

Department of Marketing  
Jennings A. Jones College of Business  
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Murfreesboro, January 9, 2025

Dear Prof. Spyridon Avdimiotis,

Dear Prof. Evangelos Christou,

Dear Dr. Ioannis Konstantinidis,

With great pleasure, we invite you to attend the International Event, "Brain Behavior in the Age of AI: How is Neuromarketing Changing Business?" hosted by Jennings A. Jones College of Business at Middle Tennessee State University.

Event Details:

- Date: Wednesday, March 19, 2025
- Time: 12:30 PM – 4:00 PM CST
- Location: Jennings A. Jones College of Business - Middle Tennessee State University
- Format: On-site and live-streamed via YouTube
- Audience: Approximately 150 attendees in-person and 150 online participants

The event presents a unique opportunity for academia, students, and practitioners to explore the transformative impact of neuromarketing and artificial intelligence on business and marketing strategies. It also marks the beginning of an initiative to foster national and international collaboration between academic institutions and the reopening of our Neuromarketing and AI Lab.

We are honored to host the distinguished Professor Paul J. Zak as the keynote speaker. Prof. Zak is a pioneering figure in neuroeconomics, renowned for his groundbreaking research on the neurobiological mechanisms underpinning trust, empathy, and social behavior. His work has revolutionized our understanding of economic behaviors and their applications in enhancing customer experiences, workplace productivity, and market dynamics.

In addition to Professor Zak, the event will feature three esteemed speakers who bring diverse expertise to the discussion. James Forr, Head of Insights at Olson Zaltman, is a leader in market research with a proven track record of guiding research projects for Fortune 500 companies such as Amazon, PepsiCo, Pfizer, and CVS Health. With experience lecturing at prestigious institutions like the Wharton School and Georgetown University, Mr. Forr is known for connecting research insights with actionable strategies.

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Dr. Jessica Wilson, Director of Product Specialists at iMotions, brings over a decade of neuroscience research experience, specializing in using tools such as eye tracking and EEG to study human behavior. Her commitment to science communication and expertise in supporting lab setups at institutions like the University of South Florida and MTSU has made her a recognized leader in her field.

Dr. Kimberly Clark, a distinguished scholar from Dartmouth College, rounds out the panel with her extensive background in research and academia. With a Ph.D. in Psychological and Brain Sciences, Dr. Clark has pioneered consumer behavior and climate communications research, integrating applied neuroscience methodologies. Her impressive career includes leading research initiatives for prominent clients like Coca-Cola, McDonald's, and the U.S. Department of Defense and launching Dartmouth's first Consumer Neuroscience course.

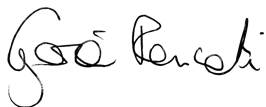
As a respected member of the academic community, we would be delighted to have you attend and participate in this intellectually stimulating event, which promises to bridge cutting-edge neuroscience research with practical business applications. Additionally, we are pleased to extend the opportunity for you to share your expertise during one of our sessions. Your insights would greatly enrich the discussions and inspire our audience. Furthermore, we hope your presence will foster the beginning of a meaningful collaboration between our two Institutions.

Kindly confirm your participation by emailing Dr. Gaia Rancati ([gaia.rancati@mtsu.edu](mailto:gaia.rancati@mtsu.edu)) and our Marketing Department Executive Assistant, Cheri Strissel ([cheri.strissel@mtsu.edu](mailto:cheri.strissel@mtsu.edu)), by Monday, January 27.

Please do not hesitate to contact me with any questions or need any additional information.

Thank you for considering this invitation. We look forward to your presence and potential contributions to this significant academic discourse.

Regards,

A handwritten signature in black ink that reads "Gaia Rancati". The signature is written in a cursive, flowing style.

Dr. Gaia Rancati  
Assistant Professor of Marketing  
Department of Marketing - Jennings A. Jones College of Business  
Middle Tennessee State University