BOOK REVIEW

ETHICS AND NEUROMARKETING
IMPLICATIONS FOR MARKET RESEARCH AND BUSINESS PRACTICE

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Conceiving efficient marketing research tools, able to generate accurate and real data helps to prove scientifically the decision making in marketing. Starting from this practical need in market research, in the contemporary informational society, new ways of action and advancement appear due to the development of marketing, as well as the progress of information technology and the human brain scanning and magnetic resonance imaging techniques. In 2013, in the European Union, a flagship project began to support the development of researches concerning the carrying out of a human-type brain entitled: Human Brain Project, as part of Horizon 2020 FET (HBP, 2017). This project will allow the researchers to develop their knowledge in the field of neurosciences and their understanding in the human brain working.

Among these new ways of research in the field of neurosciences and social environments with considerable impact on the conceiving market research methods and techniques there are two new outstanding trends nowadays which tend to outrank the classical gathering information methods: Big Data Research or the market research based on Megadata and Neuromarketing and sometimes a combination of both. Megadata comprise all the information coming from the consumers, the large public, regarding their actions in the virtual space. Actually, every action of an individual leaves "trails" not only in the virtual environment but also in the physical environment and this is where the Big Data is collected. The megadata allow the development of some psychometric patterns, alongside the public access to the internet and social networks such as Facebook, LinkedIn, Twitter, etc. Then the acquired and processed information can generate a real human inlay which is useful for the market segmentation and the usage of suitable marketing methods. The use of Big Data for the behaviour pattern-making based on the information from the social networks led to the development of appropriate patterns since 2012 (Kosinsky et al., 2013).

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A major breakthrough in the market research is neuromarketing. This belongs to the field of neurosciences and recently has gained ground due to the progress of magnetic resonance imaging technologies and the possibilities of performing the experiments in different situations. At present this research can be deployed much easier, with acceptable prices, confidentially and ethically correct (Dinu, Savoiu and Dabija, 2016). Neuromarketing deals with the way consumers respond consciously or unconsciously to the stimuli generated by the marketing activities. Technically, neuromarketing consists of recording the human brain activity using different techniques such as: magnetic resonance imaging (MRI), positron emission tomography (PET), electroencephalography (EEG), and transcranial magnetic stimulation (TMS) according to Ariely and Berns. All the above techniques are also mentioned by Perrachione (2008) as being used in neuromarketing. As far as these techniques develop new challenges referring to their moral use appear, in other words if it is ethically correct to use them and the results of investigations based on these techniques to influence and manipulate the consumers.

In response to these trends in the market research a group of authors published a book with the title *Ethics and Neuromarketing: Implications for Market Research and Business Practice* at Springer Publishing House. This work approaches the ethical aspects of the new trends in neuromarketing techniques and methods for gathering information. The title is exciting and challenges the readers’ imagination from the very beginning. The content of the book is well structured and integrates harmoniously the bond between Neuromarketing and Ethics. This work is greatly valued by those who aim to better understand the way marketing stimuli influence human behaviour and the way ethical issues which might appear during the process of data collection can be solved (Thomas et al., 2017).

Neuromarketing represents a new, emerging discipline which involves an important debate regarding the ethical issues that are raising during the market research and its applications. At the same time it is useful to make a delimitation between the benefits of Neuromarketing and its image in front of the public at large. The ethics of neuromarketing research can be developed based on neuroethics and bioethics. However, there is a great need to develop the ethics regarding the use of technologies in neuromarketing and the ethics in business practice which must take into account the correct application of data collection techniques and the way the investigation results are used. These elements must be included in the codes of conduct and taken into consideration by the professionals.

