



Vedic Astrology and its Perceived Impact on Management Decision Making

Sushil Prasad Sharma¹, Suraj Bhandari²

¹ M.Phil. in Management, School of Management, Kathmandu University, Kathmandu, Nepal.

² M.Phil. in Management, School of Management, Kathmandu University, Kathmandu, Nepal.

Article History

Received on - January 1, 2023

Revised on - February 5, 2024

Accepted on - March 2, 2024

Keywords:

Horoscope, Kundali, Management Decision Making, Vedic Astrology.

Online Access



DOI: <https://doi.org/10.58665/njiss.42>

Correspondence

Sushil Prasad Sharma,
M.Phil. in Management, School of
Management, Kathmandu University,
Kathmandu, Nepal.
Email: sharma.sushil.prasad@gmail.com

How to Cite APA Style

Sharma, S.P. and Bhandari. S, (2024). Vedic Astrology and its Perceived Impact on Management Decision Making. *Nepalese Journal of Insurance and Social Security*. 6(1),95-102.

Abstract

Purpose: Planned Behavior Theory was utilized to investigate the perceived influence of astrology on the management decision making. This paper attempted to study the Vedic Astrology and how such astrological perspective signifies the management decision making.

Design/Methodology/Approach: Structured Questionnaire was used and 103 valid responses were collected out of 130 distributed. Survey was conducted from different age group with different education background. Descriptive statistics were calculated and to measure perceptual impact, rank was computed. For more descriptive support, different cross tabulation was computed.

Findings and Conclusion: The study concludes that every individual believes in astrology in different forms some believe it in the form of palmistry, some believe in birth chart "Kundali", some believe in numerology and so on. Study also reveals that there is no any impact of gender, age and education on believe in astrology or it can be said that, the choice behind astrology in any form is independent of gender, age and education. Similarly, gender and education have no any impact towards the following the fortune teller or astrology or in any other form.

Implications: This paper highlights astrological practices and culture especially in case of fortune teller and there were no any discussion regarding to specified astrological methods. Further, researcher may broaden the finding by incorporating particular astrology technique or methods like palmistry, numerology, and broaden aspect of Kundali.

1. Introduction

Anyone walking on the premise of temple or church or any religious place cannot think about negative and it is believed that there are some positive energies or vibrations in such religious area. "Pashupati-Nath" temple located in Kathmandu, Nepal where we observed lots of ritual things and one of them is fortune teller sitting near Bagmati river waiting for the people who need to know their fortune.

In Bhaja Govindam, there is a sloka by Adi Sankaracharya in Verse 21,

"पुनरपजिननं पुनरपभरणं, पुनरपजिननी जठरे शयनम्। इह संसारे बहुदुस्तारे, कृपयाऽपारे पाहमिरारे"

PUNARAPI JANANAM PUNARAPI MĀRANAM PUNARAPI JANANĪ JAṬHARĒ ŚĀYANAM IHA SAMṢARE BAHUDUSARE KRPAYĀ'PARE PAHI MURARE.

The Sanskrit sloka written in Bhaja Govindam – Verse – 21, which means, repeated birth, repeated death, and repeated lying in mother's womb – this transmigratory process is extensive and difficult to cross save me, Oh Destroyer of Mura (Oh! Krishna), through your grace (Chinmayananda, 1967)



As per Hindu philosophy, in a Vedic perspective there exist cycle of birth and death and such repeated process of birth and death is known as "Samsar" this only end when the soul attains salvation. This paper investigates the role of Vedic astrology in management decision making that contributes to the management discipline by expanding the understanding of cultural influences by studying beliefs and practices of astrology, which is deeply embedded in eastern culture. Similarly, the paper also investigates the decision-making strategies, individual follows the astrology while taking major decision in context of managerial decision making. There are lots of alternative and selection of best alternative is one of the challenging tasks for human being and such selectin of best alternative by using our cognition process of evaluating different alternatives and choosing a best option in a particular domain is decision making (Nicholas, 2017). From long period of time astrology or fortune telling were practicing and once if satisfied or fortune teller can solve the queries then the consulting is continuing. For effective decision making there is a role of fortune teller, that means the fortune telling and decision making in management are associated. We need to make decision rational and should select best out of several alternatives where the fortune teller or horoscope guide towards better decision making. Different literature focused on investigating the differences in different cultures and beliefs systems, there are several symbols or notation used in astrology like: "fortune telling", "divine Power", "astrology", "Magic", etc. (Crockford, 2018; Jung-Kim, 2017; Harte, 2018; Homola, 2013; Kovalenko, 2019). All these literature to some extent signifies the role of fortune telling in the management decision making.

