



NEUROBSNS

NeuroBusiness conference, Dubrovnik, 18-19/09/2025

Campus, University of Dubrovnik, Branitelja Dubrovnika 41

Bridging Neuroscience for Enhanced Business Performance

Conference Programme

Day 1 THURSDAY	DETAILS	
9:30-10:00	Registration and gathering	AMPHITHEATER
10:00-10:15	Opening Ceremony and Welcome Speech: <i>Representative of the City of Dubrovnik</i> <i>Prof. Ivana Pavlić, President of Organizing Committee</i> <i>Prof. Enav Friedmann on behalf of International Journal of Advertising</i>	AMPHITHEATER
10:15-11:00	Keynote speaker: <i>Prof. Moran Cerf, Columbia University</i> "USING NEUROSCIENCE IN BUSINESS, AN OUTLOOK ON FUTURE TECHNIQUES AND TOOLS"	AMPHITHEATER
11:00-12:00	TRACK 1: Neuromarketing and Advertising	
Chair:	Salmi Mohd Isa	ROOM 60
Nik Nur Azhani Anuar, Salmi Mohd Isa: "BRAINS, BRANDS, AND BEHAVIOR: THE NEUROMARKETING LINK BETWEEN PERSONALITY AND ATTENTION"		
Anna Tomkova, Robert Stefko, David Misko, Ivana Ondrijova: "MAPPING CONSUMER ATTENTION: A QUANTITATIVE STUDY OF VISUAL PERCEPTION OF A SALE FLYER"		
Salmi Mohd Isa, Nur Aliza Azlin Rosli: "GREEN GAZE: A NEUROMARKETING STUDY ON ECO-TOURISM PURCHASE DECISIONS"		
Ivana Ondrijova:		

“COMPULSIVE BUYING FROM THE PERSPECTIVE OF EYE-TRACKING RESEARCH”		
12:00-12:15 Coffee break		
12:15-13:15	TRACK 2: <i>Neuromanagement, Gender, and Emotional Responses</i>	
Chair:	Enav Friedmann	ROOM 60
Lior Cohen, Enav Friedmann, Merav Weiss-Sidi, Lior Avieli: “WHEN SADNESS SPARKS SUPPORT: FEMALE ROLE MODELS AND MALE EMOTIONAL-MOTIVATIONAL RESPONSES TO WOMEN IN TECH ENTREPRENEURSHIP”		
Lauren Pflueger, Isabel Butler, AJ Carroll, Dinko Bačić: “MEN THINK WOMEN’S SPORTS ARE BORING – THEIR BODIES DISAGREE”		
Srini Pillay, Patrick Candela: “REAL-WORLD IMPACT OF BRAIN-BASED MINDSET TECHNOLOGY IN U.S. WORKPLACES: A COMPARATIVE ANALYSIS FROM JAN-MAY 2024 VS. JAN-MAY 2025”		
Lior Avieli, Enav Friedmann, Merav Weiss-Sidi: “GENDER DIFFERENCES IN IMPLICIT CONTEMPT TOWARD BLATANT AND SUBTLE EMPOWERMENT ADS FEATURING MUSCULAR WOMAN”		
13:30-14:30 LUNCH		
15:00-16:00	TRACK 3: <i>Neuroeconomics, Decision-Making, and Marketing</i>	
Chair:	Dino Levy	ROOM 60
Alex Genevsky, Lester Tong, Brian Knutson: “GENERALIZABLE NEUROFORECASTING OF AGGREGATE CONSUMER BEHAVIOR “		
Dino Levy, Asaf Madar, Tom Zemer, Ido Tavor: “LATENT DIMENSIONS IN NEURAL REPRESENTATIONS PREDICT CHOICE CONTEXT EFFECTS”		
Valentina Parada, Inbal Gur-Arie, Dino Levy: “LOW LEVEL VISUAL AND AUDITORY FEATURES PREDICT PREFERENCES OF COMMERCIALS”		
Yanli Wang, Kwok Huen Lee, Zeming Ren, Lexie Lan Huang, Shirley Li, Kimmy Wa Chan: “NEURAL EVIDENCE OF THE LANGUAGE EFFECT IN CAUSE-RELATED MARKETING: AN FMRI STUDY”		
Nikki Leeuwis, Tom van Bommel: “I’VE SEEN IT ON THE RADIO: VISUAL TRANSFER EFFECTS IN CROSS-MEDIA ADVERTISING”		
16:00-16:45 Coffee break + ROUNDTABLE DISCUSSIONS		ROOM 60
18:00-19:30 WALKING TOUR IN DUBROVNIK		
20:00 Evening social event - TRADITIONAL DINNER		