The work comprises 12 chapters describing scientifically and coherently the tactics and strategies of neuromarketing and the ethical implications accompanying this approach. The reader is gradually introduced into the essence of neuromarketing and as the reading progress different aspects and approaches connected to the field of neuromarketing and its applications are better understood. The authors emphasize the necessity of a moral behaviour during the neuromarketing research, the need to set out a Code of Conduct and to decide upon a way to approach and solve the ethical issues emerging during the current
practices in neuroscience. The last chapters deal with the developing of the future technologies and the new ethical challenges, the practical aspects regarding the application of neuromarketing and the moral behaviour in different fields of activities.

The first chapter contains the introduction written by the professor Andrew R. Thomas who describes neuromarketing as an applied science centred on human emotions relevant in the decision-making process. According to the author, neuromarketing aims to better understand the marketing stimuli impact on people by observing and interpreting the human emotions, starting from the idea that the desire to buy a product or a service is an emotional process in which the human brain uses some shortcuts to accelerate the decision-making process. The information acquired during the neuromarketing activities are applied in product design, enhancing promotions and advertising, pricing, store design and improving the consumer experience. On the other hand, professor Thomas emphasizes that at the strategic level the majority of companies operating under the umbrella of neuromarketing are active in the market research referring to product design and packaging, store design, neuromarketing in professional services and advertising. The author continues with a presentation of the main approaches in neuromarketing research, concluding that the future of this domain depends on the advancement of technologies involved in these efforts and the exploration of the ethical concerns surrounding neuromarketing.

The second chapter entitled Neuromarketing: Understanding the Application of Neuroscientific Methods Within Marketing Research, written by Terry Daugherty from the University of Akron, USA and Ernest Hoffman from the company PRADCO, Ohio, USA, helps the reader understand the application of neuroscientific methods within marketing research. From the beginning the authors point out the increasing interest to change the research market from the classical approach based on self-reported consumer research to the neuroscientific methods. The writers mention that the neuromarketing implies a new understanding of market research tools and makes use of neuroscientific measurement techniques to understand the consumers’ conscious or unconscious response to marketing stimuli. The great potential of neuromarketing seems to be appreciated by a growing number of researchers and practitioners (companies such as Nielsen, Buyology, Gallup, Robinson, Innerscope Research etc. resort to neuromarketing research), bringing a great contribution to the scientific and objective measurement and being preferable to the subjective methods such as the survey or the group focus. The authors consider that the use of neuromarketing techniques makes the price-efficiency ratio more convenient, and the method itself is more acceptable than the classical ones. In this chapter the authors focus on the understanding of the neuromarketing by means of the measurement techniques used in neuroscience and the taxonomy of neuromarketing. The neuromarketing is described as the science seeking to apply the principles, the methodologies and the discoveries from the neuroscience to understand and explore the neurological and psychological foundation of the essential correlations of the human behaviour. This aspect implies that the practitioners involved in this kind of activities should possess acceptable knowledge of nervous system and the way human brain works in order to be able to make up assumptions referring to the neurological reaction to neuromarketing stimuli. The authors’ conclusion is that the use of neuroscientific methods in neuromarketing research can help the marketers better understand and analyze the consumer’s behaviour.
Chapter three written by one of the coordinators, professor Cristian Ducu from the University of Bucharest is entitled *Topoi in Neuromarketing Ethics* and approaches the topic of applied ethics in neuromarketing, an emerging but in great expansion field of research and applications. The author carries out a relevant analysis of the concept, approaching antithetically the view of those who consider neuromarketing as being an independent discipline versus those who think that neuromarketing is a subdivision of marketing or other discipline. The author provide a brief map of the ethical concerns associated with this field presenting the ethics in neuromarketing research and the ethics of neuromarketing applications. However, the author mentions, the public reaction towards the neuromarketing was and still remains hostile. The approach of ethical aspects in neuromarketing can be traced in the bioethical tradition where such details like protection of human research subjects, informed consent, privacy, and autonomy are prevalent topics. This is the reason why the author writes about the overlapping between neuromarketing ethics, bioethics, and what is called neuroethics nowadays. Interestingly, the ethics of neuromarketing is not considered a subfield of bioethics because the bioethics is not interested in explaining or clarifying the ethical aspects of human behaviour, but it is interested in any ethical aspects deriving from the sciences of life. The author tells the difference between the ethics concerning the use of neuroscience technologies and the ethics of applications in neuromarketing. Finally, the author displays the ethical aspects concerning manipulative marketing practices and exacerbating the emotional factor.