Several researches have already been conducted on fortune telling and for some societies fortune telling is not welcomed for both public or private decisions. Crockford (2018) studied the significance of astrology in American context and found rejection of astrological context in social life as well as in the political and scientific arena. Fortune telling or horoscope consist of several types like: reading different symbols, picture or card, palmistry or reading hand, face reading, numerology etc. Beside these, birth chart "Kundali" reading is famous from ancient time and has root in "Vedas" so is also called Vedic astrology. At the time when child born, the planetary positions were mapped in a paper which is called the "Kundali" or Birth Chart. In Hindu rituals, we all check Kundali before marriage or any rituals, we check compatibility of love relationships in marriage, this is very critical and very important. If both partners have good Zodiac sign, good nakshatra, definitely the compatibility will go for a long time in case of marriage. If there is incompatibility between you and your friend then things become very difficult

Jung-Kim (2017) found significance difference between men and women towards fortune telling and the tendency of women's interest is higher than that of men. Kovalenko (2019) documented that at the age of technological advancements, 68 percent of Ukrainian belief in fortune telling or horoscopes. People still have faith on astrology and follow astrological guide while making decision in real life. This is interesting and rooted from Vedic period, but there are very few studies about Vedic astrology and there are very few studies regarding Vedic astrology practices and its impact on the decision

making. Therefore, this paper helps to bridge the knowledge gap on Vedic astrology and its perceived impact on management decision making in Nepalese context.

Objective of the Study

The main objective of this research is to investigate the perceived influence of astrology on the management decision making. The specific objective is:

- To explore Nepalese people's perception of Vedic astrology while making management decision.

2. Literature Review

There is no single literature that offers exact and concrete interpretation of astrology, regardless of it being a Vedic phenomenon. There are several studies in ancient astrology or fortune telling; but still there is no presence of modern study about the Vedic astrology (Barton, 2002; Beck, 2008; Maternus, 2005). Astrology is often confusing with astronomy where our solar system is centered around the Sun. Nine planets viz. Mercury, Venus, Earth, Mars, Jupiter, Saturn, Uranus (or Herschel), Neptune, and Pluto, along with the belt of asteroids, revolve in elliptical orbits around the Sun.

As per Bansal (n.d.) there are three movement of earth and they are:

- Earth Rotates
- Earth revolves around the Sun and
- Earth tilts from North Pole to South Pole.

One rotation of Earth is one precise day and approximately has 24 hour a day (precisely it is 23-hour, 56 minute and 4.09 second). As per this rotation concept the following calculation are calculated:

Or, Earth Speed = /hour

Therefore, = 4 minutes.

One rotation = 1 day

365 days = 1 revolution of Sun.

According to McRitchie (2006), astrology is the black box because it provides confusing results or answer. All the fortune teller provides the answer based on the intuitions, deception, or delusion because there is no clear interpretation and explanations. Astrology based on the astronomical component as per Vedic astrology, astrologer need three parameters for calculating birth chart:

- Date of Birth
- Time of Birth
- Location of Birth

Astrologer needs astronomical inferences to predict the fortune, by using date of birth, time of birth and location (in longitude and latitude). Such calculations and interconnection with the astronomical components make astrology vague and complex (Tarnas 2006; Lewis, 2003; Phillipson, 2000). Beside that Epstein (1998) and Glick, Gottesman and Jolton (1989) have documented as there is a

statistically significant relationship between the cognitive domain and belief in fortune telling or astrology as per Pearson Correlation test.

