

## 2008 Call for papers

Please be invited to submit a paper to the 2008 NeuroPsychoEconomics Conference in **Munich, Germany**. The conference will be held from **October 9-10, 2008** at the Platzl Hotel, in Munich's Historic Old Town (Sparkassenstrasse 10, Munich, Germany 80331). **Deadline for submissions is August 15, 2008.**

The conference theme of 2008 is:

### **“Neuroeconomics, neuromarketing, and neurofinance - Advancing our understanding of decision making processes”**

Manuscripts should combine concepts from neuroscience and/or psychology with problems of business and economics. Topics may include (but are not restricted to):

- Application of concepts and methods from neuroscience and/or psychology in solving business and economics problems (e.g., marketing, behavioral finance, organization science, management, and decision science)
- Analysis of interpersonal behavior (e.g., relationships between customer-supplier, supervisor-subordinate, and/or investor-firm) with the means of neuroscience and/or psychology
- Discussion of ethical and legal issues at the interface of psychology, neuroscience, and business and economics research
- Evaluation of the state of the field of research in neuroeconomics
- Presentation of state-of-the-art techniques for solving neuroeconomic problems

Empirical as well as conceptual manuscripts are welcome.

Manuscripts can be written in English or German. The conference language will be English.

Manuscripts submitted for the conference must not currently be under review, accepted for publication, or published elsewhere.

### **Submission process for manuscripts**

- Manuscripts must be submitted via e-mail to [conference-submission@neuropsychoeconomics.org](mailto:conference-submission@neuropsychoeconomics.org) by July 15, 2008. Please see our website for details at <http://www.jnpe.org/>.
- Manuscripts passing the double-blind review process will be accepted for presentation at the conference. Manuscript submissions must be accompanied by a cover letter that indicates the intention to publish the paper, if accepted, either in its entirety in the Journal of Neuroscience, Psychology, and Economics (ISSN 1861-4523) or in abstract form in the NeuroPsychoEconomics Conference Proceedings.
- In your cover letter, please include complete contact information for all authors including name, affiliation, address, phone number, fax number, and e-mail address.
- The manuscript must conform to the author guidelines (see later section).

By submitting a manuscript, the author(s) agree that at least one author presents the paper at the conference if the manuscript is accepted. The author(s) also agree to conform to the required final format by the due date provided by the Association of NeuroPsychoEconomics.

## Submission process for special session proposals

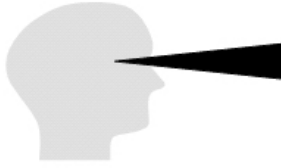
- Special session proposals must be submitted via e-mail to [conference-submission@neuropsychoeconomics.org](mailto:conference-submission@neuropsychoeconomics.org) by July 15, 2008. Please see our website for details at <http://www.jnpe.org/>.
- Special sessions can include
  - moderated panel sessions on the topics mentioned above,
  - workshops on the topics mentioned above, and
  - doctoral consortia / young faculty sessions on the topics mentioned above.
- A special session proposal should be summarize on two pages and must be accompanied by a cover letter. In your cover letter, please include complete contact information for all authors including name, affiliation, address, phone number, fax number, and e-mail address.
- The special session proposal must conform to the author guidelines (see later section).

## Author guidelines

- All manuscripts will be double-blind reviewed. Therefore, the author name(s) should appear only on the title page. Authors should avoid revealing their identities in the body or reference section of the manuscript. All identifying information associated with the manuscript will be deleted prior to review in order to preserve anonymity.
- Manuscripts must be double-spaced in 12 point font, Times New Roman, with pages numbered consecutively throughout the entire paper.
- Manuscripts must not exceed 30 double-spaced, word-processed pages (including abstracts, references, figures, tables, and appendices). Allow margins of 1.5 inches (3.5 cm) on top, bottom, and left side as well as 2 inches (5 cm) on the right side. Papers should be left justified.
- Place the title of the manuscript, but not the author name(s), at the top of the second page, followed by an abstract not exceeding 200 words.
- In the main part of the manuscript, use bold subheadings (12 point font, Times New Roman) to structure the paper, e.g., introduction, conceptual background, methodology, results, discussion, implications. Please use not more than one level of subheadings. Do not number subheadings.
- Please do not use in-text accentuations such as italics or bold.
- Please do not use footnotes; only a very limited number of endnotes are acceptable.
- Please use a space between number and percentage sign, e.g., 1 %.
- Use points as decimal separators, e.g., 13.5 or 145.2 and commas as thousand separators, e.g., 1,000 or 22,000.
- Citations in the text should be in line with the following style: For example: Petermann (1996) within in the text or (Petermann 1996) at the end of a sentence. In case of two authors, please connect them with “and”. For example: (Anderson and Weitz 1992). In case of more than two authors, abbreviate co-authors with “et al.”. For example: (Cahill et al. 1996). In case of more than one source per citation, please list those sources in chronological order using semicolons. For example: (Anderson and Weitz 1992; Burke et al. 1992; Aaker 1997). When citing the same author(s) more than once, use semicolon to separate the years of publication. For example: Hall and Hall 1990; 1991. Only use page numbers if you cite original text. For example: Zaltman (1997) argues neuroscientific technologies “have created new opportunities to measure with far greater precision than previously possible” (p. 432).
- References are to be listed chronologically, last name first, followed by initials. Use the subheading “References”. Do not abbreviate the list of authors with “et al.” in the references. For journals: Last name, F. (year), title, in: journal, volume, pages. Example: Dolan, R. (2002), Emotion, cognition, and behavior, in: Science, 298, 1191-1194. For books: Last name, F. (year), title, city: publisher. Example: Bollen, K.A., Curran, P.J. (2006), Latent curve models: a structural equation perspective, Hoboken, NJ: Wiley-Interscience. For book sections: Last name, F. (year), title, in: last name of editor, F. (ed.), book title, city: publisher, pages. Example: Phelps, E.A., LeDoux, J.E. (2000), Emotional networks in the brain, in: Lewis, M., Haviland-Jones, J.M. (eds.), Handbook of emotions, New York, NY: Guilford Press, 157-172. For electronic sources: Last

name, F. (year), title, URL, access date: date. Example: Marketing Science Institute (2004), 2004-2006 Research Priorities, [http://www.msi.org/msi/pdf/MSI\\_RP04-06.pdf](http://www.msi.org/msi/pdf/MSI_RP04-06.pdf), access date: 09/16/2006.

