

Call for Papers from the European Journal of Marketing

Special issue on Neuromarketing

Submission Deadline: 31st December 2016

The European Journal of Marketing invites submissions for a special issue focused on neuromarketing. Neuromarketing is the application of neuroscientific methods, which includes both psychophysical and direct brain activity, to analyze and understand human behavior in relation to the practice of marketing (Lee, Broderick, & Chamberlain, 2007). This emerging discipline lies at the intersection of marketing, neuroscience, economics and psychology and is often attributed to a) a growing appreciation for objective scientific measurement, as opposed to more subjective research measurement paradigms (i.e., surveys, focus groups, etc.), as well as b) the recognition that both diagnostic and evaluative behavioral research can provide marketers with the opportunity to reduce strategic uncertainty (Daugherty, Hoffman & Kennedy, 2016).

While the considerable promise of neuromarketing has been met with increasing recognition (e.g., Advertising Research Foundation, Nielsen Consumer Neuroscience, Marketing Science Institute, etc.), the need for actionable research within this complex field remains. In particular, any uncertainty associated with neuromarketing often stems from the practical utility of neuroscience measurement techniques as effective business tools and the academic efficacy that such techniques provide in terms of advancing marketing theory (Ariely & Berns, 2010). As a result, the potential of neuromarketing to meaningfully contribute toward our understanding of the practice, processes and outcomes of marketing has yet to be fully unlocked. Therefore, the purpose of this special issue is to stimulate interest and research on neuromarketing within the global community.

Potential Topics Include

We encourage both academics and practitioners from diverse disciplines interested in expanding the body of knowledge of this intriguing area to submit manuscripts. This may include empirical research, conceptual papers, and insightful case studies that examine a multitude of theories, methods or frameworks within neuromarketing. Potential research topics may involve a neuroscientific approach to examine (but are not limited to):

- The processes and/or outcomes associated with decision-making, emotions, cognition and persuasion as they relate to consumer behavior.
- Testing strategic marketing executions involving product packaging, design or pricing.
- Brand and/or advertising evaluations.
- Meta-analysis or systematic review of neuromarketing / consumer neuroscience
- The integration of mix-method approaches incorporating multiple neuroscientific measures for testing marketing.

- Examining sales interactions, B2B and/or negotiation practices.
- Predictions of marketing effectiveness and ROI of using neuroscientific methods.
- Quantitative neural models involving attention, information processing and memory.
- Neural activity associated with processing marketing information.
- Neuroscientific measures involving the influence of individual consumer characteristics on marketing elements.
- Ethics and related issues involving the practice of neuromarketing.

Submission Procedure

All manuscripts for the special issue should follow EJM formatting guidelines (available on the journal's web site: www.emeraldinsight.com/ejm.htm) and should be submitted via the ScholarOne online submission system <https://mc.manuscriptcentral.com/ejm>. The deadline to receive manuscripts is 31st December 2016. Please indicate that the submission is for the Special Issue on Neuromarketing. Authors will be notified by April 2017 on first round review decisions with anticipated publication of the special issue in Fall 2017. For questions or additional information regarding the special issue, please contact the guest editors at:

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References

- Ariely, D., & Berns, G. S. (2010). Neuromarketing: The hope and hype of neuromarketing in business. *Nature Reviews Neuroscience*, 11(4), 284-292.
- Daugherty, T., Hoffman, E., & Kennedy, K. (2016). Research in reverse: Ad testing using an inductive consumer neuroscience approach. *Journal of Business Research*, 69(8), 3168-3176.
- Lee, N., Broderick, A. J., & Chamberlain, L. (2007). What is 'neuromarketing'? A discussion and agenda for future research. *International Journal of Psychophysiology*, 63, 199-204.