Conceptualizing Consciousness in Consumer Research: a Holistic Look At Consumers’ Mental Lives

Lawrence Williams, Leeds School of Business, University of Colorado Boulder
Kathleen Vohs, Carlson School of Management, University of Minnesota

Consumer researchers long have questioned how unconsciousness shapes behavior. This roundtable redresses the field’s neglect of consciousness’s influence. Scrutinizing consciousness from evolutionary, developmental, cultural, neurological, methodological, and applied approaches, this session offers diverse perspectives on one of the more enigmatic aspects of human existence.

[to cite]:

[url]:
http://www.acrwebsite.org/volumes/1021637/volumes/v44/NA-44

[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/.
Roundtable Summaries

ROUNDTABLE
Conceptualizing Consciousness in Consumer Research:
A Holistic Look at Consumers’ Mental Lives

Chairs:
Lawrence Williams, University of Colorado Boulder, USA
Kathleen Vohs, University of Minnesota, USA

Participants:
Jonah Berger, University of Pennsylvania, USA
Kristina Durante, Rutgers University, USA
Chris Janiszewski, University of Florida, USA
Juliano Laran, University of Miami, USA
Rik Pieters, Tilburg University, Netherlands
Andy Poehlman, Clemson University, USA
Sharon Shavitt, University of Illinois at Urbana-Champaign, USA
Itamar Simonson, Stanford University, USA
Michaela Wänke, University of Mannheim, Germany
Alex Genevsky, Erasmus University, Netherlands
Lan Chaplin, University of Illinois at Chicago, USA
Bob Fennis, University of Groningen, Netherlands

Consumer researchers long have questioned how unconsciousness shapes behavior. This roundtable redresses the field’s neglect of consciousness’s influence. Scrutinizing consciousness from evolutionary developmental cultural neurological methodological and applied approaches this session offers diverse perspectives on one of the more enigmatic aspects of human existence.

ROUNDTABLE
Consumer Neuroscience: Conceptual, Methodological, and Substantive Opportunities for Collaboration at the Interface of Consumer Research and Functional Magnetic Resonance Imaging

Chairs:
Martin Reimann, University of Arizona, USA
William M. Hedgcock, University of Iowa, USA
Adam Craig, University of Kentucky, USA

Participants:
Maarten Boksem, Erasmus University Rotterdam, The Netherlands
Raquel Castaño, Tecnológico de Monterrey, Mexico
Moran Cerf, Northwestern University, USA
Angelika Dimoka, Temple University, USA
Ming Hsu, University of California Berkeley, USA
Hilke Plassmann, INSEAD, France
Akshay Rao, University of Minnesota, USA
Ale Smidts, Erasmus University Rotterdam, The Netherlands
Carolyn Yoon, University of Michigan, USA

During this roundtable the results of the first Pre-Conference Workshop on Consumer Neuroscience are discussed especially the findings from three “design thinking challenges” on conceptual methodological and substantive issues concerning functional magnetic resonance imaging (fMRI). The roundtable aims to develop directions for research on the role of neurophysiology in consumption.