



## 2024 Call for submissions

We are happy to announce that submissions are now open for the 20th Annual NeuroPsychoEconomics Conference in **Milan, Italy**. The conference will be held on **June 6-7, 2024** at Politecnico di Milano, Department of Management, Economics, and Industrial Engineering (Via Lambruschini 4B, 20156, Milan, Italy, <https://www.polimi.it/>). The conference chair is Marco Mandolfo.

The **deadline for submissions** is Friday, **March 15, 2024**, 11:59pm CET.

The conference theme of 2024 is:

### **“Connecting the Dots: The Intersection of Management, Economics, Neuroscience, and Psychology”**

Topics preferably combine problems in marketing, psychology, economics and/or neuroscience, and include (but are not limited to):

#### **Assessing the influence of neurophysiological responses triggered by marketing cues:**

- Investigating the neural correlates of visual elements in packaging, communication, and advertising and their impact on consumer behavior
- Examining how different pricing strategies affect neural activity and subsequent purchasing decisions
- Exploring how different communication tactics impact neural responses and subsequent consumer behavior

#### **Extending the theoretical and empirical fundamentals of behavioral economics and neuroeconomics:**

- Investigating the neural and psychological mechanisms underlying decision-making (e.g., trust, fairness, reciprocity) in social contexts
- Examining the role of affective states in decision-making and their neural underpinnings
- Assessing the impact of cognitive biases on economic decision-making and the underlying neural mechanisms

#### **Applying theoretical or methodological approaches of cognitive, affective, and social neuroscience to organizational behavior and information systems:**

- Investigating the impact of user interface design on cognitive and affective processes in technology adoption and use
- Examining the neural and psychological mechanisms underlying decision-making in technology-mediated communication contexts
- Examining the neural and psychological mechanisms that underpin the formation and development of trust and empathy in online interactions

#### **Consumer behavior in the metaverse:**

- Investigating the impact of immersive virtual environments on consumer behavior and decision-making processes
- Examining how social influence and social norms operate in immersive virtual environments
- Assessing the role of affective states in shaping consumer behavior in the metaverse

**Artificial Intelligence applied to behavior predictions:**

- Investigating the potential of machine learning and artificial intelligence for predicting consumer behavior and decision-making processes
- Assessing the accuracy and reliability of AI-based predictions compared to traditional methods of market research and prediction
- Investigating the role of human values and ethical considerations in the development and application of AI-based prediction models.

**Use of neuroscience tools to improve managerial practice:**

- Examining how neurofeedback and brain-computer interface technologies can be used to improve decision-making and performance in the workplace
- Investigating the neural and psychological mechanisms underlying leadership and management styles, and how this information can be used to enhance managerial practices
- Exploring the use of neuroimaging and other physiological measures to assess employee engagement and satisfaction, and how this information can be used to optimize workplace culture and performance

**Neurofinance:**

- Examining the neural and psychological mechanisms underlying financial decision-making, risk-taking, and consumer and investor behavior
- Assessing the impact of cognitive biases and heuristics on financial decision-making and the underlying neural mechanisms
- Examining the impact of neurofeedback and other neuromodulation techniques on financial decision-making and risk-taking behavior

**Neuroforecasting:**

- Investigating the use of neural and physiological measures for predicting consumer behavior and decision-making processes
- Examining the accuracy and reliability of neuroforecasting techniques compared to traditional methods of market research and prediction
- Assessing the ethical implications of using neuroforecasting in marketing and consumer research

**Meta-analyses or systematic reviews clearing up the role of neuroscientific, psychological and physiological tools in advancing theories in marketing, economics, or information systems:**

- Conducting a meta-analysis of neuroimaging studies investigating the neural mechanisms underlying consumer decision-making
- Systematically reviewing the literature on the impact of cognitive biases on economic decision-making and the underlying neural mechanisms
- Conducting a meta-analysis of studies investigating the neural and psychological mechanisms underlying effective communication strategies in business contexts

**Deepening potential ethical and moral implications derived from consumer neuroscience research:**

- Examining the ethical and moral implications of using neuroimaging and physiological measures in consumer research
- Investigating the impact of neuromarketing on consumer autonomy and privacy, and the associated ethical concerns
- Evaluating the level of ethical knowledge among researchers and practitioners applying neuroscientific methods in consumer research

Both empirical and conceptual submissions are welcome.