The Vedic astrological practices were based on the cycle of time, day, month and year as per the movements of the Sun, Moon and other planets (Frawley, 1992). As per such cycle of movement astrologer practices to decide the fortune. So, planetary position or alignment decide our decision or guides us for entire life. Astrologer believes everything is planned and framed as per the planet's and star's position or alignment. In this sense our decision is not independent decision rather is all guided by the planetary and star's position. How could such planetary position or alignment impact on the human behavior? How could such planetary position or alignment impact on human decision making? Therefore, this paper helps to answer these questions and attempt to explore the perception of Vedic astrology and their impact on management decision making.

3. Methodology

This is the study of "being," which focuses on "what is," the nature, existence, and structure of reality, as well as what is knowable about the world. According to Richards (2003), ontology refers to our beliefs about the nature and type of reality and the things that already exist. This paper was guided by positivist philosophy where structured questionnaire was given in predetermined format, and to improve validity already constructed and tested questionnaire were adopted from the study of Suttiithum & Srisuphaolarn (2015). Survey was conducted from different age group with different education background.

The planned behavior theory details the determinants of an individual's decision to enact a particular behavior (Conner & Armitage, 1998).

Table 1: Respondent Profile

Variables	Category	Frequency	Percentages
Gender	Male	57	55.34%
	Female	46	44.66%
Age	18 to 28 Years	24	23.30%
	29 to 39 Years	44	42.72%
	40 to 50 Years	30	29.13%
	50 Years Above	5	4.85%
Marital Status	Married	33	32.04%
	Unmarried	69	66.99%
	Widowed	1	0.97%
Education of Respondent	High school and below	2	1.94%
	Bachelor	36	34.95%
	Masters	48	46.60%
	M.Phil/PhD	17	16.50%

Source: Survey (2024)

From table 1 The 55.34 percent of male consist in the sample where majority of sample have Master's degree i.e. 46.60 percentage and majority of sample are unmarried i.e. 66.99 percentages. Majority of respondent belong to age category from 29 years to 39 years. The

This paper attempted to explore the avenues for understanding and using this theory as a way of extending the understanding of the Vedic astrology and their impact on decision making of individual and in organization.

Primary data were collected by using structured questionnaire technique, 103 valid responses were collected by using convenience sampling method. Total of 130 questionnaire were distributed to test the perceived impact of belief in astrology or fortune telling on management decision making. Some questions were measured to collect demographic information and some questions were in the form of four-point scale (i.e. Not preferred to Most preferred for measuring perception regarding astrology from the management point of view.

For the data analysis, different descriptive and inferential statistics were used. Frequencies and percentages were used to present the valid responses. The rank was computed from the responses (where, Not Preferred = 1, least preferred = 2, Preferred = 3, Most Preferred = 4). For testing reliability, Cronbach alpha was calculated, the alpha value is 0.819 for 12 items. Twelve decisions including personal and professional decision were ranked by using ranking method of statistics. Similarly, cross tabulation was computed to test the differences in belief of horoscope with respect to gender, age and educational background.

4. Findings and Discussion

The demographic variables were collected to check the differences caused by the gender, age and education variables. The gender, age, education and marital status were measured to check whether the perception is change or not due to change in these categorical variables.

gender category further used to check the differences in the fortune telling belief. Similarly, the age and education were also tested their differences in the fortune telling belief category by using chi-square.

Table 2: Description about Horoscope

Variables	Category	Frequency	Percentage
Do you watch horoscope? or Do you visit for consultation? with a fortune teller within the past year?	1 to 2 times per year	38	36.89%
	Every 3 month	8	7.77%
	Every month	12	11.65%
	Every week	15	14.56%
	Every day	30	29.13%
What is your Zodiac Sign (Rashi)?	Aries (Mesha)	10	9.71%
	Taurus (Vrisha)	7	6.80%
	Gemini (Mithuna)	9	8.74%
	Cancer (Karka)	10	9.71%
	Leo (Simha)	9	8.74%
	Virgo (Kanya)	9	8.74%
	Libra (Tula)	7	6.80%
	Scorpio (Vrischika)	6	5.83%
	Sagittarius (Dhanu)	7	6.80%
	Capricorn (Makara)	9	8.74%
	Aquarius (Kumbha)	12	11.65%
	Pisces (Meena)	8	7.77%

