparison between 273,665 individuals who visited a doctor in the past year (patients) and 19,280 individuals who did not (non-patients). The results showed significant differences in psychological types and confidence levels between these groups. Specifically, non-patients exhibited lower confidence and lower investment rates among those with SFJ (Sensation, Feeling, Judging) dimensions, while higher confidence and greater investment levels were observed in those with TPN (Thinking, Perceiving, Intuition) dimensions.

These findings support the continued relevance of Jung's dimensions, demonstrating their alignment with J.G. Miller's living systems theory [5]. Additionally, the integration of Global Workspace Theory (GWT), Integrated Information Theory (IIT), and Benjamin's Strategic Life Force (SLF) theory-based on Jung, Hofstede and Porter [1, 6, 7] -offers a comprehensive framework for measuring business consciousness, managing VUCA conditions, assessing risk, and making rational investments. This integrative approach underscores the necessity of incorporating psychological insights into economic models to enhance predictive accuracy and strategic planning, thereby enriching the discourse on economic rationality and behaviour in contemporary contexts.

Keywords: GWT, IIT, SLF, Advanced Relational Meaning System, Cube of Consciousness, Behavioural Economics, Psychological Types.

Restoring Humanity to Behavioural Economics

Decision making under conditions of uncertainty has been a central topic in both. traditional and behavioural economics. The key differences in approaches, such as rational versus subjective, Type I versus Type II thinking, and predictive versus indicative methodologies, highlight ongoing conflicts and the complexities of economic decision-making as ordinal and ordinal as forms of conscious choices.

Unresolved conflicts in behavioural economics remain between rational and subjective decision-making, Type I and Type II thinking, and predictive versus indicative methodologies, highlighting the complexities of making economic decisions under uncertainty. Bridging competing approaches requires integrative practices, mathematics, theories and philosophical approaches addressing the challenges to improve the accuracy and reliability of economic decision-making in unpredictable environments.

Intentions of this Study

Following wide interest in the author's models indicating the potential to apply Jung's observations to socialwork practice, our focus has been on validation of the Sensing, Thinking, Feeling, Perceiving, Judging and iNtuition dimensions (hereinafter STFPJN)) bridging competing approaches requiring integrative practices, mathematics, theories and philosophical approaches (hereinafter P M θ φ) addressing the challenges to improve the

accuracy and reliability of economic decision-making dimensions in unpredictable environments observed in Dr Carl Jung's clinical practice [1].

This required validation of the dimensions in a large sample of patients compared to respondents who had not visited a doctor in the previous twelve month to confirm the universality of those measures of individuation, personalisation and consciousness. Our interests extended to the relationship between measures of behavioural economics applied to mitigation of welfare practices, methods, theories and philosophies with alternative ordinal and cardinal applications to differences between objective and subjective approaches to decision making under conditions of uncertainty [8-10].

This article explores the enduring validity of Jung's STFPJN types as a century-old model for understanding economic minds. We investigate how these dimensions align with modern theories of decision-making and behavioural economics, specifically addressing the contributions of Herbert Simon's bounded rationality, Michael Porter's competitive forces, and Tversky and Kahneman's insights into irrationality. Utilising a comprehensive national sample of respondents from Gallup affiliate Roy Morgan Research, we analyse consumer and business confidence as an application of SLF as a set of cardinal decisions and preferences [8, 9, 11].

The authors introduce Strategic Life Force (SLF) as a combination of Baars Global Workspace (GWT) Theory and Tononi's Integrated Information Theory (IIT) to better understand the nature of consciousness and its impact on decision-making, acknowledging the roles of uncertainty, randomness, and subjective experiences [2, 3]. By integrating both ordinal and cardinal approaches, we seek to address the challenges and improve the accuracy and reliability of economic decision-making in unpredictable environments.

Introducing an Integrative Theory of Consciousness (Hereinafter SLF).

In the realm of behavioural economics, the study of consciousness plays a pivotal role in understanding how individuals perceive and make decisions. Two prominent theories—Global Workspace Theory [GWT] Integrated Information Theory [IIT] offer unique perspectives on consciousness, each representing subjective, objective, and indicative approaches to decision making under uncertainty or imperfect information.

