ECMLG 2023

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Mini Track on Applied Neuroscience to Management and Leadership

Mini Track Chair: Dr Joao Alexandre Lobo Marques, University of Saint Joseph
Macau SAR, China

The recent popularization of neuroscience tools and techniques is allowing the development of multiple applications to benefit the areas of Management (in a broader sense) and Leadership. For example, the areas of Consumer neuroscience and Neuromarketing are using physiological monitoring to measure consumers' purchasing decisions, preferences, and their responses when exposed to product designs, sales prices, and marketing campaigns.

It is becoming more common to develop experiments collecting consumers' reactions using brain monitoring (EEG, fNIRS, fMRI, among others), measuring skin conductance (also known as Galvanic Skin Response - GSR), classifying emotions based on facial expression analysis (FEA/FACS) and eye-tracking systems. These experiments area designed to benefit various kinds of products, packaging, brands, services, and communication methods. However, there has been billions of dollars of investment in marketing campaigns without being able to accurately predict customers' decisions. In other direction, neuroscience-based activities and tools, such as biofeedback and neurofeedback systems, are used to assess and improve the development of soft skills such as decision-making, stress management, communication, and team building.

This track aims to receive submissions of works using physiological monitoring tools, but also other neuroscience-based strategies, such as surveys, observations, gamification, therapeutic interventions, and others.

Suggested topics include but are not limited to:

- Neuromarketing
- Neurosciences and Leadership
- Decision Making

- Consumer decision
- Consumer Neuroscience
- Cognitive Development

Dr Joao Alexandre Lobo Marques is Associate Professor - University of Saint Joseph/USJ, Macau SAR, China. Head of the Laboratory of Applied Neurosciences. Head of the Department of Business Administration. Coordinator for the MBA. Research Coordinator. Visiting Associate Professor Chinese Academy of Sciences (CAS) - Shenzhen Institutes of Advanced Technologies (SIAT). Member of the Board of Advisors - Master in Global Marketing Management - Boston University Metropolitan College. Author of 9 books. Research interests: Applied Neurosciences, Neuromarketing, Artificial Intelligence, Data Science, Big Data, Business Analytics and Applied Mathematics.

Submission details
In the first instance a 300 word abstract is required, to be received by **3rd May 2023.** Please read the guidelines here: https://www.academic-conferences.org/conferences/submission-information/

Submissions must be made using the online submission form at
http://www.academic-conferences.org/conferences/ecmlg/ecmlg-call-for-papers/

If you have any questions about this track, please email the mini track chair: alexandre.lobo@usj.edu.mo

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