Welcome

We are very pleased to announce the opening of the 2nd International Conference on Neuroeconomics and Neuromanagement at Zhejiang University, Hangzhou from Nov. 6th -7th, 2010.

Neuroeconomics and Neuromanagement have witnessed tremendous advance in past decades since the birth of these newly interdisciplinary fields at the turn of the century. In order to answer the question of to what extent biological sciences like neuroscience and genetics can inform the social sciences like business, economics and decision-making, a growing number of experts and scholars with different backgrounds have worked together in such intriguing fields.

With the good will of further promoting the advance of these burgeoning fields that cover business, economics, psychology, and neuroscience, both in China and abroad, we sponsor such a conference to provide a platform for scholars with different background to gather and discuss topics in these interdisciplinary fields.

The conference covers topics that include or are related to:

• The present and future of Neuroeconomics and Neuromanagement
• The neural basis of decision making under risk and uncertainty
  • Research advances in behavioral decision making, behavioral economics and behavioral finance
  • Research on how neuroscience can inform finance and marketing
• Research on the neural correlates of social decision making and social cognition
• The potential application of cognitive neuroscience in other related fields
  • Behavioral and cognitive studies on economic and financial markets
  • Cognitive studies on social interactions
  • The role of emotion and motivation in decision making
• Studies on the psychological and neural basis of decision making for unconventional or rare events
• Methodological studies demonstrating the use of fMRI, EEG, TMS, eye-tracking, genetics in Neuroeconomics and Neuromanagement

Laboratory of Neuromanagement, School of Management, Zhejiang University, Hangzhou 310027, China
We welcome participants from around the globe. Instead of a formal call for papers, we ask interested participants to pick a topic or topics from the above list and indicate their willingness to participate in a panel discussion. In the U.S. please contact Irwin Levin, University of Iowa, irwin-levin@uiowa.edu. In Europe please contact Ben Seymour, University College London, bseymour@fil.ion.ucl.ac.uk. In Asia please contact Robert Bian, Zhejiang University, 10920007@zju.edu.cn. The panel discussants will be listed in the final official program. Please respond by 1st August, 2010.

Keynote Speakers

Qingguo Ma (Laboratory of Neuromanagement, Zhejiang University)
Irwin P. Levin (Department of Psychology, University of Iowa)
Gui Xue (Brain and Creativity Institute, University of Southern California)
Ben Seymour (Wellcome Trust Centre for Neuroimaging, UCL),
Vasily Klucharev (Economic Psychology Lab, University of Basel)
Richard Gonzalez (Department of Psychology, University of Michigan)
Tatsuyoshi Saijo (Institute of Social and Economic Research, Osaka University)

Organizing Committee

Qingguo Ma, Xiaowei Tang, Tatia Lee, Irwin P. Levin, Yuejia Luo, Jinhong Lin,
Ben Seymour, Fang Fang, Naixin Yan, Vasily Klucharev, Xiaolin Chew, Tatsuyoshi Saijo, Shu Li, Qinglin Zhang, Ruiming Liao, Richard Gonzalez, Xiaolan Yang.

Conference Secretary

Robert Bian (Jun Bian)
Tel: +86-13868067796
E-mail: 10920007@zju.edu.cn bbianjun@gmail.com
Laboratory of Neuromanagement, School of Management, ZheJiang University,
HangZhou 310027, China

For further and up-to-date information, please visit our website:
http://www.neuromanagementlab.org

The Laboratory Director: 

Laboratory of Neuromanagement, School of Management, ZheJiang University, HangZhou 310027, China
The Related Fees

The registration fee for students is 50$, and 100$ for others.

The conference would offer free meals (Lunch & Supper) for all the participants.

The nearest hotel is ZiJinGang Hotel, whose fees are 50$ per day (include breakfast).