These theories illuminate the intricate dynamics of chances, changes, and choices, providing a multifaceted understanding of human behaviour and conscious decision-making processes. As they delve into the conflicts over the nature of behavioural economics, these theories bridge the gap between ordinal models and cardinal frameworks.

GWT, developed by Bernard Baars, exemplifies a subjective approach to consciousness. It posits that consciousness arises from the integration of various cognitive processes within a global workspace, a metaphorical stage where information is broadcasted to different parts of the brain. This theory emphasises the role of attention and working memory in shaping conscious experience, highlighting how individuals subjectively perceive chances and make choices. In behavioural economics, GWT sheds light on the subjective biases and heuristics that influence decision-making, illustrating the complexities of human cognition in economic behaviour.

In contrast. IIT, formulated by Giulio Tononi adopts an objective approach to consciousness. IIT proposes that consciousness is a fundamental property of systems that possess a high degree of integrated information. This theory quantifies consciousness through a measure known as phi (Φ), which represents the system's capacity to integrate information. By providing an objective framework for understanding consciousness, IIT offers insights into the underlying mechanisms that drive changes in perception and behaviour. In the context of behavioural economics, IIT underscores the importance of information integration in shaping rational choices, challenging traditional models that assume purely rational decision-making.

Strategic Life Force Theory (SLF), conceived by Dr. Colin Benjamin, represents an integrative approach to consciousness. SLF integrates principles from Jungian psychology, neuroscience, and various theories of consciousness, including both GWT and IIT assumptions. This theory emphasises the dynamic interplay between practice (P), measurements (M), theoretical aspects (θ), and phi (Φ), positioning consciousness as an emergent lifeforce that guides human behaviour. SLF's indicative approach links subjective experiences with objective processes, offering a holistic perspective on the nature of chances, changes, and choices. In behavioural economics, SLF highlights the role of both conscious and unconscious factors in economic decision-making, bridging the gap between ordinal rational models and cardinal psychosocial frameworks.

The conflicts over the nature of behavioural economics often revolve around the tension between rational and psychosocial models. Rational models, grounded in the assumption of objective decision-making, are challenged by psychosocial frameworks that account for the subjective and indicative aspects of human behaviour. GWT, IIT, and SLF each contribute to this discourse by offering distinct yet complementary insights into the nature of consciousness. By examining how individuals perceive chances, adapt to changes, and make choices, these theories provide a deeper understanding of the complexities inherent in economic behaviour.

Integration of these theories into behavioural economics highlights the limitations of purely rational models and the necessity of incorporating a broader range of psychological and neuroscientific insights. GWT's focus on subjective experience, IIT's objective measurement of consciousness, and SLF's indicative synthesis of various elements illustrate the multifaceted nature of human cognition and decision-making [11]. These theories underscore the need for a more nuanced approach to behavioural economics, one that acknowledges the interplay between rationality and subjectivity.

Gardner adopts an interdisciplinary approach that enhances theoretical models and practical applications in understanding how individuals and societies navigate chances (risk), changes

(environmental shifts), and choices (decision-making strategies) with consciousness of hyper-complex economic systems [11]. The Mind's New Science brings together diverse cognitive and behavioural dynamics, fostering economic resilience and sustainability.

Developing an Empirical set of Measurable Discrete Decision Variables

This study recognises the enduring relevance of Jung's STFPJN dimensions in modern economic contexts, particularly in understanding consumer and business confidence, economic rationality, and investment behaviours. By comparing patients who visited a doctor in the past year with non-patients, and respondents indicating confidence in future economic and social environments, we observed significant differences in psychological dimensions and propose an integrated framework for comparisons of sixteen discrete profiles od decision making.

A century after Jung identified significant dimensions of personal preferences and consumer decision making that have been distorted by popular commercialisations including Myers Briggs [12], Keirsey, [13] and Cattell [14]. Jung's acute observations remain the most widely disseminated representation of individuation, personalisation and decision making. The STFPJN dimensions presented in uncoordinated alphabetic 4 x 4 matrices are used in too many pejorative and prejudiced economic decision environments without extensive validation, interpretation or sound economic justification.

