Advancing Connections Between Neuromarketing Academics and Industry

Manuel Garcia-Garcia, New York University, USA
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The goal of this roundtable is to advance connections between neuromarketing academics and industry practitioners. Attendees include industry representatives from companies such as Nielsen, Innerscope, Noldus, iMotions, and Tobii as well as academics from a wide range of schools and backgrounds. We’ll discuss and develop opportunities for industry-academic partnerships.

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ROUNDTABLE
Advancing Connections Between Neuromarketing Academics and Industry

Chairs:
William Hedgcock, University of Iowa, USA
Manuel Garcia-Garcia, New York University, USA
Ming Hsu, University of California Berkeley, USA

Participants:
Michael Smith, Nielsen, USA
Peter Hartzbech, iMotions, USA
Jason Rogers, Noldus, USA
Amanda Hammill, Tobii Pro, USA
Ale Smidts, Erasmus University Rotterdam, The Netherlands
Hilke Plassmann, INSEAD, France
Uma Karmarkar, Harvard Business School, USA
Moran Cerf, Northwestern University, USA
Martin Reimann, University of Arizona, USA
Baba Shiv, Stanford University, USA
Angelika Dimoka, Temple University, USA
Carolyn Yoon, University of Michigan, USA
Milica Mormann, University of Miami, USA
Vinod Venkatraman, Temple University
Joel Gough, Tobii Pro, USA
Abbe Macbeth, Noldus, USA

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