Consumer Neuroscience: Current State of Knowledge and Future Research Directions

William Hedgcock, University of Iowa, USA
Mary Frances Luce, Duke University, USA
Hilke Plassmann, California Institute of Technology, USA and INSEAD, France

This roundtable session seeks to discuss recent approaches in the field of consumer neuroscience that aim at understanding the neural systems supporting and affecting marketing-relevant behavior. The session brings together researchers currently using neuroscientific methods to investigate questions related to marketing in order to 1) assess the current state of knowledge and 2) discuss directions for future research. The session will begin with a discussion of the marketing-relevant questions that have been investigated within consumer neuroscience, as well as decision neuroscience and neuroeconomics. This will be followed by a discussion to elicit ideas about research future directions.

[to cite]:

[url]:
http://www.acrwebsite.org/volumes/14494/volumes/v36/NA-36

copyright notice:
This work is copyrighted by The Association for Consumer Research. For permission to copy or use this work in whole or in part, please contact the Copyright Clearance Center at http://www.copyright.com/.
ROUND TABLE

Consumer Neuroscience: Current State of Knowledge and Future Research Directions

Chairs:
James R. Bettman, Duke University, USA
Drazen Prelec, Massachusetts Institute of Technology, USA
Carolyn Yoon, University of Michigan, USA

Participants:
William Hedgcock, University of Iowa, USA
Mary Frances Luce, Duke University, USA
Hilke Plassmann, California Institute of Technology, USA and INSEAD, France
Baba Shiv, Stanford University, USA
Ale Smidts, Erasmus University, The Netherlands
Stacy Wood, University of South Carolina, USA
Akshay Rao, University of Minnesota, USA
Brian Knutson, Stanford University, USA
Adam Craig, University of South Carolina, USA
Vinod Venkatraman, Duke University, USA
Martin Reimann, Stanford University, USA
Scott Rick, University of Pennsylvania, USA

This roundtable session sought to discuss recent approaches in the field of consumer neuroscience that aim at understanding the neural systems supporting and affecting marketing-relevant behavior. The session brought together researchers currently using neuroscientific methods to investigate questions related to marketing in order to 1) assess the current state of knowledge and 2) discuss directions for future research. The session began with a discussion of the marketing-relevant questions that have been investigated within consumer neuroscience, as well as decision neuroscience and neuroeconomics. This was followed by a discussion to elicit ideas about research future directions.