

Consumer Neuroscience & Neuromarketing

- Decoding the Buy Button in the Human Brain

Date
28-11-2026

Venue
GIM, Poriem, Sattari,

Capacity
Strictly 50

Fee
₹8,000 INR

Why This FDP? A Thought-Provoking Invitation

In an era where traditional surveys and focus groups often capture what consumers say rather than what they truly feel and decide, Consumer Neuroscience (or Neuromarketing) offers a revolutionary lens. By peering directly into the brain's real-time responses, we can uncover subconscious drivers of preference, emotion, attention, and purchase intent. Is there really a "buy button" in the human brain? Can AI and multi-modal data decode it?

This FDP bridges cutting-edge neuroscience with marketing practice, challenging faculty to rethink consumer behavior, ethics in persuasion, and the future of AI-enhanced marketing. Expect provocative discussions: How far should we go in "reading minds" for profit? What are the ethical frontiers? How can these insights foster more human-centric, effective strategies?

Jointly Organized By

Goa Institute of Management (GIM)
and
Cognitive Neuroscience Lab
BITS Goa

Target Audience

Faculty from management, marketing, psychology, data science, and related fields; researchers; and industry professionals seeking academic depth.

Learning Objectives

- Understand core cognitive neuroscience techniques and their application to consumer insights.
- Explore multi-modal frameworks integrating EEG, AI, sentiment analysis, and traditional marketing methods.
- Gain direct practical exposure to EEG for measuring emotional valence, attention, and decision-making.
- Critically examine ethical implications, limitations, and transformative potential for research and teaching.
- Develop actionable ideas for integrating neuromarketing into curricula and personal research agendas.

Expert Faculty & Resource Persons

Prof. Veeky Baths

Professor & Head, Cognitive Neuroscience Lab, BITS Pilani K. K. Birla Goa Campus. Expert in Consumer Neuroscience, Computational Neuroscience, Brain-Computer Interfaces, and AI applications in brain data. His lab pioneers multimodal schemes for understanding behavior, with projects on brand perception and neural signal processing.

Dr. Diya Guha Ray

Associate Professor of Marketing, Goa Institute of Management. Specialist in consumer behavior, brand equity, and emerging market insights.

Dr. Mayur Jartarkar

Researcher in Cognitive Neuroscience (PhD from BITS Goa; affiliations include IIMA). Focuses on EEG/ERP for consumer emotion, purchase intention, and decision-making. with publications on brand likability and neuromarketing signals.

Mr. Ishan Sharma

AI Educator with 5M+ Followers and Co-Founder of MarkitUp, a Bengaluru based content marketing company. He has delivered workshops for marketing teams of EPAM India, Coca Cola, Lenovo, Dubai Economy & Tourism among others..

Programme Schedule (One Full Day)

Time	Session & Details
09:00 – 09:30 AM	Registration & Inauguration: Welcome address and overview of the "buy button" quest.
09:30 AM – 01:00 PM	Session 1: Special Lectures (Foundations & Frontiers): • Introduction to Cognitive Neuroscience Techniques for Consumer Insights (Prof. Veeky Baths): Dive into EEG, ERPs (e.g., Late Positive Potential), frontal alpha asymmetry, and other tools. Explore how they reveal unconscious processes beyond self-reports. • Multi-Modal Schemes to Understand Consumer Behavior (All faculty): Integrating EEG with eye-tracking, AI-driven sentiment analysis, biometrics, and behavioral data. Real-world examples from brand perception studies. • Data to Decisions: How AI is Rewriting the Rules of Marketing: (Mr. Ishan Sharma): Machine learning for predicting preferences, applications in advertising, packaging, and e-commerce. Discussions on ethical AI use. • Marketing Perspectives & Interdisciplinary Synergies (Dr. Diya Guha Ray): Linking neural data to brand equity, consumer journeys, and strategy in emerging markets.
01:00 – 02:00 PM	Lunch & Networking: Informal discussions on research collaborations.
02:00 – 05:00 PM	Session 2: Hands-On Workshop: Is There a Buy Button in the Human Brain? (Practical, experiential session – limited to registered participants; equipment provided) Led by Prof. Veeky Baths and Dr. Mayur Jartarkar, with support from the Cognitive Neuroscience Lab team • Setup and basics of portable EEG systems. • Experiment design: Participants view marketing stimuli (ads, products) while recording EEG. • Live data collection, preprocessing, and analysis highlights (e.g., frontal asymmetry for approach/avoidance motivation, power spectral features for attention/emotion). • Interpretation: Linking signals to purchase intent, likability, and decision-making. • Group debrief: Insights, challenges, ethical reflections, and "aha" moments on subconscious drivers.
05:00 – 05:30 PM	Valedictory & Certification: Key takeaways and distribution of certificates.

Expected Outcomes

- Enhanced ability to design and critique neuromarketing research.
- Practical skills in EEG basics for classroom demos or pilot studies.
- Provocative ideas for publications, grants, and curriculum innovation.
- Networking with leading experts in Goa's vibrant academic ecosystem.

Registration & Logistics

Fee: ₹8,000 INR (inclusive of kit, lunch, certification).

Link: <https://mdp-register.gim.ac.in/index.php?mdp=2a38a4a9316c49e5a833517c45d31070>

Early bird discounts contact: diya.roy@gim.ac.in or mdpoffice@gim.ac.in

Hurry! Limited to 50 participants.

This FDP promises to be transformative — not just another workshop, but a deep intellectual journey into the neural underpinnings of choice. Join us in Goa to explore whether the "buy button" is myth, reality, or something far more nuanced.

Organizing Committee: Goa Institute of Management in collaboration with BITS Pilani Goa Cognitive Neuroscience Lab.