The fourth chapter, entitled *A Guideline for Ethical Aspects in Conducting Neuromarketing Studies* is written from a critical perspective and deals with the necessity to establish and adopt a guideline of behaviour for the ethical aspects in conducting neuromarketing studies. The authors, David Hensel and Judith Znanewitz from the University “Helmut Schmit” in Germany and Lisa-Charlotte Wolter from Hamburg Media School in Germany, emphasize that besides the advantages resulting from the neuromarketing studies the marketing managers have to deal with several challenges when they plan and conduct a neuromarketing study. A major challenge is the ethical conduct regarding the use of neuroscience technologies while carrying out marketing studies. The neuromarketing researchers got familiar to the ethical codes of conduct but there are some companies less accustomed to them trying to use them for their own benefits. The unwise use of neuroscience technologies can imply immoral effects which must be avoided. Some organizations bring forward the need to protect consumers’ rights and interests while carrying out neuromarketing studies. Under these circumstances, it is imperative to adopt a guideline for ethical aspects in conducting neuromarketing studies. The first step in this direction was accomplished, based on Murphy et al. (2008) and Roskies (2005) considerations on the ethics of neuroscience, at the level of companies conducting neuromarketing studies, by the Neuromarketing Science and Business Association (NMSBA), endeavor which must be enlarged, extended and updated. NMSBA included in its Code of Ethics the principles stipulated by ESOMAR/ICC code regarding the neuromarketing studies, especially those referring to the commercial aspects in neuromarketing, such as lack of transparency in these studies, danger of consumer manipulation, loss of consumer autonomy, etc. In the end, the authors come up with suggestions regarding the improvement of this Code of Ethics, concluding that as far as the research tools develop there is a continuous need to revise and adjust this code.
In the fifth chapter entitled *Ethical and Legal Considerations in Research Subject and Data Protection*, Eugenia Laureckis and Alex Martínez Miralpeix from Escuela Europea de Negocios, Madrid, Spain highlight that in recent years companies are increasingly interested in applying new technologies of investigation to better understand consumers and how they react to different stimuli, and also that human decisions are not based solely on maximizing value, as is apparent from the classic theory of decisions, but are based on individual interests (Pop, Dabija and Iorga, 2014). The authors mention that neuroscience explores interdisciplinary, at the borderline between neuroscience and economy to develop neural models in order to explain the decision-making process. Using neuroimaging and resorting to specific methods such as electroencephalography (EEG), direct observation of brain activity, functional magnetic resonance (fMRI), etc., researchers can study "hands-on" human brain activity when exposed to various stimuli. Reducing the cost of using research equipment opens the possibility of adopting these methods on a large scale in carrying out such analyzes, which must, however, be implemented in accordance with ethical principles.

According to the American Research Foundation (ARF), mentioned by the authors, neuromarketing is rapidly developing due to the evolution of neurology, methods and tools in neuroscience, marketers' interest in unconscious and emotional reactions of consumers to marketing messages, increasing competition, but also due to the success of applying neuroscience in marketing. Of course, using neuroscience in marketing has followers as well as critics. Neuroimaging methods will bring significant changes to the concept of marketing, involving all parties to help improve this discipline. A major challenge is to ensure the confidentiality of the data obtained, as well as the need for an ethical approach to research. In this respect, the authors emphasize the contribution of NMSBA (2013) in developing and completing an ethical code of conduct in neuromarketing research based on the recommendations of Murphy et al. (2008), of the European Commission's Ethics Guide on Data Protection and Confidentiality (European Commission, 2015) and the Current Issues Report on Research Ethics, published in 2015 by Columbia University (Columbia University, 2015).