You could take a taxi from the Xiao Shan Airport of Hangzhou to Zijingang Campus of Zhejiang University (20$). If you need help, please mail to the Conference Secretary (Robert Bian), who would like to be your guide.

Hangzhou is famous for its natural beauty and historical and cultural heritages, so if you want to visit some great interests, the Conference Secretary (Robert Bian) would be very happy to help arrange tours after the conference for you and your families at affordable prices.

The Weather in Hangzhou

It is usually rainy in Hangzhou in November, and the air is fresh and wet. The temperature is around 10℃, and you may feel a little cold especially in the morning and evening, so please do not forget to take a sweater with you.
Lab of Neuromanagement is one of the first labs established in China, which is specializing in doing research to elucidate how we make our judgments and decisions in an inter-disciplinary field of research integrating management science, economics, neuroscience and psychology. Our lab is dedicated to probe the recently discovered anomalies that contradict the traditional economic hypotheses and further explore those phenomena that classical economic theory fails to explain by combining methods such as behavioral, functional neuroimaging (fMRI), event-related potential (ERP), and eye-tracking.

Lab of Neuromanagement is led by director Prof. Qingguo Ma, who is the first one who put forward “Neuromanagement” in a published paper in “Management World” and works as a vanguard in this burgeoning discipline in China. There are two professors, two associate professors, one lecturer, one Postdoc and several doctor candidates and graduate students in the lab pursuing this cross-disciplinary field.

By virtue of the good cross-disciplinary collaborative research environment in Zhejiang University, the laboratory has recently focused research in interdisciplinary fields like Decision Neuroscience, Neuroeconomics, Neuromanagement, NeuroErgonomics (or Neuro Industry Engineering, a new discipline to study the human factors with conjunction of Neuroscience and Industry Engineering), and other related fields. For example, the topics in Neuromanagement include individual and social decision-making, organizational decision-making, Neurofinance, Consumer Neuroscience and Neuromarketing.

We have published several papers in the SCI and SSCI indexed journals and now we are undertaking one project sponsored by National Natural Science Foundation of China in Neuromarketing (70772048) and one project sponsored by National Social Science Foundation of China on decision under uncertainty (08BJL054). Recently we have started two key projects, one of which is in cooperation with several other institutes from both home and abroad, and funded by the National Social Science Foundation of China to study the rule of what and how the people would think and do in crisis time (90924304), the other one is sponsored by Key Projects of Philosophy and Social Sciences Research, Ministry of Education on the innovation of the methodology of philosophy and social science.
Overview of Hangzhou

Hangzhou, famous for its natural beauty and historical and cultural heritages, is one of the most important tourism cities in China. Hangzhou is the capital of Zhejiang province and the political, economic and cultural center of the province as well. It is located on the low reaches of the Qiantang River in southeast China, with a distance of 180 kilometers to Shanghai. This beautiful city is of subtropical monsoon climate, with distinctive four seasons, mild atmosphere and favorable geographical positions and natural conditions.

Hangzhou is one of the most famous cradles of Chinese civilization. Human beings have lived and prospered in this land since 4700 years ago, forming the so called "Liangzhu Culture". Hangzhou has a history of more than 2200 years since it was established as a county by the First Emperor Qin. The city had once been the capitals of Wu and Yue kingdoms of Five Dynasties during the 10th Century and capital of Southern Song Dynasty during the 12-13th Century. Therefore, it is one of the seven ancient Chinese capitals.

The famous West Lake in Hangzhou is like a brilliant pearl embedded in the beautiful and fertile shores of the East China Sea near the mouth of the Hangzhou Bay. The view of the West Lake is simply enchanting, which offers many attractions for tourists at home and abroad. People always describe the West Lake and the lake in Geneva as two pearls of the east and west. The great Italian traveler Marco Polo once described the lake as "beyond dispute the finest and the noblest in the world". The lake is praised by visitors in succession and widely regarded as the pearl of Hangzhou, the pearl of the East and the pearl of the world.