

RESEARCH STUDENTS' SEMINAR SERIES

Thursday 25 September 2014
13:30 – 14:30

ILC Seminar Room
6th Floor, L. Sofou Bldg

“The Influence of Neuroscience and Behavioral Economics on Marketing”

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ABSTRACT

The primary purpose of this study is to provide clearer understanding of the role of neuromarketing in the scientific field of marketing. It aims to investigate whether there is a new paradigm shift in marketing as a result of the influences from neuroscience, behavioral economics and social psychology. The main objective of this study is to identify all relevant aspects that indicate the existence of new marketing paradigm through the assessment of knowledge, attitudes and behavior of marketing professionals. There are indications that the current marketing paradigm is running its course, while neuromarketing is receiving a lot of attention and is believed to have the theoretical foundation and methodologies to solve the problems of previous paradigms. The author proposes to use the theory of planned behavior for the guiding principles in predicting future developments of marketing science and practice, accompanied with the study of explicit and implicit attitudes towards neuromarketing among marketing professionals and observational study of trends in neuromarketing. Marketing professionals participating in the study represent academics, practitioners, researchers, experts and students conducting their marketing activities in the regions of South East Europe and United States of America. It is expected from this study to provide further clarifications on the overall understanding of neuromarketing among marketing professionals and shed some light on the future of neuromarketing. The results of this study will contribute to clearer understanding of neuromarketing and its status within marketing science, enable companies to adjust their strategic decisions regarding neuromarketing based on scientifically obtained information and evaluate the stage in which neuromarketing is in South East European region, and identify possible steps towards its further development.

The seminar series is open to all members of *staff and students* of CITY and to any *externals* that wish to attend.



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