

2023 NeuroPsychoEconomics Conference Program

Conference theme: “The Strides of Consumer Neuroscience: Revealing the Neural and Psychological Underpinnings of Consumer Decision Making”

CENTRO DE LENGUAS MODERNAS (UNIVERSITY OF GRANADA)
(Pcta. del Hospicio Viejo, 18009 Granada, Spain)

The conference language is English.

Thursday, June 8, 2023

- 1:30-2:15 PM: Registration and arrival coffee
Location: Hall and Corridors Centro de Lenguas Modernas
- 2:15-2:30 PM: Welcome note from the conference chairs
Luis-Alberto Casado-Aranda, University of Granada
Juan Sánchez-Fernández, University of Granada
Location: Main courtyard Centro de Lenguas Modernas
- 2:30-3:30 PM: Keynote speech I
Ale Smidts, Erasmus University Rotterdam
Location: Main courtyard Centro de Lenguas Modernas
- 3:30-4:00 PM: Perspectives talk
Martin Reimann, University of Arizona
Location: Main courtyard Centro de Lenguas Modernas
- 4:00-4:20 PM: Coffee break
Location: Main courtyard Centro de Lenguas Modernas
- 4:20-6:00 PM: **Symposium**
- Theme:** How to access the first floor of consumer neuroscience: methodological tips from young researchers
- Organizers:** Andrea Bazzani, Aiqing Ling, Lucrezia Fattobene, Marco Mandolfo, Ornella Bonafede
- Session Chair:** Enrique Bigné
- Location:** Main courtyard of Centro de Lenguas Modernas

- 4:20 PM: *Aiqing Ling*
Unveiling the neuroscientific basis of consumer behaviour: The transformative power of neuroimaging
- 4:40 PM: *Andrea Bazzani*
A tentative classification of suitable neuro-(physiological) techniques for consumer research
- 5:00 PM: *Lucrezia Fattobene*
From conceptual enthusiasm to experimental practice in consumer neuroscience
- 5:20 PM: *Marco Mandolfo*
Bringing consumer neuroscience research to the business world: a compass to vendors
- 5:40 PM: *Ornella Bonafede*
From theory to practice: neuroscience application for social goals
- 6:15-7:15 PM: Keynote speech II
Vinod Venkatraman, Temple University
Location: Main courtyard Centro de Lenguas Modernas
- 7:30-9:30 PM: Get-together over dinner
Location: La Chumbera (Camino del Sacromonte, 107, 18010 Granada)

Friday, June 9, 2023

- 9:00-9:20 AM: Registration (continued)
Location: Hall Centro de Lenguas Modernas
- 9:20-11:00 AM: **Session I**
- Track: Virtual and multimedia marketing**
Track chair: Ale Smidts
Location: Classroom 14
- 9:20 AM: *Enrique Bigne, Carla Ruiz-Mafe, Rafael Currás-Pérez*
Experiencing Egypt tombs from home: a neurophysiological study of virtual reality
- 9:40 AM: *Marco Mandolfo, Michele Di Dalmazi, Francesco Di Paolo, Lucio Lamberti*
Examining advertising blindness in metaverse: an investigation on the perception of ads in virtual environments
- 10:00 AM: *Aroa Costa Feito, M. Carmen Rodríguez Santos, Ana M. González Fernández*
Through the eyes and minds of Generation Z: investigating the influence of promotional videos on tourism behaviour
- 10:20 AM: *Tobias Weiß, Jella Pfeiffer*
Consumer decisions in virtual commerce: good help-timing and its prediction based on cognitive load
- 10:40 AM: *Egle Vaiciukynaite*
What kind of effect does generative AI-infused visuals make for customers on social media? Neuromarketing & AI perspectives

Track: Behavioral economics
Track chair: Ángel Solano-García
Location: Classroom 15

- 9:20 AM: *Ho Ka Chan, Taro Toyozumi*
An economic decision-making model of anticipated surprise with dynamic expectation
- 9:40 AM: *Myriam Cobos-Fernandez, Luis-Alberto Casado-Aranda, Juan Sánchez-Fernández*
Evaluating gamblers' self-control in communications encouraging responsible gambling behaviour: a neuroimaging study
- 10:00 AM: *Maria de las Mercedes Capobianco Uriarte, Alejandro Alfredo Regodesebes, Marcelo Pablo Grabois, Ricardo José Gouveia Rodrigues, Gema Marin Carrillo, Federico Galán-Valdivieso*
Research trends and innovation perspectives in the area of neurotechnologies
- 10:20 AM: *Ángel Solano-García*
The effect of tax avoidance in voting decisions: a real-effort task experiment.