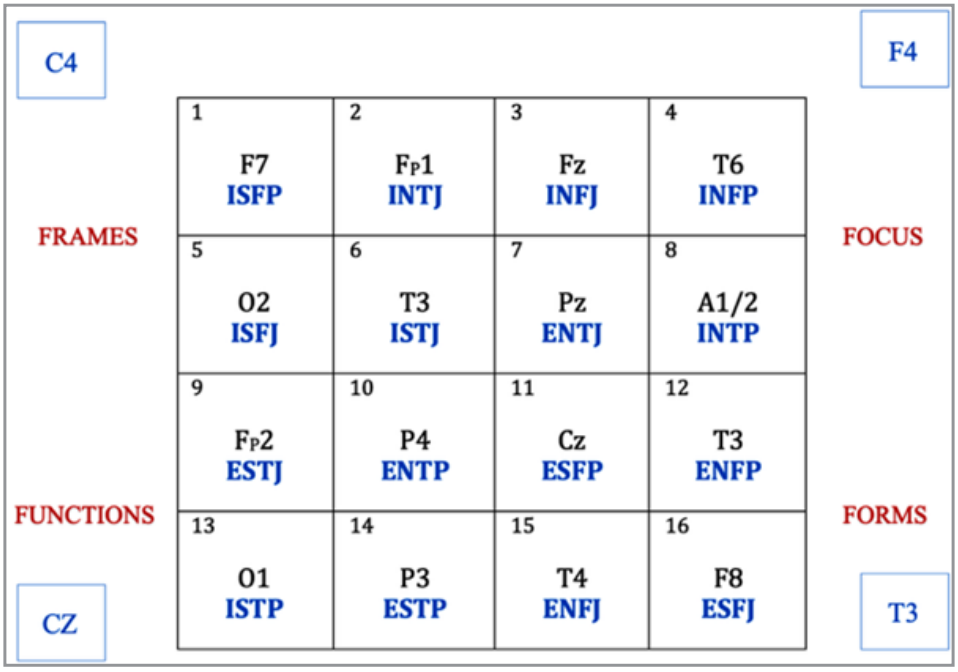
The most common representation of these sixteen categorisations of Introversion and Extraversion attitude presented as MBTI types [12], measured in brain maps by Dario Nardi [14] widely incorporated into social analyses as types, traits, temperaments and decision formats have been found to be sensitive to instrument bias where respondents shift either side of bipolar elements of these dimensions from question to question. For the purposes of this study, Introversion(I)and Extraversion (E) were taken as references to internal, intrinsic information processing against external and extrinsic information processing rather than as psychological attitudes or orientations and excluded from the models of consciousness of those elements.

The authors found no underlying grounded theory that relates the placement of the four letters into a specific location in the matrix, making it difficult to provide an empirical association with Jung's STFPJN. A grounded theory approach to needs, wants, hopes and expectations that generates economic choices demands that we enable the use, study, change and sharing of energy, information, and preferences, requiring recontexting that set of sixteen adjacent profiles.

Jung proposed the existence of two dichotomous pairs of cognitive functions:

i. The "rational" (Judging) with thinking and feeling

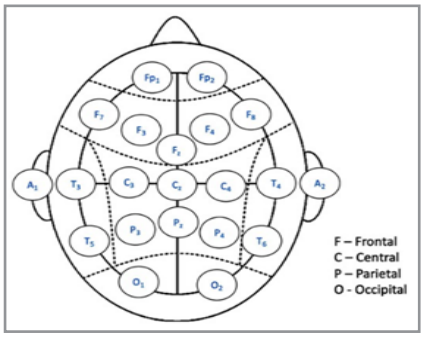
ii. The "irrational" (Perceiving) with sensation and intuition, that are expressed in either introverted or extraverted form the authors adopted EEG evidence (14) that STFPJN dimensions can be matched to brain functions identified based on brainprints , See Diagram 1 and 2. Diagram1



Applying 16 EEG cortex contacts, generates a bird's eye view of the neo-cortex Decision makers process matter-energy and information required to construct a form of social reality, expression of sensations, thinking, feeling and perceiving to move towards viable and sustainable economic outcomes. This is presented in four x four layouts of the (English) letters that are associated with the sixteen MBTI TYPES. and indications of the neo-cortex that is associated with these types. Keirsey and Cattell provide alternative layouts.

