

Brain-to-Society Decision and Behavior Seminar

McGill Centre for the Convergence of Health and Economics

Multi-componential approach to odor elicited emotions for product and experience design

by Sylvain Delplanque

Wednesday, September 1, 2021 | 11 AM to 1 PM EST (2 hours in duration)

For Remote Participation, please click [HERE](#)

Seminar Abstract: The idea that olfaction and emotion are closely linked has long been a pervasive belief in people's minds. But what emotions are evoked by smells? And how can we measure these emotions? During this seminar, data from the last fifteen years will be presented and will attempt to demonstrate the complexity of the theoretical and practical approaches applied to answer these questions. Examples of bridges between fundamental and applied questions will illustrate the subjective, motivational, cognitive, physiological and expressive aspects of odor elicited emotional responses.

Panel Discussion: A panel of scientists and actin leader will follow the presentation to advance precision convergence science and innovation in discussing how integrative models bridging human biology, brain and society can be linked with equally multiscale models of natural and man-made materials and processes. The goal is to articulate short- and mid-term pathways for research, action and policy to support behavioral change and ecosystem transformation at scale toward convergence of health, social, environmental and economic outcomes for individual, enterprise, and society. Discussion will (1) advance a deep and end-to-end understanding of all multiscale mechanisms involved in supporting adaptive real world behavior and context and (2) to inform better targeted and more impactful product, program and experience design at the food-health-environment nexus, within and across sectors and jurisdictions. The webinar is chaired by Prof. Laurette Dube, Chair and Scientific Director, McGill Centre for the Convergence of Health and Economic (MCCHE).



Presenter: Dr. Sylvain Delplanque, initially trained as a psycho-physiologist, received a PhD in cognitive sciences from the University Pierre et Marie Curie (Paris, France) in 2004. Since 2005, he is a Primary Investigator at the Swiss Center for Affective Sciences, University of Geneva, Switzerland where he has been coordinating a scientific project EmOdor (Emotion & Odor) that results from a partnership between the University of Geneva and the fragrance and flavor company Firmenich S.A. Investigating the relations between olfaction and emotion using a multicomponential approach (i.e., using subjective, behavioral, physiological and brain-related measures) constitutes the main research topic of EmOdor.



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Chair: Laurette Dubé, initially trained as a nutritionist, also holds degrees in finances (MBA), marketing (MPS), and behavioral decision-making/consumer psychology (PhD). Dr. Dubé is Full Professor at the Desautels Faculty of Management, McGill University. Her research focuses on the study of affects, behavioral economics, and neurobehavioral processes underlying consumption, lifestyle, and health behavior. Her translational research examines how such knowledge can inspire effective interventions. She is also the founder and scientific director of the McGill Centre for the Convergence of Health and Economics, a unique initiative to push the boundaries of science to tackle societal and economic challenges and foster individual and collective health and wealth.



Co-Chair: Laurence Kirmayer M.D., FRCPC, FCAHS, FRSC is James McGill Professor and Director, Division of Social and Transcultural Psychiatry, Department of Psychiatry, McGill University. He is Editor-in-Chief of Transcultural Psychiatry and directs the Culture & Mental Health Research Unit at the Institute of Community and Family Psychiatry, Jewish General Hospital, in Montreal, where he conducts research on culturally responsive mental health services, mental health promotion, and the anthropology and philosophy of psychiatry. His publications include the co-edited volumes, *Cultural Consultation: Encountering the Other in Mental Health Care*; *Re-Visioning Psychiatry: Cultural Phenomenology, Critical Neuroscience, and Global Mental Health*; and *Culture, Mind and Brain: Emerging Concepts, Methods, and Applications*. He is a Fellow of the Canadian Academy of Health Sciences and the Royal Society of Canada.



Mario De Caro, Ph.D. is a professor of moral philosophy at Università Roma Tre and regularly a Visiting Professor at Tufts University, where he teaches since 2000. Twice a Visiting Scholar at MIT, a Fulbright Fellow at Harvard University, and a former President of the Italian Association of Analytic Philosophy, he currently is vice president of the Consulta Nazionale di Filosofia, Hilary Putnam's literary executor, and Associate editor of the *Journal of the American Philosophical Association* and of *Ancient Philosophy Today*. He has given lectures in more than one hundred academic institutions in eighteen countries, published five books in Italian, edited a dozen collections in English, and written more than one hundred scientific articles in six languages. His *Liberal Naturalism* is forthcoming for Harvard UP. Mario's research interests include ethics, metaphilosophy, metaphysics, philosophy of mind and action, neuroethics history of early modern science and philosophy, and philosophy of film.