11:00-11:20 AM: Coffee break
Location: Hall Centro de Lenguas Modernas

11:20 AM-1:00 PM:

Session II

Track: Food consumption & health
Track chair: Andrea Bazzani
Location: Classroom 14

- 11:20 AM: *Ana Moreno-Lobato, José María Martín Miguélez, Alberto González-Mohino Jiménez, José-Manuel Hernández-Mogollón*
Emotional and intentional responses of plant-based meat analogues in local food products. a segmentation and acceptance study
- 11:40 AM: *Nuria María Hernández Vergara, Luis-Alberto Casado-Aranda, Juan Sánchez-Fernández*
The neural evaluation of the protected denomination of origin label (PDO): an fmri study
- 12:00 PM: *Attila Pohlmann, Francisco Xavier Ramos Jarrin*
Meat-related cognitive dissonance and emotional distress as mediating mechanisms in the adoption of plant-based diets: an EEG study
- 12:20 PM: *Nikki Leeuwis, Yara Tobé, Tom van Bommel*
Response latency test-retest reliable for intuitive response testing on taste and price associations
- 12:40 PM: *Freddy Linares, Brandon Salazar, Kelter Contreras, Hans Contreras*
Attention and perception of anti-smoking advertisements with varying valence among millennials and centennials in peru during the Covid-19 pandemic

1:00-2:00 PM: Poster session and lunch
Location: Hall (lunch) and Corridors Centro de Lenguas Modernas

2:00-3:40 PM:

Session III

Track: Consumer behavior & marketing
Track chair: Vinod Venkatraman
Location: Classroom 14

2:00 PM: *Emilio José de la Higuera-Molina, Luis Alberto Casado-Aranda, José Luis Zafra-Gómez, Juan Sánchez-Fernández*
Neural analysis of citizens perceptions: a new approach of public administration

2:20 PM: *Kawalpreet Singh, Arvind Kumar*
The present state of neuromarketing: insights for business entities from the rendezvous with experts for post-pandemic neuromarketing

2:40 PM: *Fabian Simmank, Kai Fehse*
My friend the brand – bridging neuroeconomics and social cognition for an advanced conceptual understanding of brands

3:00 PM: *Diogo Silva, José Paulo Marques dos Santos*
Does brand preference arise in the first 200 ms?

3:20 PM: *Jasper David Brüns, Martin Meißner, Katrin Talke, Saskia Walz*
The impact of stylistic consistency on consumers' information processing and preferences in product ensembles

Track: Social and behavioral neuroscience
Track chair: Marco Mandolfo
Location: Classroom 15

2:00 PM: *Paloma Diaz-Gutierrez, Christophe Boone, Harshil Vyas, Carolyn H. Declerck*

Neural asymmetry underlies alignment with generous and selfish descriptive norms during charitable donations

2:20 PM: *Nida Aslam Khan*

White skin supremacy and fair skin syndrome: a fallacy?

2:40 PM: *Leticia Micheli, Kelly Geyskens, Barbara Briers, Caroline Goukens*
Perceptions of economic mobility increase status seeking and status consumption among bottom-tier consumers

3:00 PM: *Olga Kanashina, Ana Isabel Jimenez-Zarco, Ruben Huertas-Garcia, Eva Bozilovic Schrack*
Predicting misinformation influence on digital platforms

3:00-3:30 PM:

Coffee break

Location: Hall Centro de Lenguas Modernas

3:30-3:40 PM:

Outlook to the 2024 NeuroPsychoEconomics Conference

Marco Mandolfo, Polytechnic University of Milan

Location: Main courtyard Centro de Lenguas Modernas

3:40-4:00 PM:

Best-paper-of-the-conference award ceremony & Good-bye note

Luis-Alberto Casado-Aranda, University of Granada

Juan Sánchez-Fernández, University of Granada

Location: Main courtyard Centro de Lenguas Modernas

6:30-8:00 PM:

Nightly visit of the Alhambra Castle and Gardens

with tapas bar visit (the University of Granada kindly covers two tapas and one drink for up to 40 conference participants—first come, first served)

Location: Hall Centro de Lenguas Modernas

Poster presentations

Poster presentations will take place on Friday, June 9 from 1:00 to 2:00 PM (Location: Corridors Centro de Lenguas Modernas).

