Call for Papers

Neuroscience & Consumer Behavior

International Conference on Contemporary Issues in Decision Making, Neuromarketing and Neuroeconomics

organized by the
CENMA, Central European Neuromarketing Association, Czech Republic
CEITEC, Czech Republic
Masaryk University, Brno, Czech Republic
Slovak University of Agriculture in Nitra, Slovak Republic
UNIFER o.p.s., Czech Republic

in cooperation with
National Taiwan University of Science and Technology (Taiwan TECH)
Gunadarma University, Indonesia
Mendel University in Brno, Czech Republic
Poznan University of Economics, Poland

4 – 5 June 2015 in Brno, Czech Republic

www.inconema.com
**General Information**

A two-day conference on consumer neuroscience, neuromarketing and neuroeconomics, with the main focus on the current state of the academic fields and visions for future development. This conference is a platform for presenting, discussing and sharing research results and best practices related to implementation of neuroscience and neuroimaging techniques into marketing and decision-making research. The organizers welcome researchers, scholars, business representatives, market researchers, consulting and advertising agencies, and all who would like to interact with the community of globally and regionally recognized experts through paper presentations, colloquia and discussions, and poster presentation as well.

Conference topics include:

- Neuroeconomics and Neuroscience in Decision-Making Research
- Neuromarketing as the Interdisciplinary Approach to the Customers
- Neuroscience and Marketing Research: for a Better Understanding of Customer’s Perceptions and Reactions
- Neuromarketing and Visual Merchandising in Retail and Services
- Sensory and Aroma Marketing
- Applied Neuromarketing in Various Segments of the Market
- Neuromarketing & Ethical Issues
- Neuroimaging and Biometrics in Decision-Making Research

**Program**

**Day 1**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30 a.m. – 10:00 a.m.</td>
<td>Registration</td>
</tr>
<tr>
<td>10:00 a.m. – 1:00 p.m.</td>
<td>Morning block : Presentations</td>
</tr>
<tr>
<td>1:00 p.m. – 3:00 p.m.</td>
<td>Networking lunch</td>
</tr>
<tr>
<td>3:00 p.m. – 6:00 p.m.</td>
<td>Afternoon block: Discussion groups &amp; workshops</td>
</tr>
<tr>
<td>7:30 p.m. – 10:00 p.m.</td>
<td>Dinner &amp; Evening program</td>
</tr>
</tbody>
</table>

**Day 2**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 a.m. - 1 p.m.</td>
<td>Morning block : Presentations</td>
</tr>
<tr>
<td>1:00 p.m. – 3:00 p.m.</td>
<td>Networking lunch</td>
</tr>
<tr>
<td>3:00 p.m. – 6:00 p.m.</td>
<td>Afternoon block : Discussion groups &amp; workshops</td>
</tr>
</tbody>
</table>
International scientific committee

Chairperson:
Prof. Dr. Ing. Elena Horská, Department of Marketing, Slovak University of Agriculture in Nitra, Slovakia

Members:
Prof. MUDr. Milan Brázdil, Ph.D., Central European Technology Institute, Brno, Czech Republic
Prof. Ing. Ludmila Nagyova, Department of Marketing, Slovak University of Agriculture in Nitra, Slovakia
Prof. Dr. E.S. Margianti, S.E. M.M, Gunadarma University, Indonesia
Prof. Dr. Regina WY Wang, Department of Industrial and Communication Design, National Taiwan University of Science and Technology
Prof. Savino Santovito, Universita' degli Studi di Bari Aldo Moro, Italy
PhDr. Pavel Humpoliček Ph.D., Department of Psychology, Masaryk University, Brno, Czech Republic
MUDr. Robert Roman, Ph.D., Department of Physiology, Masaryk University, Brno, Czech Republic
Dr. Barbara Borusiak, Poznan University of Economics, Poland
Dr. Ying-Chun Chen, Department of Industrial and Communication Design, National Taiwan University of Science and Technology
Ing. Martin Souček, PhD., Mendel University in Brno, Czech Republic

Instructions for authors

• Participants wishing to present a paper should submit an extended/detailed abstract (min. 400 words and max. 1000 words) in English by February 28, 2015.

• Three to eight keywords are recommended.

• Please include author's full name, affiliations, mailing address, telephone, fax numbers, and e-mail address. All abstracts will be peer-reviewed and authors will receive feedback from the Organizing Committee as soon as possible but not later than March 15, 2015. Contact address for sending the abstract: elena.horska@uniag.sk

• Full paper must be submitted by April, 31, 2015.

• Papers will be presented and after the peer-reviewed process, published only with fully confirmed registration and payment. The registration form can be found at the conference website: www.inconema.com

Conference Official Language: English, Slovak, Czech (translation available)

Extended abstracts will be published in the book of abstracts to be distributed among participants during the Conference. Selected presented and peer-reviewed papers will be published in the monograph book.
Format For Paper Submissions

Link to Sample of Full Paper Format

• Please, submit your full papers in PDF format
• Length limit: approximately 5000 words for text, excluding abstract, diagrams, tables and references
• The first page should contain in the following order:
  o Title
  o Name(s)
  o Institutional affiliation(s)
  o Abstract
  o Keywords
• The final section will be the references in APA style

Please, use the address elena.horska@uniag.sk to submit your full paper.

Please see steps Involved in APA referencing format.
For other types of reference types please see APA referencing format.

Fees

Presenting delegate = € 90
Discussion group member = € 90
Delegare with poster = € 90
Presented poster with non-attendance = € 90
Invited speakers = individual conditions

Includes: Entrance to all conference blocks, refreshments during coffee breaks, admission to networking lunch, and dinner with evening program. Ultimate inspiration also included.

Why should you apply?

Learn
• What is the contemporary state of the neuromarketing and neuroeconomics.
• Where the fields are heading.
• Best practices and also mistakes done by others that you do not need to repeat.

Meet
• Recognized experts from around the world.
• People who can change your life.
• Local culture.

Share
• Your research findings and experience.
• Your opinions on topics such as ethical issues, definition or the future of the field.
• your plans, concerns, and ideas.

Experience
• An amazing conference in the city of Brno where the history meets the cutting-edge technology.
• Meeting and interactions with the most brilliant minds.
• Two days of fun, inspiration, and intellectual growth.
Contacts:
For more information visit: www.inconema.com
For abstracts and papers, contact: elena.horska@uniag.sk
For event organization and management, contact: neuromarketing@unifer.cz