In the sixth chapter, *Transparency and Reliability in Neuromarketing Research*, Arianna Trettel, Patricia Cherubino, Giulia Cartocci, Dario Rossi, Enrica Modica, Anton Giulio Maglione, Gianluca di Flumeri, and Fabio Babiloni of “Sapienza University” in Rome, Italy, compare conventional marketing research based on the use of surveys to obtain information on consumer preferences with neuroscience applied to individuals. Neuromarketing allows the disclosure of information on consumer preferences using neuroimaging. In fact, it offers qualitative information superior to those that can be obtained by traditional methods. Neuromarketing aims to overcome the sole reliance on the consumer's verbal response commonly used in marketing research. The result thus obtained is influenced by the good faith and accuracy with which the subjects of the experiment transmit their own feelings and opinions to the researcher, while the use of brain imaging techniques can distinguish between cognitive and emotional experience (verbally expressed during the interview) by activating brain areas, according to the mental states of the individual. The implementation of neuromarketing research also involves ensuring the transparency of studies. However, the authors point out that the explanatory possibilities of this type of research should not be overestimated. In order to attenuate the wrong perception of neuromarketing, it is advisable to specify clearly the scientific methodology used; the actors involved in this approach (scientists, neuromarketers, practitioners,
journalists, etc.) must explain not only to the subjects, but also to the general public, the limitations and strengths of neuromarketing technology.

Michal Matukin from NEUROHM Poland and Rafal Ohm of the University of Social Sciences and Humanities in Poland present the theoretical basis of measuring attitude in marketing research in the chapter *Implicit Measures of Attitudes in Market Research*. Marketers are interested in predicting consumer behavior, and this can be done by measuring attitudes. The authors point out that in classical research, the assessment of consumer opinions can be done on Likert scales with inflection point that better reflect conclusions about the attitudes and wishes of subjects according to their purchasing behavior. However, the Likert scale is entirely based on the rational and stated opinions of individuals, which can cause some distortion of responses. Researchers are looking for ways to develop the utility and effectiveness of the Likert scale to predict behavioral decisions of subjects. Such a method, according to the authors, is that of reaction time (TR), which allows going beyond statements and highlighting the hidden motives in the depth of human personality by testing the attitude that activates instantly as an unconscious reaction. Russel Fazio, mentioned by the authors (Fazio, 1989) points out that a strong attitude (much more accessible in general) is expressed with great confidence, and the reaction time in which it is expressed is shorter. It is the same Fazio who proposes a model in which this attitude can be explained by (1) explicit opinions (measured by surveys) and (2) implicit accessibility through the power of attitude (measured by the reaction time needed to provide an answer). The authors show that a correlation between attitude and behavior is much stronger among subjects with a rapid reaction (and a great deal of certainty) when expressing their views, which means that very accessible attitudes have a greater influence on consumer behavior. This new approach to neuromarketing has increased the clarity of behavioral prognosis as compared to results based solely on statements. The authors are convinced, based on empirical studies, that such a research ethos, based on a bifactorial attitude model, will become commonplace in neuromarketing research.