Neocortical representation of these elements, confirm the set of sixteen profiles observed in clinical settings by Jung, identified

with the letters ESNP and ITFJ as discrete types of observed decision-making behaviours [14]. Applying a set of sixteen electrodes in a skull cap enabled Nardi to monitor brain waves that align with Jung's typology. (See Diagram 2). Diagram 2



E - Extraversion	**I**– Introversion
S - Sensation	**T**– Thinking
N - Intuition	**F**– Feeling
P - Perception	**J**– Judging

The elements of the human cortex that appear to provide the motor, timer, phase control and familiarity filter in this social system can be identified and measured with an EEG to offer an approximation of the practice of the decision takers in the process of inquiring, communicating, deciding an implementing alternative and alternating changes and choices that can be presented as a matrix of sixteen non-repeated gerunds [15].

C4	SENSING	THINKING	JUDGING	FEELING	F4
STRUCTURES introversion	1 F7 ASSOCIATING ISFP	2 F_P1 DIFFERENTIATING INTJ	3 Fz JUDGING INFJ	4 T6 INTEGRATING INFP	CHOICES
	5 O2 REPRODUCING ISFJ	6 T3 COMMUNICATING ISTJ	7 Pz CONTROLLING ENTJ	8 A1/2 APPRASING INTP	
extraversion FUNCTIONS	9 F_P2 DIRECTING ESTJ	10 P4 DECIDING ENTP	11 Cz IMPLEMENTING ESFP	12 T3 INQUIRING ENFP	
	13 O1 OBSERVING ISTP	14 P3 SUPPORTING ESTP	15 T4 RECOGNISING ENFJ	16 F8 QUALIFYING ESFJ	CHANGES
CZ					T3

Confirmation of Jung's Clinical Observations

As each commercial test of these representations has been displayed with the same set of eight letters in unrelated cells based only on mnemonics, this article aligns the sets of letters as forms, functions, frames and focus on the sequence of J.G. Miller's Living Systems Theory as a representation of mechanisms of Mind [5].

INDUCTIVE certainty				TRANSDUCTIVE probability
SELF STRUCTURES	ASSOCIATOR	INPUT TRANSDUCER	INTERNAL TRANSDUCER	INTEGRATOR OTHERS CHOICES
Ingestor	DECODER	DISTRIBUTOR	PRODUCER	ENCODER Extruder
"I.I.S"	OBERVER	DECIDER	CHANEL & NET	REPRODUCER "A.R.M.S"
FUNCTIONS possibility	MAINTAINER	SUPPORTER	PHASE CONTROLLER	MEMORY CHANGES
DEDUCTIVE	entropy	simplicity	unpredictability	order ABDUCTIVE

MOTOR CONVERTER TIMER

Reliability and Validity

Randall, Isaacson and Carrie [15] provide a comprehensive literature review of various studies of reliability and validity of these personality instruments, but their varying methods did not permit pooling for meta-analysis, Bradford [16] provided a critical review of MBTI facts and common criticisms, including that the preference pairs are artificial, the assessment is unreliable, and lacks an empirical validation. The authors accept these concerns but seek to redress the many critical concerns to enable the adoption of six Jung dimensions to generate a cube of consciousness comprising his six dimensions that can be empirically represented as STFPJN dimensions of individual decision making, first observed in Jung's clinical practice.

This article explores the enduring validity of STFPJN dimensions as a matrix representation for understanding economic minds. We investigated how these dimensions align with modern theories of decision-making and behavioural economics [16], specifically addressing the contributions of Herbert Simon [17] three hundred thousand individuals reporting their decision to attend a medical practice or not to do so in the years after the Covid 19 epidemic (April 2019 -March 2024)

Validating the STFPJN Dimensions

The study involved a comparison between 273,665 individuals who visited a doctor in the past year (patients) and 19,280 individuals who did not (non-patients). The results showed significant differences in psychological types and confidence levels between these groups. Specifically, non-patients exhibited lower confidence and lower investment rates among those with SFJ (Sensation, Feeling, Judging) dimensions, while higher confidence and greater investment levels were observed in those with TPN (Thinking, Perceiving, iNtuition) dimensions.

Our intention was to validate Jung's observations of the dimensions drawing on his clinical practice to confirm evidence of their universality among patients who had visited a doctor in the previous year (equivalent to the subjects of Jung's observations compared to the differentiation and individuation of a sample of respondents who had not visited a medical practitioner. This was designed to validate the universality of Jung's observations and determine the differences between cohorts of patients and a cohort of non- patients that identify economic and social influences on economically influenced decision making.