Source: Survey (2024)

As per table 2 the fortune telling belief and Zodiac sign were collected just to make proof that respondent belief on the astrological context. In table 2, frequency of horoscope watching or consulting with fortune teller were survey which is found most of the respondent visit at least one or two times per year. Thirty-eight respondent out of 103 were visit or watch horoscope one to two times per year (i.e. 36.89 percent of respondents). Respondent watch or visit for consultation every day is 29.13 percent which shows majority of respondent believes in the horoscope or fortune telling. Twelve respondents out

of 103, visit or watch horoscope at least once in every month and similarly, 14.56 percentage of respondent visit or watch horoscope at least once in every week. As per table 2, this is confirming that in this sample the majority of respondent believe in fortune telling. Similarly, for the support to the question whether the selected respondent believe in astrology or not by questioning their Zodiac sign "Rashi". All respondent was all known about their "Rashi", they all select their "Rashi". This also support that respondent were believed in the astrology.

Table 3: Use of Astrology in Personal and Business Decision Making

Why People Use Astrology	Total	Rank
I would like to use astrology as sign of surviving from bad luck crisis	368	1
I would like to use astrology as sign of Right decision making	353	2
I would like to use astrology as the way to create business strength.	346	3
I would like to use astrology as sign of receiving money	318	4
I would like to use astrology as timing of launching products	315	5
I would like to use astrology as the way to work with partnership successfully	295	6
I would like to use astrology as to assessing situation for marketing planning	285	7
I would like to use astrology as the way to utilize full potential of employee	239	8
I would like to use astrology as a customer pays their debt.	222	9
I would like to use astrology as timing to collect debt	209	10
I would like to use astrology as the way to deal with small cracks in your business	207	11
I would like to use astrology as timing to be careful in document error	199	12

Source: Survey (2024)

Note: Sorted by Requirements from the Not Preferred to Most Preferred (where, Not Preferred = 1, Least Preferred = 2, Preferred = 3, and Most Preferred = 4). Rank was computed from the MS. Excel; 12 decisions was ranked.

Table 3 shows the rank of respondent's choice for watch reason respondent were watching or consulting astrologer. The most priority given by respondent was for surviving from bad luck crisis i.e. 368 total which was calculated by totaling the response of 103 response. The first priority for the respondent were given for survival from bad luck by anticipating fortune. This is because there is more pain in loss compared to gain so everyone focusing on the minimization of loss rather to maximize the profit. In business decision making also, manager always trying first for minimum cost or minimum negative effect rather than maximizing the profit.

As per survey, right decision making was second choice for the respondent because astrologer anticipate the fortune and suggest

the right or correct path that help in the betterment. The inferences made by this paper also support the finding of Nicholas, M. (2017), study found for a complex decision astrology is used. In management selection of best out of different alternative is decision making, astrologer here suggest or recommend the best possible alternative.

Creating business strength was one of the most important issue for the respondent to visit for the consultation with the astrologer, or respondent watch the horoscope for creating their business strength. Again, for strength, manager or individual attempted several possible ways but among such way, there are some important path that helps manager or individual for creating strength in business. So, for such opportunities people visit for consultation or people watch astrology. Finding of this paper consistent with the finding of (Suttithum & Srisuphaolarn 2015). Means for simple purpose like document error, small cracks in business, collecting debt, paying bills or debt, utilizing resources etc. people were not visit for consultation with fortune teller.

Table 4: Cross-Tabulation – Gender Differences in Belief of Horoscope/ Fortune

		Gender		Total
		Male	Female	
Do you watch horoscope? or Do you visit for consultation? with a fortune teller within the past year?	1 to 2 times per year	25	13	38
	Every 3 month	6	2	8
	Every month	6	6	12
	Every week	8	7	15
	Every day	12	18	30
Total		57	46	103

Chi-Square = 5.949^a (P-value = 0.203); Degree of freedom = 4; Source: Survey (2024)

Note: a = Two cells have expected count less than 5.

