

*Stimulating Intuition and Creativity in Business Analysis  
and Decision Making with the I Ching*

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Abstract

The results confirmed potential benefits of using the *I Ching* as a method for stimulating intuition and creativity in the context of business analysis and possibly complementing traditional analytical frameworks in the decision making process. Areas for future research include: 1) The *I Ching* and framework-based methods of analysis; 2) The *I Ching* as a method for developing creativity and intuition; and 3) Correlation between the of *Chi* (Ki) energy and the *I Ching* readings.