Poster session presenters must hang their poster during the coffee break on June 9 at 11:00-11:20 AM at designated spaces and take them off again at the end of the poster session.

- P01** *Cheng-Hsiang Tasi, Ding-Ruey Yeh, Tsai-Ching Yang, Chun-Chia Kung*
Sexing the parental brain: under the same behavioral trends, different neural underpinnings between first-time mothers and fathers in shopping task
- P02** *Elide Di-Clemente, Ana Moreno-Lobato, Ana-María Campón-Cerro, Bárbara-Sofía Pasaco-Gonzalez, Elena Sánchez-Vargas*
Influence of congruence and incongruence odour on consumer evaluation in a tasting environment. differences according to age and gender
- P03** *Emilio José de la Higuera-Molina, Luis Alberto Casado-Aranda, José Luis Zafrá-Gómez, Juan Sánchez-Fernández*
Neural analysis of citizens perception public services: political motivated reasoning
- P04** *Irene Cisma Díaz*
Shedding light into the “dark box” of consumer behaviour: the holobiont
- P05** *Jyotirmaya Satpathy, Lipsa Mishra, Uma Warriar*
Geometric paths in fluid intellect
- P06** *Lorenzo Del Puppo, Michael Knierim, Fabio Stano, Manfred Herrmann, Christof Weinhardt*
Neuroscience and economics unite to study market bubbles: behavioral findings from a small-scale market experiment
- P07** *Marco Barone, Candida Bussoli, Lucrezia Fattobene*
Showing the right cue to the right person in equity-crowdfunding campaigns
- P08** *Martina Columbano, Margherita Zito, Chiara Casiraghi, Marco Bilucaglia, Riccardo Valesi, Cristina Rossi, Fiamma Rivetti, Vincenzo Russo*
Neuroselling: unveiling the underlying processes of infomercials success
- P8** *Negin Javaheri, Niels Doehring, Peter Erhard, Thorsten Fehr, Manfred Herrmann*
Nudging dietary decisions with the nutri-score- a behavioral pilot study of an fmri study
- P9** *Niels Doehring, Thorsten Fehr, Manfred Herrmann*
Risk-taking with social and financial incentives - differences in neural correlates
- P10** *Tao Jin, Iris Vilares*
How the statistical information of others’ donations influences individual donation behavior

Conference fee

Conference fees include the NeuroPsychoEconomics Conference Proceedings, reception, dinner, luncheon, coffee breaks, and conference beverages.

Please register online at <https://www.neuropsychoeconomics.org/conference/>.

Accommodations

A limited number of rooms are available for a special conference rate. Since short-term prices may vary you might want to check current prices posted on the hotels' websites before booking the conference rate.

Hotel Reina Cristina

C. Tablas, 4, 18002 Granada
11 min walk to the conference location
Tel.: +34 958 25 32 11
<https://www.hotelreinacristina.com/en/clientes@hotelreinacristina.com>
Single occupancy (small room): €65 / night
Single occupancy (larger room): €85 / night
Breakfast included
To make a reservation, call or email the hotel (clientes@hotelreinacristina.com) and mention NeuroPsychoEconomics Conference.
Rooms available until May 5, 2023

Marquis Hotels Issabel's

Pl. Isabel la Católica, 5, 18009 Granada
5 min walk to the conference location
Tel.: +34 958 21 63 07
<https://marquis-hotels.com/en/hotel-marquis-issabels/elena@marquis-hotels.com>
Single occupancy: €126 / night
Breakfast included
To make a reservation, email the hotel (elena@marquis-hotels.com) and mention the code NEURO2023.
Rooms available until April 7, 2023

Hotel Palacio de Los Navas

C. Navas, 1, 18009 Granada
5 min walk to the conference location
Tel.: +34 958 21 57 60
<https://www.hotelpalaciodelosnavas.com/en/palacio-de-los-navas/reservas@hotelpalaciodelosnavas.com>
Basic double room approx: €92 / night
To make a reservation, book through the web (<https://acortar.link/zNrABY>) and mention the code NEURO2023.

Hotel Monjas del Carmen

C. Cuchilleros, 13, 18009 Granada
5 min walk to the conference location
Tel.: +34 958 10 16 19
<https://www.hotelmonjasdelcarmen.com/en/hotelmonjasdelcarmen@amchoteles.com>
Twin room approx: €112 / night
Breakfast included
To make a reservation, book through the web and include the code UGR2023.

