

# **Neuro-Executive Functions, MBTI Personality, and Learning Agility: An Integrated Model Influencing Individual Investor Behavior and Decision Making**

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## **Abstract**

The behavior of individual investors is a complex interplay of psychological, cognitive, and educational factors. While personality types and learning capabilities are known to influence decision-making, there exists a gap in understanding the role of neuron-executive functions within this paradigm. MBTI personality types correlate with specific investor behaviors. Neuron-executive functions, specifically cognitive flexibility, working memory, and inhibition, have a direct influence on investment decision-making. Learning agility dimensions (mental agility, people agility, change agility, result agility) play a mediating role between neuron-executive functions and decision-making in investment scenarios. A sample of 52 respondents underwent individual stock investment simulations. Evaluative tools included the MBTI personality test, a battery of neuron-EF tests (Strop test, Trail making test, verbal fluency test, digit span, and the Five-point test), and a validated learning agility scale. Smart Partial Least Squares (Smart PLS) analysis was employed to test the hypotheses and derive the model. Specific MBTI personality types displayed distinct investment behaviors, confirming Hypothesis 1. Cognitive flexibility, working memory, and inhibition significantly influenced the decision-making process, supporting Hypothesis 2. Learning agility dimensions showed a mediating effect, especially mental agility and change agility, corroborating Hypothesis 3. This research unravels the integrated role of MBTI personality types, neuron-executive functions, and learning agility dimensions in shaping individual investor behavior and decisions. The proposed model offers invaluable insights for enhancing financial education strategies, personalized financial advisory, and investment training programs tailored to individual cognitive and personality profiles.

**Keywords:** Behavioral Finance, Decision Making, MBTI, Neuron-Executive Functions, Learning Agility