By comparing more than three hundred thousand respondents from every electorate in Australia matched against the 2021 National census and the results of the 2021Federal election we sought to confirm the representativeness of the national probability sample of health respondents. Each respondent was assigned to one of six cells in the Living Systems matrix to establish sixteen discrete and unduplicated Jung, Keirsey and Cattell STFPJN combinations that shared the same set of sixteen combinations of four Jung types, Given Jung's opinion that "There is no such thing as a pure extravert or a pure introvert. "Such a man would be in an asylum". and "Every individual is an exception to the rule.", we focussed on Extraversion (E) in half of the cells and Introversion (I) in the other half to ensure that each of the sixteen comparisons of MBTI. Keirsey and Cattell regressions were transferred to the same cell in the matrix aligned to Miller's sub-systems as mechanism of the mind from the single cell to the United Nations.

This generated a Decision Matrix with the following allocation of the common set of four letters associated with types, temperaments and traits represented as on a grounded theoretical placement in the mechanism of mind as a form of living system. Each set of four letters contains either STFNPJ regardless of the survey or source of label or original location in MBTI. Keirsey or Cattell. Allocation of the letters was based on the sequence STFPJN with common sociodemographic associations with no consideration of survey question forms. See TABLE ONE)

Table One
Introversion
Higher Disposable Incomes

I S F P	I N T J	I N F J	I N F P
I S F J	I S T J	E NT J	I N T P
ES T J	E NT P	E S F P	E N FP
I S T P	E S T P	E NF J	E S F J

Sensin.
Thinking Feeling. Perceiving
Lower Disposable Incomes

Extraversion

Based on MBTI assumptions of a dominant set of letters for each of the 310,810 respondents, the proportions of each set were compared for the clinical versus the non-patent sample, drawn from a Roy Morgan 1% probability sample to establish that STFPJN dimensions were equally accessible amongst the patients and differentiated within the non- patients based on their socio-economic status. This layout enables comparisons of adjacent cells that have a single letter variation to identify the direction of differences as a cardinal measure of different approaches to economic and social decisions under uncertainty.

To generate a common grounded matrix to enable comparisons of MBTI. Keirsey and Cattell's representations of the STFPJN dimensions, the first column were assigned to Sensing, second column assigned to Thinking, third column to Feeling and the final column to Perceiving., largely following the layout of the original MBTI letters in the matrix.

Judging and iNtuition were not found to be aligned vertically or horizontally, tending to indicate acceptance or rejection of positions in the instruments. There is some evidence that Jung's observations of STFPJN dimensions proportions of population

identified as MBTI types, Keirsey temperaments and Cattell traits demonstrate decisions to visit a doctor (a conscious YES) differ from a cohort from the proportion who did not go to a doctor (a conscious NO), Jung's STFPJN dimensions are present in both cohorts and it is only the proportion of those sixteen that varies based on the context (survey question responses.) See TABLE TWO

Table Two
n.=. 310, 810 national probability sample, Roy Morgan Research Household Interviews. (2018-2024)

I S F P		I N T J		I N F J		I N F P	
Patients.	96%	Patients.	96%	Patients.	97%	Patients.	93%
Non-Patients.	4%	Non-Patients.	4%	Non-Patients.	3%	Non-Patients.	7%
I S F J		**I S T J**		**E N T J**		**I N T P**	
Patients.	97%	Patients.	91%	Patients.	93%	Patients.	91%
Non-Patients	3%	Non-Patients.	9%	Non-Patients.	7%	Non-Patients	9%
E S T J		**E N T P**		**E S F P**		**E N F P**	
Patients.	96%	Patients	93%	Patients.	90%	Patients.	89%
Non-Patients.	4%	Non-Patients.	7%	Non-Patients.	10%	Non-Patients	11%
I S T P		**E S F P**		**E N F J**		**E S F J**	
Patients.	90%	Patients.	90%	Patients.	93%	Patients.	91%
Non-Patients.	10%	Non-Patients	10%	Non-Patients.	7%	Non-Patients.	9%

Every respondent is identified in each cell of the matrix, confirming that there are indeed sixteen types, temperaments and traits. This establishes that Jung's observation of different. individuated patients underpin his STFPJN dimensions that are evenly distributed whilst there are more significant distributions of non- patients. To isolate the significance of the finding that demonstrable differences between the sample of patients versus non-patients, drawn from the same total of 310,810 survey respondents in Table TWO are influenced by epigenetic factors rather than genetic factors, the same sixteen profiles were compared on the five Socio-economic quintiles from the 2021 National Census Profile [18].

