



Dr. Gaia Rancati

Dr. Gaia Rancati, Assistant Professor of Marketing in the Jones College of Business, leads neuromarketing instruction and research at the University. She has recently established the Neuromarketing and AI Lab in the MTSU Department of Marketing, the first of its kind in the state. Her research interests include neuromarketing, retailing, services marketing, and artificial intelligence. Her work in neuromarketing incorporates human-robot interactions, retailing, and augmented reality. She has published in the *Journal of Consumer Behavior*, *Journal of Services Marketing*, and *Computers in Human Behavior*. Before her career in academia, she was a sales manager at Louis Vuitton and a retail manager at Max Mara.



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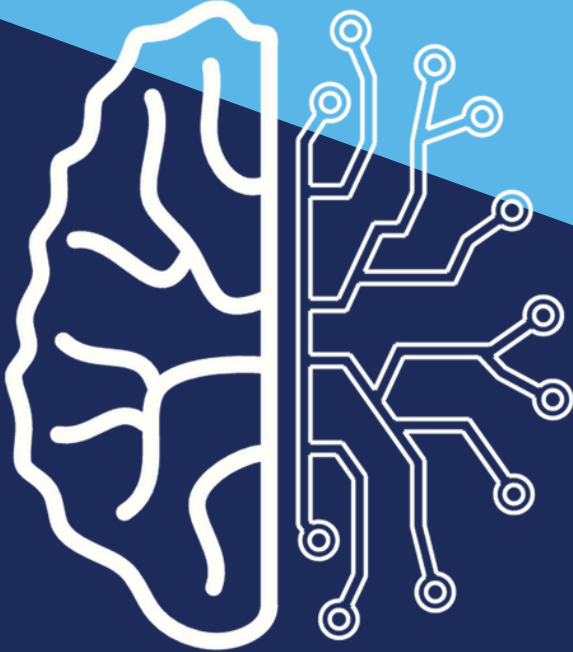
MIDDLE TENNESSEE STATE UNIVERSITY

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JONES COLLEGE OF BUSINESS

Department of Marketing



Brain Behavior in the Age of AI

How Neuromarketing is Changing Business

March 19, 2025

MARKETING at MTSU

Creating a greater understanding of marketing through research and innovation

The Jones College of Business at Middle Tennessee State University's double accreditation places it in the top 1.4% of business schools worldwide. In order to offer a world-class education, we strive to continually innovate in and out of the classroom.

New Neuromarketing and AI Lab

As technology and the field of marketing continue to rapidly evolve, higher education must rise to meet the market demands and equip students with the skills they need to succeed. Understanding the underlying psychological mechanisms that drive consumer behavior is crucial to success in marketing. This is why we are excited to announce the launch of the new Neuromarketing and AI Lab housed in the Department of Marketing. This lab is the first of its kind in Tennessee and will allow students to participate in innovative research. By utilizing iMotions Online, a new software for education empowered by AI with neuro-tools like the eye-tracker and the facial expressions from the cloud instead of using the physical neuro-tools. Neuro-marketing students will learn how to build a study and collect and analyze the data like professional neuromarketers.

Expanding Curriculum

We have also recently added a new neuromarketing course, which delves into the brain's role in decision-making processes, emphasizing non-conscious influences that affect consumer choices. Students will explore key concepts such as attention, memory, and emotion and learn to apply neuromarketing tools like eye-tracking software to analyze consumer behavior. The course includes hands-on projects where students design behavioral nudges and analyze data from eye-tracking studies, providing practical experience applying neuromarketing techniques. Through this course, students will gain a deep understanding of consumer behavior and critically evaluate the ethical implications of using neuromarketing techniques in real-world marketing scenarios. By the end of the course, students will be equipped with the knowledge and skills to leverage neuromarketing insights in their future careers.

Symposium Schedule

Welcome 12:40 p.m.

Dr. Paul Zak 12:50–1:30 p.m.
The Neuroscience of Persuasion

Dr. James Forr 1:40–2:00 p.m.
Fast, Slow, or Just Right: How Executives are Experiencing Their AI Journey

Break 2:00–2:20 p.m.

Dr. Manuel Garcia-Garcia 2:25–2:45 p.m.
The Power of Emotion: Decoding Human Responses for Business Success

Dr. Kimberly Clark 2:55–3:15 p.m.
Bias Framing in Energy Communications Through the Lens of Neuroscience

Dr. Jessica Wilson 3:25–3:45 p.m.
Biometrics in Neuromarketing: New Trends and Possibilities

Dr. Spyros Avdimiotis 3:55–4:15 p.m.
Assessing Emotional States in the Hospitality Industry: A Novel EEG-Based Approach to Enhance Employee Well-Being and Performance

Dr. Paul J. Zak

Dr. Paul J. Zak has spent two decades expanding the boundaries of behavioral neuroscience. He is a university professor and in the top 0.3% of most-cited scientists. Paul's two decades of research extending the boundaries of behavioral neuroscience have taken him from the Pentagon to Fortune 50 boardrooms to the rainforest of Papua New Guinea. He is a four-time tech entrepreneur, TED speaker, and media guest, and has authored several books, including *Immersion: The Science of the Extraordinary* and *the Source of Happiness*.



Dr. James Forr

Dr. James Forr is Head of Insights at market research firm Olson Zaltman. He has led research projects for Fortune 500 corporations such as Amazon, P&G, PepsiCo, Pfizer, and CVS Health. He also has lectured at universities around the country including Wharton School, Georgetown University, Washington University in St. Louis, and Boston University.



Dr. Manuel Garcia-Garcia

Dr. Manuel Garcia-Garcia, Global Lead of Science Activation at Ipsos, integrates AI into consumer research to enhance human intelligence. An expert in consumer insights and cognitive sciences, he has pioneered research on ad effectiveness, cross-platform marketing, and decision-making. He co-authored the textbook *Consumer Science* and is finalizing *The Psychology of AI*.



Dr. Kimberly Clark

Dr. Kimberly Clark is an expert researcher who specializes in understanding the influencers of citizens' attitudes, motivations, and behaviors. Her expertise is designing, implementing, and analyzing research to explain and predict civic and consumer behaviors.



She has been a lecturer and researcher at Dartmouth College for over a decade, where she launched the college's first Consumer Neuroscience course in 2016, the first course of its kind in the U.S. She is also establishing the college's inaugural climate communications research collaborative, an interdisciplinary initiative that aims to measure the effectiveness of climate communications across diverse audiences.

Dr. Jessica Wilson

Dr. Jessica Wilson, Director of Product Specialists at iMotions, earned her Ph.D. in neuroscience from Northwestern University. She leads a global team helping clients use tools like eye tracking and EEG to explore human behavior. With over a decade of research experience and a commitment to science communication, Dr. Wilson has supported lab setups in institutions like the University of South Florida and MTSU. She has presented at conferences such as the Neuromarketing World Forum and received the Society for Neuroscience's 2013 Next Generation Award.



Dr. Spyros Avdimiotis

Dr. Spyros Avdimiotis is an associate professor at the International Hellenic University, Department of Organizations Management, Marketing and Tourism.

He teaches undergraduate and postgraduate-level knowledge management, organizational behavior, and entrepreneurship courses. He is the deputy director of the Tourism Management & Services laboratory of the International University and has served as vice president of Epsilon Net Group's board since 2016.

