



# Brain To Society Decision and Behavior Seminar Series

Date: Wednesday, June 06, 2018

Time: 11:00 AM to 12:30 PM EST

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Topic: **Consumer Neuroscience: The Case for Signal Triangulation**

**Abstract:** Consumer researchers have increasingly access to neuroscientific tools and methods. Even if some of these tools, such as eyetracking, have been used extensively in consumer research, not much research in marketing has used triangulated signals from such tools. Triangulating neurophysiological signals could lead to a better understanding of how consumers react to marketing stimuli.

In this webinar, I will present the work performed at the Tech3Lab for signal triangulation and present recent research projects using signal triangulation in consumer research contexts.

**Presenter:** **Sylvain Senecal** is a Professor of Marketing, RBC Financial Group Chair of E-Commerce and Tech3Lab Co-Director at HEC Montreal. His research focuses on online consumer behavior and consumer neuroscience. It has been published in journals such as *Journal of the Academy of Marketing Science*, *Journal of Retailing*, and *Journal of the Association for Information Systems*.



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