Table 4 shows the cross tabulation of gender category and belief in horoscope. Out of 103 respondent, 57 male and 46 females were there and 25 male who believe in fortune telling they visit at least one to two times per year for consultation with fortune teller. Similarly, 12 males out of 57 of total male were heavily believe in astrology or fortune telling because they check their horoscope daily. Thirteen females at least they check horoscope once or twice in a year and 18 respondent they check their horoscope daily. The frequency of daily horoscope checking is high for female and low for male also the frequency of monthly and weekly horoscope checking is high for

female and low for male. This indicate female are more interested towards the astrology or fortune telling. But for every 3 month and 1 to 2 times per year, male is more interested this makes to some extent gender wise difference was not concluded for the concrete analysis or for the support of this analysis the chi-square was performed, it shows there is no statistical association between gender and believe in astrology, the current study contradict with previous study (Homola, 2018; Shein, Li, and Huang, 2014; Torgler, 2007; Rice, 2003). That means being believer of astrology is independent of gender (i.e. p-value > 0.05).

Table 5: Cross-Tabulation – Age Differences in Belief of Horoscope/ Fortune

		Age				Total
		18 to 28 Years	29 to 39 Years	40 to 50 Years	50 Years Above	
Do you watch horoscope? or Do you visit for consultation? with a fortune teller within the past year?	1 to 2 times per year	8	20	9	1	38
	Every 3 month	1	4	3	0	8
	Every month	7	3	1	1	12
	Every week	2	4	7	2	15
	Every day	6	13	10	1	30
Total		24	44	30	5	103

Chi-Square = 17.912^a (P-value = 0.118); Degree of freedom = 12;

Original Research Article

Note: a = Twelve cells have expected count less than 5.

Source: Survey (2024)

Different age group were analysed, to check whether the age differences makes believe in astrology or not. For support this question, table 5 shows 6 respondent of age category from 18 to 28 years check their horoscope daily, 13 respondent of age category from 29 to 39 years check their horoscope daily, 10 respondent of age category from 40 to 50 years check their horoscope daily. Surprisingly, 1 respondent of age category from 50 years above check their horoscope daily. Similarly, similar frequencies have observed in weekly, monthly, quarterly and yearly. As per such data in table 5 shows there is some association in age category and astrology

Table 6: Cross-Tabulation – Education Differences in Belief of Horoscope/ Fortune

		Education of Respondent				Total
		High school and below	Bachelor	Masters	M.Phil./PhD	
Do you watch horoscope? or Do you visit for consultation? with a fortune teller within the past year?	1 to 2 times per year	0	19	11	8	38
	Every 3 month	0	2	6	0	8
	Every month	0	3	7	2	12
	Every week	0	4	8	3	15
	Every day	2	8	16	4	30
Total		2	36	48	17	103

Chi-Square = 15.588^a (P-value = 0.211); Degree of freedom = 12;

Note: a = Twelve cells have expected count less than 5.

Source: Survey (2024)

In table 6, different education background and their belief in horoscope are presented, only 2 respondent who have below high school check their horoscope daily and 8 respondent who possess bachelor degree daily check their horoscope, 16 respondent who possess Masters and 4 respondents possess M.Phil./PhD check their horoscope daily. Majority of respondent possess bachelor and master's degree, but 19 respondents possess bachelor and 11 respondents possess master degree check their horoscope once or twice in a year. From these data the differences in horoscope is quite confusing with education differences. For this Chi-Square was calculated which shows there is no association between education and belief in astrology. Result from table 6 was quite surprise, whatever the education of respondent they believe in astrology, or this can be better interpreted as the astrological believe is independent of education. The finding of current study is consistent with the study of Temcharoenkit & Johnson (2021). This means the belief in astrology is independent of background of education (i.e. p-value > 0.05).