## Competitive paper submissions

- Competitive papers for the 2024 NeuroPsychoEconomics Conference must be submitted **by March 15, 2024, 11:59pm CET**. The link to the online submission tool can be found at <http://www.jnpe.org> (under “Conference” and “Submissions”). Please do not submit your competitive paper by email but only through the online submission tool.
- Competitive paper submissions can either consist of a full paper of up to 40 double-spaced pages or an extended abstract of up to 1,500 words.
- *Full paper submissions* (up to 40 double-spaced pages) must include a short abstract of no more than 350 words (for inclusion in the *NeuroPsychoEconomics Conference Proceedings*, ISSN 1861-8243) and conform to the author guidelines of the American Psychological Association (APA). When submitting your paper, you will be asked to indicate whether or not you intend to publish the full paper, if accepted, in the *Journal of Neuroscience, Psychology, and Economics* (ISSN 1937-321X).
- *Extended abstract submissions* (up to 1,500 words) will go through an expedited review process and should go beyond a research proposal (i.e., empirical extended abstracts should present information on data and results, conceptual extended abstracts should clearly state their theoretical contribution). Extended abstract submissions must also include a short abstract of no more than 350 words (for inclusion in the *NeuroPsychoEconomics Conference Proceedings*, ISSN 1861-8243), in addition to the extended abstract of no more than 1,500 words.
- **In submitting a competitive paper, the submitter affirms that, if accepted, at least one co-author will register for the 2024 NeuroPsychoEconomics Conference and appear at the conference to present the paper.**

## Poster submissions

- Poster proposals for the 2024 NeuroPsychoEconomics Conference must be submitted **by March 15, 2024, 11:59pm CET**. The link to the online submission tool can be found at <http://www.jnpe.org> (under “Conference” and “Submissions”). Please do not submit your poster proposal by email but only through the online submission tool.
- Poster proposals will go through an expedited review process. Your poster proposal is an extended abstract (up to 1,500 words) that describes the research presented on the poster, and a short abstract (up to 350 words) for inclusion in the *NeuroPsychoEconomics Conference Proceedings*, ISSN 1861-8243.
- If your proposal gets accepted, posters to be presented at the conference may have a maximum size of 120 cm (height) x 90 cm (width).
- The best posters may be invited for presentation in a special session at the conference (5-10 minute verbal presentation).
- **In submitting a poster proposal, the submitter affirms that, if accepted, at least one co-author will register for the 2024 NeuroPsychoEconomics Conference and appear at the conference to present the poster.**

## Symposium submissions

- Symposium proposals for the 2024 NeuroPsychoEconomics Conference must be submitted **by March 15, 2024, 11:59pm CET**. The link to the online submission tool can be found at <http://www.jnpe.org> (under “Conference” and “Submissions”). Please do not submit your symposium proposal by email but only through the online submission tool.
- In symposium sessions, a number of presentations (usually between two and six) discuss a common topic, with the goal of shedding new insights on this topic.
- Symposium proposals are single-blind reviewed (meaning submitter and presenter information are disclosed in the proposal) and are judged on overall quality, innovativeness, and fit with the NeuroPsychoEconomics Conference.
- A symposium proposal is one single document that must include the following: (1) title of the symposium, (2) complete names, affiliations, and emails of all participants, (3) a short abstract summarizing the symposium topic, and (4) a 3–6-page overview of the symposium including (a) a brief discussion of why the symposium topic should be of interest to the attendees of the NeuroPsychoEconomics conference, and (b) a short abstract (up to 350 words) of each individual talk.
- **In submitting a symposium proposal, the submitter affirms that, if accepted, all presenters involved in the symposium session will register for the 2024 NeuroPsychoEconomics Conference and appear at the conference to present their work.**

**We look forward to your submissions and seeing you at the conference!**