

ONE-DAY FACULTY DEVELOPMENT PROGRAMME (FDP)

CONSUMER NEUROSCIENCE & NEUROMARKETING: DECODING THE BUY BUTTON IN THE HUMAN BRAIN

LIMITED SEATS	DATE :	VENUE:
Only 50 participants	23 Jan 2027	GIM, Poriem, Sattari, Goa

Jointly Organized by Goa Institute of Management (GIM) & Cognitive Neuroscience Lab BITS Goa

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?

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 approaches integrating EEG, AI, sentiment analysis, and traditional marketing methods.
- Gain hands-on exposure to EEG for measuring emotional valence, attention, and decision-making.
- Critically examine ethical implications, limitations, and transformative
- Develop ideas for integrating neuromarketing into curricula and personal research.

Expert Faculty and Resource person:

- **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, 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 under Prof. Baths; 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.

To Book Your Seats Contact:

GIM coordinator: 9679253287 | diya.roy@gim.a.in



Programme Schedule
(One Full Day)

09:00 AM – 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**

(Interactive lectures with Q&A, case discussions, and provocative polls)

- **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
- **Marketing Perspectives & Interdisciplinary Synergies** (Dr. Diya Guha Ray): Linking neural data to brand equity, consumer journeys, and strategy in emerging markets.

01:00 PM – 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;

Led by Prof. Veeky Baths and Dr. Mayur Jartarkar, with support from the
Cognitive Neuroscience Lab team.

- Experiment design: Participants view marketing stimuli (ads, products)
- 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 PM – 05:30 PM **Valedictory & Certification**

Key takeaways, future roadmap, and distribution of certificates.

Expected Outcomes

- Enhanced ability to design and critique neuromarketing
- 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: Limited to 50 seats for quality interaction and hands-on access. Fee: ₹8,000 INR. Includes programme kit, high-tea/lunch, and e-certificate. Register via [https://mdp-register.gim.ac.in/index.php?mdp=2a38a4a9316c49e5a833517c45d31070] or email [diya.roy@gim.a.in]. Early bird discounts or group rates may apply — act fast!

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



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