Chapter eight entitled *Ethical Considerations regarding Stakeholders in Neuromarketing Research. Empirical Insights from NMSBA Corporate Members, TAAN Advertising Agencies and Romanian Companies* by Professor Nicolae Al. Pop, from the Bucharest Academy of Economic Studies in collaboration with Ana Maria Iorga and Dan Cristian Dabija from Babeş-Bolyai University in Cluj-Napoca, states that marketing activity is going through a period of impetus due to the digital revolution, adding value to each stakeholder: consumer, client, partner, society as a whole, etc. According to the authors, in this context, contemporary marketing is confronted with a series of dilemmas related to lost virtues (trust, honest dialogue, integrity, mutual empathy, humanity, understanding, etc.), which requires its modernization and a re-establishment of the marketing activity on moral grounds and by reconsidering the position and importance of marketing within the organization. The authors proposed in this chapter to identify and clarify the stakeholder attitudes regarding the ethical issues that arise in neuromarketing research, thus conducting three studies on ethics in neuromarketing: the perspective of companies conducting neuromarketing research, the perspective of companies benefiting from the result of such research (advertisers) and the perspective of direct beneficiaries from different countries. The authors point out similarities and differences in the implementation of this research for each stakeholder category, testing the degree of interest and involvement of NMSBA member companies on the ethical issue and challenges of their work (study 1), the extent to which international advertisers design, develop and/or implement advertising campaigns
using neuromarketing based on ethical principles (study 2) and the perspective of Romanian recipient companies on the impact of ethical principles applied in neuromarketing research (study 3). The authors’ scientific conclusions are interesting and remarkable, noting that the interest of the three categories of companies in ethical conduct in neuromarketing is most strongly expressed in the first category (study 1), diminished in the second (Study 2), and very limited to the third category of stakeholders (study 3). The decrease in intensity is justified by the fact that the first category includes companies conducting research on neuromarketing. Concern for ethical research is more profound when ethics has direct implications in vital areas (such as health) and where strict adherence to investigation protocols prohibits studies that do not strictly comply with all necessary regulations, while neuromarketing studies with commercial applications are not yet governed by such strict rules.

Starting from the discovery that the neuromarketing has become a popular concept in recent years, Kimberly Rose Clark of Dartmouth University in New Hampshire, USA, author of the ninth chapter, *Dealing with the Devils: The Responsibility of Neuromarketing Practitioners in Conducting Research for Ethically Questionable Client Agendas*, asks herself the legitimate question of ethical conduct in the case of dubious or doubtful propositions of the customer for neuromarketing studies. The author mentions the increase in the number of companies working in the sphere of neuromarketing and which have to ponder more and more intensely on the issue of the ethical consequences of neuromarketing. Concern is directed towards (1) the protection of the consumer that can be harmed or exploited by such studies, and (2) protecting the autonomy of subjects, if the applications resulting from neuromarketing reach a critical level on the ability to influence and convince the consumer. In the not-too-distant future, market and neuromarketing researchers will exploit new technologies based on the psycho-physiological responses of consumer masses, measuring brain processes. The ethical issue of neuromarketing practices has less to do with scientists and more with the questionable applications of marketers or manufacturers who will use such research. This kind of neuromarketing will be unethical if it is used to create messages designed to stimulate sales, but which do not really reflect the purpose or utility of the services. To the question of whether neuromarketing practitioners should engage in potentially disputable activities or for products that pose a health or safety risk to the individual and society, the answer is negative. The potential to harm society and the manipulation of free will may be harmful even for those who use neuromarketing wrongly.

Chapter 10, written by Nansi Lungu of "Titu Maiorescu" University of Bucharest, Romania, entitled *The Limits and Ethics of Consumer Profiling*, points out from the introduction that the role of ethics is to preserve the benefits of a lifestyle for society in its entirety, as well as for individuals. The advances in genetics, neuroscience, nanoscience and artificial intelligence make the community face new challenges regarding their side effects and the possibility of anticipating shortcomings. Ethics is effective when it has enough time to adapt to the conditions generated by progress. If, in the case of sciences such as genetics, the position of researchers and society is clear about neuroscience, in the case of neuromarketing, the implications are complex and it is difficult to adopt a clear critical stance. In recent years, neuromarketing has been acknowledged for the role it can play in establishing the consumer profile. However, if the potential for positioning and influencing the consumer will increase significantly - a very likely aspect - consideration should also be given to developing regulations and codes of conduct on neuromarketing.
complemented by the definition of practical mechanisms for verifying them. Megadata obtained through various devices, mechanical learning and neuromarketing will lead to a variety of ethical issues. Based on these considerations, in 2011, the French Parliament banned any kind of use of neuromarketing for commercial purposes, the author says. This underlines the fact that in neuromarketing research, in addition to consumer privacy concerns, ethical issues arising from the interpretation of results for consumers and customers of neuromarketing companies should also be taken into account. A major threat with adverse effects is the exaggeration and misunderstanding of the results. Therefore, the higher the prediction power, the more ethical aspects of the approach should be considered. The limit of predicting individual behavior will determine how specific the ethical approach should become. Understanding how research is done, how to get information, how to interpret results etc. will generate an adequate response of public opinion on research as a whole. It may not be possible to foresee the consequences of such a leap in the evolution of consumer positioning.