5. Conclusion

From long period of time astrology or fortune telling were practicing and once if satisfied or fortune teller can solve the queries then the consulting is continuing. Fortune telling or horoscope consist of several types like: reading different symbols, picture or card, palmistry or reading hand, face reading, numerology etc. Beside these, birth

believe i.e. lower age more believe in astrology then higher age people. But as per Chi-Square test there is no association between age category and horoscope believe. This means belief in astrology is independent of age there is no impact of age in belief in astrology (i.e. p-value > 0.05).

Here the frequencies seem quite surprising that lower age have greater tendency to believe in astrology and higher age group have low tendency to believe in astrology which is also support the study of (Harte, 2018). Higher age people already observed reality in several times, they faced difficulties in several time and they became to believe in their work or "Karma" instead of horoscope or astrology.

chart "Kundali" reading is famous from ancient time and has root in "Vedas" so is also called Vedic astrology. The first priority for the respondent were given for survival from bad luck by anticipating fortune. This is because there is more pain in loss compared to gain so everyone focusing on the minimization of loss rather to maximize the profit. In business decision making also, manager always trying first for minimum cost or minimum negative effect rather than maximizing the profit.

So, for such opportunities people visit for consultation or people watch astrology. For simple purpose like document error, small cracks in business, collecting debt, paying bills or debt, utilizing resources etc. people were not visit for consultation with fortune teller.

The study concludes that every individual believes in astrology in different forms some believe it in the form of palmistry, some believe in birth chart "Kundali", some believe in numerology and so on. Study also reveals that there is no any impact of gender, age and education on believe in astrology or it can be said that, the choice behind astrology in any form is independent of gender, age and education. This is because higher age people already observed reality in several times, they faced difficulties in several time and they became to believe in their work or "Karma" instead of horoscope or astrology. Similarly, gender and education have no any impact towards the following the fortune teller or astrology or in any other form. This paper highlights astrological practices and culture especially in case

of fortune teller and there were no any specified methods discussed. General astrological beliefs were assessed in this paper and further researcher may broaden the finding by incorporating particular astrology technique like palmistry, numerology, and broaden aspect of Kundali.

Acknowledgments: We thank respected astrologer Khadananda Subedi (Kundali Reader) for his clarifications related to Vedic astrology and its practices.

Funding Information: No any fund has received to carry out this study.

Authors' Contributions: Conception or design of the work (Sushil Prasad Sharma), Data Collection (Suraj Bhandari), Data analysis and interpretation (Sushil Prasad Sharma & Suraj Bhandari), Drafting the article (Sushil Prasad Sharma), Final approval of the version to be published (Sushil Prasad Sharma & Suraj Bhandari).

Disclosure statement / Conflict of interest: The author declares no conflict of interest.

Ethical statement: This research did not require ethical approval as it does not involve any human or animal experiments.

Data deposition: Data have been used only for this paper.

Author ORCID information: Sushil Prasad Sharma: <https://orcid.org/0000-0002-1464-331X>