- Manuscripts may only be submitted as a Microsoft Word file. Other text formatting programs are not acceptable.
- Figures and tables must be included at the end of the manuscript. The figure number (table number) and title should be typed in the same line, centered, separated by colon. For example: Figure 1: Psychological processes. In the text, the location of figures and table should be indicated. For example: Please insert Figure 1 here. Additionally, submit figures and tables as separate Microsoft Powerpoint or Microsoft Excel files.
- All figures and tables should be as simple as possible. I.e., they must only be in black/white, with a white background, 2-dimensional, no bold lines, no italics, no colors, 12 point font, Times New Roman.
- A file for the software EndNote containing the official output style can be downloaded on our website.



## 2008 NeuroPsychoEconomics Conference Program (preliminary)

Platzl Hotel - In Munich's Historic Old Town  
(Sparkassenstrasse 10, Munich, Germany 80331)

*Presentations will be held in English.*

### October 9, 2008

- 06:00-07:00 PM: Registration  
Location: Foyer
- 06:00-07:00 PM: Reception  
Location: Foyer
- 07:00-10:00 PM: Munich Nightlife  
Meeting point: Foyer of the Platzl Hotel

### October 10, 2008

- 08:00 AM: Registration
- 09:00 AM: Welcome from the editors
- 09:30 AM: Key note speech  
Key note speaker:  
Prof. Friedrich Schneider, Johannes Kepler University Linz  
*"The Morals of (Not) Paying Taxes: Economic and Some Psychological Factors"*
- 10:30 AM: Coffee break
- 11:00 AM: Competitive paper sessions
- Track: Consumer Behavior & Neuromarketing**  
**Track: Behavioral Finance & Neurofinance**  
**Track: Organizational Behavior & Organizational Decision Neuroscience**  
**Track: Behavioral Economics & Neuroeconomics**
- 01:00 PM: Award lunch  
Award speaker: Prof. Judy Zaichkowsky, Simon Fraser University, Vancouver, British Columbia, *"Using FMRI versus the Personal Involvement Inventory to Measure Involvement: Ideas for Consumer Research"*
- 02:30 PM: Competitive paper sessions
- Track: Consumer Behavior & Neuromarketing**  
**Track: Behavioral Finance & Neurofinance**  
**Track: Organizational Behavior & Organizational Decision Neuroscience**  
**Track: Behavioral Economics & Neuroeconomics**
- 05:30 PM: Summary

## Conference fee

The conference fee is reduced for members of the Association for NeuroPsychoEconomics (apply for membership at <http://www.jnpe.org/>). Conference fees include the NeuroPsychoEconomics Conference Proceedings, coffee breaks, award lunch, and conference beverages.

- Students (members): EUR 90
- Students (non-members): EUR 170
- Scientists (members): EUR 170
- Scientists (non-members): EUR 280
- Practitioners (members): EUR 280
- Practitioners (non-members): EUR 395

Please register online at <http://www.jnpe.org/>.

## Accommodations

A limited number of rooms are available for a special conference rate. Mention the keyword “Neuro” when booking your room. Since short-term prices may vary you might want to check current prices posted on the hotels’ websites before booking the conference rate.

<p>Platzl Hotel            Sparkassenstrasse 10            Munich, Germany 80331            Tel: +49-89-237030            Fax: +49-89-23703800            info@platzl.de  <a href="http://www.platzl.de">http://www.platzl.de</a>            Double occupancy: EUR 200            Single occupancy : EUR 166            Including breakfast buffet, spa usage, and tax            Book before August 27, 2008</p>	<p>Hotel Schlicker München            Distance to conference location: 0.2 miles            Tal 8            Munich, Germany 80331            Tel: +49-89-2428870            Fax: +49-89-296059            Info@Hotel-Schlicker.de  <a href="http://www.hotel-schlicker.de">http://www.hotel-schlicker.de</a>            Double occupancy: EUR 118            Single occupancy : EUR 87            Including breakfast buffet and tax            Book before September 19, 2008</p>
<p>Adria Hotel            Distance to conference location: 1.0 miles            Liebigstrasse 8a            Munich, Germany 80538            Tel: +49-89-2421170            Fax: +49-89-242117999            reception@adria-muenchen.de  <a href="http://www.adria-muenchen.de">http://www.adria-muenchen.de</a>            Double occupancy: EUR 127            Single occupancy : EUR 112            Including tax            Book before September 19, 2008</p>	<p>Best Western Hotel König Ludwig            Distance to conference location: 2.3 miles            Hohenzollernstrasse 3            Munich, Germany 80801            Tel: +49-89-381520            Fax: +49-89-394658            info@hotelkoenigludwig.de  <a href="http://www.hotelkoenigludwig.de">http://www.hotelkoenigludwig.de</a>            Double occupancy: EUR 150            Single occupancy : EUR 120            Including breakfast buffet and tax            Book before September 8, 2008</p>