

CONFERENCE ANNOUNCEMENT & CALL FOR PAPERS

Conference on NeuroEconomics (ConNEcs) 2008:

How can decision neuroscience inform consumer
and business research?

May 15-16, 2008

**Copenhagen Business School
Solbjerg Plads 3 · 2000 Frederiksberg**

Committees

Scientific Committee

Tim Ambler, London Business School, UK

Antoine Bechara, University of Southern California, USA

Eric Johnson, Columbia University, USA

Olaf Paulson, Copenhagen University, Denmark

Baba Shiv, Stanford University, USA

Ale Smidts, RSM Erasmus University, The Netherlands

Elke Weber, Columbia University, USA

Carolyn Yoon, University of Michigan, USA

Conference Chairs:

Flemming Hansen, Copenhagen Business School, Denmark

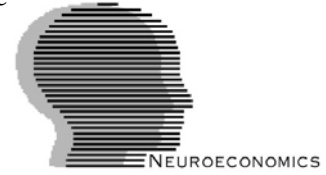
Peter Kenning, Zeppelin University, Germany

Majken L. Møller, Copenhagen Business School, Denmark

Hilke Plassmann, California Institute of Technology, USA

Welcome

We are pleased to announce and call for contributions for the Conference on Neuroeconomics (ConNECs) 2008 in Copenhagen from May 15-16th 2008.



Neuroeconomics research investigates the interaction between *neuroscience, psychology, economics* and *consumer behaviour*. This new and fascinating approach seems to be promising because on the one side, neuronal activity underlies economic principles, and on the other side, our decision-making behaviour is determined by these neuronal processes. The objective of the present conference is to illuminate how consumer behaviour is represented in the brain.



The conference takes place at the Copenhagen Business School (CBS), which one of the leading business schools in Northern Europe with its 14.000 students, 400 researchers and 500 administrative employees. The focus points for CBS are: Internalisation, Partnerships with the business community and The learning university. CBS is located in central Copenhagen.

Copenhagen Business School. Photo: Tao Lytzen

Copenhagen is a modern metropolis with cultural and historic attractions, great shopping possibilities and a lots of restaurants, cafes and bars to visit. A special feature of the capital of Denmark is its proximity to the sea. You can take a stroll at the waterfront or a canal tour around the old canals and the harbour.

We are looking forward to seeing you in Copenhagen and joining us in what promises to be an exciting scientific meeting in one of the most beautiful cities in Denmark.

Flemming Hansen, CBS, Denmark

Peter Kenning, Zeppelin University, Germany

Hilke Plassmenn, CalTech, USA

Majken L. Møller, CBS, Denmark



The Royal Guard
Photo: www.visitdenmark.com

Call for Papers

The purpose of the ConNEcs 2008 is to provide an international discussion forum for research in **the intersection of the psychology and neuroscience of decision-making** and to set a stage for the presentation of recent contributions. Theoretical, conceptual and empirical studies on (consumer) decision-making and related issues are invited. Methodological papers illustrating the use of measurements of eye-movements, brain scanning, facial expressions, verbal and pictorial scales are encouraged. Papers will be selected based on a peer review process involving experts in all of the above mentioned fields.

Relevant Topics

Relevant papers include topics such as:

- Understanding the underlying mental mechanism of biased decision-making (e.g. context effects etc.)
- The effects of consumer exposure to information, news products, promotion, price etc.
- Studies of emotional responses to marketing
- Financial and other decisions under certainty, uncertainty and risk
- Methodological studies demonstrating the use of FMRI, EEG, PET, Eye-movements, DTI etc. for decision-making research
- Studies inquiring into loyalty and brain processes associated with loyal behavior

Best Paper Award

The Best Paper will receive the Best Paper Award 2008. This is a 1500 EURO endowed price, which is awarded by the sponsor of the conference. The Scientific Committee will select the Award recipient.

Procedures for Submitting Papers

Authors, who want to present a paper or a poster should submit the following information:

- **Submission type:** Presentation or Poster (if presentation, please indicate whether you would also be interested in presenting a poster in case your paper will not be accepted for presentation)
- **Title** of paper
- **Primary contact person's** name, affiliation, mailing address, phone number and e-mail
- **Short abstract** (75-100 words) for the conference proceedings
- **Names of other co-authors/participants and their affiliations**, and whether they are presenting author(s)

Poster submissions:

Please submit an extended abstract (1 page, single spaced to provide a brief overview of your work)

Presentation submissions:

Please submit an extended abstract (750-1.000 words, single-spaced, extended abstract which should provide a summary of the paper, including conceptualization, method, and major findings.)

For all submission types please also return the enclosed response form as soon as possible, no later than February 15, 2008. Please e-mail (or fax) the abstract and response form to:

Majken L. Møller

Center for Marketing Communication

Department of Marketing, Copenhagen Business School, Denmark

E-mail: mlm.marktg@cbs.dk

Fax: +45 3815 2101

Any questions can be directed to Majken L. Møller mlm.marktg@cbs.dk

Important Dates

January 15, 2008	Submit abstracts
January 31, 2008	Confirmation of acceptance of the proposal
February 15, 2008	Early Registration Deadline
March 31, 2008	Send revisions
April 30, 2008	Send presentation through e-mail or CD-ROM to Majken L. Møller
May 9, 2008	Late Registration Deadline

Tentative Conference Programme

Day 1, May 14

17:00-20:00 *Registration at Copenhagen Business School*
18:00-20:00 “Get together - Reception” at Copenhagen Business School