Day 2 FRIDAY	DETAILS	
9:30-10:00	Gathering and Coffee	
10:00-11:00	TRACK 4: <i>NeuroIS and Technology Adoption</i>	
Chair:	Jan Hinrich Meyer	ROOM 60
Ryan Hensley, Jake Wilcox, Patryk Suszko, Sebastian Mesones, Dinko Bačić: “PINGS, PLACEMENT AND PERFORMANCE: RETHINKING WORKPLACE NOTIFICATIONS USING BIOMETRICS”		
Jan Hinrich Meyer, John Ravi, Ramon Palau-Saumell, Divya Seernani: “IT’S NOT ONLY WHAT IS SAID, BUT HOW: HOW USER-EXPRESSED EMOTIONS PREDICT SATISFACTION WITH VOICE ASSISTANTS IN DIFFERENT CONTEXTS”		
Ashton Handorf, Clay Strader, Miguel Picazo Marin, Charles Avery, Dinko Bačić: “VISUAL AND PHYSIOLOGICAL INSIGHTS INTO HUMAN DEEPFAKE DETECTION: AN EYE-TRACKING AND GSR STUDY”		
Ivana Pavlić, Barbara Puh, Andrea Bilandžić: “IMPROVEMENT OF PROJECT-BASED LEARNING (PBL) BY INTEGRATING ARTIFICIAL INTELLIGENCE PERSONALIZATION (AIP) AND BIOSENSORS”		
Maike Hübner, Julia Thalmann, Jörg Henseler: “MAPPING THE ATTENTION-CONVERSION FUNNEL FROM EXPOSURE TO MEMORY OF INSTAGRAM IN-FEED ADVERTISING”		
11:00-11:30 Coffee break		
11:30-12:30	TRACK 5: <i>Consumer Attention and Neurofinance</i>	
Chair:	Jorge Matute Vallejo	ROOM 60
Jorge Matute Vallejo, Felix Friederich, Jan-Hinrich Meyer, Michelle Schwarz, Ni Ying: “ART 2.0: HOW FEAR OF MISSING OUT DRIVES CONSUMERS’ NFT ARTWORK INVESTMENTS”		
Ivana Pavlić, Barbara Puh, Vesna Vlahović Dašić: “OLFACTORY AND AUDITORY CUES AND SHOPPER ATTENTION IN THE COOKIE CATEGORY”		
Karla Bilandžić Tanasić, Juraj Rašić, Helena Štimac: “VISUAL ATTENTION AND CHOICE: AN ANALYSIS OF THE RELATIONSHIP BETWEEN FIXATION AND PURCHASE DECISIONS IN THE CONTEXT OF SUSTAINABILITY”		
Michael Sasky, Michal Jankovič, Eva Hanuláková, Peter Drábik, Kristína Dúbravská: “FRAMED BY DESIGN: EYE-TRACKING AND SURVEY INSIGHTS INTO VISUAL IDENTITY AND POPULISM IN SLOVAK POLITICAL CAMPAIGNS”		

13:00-14:00 LUNCH	
14:15-15:15	TRACK 6: <i>Comparing Implicit and Explicit Measurements</i>
Chair:	Dinko Bačić ROOM 60
Enav Friedmann, Lior Avieli, Merav Weiss-Sidi, Sharon Shavitt, Srishti Goel, Nadav Anker: “IT’S ALL ABOUT THE CONTEXT: CONGRUENCE BETWEEN IMPLICIT AND EXPLICIT RESPONSES TO EXPECTED VS. UNEXPECTED ADS FEATURING MALES AND FEMALES”	
Miranda Duffy, Farheen Saiyed, Haley Salas, Angelika Tokarczyk, Dinko Bačić: “WHO DO WE TRUST? A BIOMETRIC METHOD TO COMMUNITY VS. PLATFORM-DRIVEN MISINFORMATION WARNINGS”	
Kathryn Glasgow, Dinko Bačić, Nabeha Sajid, Shaquan Coombs: “ANNOTATIONS, IMAGES, AND ATTENTION: VISUAL DESIGN CHOICES THAT CHANGE CLIMATE PERCEPTIONS”	
Yael Pedro, Merav Weiss-Sidi: “HUE MATTERS: HOW COLOR SHAPES WOMEN'S PERCEPTIONS OF STEM ADVERTISING”	
15:15-16:00 SPECIAL TRACK iMotions ROOM 60	
15:15-16:00	iMotions – Divya Seernani
16:00-16:30 Coffee break	
16:30-17:15	Keynote speaker: <i>Prof. Gidi Nave-Wharton University</i> “BIG BIOLOGICAL DATA AND THE NEW SCIENCE OF HUMAN BEHAVIORAL DIVERSITY”
CLOSING REMARKS AMPHITHEATER	
17:15-17:30	<i>Prof. Barbara Puh and Prof. Merav Weiss Sidi</i>
LECTURE FOR PhD STUDENTS ROOM 60	
18:00-19:00	Lecturer: <i>Prof. Moran Cerf. Columbia University</i> “MEASURING ENGAGEMENT IN CONTENT AND HOW THE SNAKE-OIL AROUND IT, IN NEURO-MARKETING”