Hotel Barceló Occidental

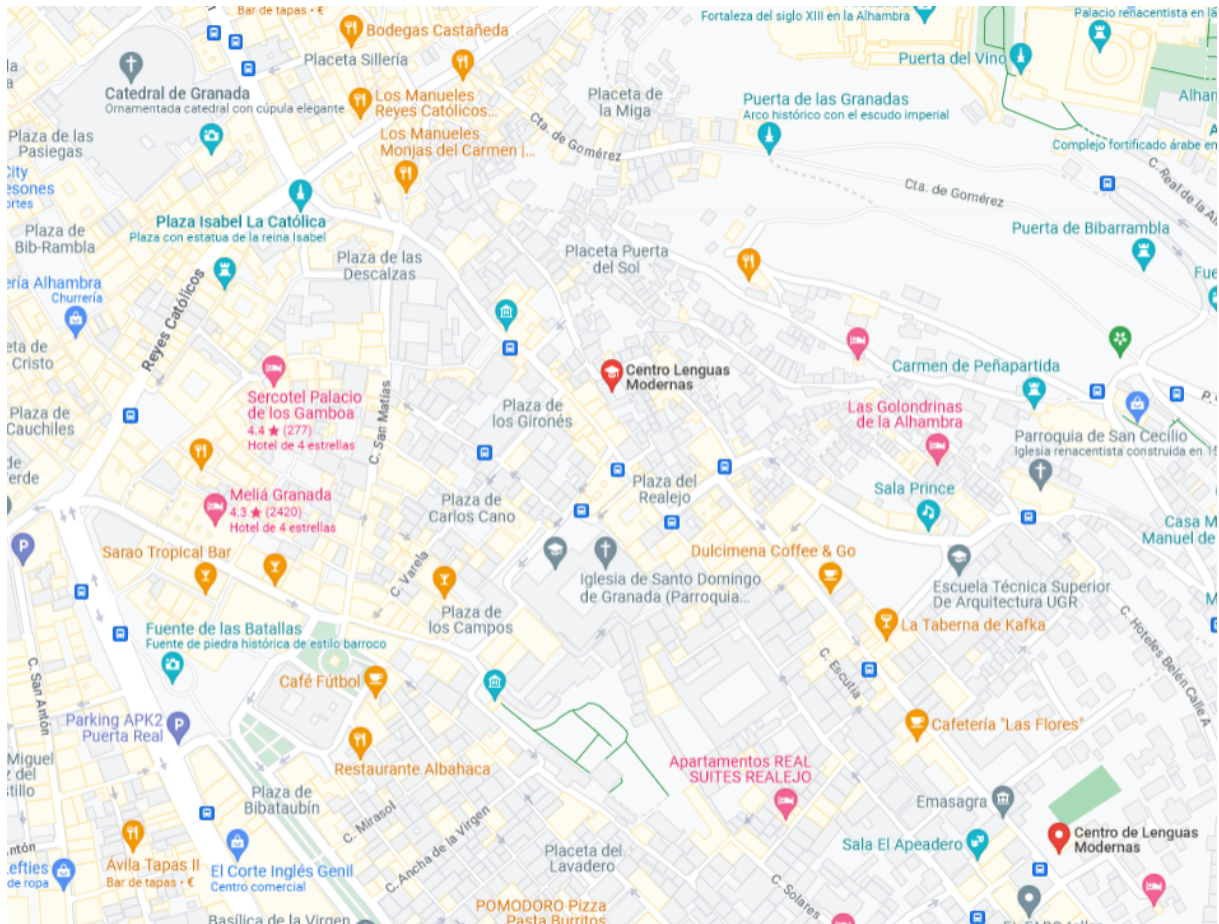
C. Alhamar, 46, 18004 Granada
15 min walk to the conference location
Tel.: +34 958 29 03 03
<https://www.barcelo.com/en-es/occidental-granada/>
Single occupancy (small room) approx.: €160 / night
Breakfast included
To make a reservation, book through the web and include the code EV23UGR.

Hotel Gar Anat Boutique

Calle Placeta Peregrinos, 1, 18009 Granada
3 min walk to the conference location
Tel.: +34 958 22 55 28
<https://www.hotelgaranat.com/en/>
Single occupancy approx: €165 / night
Breakfast included
To make a reservation, email or call the hotel and mention the NeuroPsychoEconomics Conference.

Conference venue

CENTRO DE LENGUAS MODERNAS (UNIVERSITY OF GRANADA)
(Pcta. del Hospicio Viejo, 18009 Granada, Spain, <https://clm-granada.com/location/>)



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