Dr. Zhenfeng Ma is Professor of Marketing and Chair of the Marketing Department at Jiangnan University, China. Prior to joining Jiangnan University, he worked as an Associate Professor of Marketing at the Lazaridis School of Business and Economics in Canada. He earned his PhD in Management from McGill University in 2008. Dr. Ma's research focuses on consumer behavior, innovation adoption, and brand management. His research has been published in premium marketing journals including *Journal of Marketing*, *Journal of Marketing Research*, and *European Journal of Marketing*.



Igor Grossmann, Ph.D. is an Associate Professor of Psychology at the University of Waterloo, Canada, where he leads the Wisdom and Culture Lab. As a behavioral/social scientist, Grossmann has been working on demystifying what makes up a "wise" judgment in the context of revolving societal and cultural changes. His chief work aims to uncover misconceptions about wisdom and societal change and identifying cultural and psychological processes that enable people to think and act wisely. He has been an Associate Editor of *Emotion*, and currently is an Associate Editor of the flagship journal for Social and Personality Psychology—*Social Psychological and Personality Science*, and co-hosts the "On Wisdom Podcast," aiming to disseminate scientific insights from cognitive and social sciences to the broad academic audience and the general public. Professor Grossmann holds a Ph.D. in psychology from the University of Michigan.



Merve Hickok is the founder of [AIethicist.org](https://www.aiethicist.org). She is an independent consultant, lecturer and speaker on AI ethics and bias and its implications. She aims to create awareness, build capacity, and advocate for ethical and responsible AI. She collaborates with several national and international organizations building AI governance methods, and has been recognized by a number of organizations for her work - most recently as one of the [100 Brilliant Women in AI Ethics™ – 2021](#). Merve has over 15 years of global level senior experience in Fortune 100 with particular focus on HR technologies, recruitment and diversity. She is a Senior Researcher at [Center for AI & Digital Policy](#), a Data Ethics lecturer at [University of Michigan, School of Information](#), an instructor at [RMDS Lab](#) providing training on AI & Ethics and responsible AI development and implementation. Merve is a Fellow at [ForHumanity Center](#) working to draft a framework for independent audit of AI systems; a founding editorial board member of [Springer Nature AI & Ethics journal](#); and a regional lead and mentor at [Women in AI Ethics Collective](#), she works to empower women in the field.



Dr. Georg Northoff, MD, FRCP is a philosopher, neuroscientist and psychiatrist, holding degrees in all three disciplines. Being originally from Germany, he is now working in Ottawa/Canada where he holds a Canada Research Chair for Mind, Brain Imaging, and Neuroethics. His research focuses on the relationship between brain and mind in its various facets including neuroscience, psychiatry, and philosophy. He is interested in discovering the neuronal mechanisms related to consciousness and self in both healthy subjects and psychiatric disorders like depression and schizophrenia. “The question driving him is: why and how can our brain construct subjective phenomena like self, consciousness, emotions.” He is one of the leading figures in linking philosophy and neuroscience as well as the founder of non-reductive neurophilosophy. He authored more than 270 journal articles and 15 books which are translated into several languages including “Neuro-philosophy and the Healthy Mind” 2016 Norton Publishing, New York. You can visit [his website here](#).



Dr. Dave Hayes is a Behavioural Neuroscientist and Fellow of the Royal Society of the Arts and former Union College Neuroscience & Psychology professor with expertise in mental health-related research, project development, management, analysis, and communication. He is currently a Research & Policy Officer at the Financial Consumer Agency of Canada, using behavioural science in the public service sector to help improve the lives of Canadians. His prior brain-based work on pleasant and unpleasant experiences focused on emotional brain circuits and how dysfunction can contribute to illness. His work bridged the fields of neuroscience, psychology, psychiatry, neurology and philosophy.