References

- Barton, T. (2002). *Ancient astrology*. London: Routledge.
DOI: [10.4324/9780203410714](https://doi.org/10.4324/9780203410714)
- Beck, R. (2008). *A brief history of ancient astrology* (Vol. 4). Singapore: Blackwell Publishing.
DOI: [10.1002/9780470773772](https://doi.org/10.1002/9780470773772)
- Chinmayananda, S. (1967). *Bhaja Govindam*. Central Chinmaya Mission Trust.
- Conner, M., & Armitage, C. J. (1998). Extending the theory of planned behavior: A review and avenues for further research. *Journal of applied social psychology*, 28(15), 1429-1464.
DOI: [10.1111/j.1559-1816.1998.tb01685.x](https://doi.org/10.1111/j.1559-1816.1998.tb01685.x)
- Crockford, S. (2018). A mercury retrograde kind of day: Exploring astrology in contemporary new age spirituality and American social life. *Correspondences*, 6(1), 47-75.
- Epstein, S. (1998). Cognitive-experiential self-theory. In D. F. Barone, M. Hersen, & V. B. Hasselt (Eds.), *Advanced Personality* (pp. 211-238). Berlin, Germany: Springer Science & Business Media.
DOI: [10.1007/978-1-4419-8580-4_9](https://doi.org/10.1007/978-1-4419-8580-4_9)
- Frawley, D. (1992). *The Astrology of Seers: A Comprehensive Guide to Vedic Astrology*. Motilal Banarsidass Publishe.
- Glick, P., Gottesman, D., & Jolton, J. (1989). The fault is not in the stars. *Personality and Social Psychology Bulletin*, 15(4), 572-583.
DOI: [10.1177/0146167289154010](https://doi.org/10.1177/0146167289154010)
- Harte, J. (2018). Superstitious observations: Fortune-telling in English folk culture. *Time and Mind*, 11(1), 67-88.
DOI: [10.1080/1751696X.2018.1433357](https://doi.org/10.1080/1751696X.2018.1433357)
- Homola, S. (2013). Pursue good fortune and avoid calamity: The practice and status of divination in contemporary Taiwan. *Journal of Chinese Religions*, 41(2), 124-147.
DOI: [10.1179/0737769X13Z.0000000005](https://doi.org/10.1179/0737769X13Z.0000000005)
DOI: [10.1353/jcr.2013.0016](https://doi.org/10.1353/jcr.2013.0016)
- Jung-Kim, J. (2017). 13 Women and Divination in Contemporary Korea. In *Coping with the Future* (pp. 392-407). Netherlands: Brill Publisher.
DOI: [10.1163/9789004356788_015](https://doi.org/10.1163/9789004356788_015)
- Kovalenko, N. (2019). Basic astronomy: Common misconceptions and public beliefs according to the audience survey at Kyiv Planetarium. In *EPJ Web of Conferences* (Vol. 200, p. 1023). EDP Sciences.
DOI: [10.1051/epjconf/201920001023](https://doi.org/10.1051/epjconf/201920001023)
- Lewis, J. R. (2003). *The Astrology Book: The Encyclopedia of Heavenly Influences*. US: Visible Ink Press.
- Maternus, J. F. (2005). *Ancient Astrology: Theory and Practice*. Bel Air, Maryland: Astrology Center of America.
- McRitchie, K. (2006). Astrology and the Social Sciences: Looking inside the black box of astrology theory. *Correlation*, 24(1), 5-20.
- Nicholas, M. (2017). *The little black book of decision making: Making complex decisions with confidence in a fast-moving world*. John Wiley & Sons.
- Phillipson, G. (2000). *Astrology in the year Zero*. London, UK: Flare Publications.
- Rice, T. W. (2003). Believe it or not: Religious and other paranormal beliefs in the United States. *Journal for the Scientific Study of Religion*, 42(1), 95-106.
DOI: [10.1111/1468-5906.00163](https://doi.org/10.1111/1468-5906.00163)
- Shein, P. P., Li, Y. Y., & Huang, T. C. (2014). Relationship between scientific knowledge and fortune-telling. *Public understanding of science*, 23(7), 780-796.
DOI: [10.1177/0963662514522169](https://doi.org/10.1177/0963662514522169)
PMID:24598482
- Suttithum, T., & Srisuphaolarn, P. (2015). *Commercial Application of Astrology for Business*. Faculty of Commerce and Accountancy, Thammasat University.

Original Research Article

- Tarnas, R. (2006). *Cosmos and Psyche: Intimations of a new world view*. New York: Penguin.
- Temcharoenkit, S., & Johnson, D. A. (2021). Factors influencing attitudes toward astrology and making relationship decisions among Thai adults. *Scholar: Human Sciences*, 13(1), 15-27
- Torgler, B. (2007). Determinants of superstition. *The Journal of Socio-Economics*, 36(5), 713-733.
DOI: [10.1016/j.socec.2007.01.007](https://doi.org/10.1016/j.socec.2007.01.007)
- Bansal, Y. K. (n.d.). *A Book on Mathematical Astrology*. Bharatiya Prachya Evam Sanatan Vigyan Sansthan.