The purpose of Chapter 11, *Ethical Dilemmas of Future Technologies* written by Professor Nicolae Al. Pop from the Academy of Economic Studies in Bucharest and his doctoral student Ana Maria Iorga brings to light the ethical challenges that arise due to the rapid development of science and technology. Technology evolves exponentially, while the human evolution of society and everyday life is linear, which causes fundamental changes in consumer behavior, individuals' attitudes and perceptions, leading to numerous and increasingly complex ethical issues. It is noteworthy that technology is not neutral to these developments, leading to a change in the interaction between people and the environment. In this process, behavioral changes can be challenging or violate acknowledged values, social norms, laws, and legal norms. It is therefore essential that ethical issues be openly discussed and appropriately regulated, otherwise industries based on emerging technologies may become similar to the growth pill industry of cognitive performance: poorly regulated and abusive. In the context described by the authors, the future developments of the technological research are noted: the progress of the imaging technique; diagnosis and treatment in nanorobotics medicine; technologies that will allow the continuous improvement of the human body; bionic prostheses; external devices that increase the cognitive abilities of humans beyond the capacity of the brain; the use of "smart" drugs that can improve various functions of the body; the use of drugs that increase professional, musical or physical performance without proven side effects, but which raise a number of ethical issues etc. Marketing research will be changed by the development of new technologies, the future of companies in this field being bleak if they do not adapt to change. Practically, traditional research based on data collection through a “capture” of the present situation or on introspection on past reactions will evolve through neuromarketing research based on data recorded by the human brain, allowing a better and more accurate prediction of individual behavior. In fact, the future of marketing research lies in the technology where data are collected passively from people, without their opinion being asked. Thus, Internet, mega data, brain scanning, smart accessories worn daily etc. will allow the capture of relevant information. The authors point out that these technologies, although not used to their full potential yet, have already begun to raise serious issues of ethics, security and inequity.
Gregory Dumont of Plymouth University in New Hampshire USA specializes in neuromarketing research in sports. In his chapter, *The Ethics of Neuromarketing in Sports*, the author justifies by presenting statistical data both globally and in the USA, the importance of sport that has become a genuine and powerful global industry focused on: selling tickets, lodging, boarding, transport, insurance, sport broadcasting, sponsorship, selling products at the venue, etc. The scale and amplitude of the sports industry and the relative interdependence of sports brands, media partners and corporate sponsors highlight the many reasons why marketers are eager to better understand how marketing of sports and non-sports experiences can resonate better in the minds of fans. The relationship that links sports fans and brands is often driven by emotion, aspiration, and irrationality. Neuromarketing allows the study of the popularity of brands and preferences compared to sports performance anchored in the minds of supporters who are exposed to advertising and marketing stimuli. Although there is no neuromarketing research focused on linking fans and sports brands, marketers are being challenged to find the "buy button" in the minds of supporters. The author notes that marketers are enthusiastic about the potential of neuroimaging technologies (MEG, EEG, fMRI), which allow for a more focused, emotionally compelling and personalized branding effort. It is noted that there are opponents of neuromarketing within the academic community due to potential ethical problems arising from (1) manipulating consumers to buy goods they do not need or do not want, (2) neuroimaging technology which threatens the consumers' autonomy and free will, and which can lead to their being manipulated in the choice of products. Ethical concerns are also related to the potential identification of the "buy button" in the brain, along with ownership of data collected through neuromarketing studies. The consumer does not have a rational behavior, says the author, and sports fans have predominantly an irrational behavior based on loyalties, significance, the search for individual identity, with an emotional orientation and tribal connection with the team. The volume ends with a very useful addition for the neuromarketing practitioners and other specialists, especially in the university field, namely the presentation of the NMSBA Code of Ethics and an extract from the Code of Conduct for Integrity in Research.