Each quintile represents 20% of the population ("AB". "C". "D", "E". "FG") analysed against profiles drawn as sixteen discrete cohorts by the Australian Bureau of Statistics [19]. To enable comparisons between proportions in each type, temperament or trait proportions in each cell are presented as indices with a mean of 100. See Table THREE.

Table Three
n.=. 21,364,000 national probability SES distribution National Probability Sample
INDEX = 100

I S F P		I N T J		I N F J		I N F P	
"AB".	15	"AB".	121	"AB".	262	"AB".	336
"C".	39	"C".	213	"C".	124	"C".	163
"D"	**79**	**"D"**	**164**	**"D"**	**74**	**"D"**	**1**
"E.	188	"E.	3	"E.	40	"E.	-
"FG".	178	"FG".	-	"FG".	-	"FG" .	-
I S F J		**I S T J**		**E N T J**		**I N T P**	
"AB".	**-**	**"AB".**	**129**	**"AB".**	**8**	**"AB".**	**194**
"C".	43	"C".	100	"C".	217	"C".	130
"D"	151	"D"	93	"D"	172	"D"	102
"E.	180	"E.	110	"E.	97	"E.	73
"FG".	126	"FG".	67	"FG".	7	"FG".	-
E S T J		**E N T P**		**E S F P**		**E N F P**	
"AB".	**15**	**"AB".**	**8**	**"AB".**	**-**	**"AB".**	**77**
"C".	10	"C".	103	"C".	2	"C".	88
"D"	12	"D"	173	"D"	95	"D"	154
"E.	68	"E.	153	"E.	241	"E.	90

"FG". 385	"FG". 63	"FG". 162	"FG". 92
I S T P	**E S T P**	**E N F J**	**E S F J**
"AB". 23	"AB". -	"AB". 1	"AB". 25
"C". 39	"C". 1	"C". 156	"C". 88
"D" 61	"D" 92	"D" 154	"D" 95
"E. 138	"E. 184	"E. 126	"E. 120
"FG". 240	"FG". 223	"FG". 63	"FG". 156

Each of the respondents are included in each cell of the matrix, validating Jung's observation of the different combinations of STFPJN dimensions of personality, including clinical and non-clinical cohorts from the different socio-socio-economic levels.

Thus, there are sixteen combinations of STFPJN to remove possibilities of categories of people by removing the impact of responses on one or more questions shifting a respondent from Introversion (I) to Extraversion (E). A two-tailed statistical analysis is employed to compare the proportions of Patients and Non-patients to confirm that the sixteen cells in the matrix are all represented (as independent variables) differing in the proportion of STFPJN represented in the sixteen cells of the matrix with every respondent represented in each cell of the matrix.

Impact Analysis

Assuming the sixteen cells provide a comprehensive representation of sixteen patterns of sensing, thinking, feeling, perceiving, judging and intuition as dimensions of approaches to economic and social decisions, rather than types, temperaments or traits, the authors examined 310,810 respondents' indications of their level of confidence in the future economic and social environment as a contextual dependent variable to establish the existence of respondent's approach to externalities. 57% of respondents indicated that they were confident, and 43% indicated that they were not confident, in the future economic and social environment. Cells at the top of the matrix reported higher disposable incomes and those in the bottom indicated lower disposable incomes (top down versus bottom up) as an economic division rather than presumptions of Prospect Theory (Tversky and Kahneman [16]. See TABLE FOUR.