Day 2, May 15

08:30-09:00 *Registration*
09:00-09:15 Opening speech
09:15-10:00 Session 1
 Keynote Lecture I
10:00-10:45 Presentations and discussion
10:45-11:15 Communication Break
11:15-12:15 Session 2 – Presentations and discussion
12:15-13:15 Lunch Break
13:15-14:00 Session 3
 Keynote Lecture II
14:00-15:00 Presentations and discussion
15:00-15:30 Coffee Break
15:30-16:15 Session 4
 Keynote Lecture III
16:15-17:30 Presentations and discussion
17:30-18:30 Poster Session/Communication Break
20:00-23:00 Conference Gala dinner at “Tivoli”

Day 3, May 16

08:30-09:00 *Registration*
09:00-09:45 Session 5
 Keynote Lecture IV
09:45-10:45 Presentations and discussion
10:45-11:15 Coffee Break
11:15-12:00 Session 6
 Keynote Lecture V
12:00-13:15 Presentations and discussion
13:15-14:15 Lunch
14:15-15:00 Closing Ceremonies

Response Form

Please e-mail (or fax) response form to:

Majken L. Møller, Center for Marketing Communication, Department of Marketing, Copenhagen Business School, Denmark

Fax: +45 3815 2101 E-mail: mlm.marktg@cbs.dk

Name:

University/Institution:

Address:

City:

State:

Zip/County Code:

Country:

E-mail:

Phone:

Fax:

I would like to be involved in the conference as:

a referee

a discussant

The registration fee differs, depending on the date of registration. The fee includes: Lunch and dinner on May 15 and lunch on May 16.

Early registration (before February 15th 2008): 200 € Researchers with presentation / 330 € Business and others

Late registration (before May 9th 2008): 250 € Researchers with presentation / 400 € Business and others

Additionally you are invited to join us for a pre-conference welcome reception on May 14th.

Guest Pass for reception: 50 €

Please use the following method of payment:

Bank transfer:

Bank: Jyske Bank

Swift: JYBADKKK

IBAN: DK6881090001021451

Reference no: 205-22609

It is very important that you make sure to indicate the reference number on the payment including your name on the money transfer. Otherwise, we will not be able to identify your payment.

A cancellation fee of 70 Euro is charged for cancellations received before March 31, 2008. After this date no refunds are made.

ACCOMMODATION

Conference Hotels

SAS Radisson Falkoner Hotel

(0.2 km from CBS)

Falkoner Allé 9

2000 Frederiksberg

E-mail: copenhagen@radissonsas.dk

www.sas.radisson.com

Approx. 200 € single

Ref. Group code: RI 40508 CBS

(Please make your reservations by email)

Deadline for reservations: March 14

The Square

(3 km from CBS)

Rådhuspladsen 14

1550 København V

E-mail: thesquare@arp-hansen.dk

www.thesquare.dk

Approx. 210 € single

Ref. Group booking ID: BI 687803

(Please use the attached reservation form)

Deadline for reservations: March 14

Richmond Hotel

(2.5 km from CBS)

Vester Farimagsgade 33

1606 København V

E-mail: booking@norlandiahotels.dk

www.norlandiahotels.dk/richmond/

Approx. 130 € single

Ref. G248733

(Please make your reservations by email)

Deadline for reservations: March 14

Cab Inn Express*

(1.5 km from CBS)

Danasvej 32-34

1910 Frederiksberg C

E-mail: express@cabinn.dk

www.cabinn.dk

Approx. 80 € single

Ref. Group booking ID: BI 687803

(Please make your reservations by email)

Deadline for reservations: February 14

Please contact your preferred hotel directly for reservations by email using the special reference. Except for reservations at The Square – please use the attached Reservations form.

In order to obtain the special conference rates please make your reservations before **March 14th 2008** and remember to provide the special reference number when booking. The special rate is only from May 14th to May 16th 2008.

* Please notice that in order to obtain the special conference rate at the Cab-Inn Express, you must make your reservations before **February 14th 2008**.



CBS has a block reservation for your group at The Square from 14th may 2008 to 16th MAY 2008.

In order to book a room please fill in the following information and return this form to the hotel by fax at (+45) 3338 1201. **The offer is valid until 31st March 2008.** Any reservation received after this date is subject to availability.

RESERVATION FORM

When contacting the hotel regarding this booking please always refer to:

GROUP NAME: 3RD INT. CONF. ON NEUROECONOMICS
GROUP BOOKING ID: BI 687803

NUMBER OF ROOMS	ROOM TYPE	PRICE PR. NIGHT	NUMBER OF ROOMS	ROOM TYPE	PRICE PR. NIGHT
30	Standard single	DKK 1470			
10	Standard double	DKK 1690			
	Superior Double				

All prices are in DKK pr. room pr. night. Breakfast DKK 95,- pr. Pers. Pr. day. Environment DKK 35,- pr room pr night.

STAY INFO & PREFERENCES

Arrival date:

Dep. date:

Non-smoking

Smoking

Allergy room

GUEST INFORMATION

Surname:

First name:

Address:

Telephone:

Other:

E-mail:

GUARANTEE INFORMATION

Credit card type/name:

Card number:

Expiry date:

All bookings must be guaranteed to a credit card. We accept VISA, AMEX, DINERS, EuroCard & MasterCard. Guaranteed bookings can be cancelled or changed until 12.00 noon on the day of arrival, after this time we serve the right to charge for the first night

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E-mail: thesquare@arp-hansen.dk – www.thesquarecopenhagen.com