In conclusion, this work is particularly useful to the well-informed reader, namely marketing research specialists in academic fields, marketing professionals, neuromarketing companies, and can be a good guide for decision-makers and stakeholders (primarily consumers and the general public) for a better orientation and clarification on the ethical issues that may arise in neuromarketing research in both current and future studies, along with new technological advances in neuroscience.

**About the Volume Editors**

The book "*Ethics and Neuromarketing: Implications for Market Research and Business Practice*," published by Springer Publishing, New York in 2017, is coordinated by four leading researchers, with contributions from twenty-five international authors. The coordinators as well as the authors have a diverse and complex professional training, which particularly highlights their teamwork, the interesting exchange of ideas on neuromarketing research approached from a multidisciplinary and transdisciplinary perspective.
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Professor Andrew R. Thomas, PhD. is Professor of Marketing and International Affairs at the University of Akron (USA), author of some of the best-selling business books. His most recent books include The Changing Business Landscape of Romania. Lessons for and from Transition Economies, Soft Landing: Airline Industry Strategy, Service and Safety and The Final Journey of the Saturn V. His book The Distribution Trap was awarded by the American Marketing Association (Leonard Berry Award) for Best Marketing Book in 2010. Direct Marketing in Action was finalist for the same award in 2008. Andrew Thomas was Fulbright Scholar at the US State Department (2005 and 2006) and is a member of the National Academy of Sciences, Transportation Research Board, Training and Education Subcommittee.

Professor Nicolae Al. Pop, PhD., Dr.h.c. is a professor at the Faculty of Marketing, Academy of Economic Studies in Bucharest where he teaches International Marketing, Strategic Marketing and Relational Marketing. Between 1996 and 1997 he was Professor of International Marketing at the University of Applied Sciences Bochum (Germany). He was a visiting professor at universities in Germany, France, Austria, Canada, Morocco and Hungary. He is an expert evaluator with the Foundation for International Business Administration Accreditation (FIBAA) in Germany and ARACIS in Romania. He was awarded the "Virgil Madgearu" prize of the Romanian Academy in 1994, since 2008 being a doctor honoris causa of the University of Oradea, Romania.

Dr. Ana Maria Iorga is one of the pioneers of neuromarketing in Romania, having graduated medical studies at "Carol Davila" University in Bucharest, as well as economics in finance and marketing, within a Master of Business Administration at the University of Ottawa, Canada. In 2012 she established the first neuromarketing laboratory in Romania called Buyer Brain. Ana Iorga has over ten years of experience in professional promotion as a result of managing an advertising agency. In cooperation with Dutch partners, she has built a virtual supermarket: Virtual Schopper Journey.

Cristian Ducu, PhD. is an ethics expert with a PhD in moral philosophy at the University of Bucharest. He is currently a management consultant, auditor and trainer for the Advanced Research Center in Management and Applied Ethics, as well as other organizations. His main areas of expertise are Strategic Management, Ethics and Compliance (including Anti-Corruption), Sustainability (Social Responsibility) and Applied Ethics. Mr. Ducu is the leading auditor for Central and Eastern Europe on issues of supply chain integrity and sustainability. With teaching activities at Bucharest University and the National University of Administration and Political Studies, his academic interest is
related to applied ethics (business ethics, communication, new technologies, biomedical and clinical research etc.).

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