TABLE FOUR

n.=. 310, 810 national probability sample, Roy Morgan Research Household Interviews (2018-2024)

Judging. iNtuition

Introversion

INDEX= 100 Higher Disposable Incomes

I S F P	I N T J	I N F J	I N F P
Confident. 88	Confident. 99	Confident. 106	Confident. 101
Unconfident. 115	**Unconfident. 102**	**Unconfident. 92**	**Unconfident 98**
I S F J	**I S T J**	**E N T J**	**I N T P**
Confident. 89	Confident. 98	Confident. 103	Confident. 109
Unconfident. 111	Unconfident. 103	Unconfident. 96	Unconfident 88
E S T J	E N T P	E S F P	E N F P
Confident. 93	Confident. 91	Confident. 103	Confident. 110
Unconfident. 113	Unconfident. 112	Unconfident. 95	Unconfident 83
I S T P	E S T P	E N F J	E S F J
Confident. 97	Confident. 103	Confident. 97	Confident. 105
Unconfident 104	Unconfident. 95	Unconfident. 104	Unconfident 95

Sensing. Thinking Feeling. Perceiving Lower Disposable Incomes

Extraversion

Examination of the differences between the cells suggest that levels of confidence of the decision maker are influenced by a bias towards Sensing on the left of the matrix and Perceiving on the right of the matrix rather than top down or bottom right of the matrix. Levels of Introversion versus Extraversion were not found to be indicative of levels of confidence, whilst influencing the distribution of cells between the top half of the cells and the bottom half [20-22].

To explore the relevance to behavioural economics, the authors reviewed the extent of business decisions vary significantly between cells in the matrix, indicating that arguments of neurological foundations of chances, changes and choices as inherent characteristics cannot be maintained. See TABLE SEVEN.

Table Seven
n.=. 310, 810 national probability sample, Roy Morgan Research Household Interviews (2018-2024)
Business decisions in the last year

I S F P	I N T J	I N F J	I N F J
Made a business decision 94%	Made a business decision 91%	Made a business decision 70%	Made a business decision 70%
No business decisions. 6%	**No business decisions. 9%**	**No business decisions. 30%**	**No business decisions. 30%**
I S F J	**I S T J**	**E N T J**	**I N T P**
Made a business decision 99%	Made a business decision 81%	Made a business decision 82%	Made a business decision 83%
No business decisions. 1%	No business decisions. 9%	No business decisions. 18%	No business decisions. 17%
I S T J	E N T P	E S F P	E N F PJ
Made a business decision 95%	Made a business decision 82%	Made a business decision 89%	Made a business decision 93%
No business decisions. 5%	No business decisions. 18%	No business decisions. 11%	No business decisions. 17%
I S T P	E S T P	E N F J	E S F J
Made a business decision 95%	Made a business decision 86%	Made a business decision 95%	Made a business decision 89%
No business decisions. 5%	No business decisions. 14%	No business decisions. 5%	No business decisions. 11%

Strategic Life Force (SLF) theory [4] -offers a framework for measuring business consciousness, managing VUCA responses, assessing risk, turbulence and making considered investments [23]. This integrative approach underscores the necessity of incorporating awareness of psychological insights into economic models to enhance predictive accuracy and strategic planning, thereby enriching the discourse on economic rationality and behaviour in contemporary contexts.

Conclusion

SLF theory blends Jung's psychological archetypes with modern neuroscience, offering a bridge between subjective experiences in behavioural economics. The theory incorporates IIT by Tononi sets of mental processes that are associated with making economic and social decisions changes and choices under conditions of uncertainty. Future research is required to establish the relationships between behavioural economics, welfare choices, brainprints consciousness of chances, changes and choices. By focusing on the dynamics of energy and information, SLF theory offers a novel perspective on how consciousness arises from the interactions of P M θ φ components in the structure of the brain [24-29].

- **Practice (P):** This component emphasises the role of practical, everyday experiences and actions in shaping consciousness, highlighting the importance of lived experience in the emergence of conscious awareness.
- **Method, Mechanics, and Maths (M):** This component highlights the importance of systematic approaches, methodologies, and mathematical modelling in understanding and exploring consciousness.
- **Theoretical Aspects (θ):** This component provides a structured framework for understanding the theoretical underpinnings of consciousness, integrating various scientific and philosophical perspectives.
- **Phi (φ):** Linking to Tononi's IIT, this component addresses the informational structure and complexity required for conscious experience, proposing a quantifiable measure of consciousness.

Conflicts of Interest

The authors declare no conflicts of interest regarding the publication of this paper. This is an original research project that has not been previously published.

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