



2006 Association for Consumer Research Preconference

**Exploring How Neuroscience Can Inform  
Consumer Research**

Orlando, Florida

September 28, 2006



**MICHIGAN**  
ROSS SCHOOL OF BUSINESS

Updated Sept. 1, 2006

7:30 - 1:30	<b>Registration</b>
7:30 - 8:15	<b>Breakfast</b>
8:15 - 8:30	<b>Welcome and opening remarks</b> Jim Bettman, Duke University Carolyn Yoon, University of Michigan
<b>SESSION 1: FOUNDATIONS OF NEUROSCIENCE</b> (Each presentation in this session includes ~10 minutes for Q&A.)	
8:30 - 9:10	<b>Using neuroimaging to understand psychological processes</b> John Jonides, University of Michigan
9:10 - 9:45	<b>Neuroimaging methods</b> Scott Huettel, Duke University
9:45 - 10:15	<b>Cognitive neuroscience**</b> (presentation time for this talk has been switched to 10:30) Angela Gutches, Harvard University and Massachusetts General Hospital
10:15 - 10:30	<b>Break</b>
<b>SESSION 2: EMERGING FIELDS IN NEUROSCIENCE</b> (Each presentation in this session includes 5 to 10 minutes for Q&A.)	
10:30 - 11:00	<b>Social cognitive neuroscience**</b> (presentation time for this talk has been switched to 9:45) Kevin Ochsner, Columbia University
11:00 - 11:30	<b>Neuroeconomics</b> Drazen Prelec, Massachusetts Institute of Technology
11:30 - 12:00	<b>Decision neuroscience</b> Antoine Bechara, University of Southern California
12:00 - 1:00	<b>Lunch</b>
<b>SESSION 3: NEURAL BASIS OF CHOICE AND DECISION MAKING</b> (Each presentation in this session includes 5 minutes for Q&A.)	
1:00 - 1:20	<b>Emotions, regret and decision making</b> Richard Gonzalez, University of Michigan
1:20 - 1:40	<b>Relative rewards</b> Nina Mazar and Dan Ariely, Massachusetts Institute of Technology
1:40 - 2:00	<b>Patient study about financial decision making</b> Baba Shiv, Stanford University
2:00 - 2:20	<b>A neuroeconomic approach to understanding pattern recognition in advertising</b> Meghana Bhatt, California Institute of Technology
2:20 - 2:35	<b>Break</b>

## SESSION 4: NEURAL BASIS OF CONSUMER BEHAVIOR

(Each presentation in this session includes 5 minutes for Q&A.)

2:35 – 2:55	<b>Neural correlates of brand relationships</b> Carolyn Yoon, University of Michigan
2:55 – 3:15	<b>Neural correlates of brand preference</b> Hilke Plassmann, California Institute of Technology
3:15 – 3:35	<b>Neural foundations of the effectiveness of celebrities in advertising</b> Ale Smidts, Erasmus University, Rotterdam
3:35 – 3:45	<b>Break</b>

## SESSION 5: PANEL DISCUSSION

3:45 – 4:45	<b>Moderator:</b> John Deighton, Harvard Business School <b>Panelists:</b> Jim Bettman, Duke University Miguel Brendl, INSEAD, Paris Dipankar Chakravarti, University of Colorado Richard Gonzalez, University of Michigan Eric Johnson, Columbia University
4:45 – 5:00	<b>Concluding remarks</b> Jim Bettman, Duke University Carolyn Yoon, University of Michigan