Roundtable: 10 Years of Consumer Neuroscience: Progress, Challenges, and Promises

Ming Hsu, University of California Berkeley, USA
Uma Karmarkar, Harvard Business School, USA

Significant gains in knowledge have been achieved in the first decade of consumer neuroscience research. This roundtable aims to draw lessons from the past ten years and building on it to propose broad multi-method empirical approaches that can better advance our understanding of consumer behavior and its underlying processes.

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ROUND TABLE
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Co-chairs:
Ming Hsu, University of California Berkeley, USA
Uma Karmarkar, Harvard Business School, USA

Participants:
Moran Cerf, Northwestern University, USA
Adam Craig, University of Kentucky, USA
William Hedgecock, University of Iowa, USA
Ming Hsu, University of California Berkeley, USA
Uma Karmarkar, Harvard Business School, USA
Milica Mormann, University of Miami, USA
Hilke Plassmann, INSEAD, France
Baba Shiv, Stanford University, USA
Ale Smidts, Erasmus University Rotterdam, The Netherlands
Vinod Venkatraman, Temple University
Stacy Wood, North Carolina State
Carolyn Yoon, University of Michigan, USA

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