



# Behavioral Science in Marketing Conference



**NSE Centre for Behavioral Science, IIM Ahmedabad**

**March 3rd-4th, 2022**

## CALL FOR PAPERS

### Conference Topics

The conference solicits papers addressing the following themes:

- Role of communication in financial services marketing
- Application of neuroscience to study neuro-management
- Behavioral Science in Branding
- Case studies on behavioral science in Marketing research

### Submission guidelines

The paper submissions should be mailed to the organizing team at [cbs@iima.ac.in](mailto:cbs@iima.ac.in) using the following format:

- Research Summary of 2000 to 2500 words to be sent by **November 15, 2021**
- Research ideas shortlisted for the conference to be announced on **December 15, 2021**
- Final paper to be sent by **February 15, 2022**

## CONFERENCE HIGHLIGHTS

### Panel discussions:

- Digital consumer and communication
- Achieving behavioral change

### Workshops:

- Programmatic Advertising
- Neuromarketing

The submissions will be peer-reviewed and evaluated on the basis of novelty, technical depth, accuracy and relevance to conference themes and topics.

**Submit to get a crack at the Best Paper Award!**

## CONFERENCE DATE/VENUE

The conference will be held at IIM Ahmedabad on **March 3rd-4th, 2022.**

### CONTACT DETAILS:

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