

Consumer Neuroscience Workshop 2024 | SJMSOM, IIT Bombay

The Behavioural Lab at Shailesh J. Mehta School of Management (SJMSOM), IIT Bombay is organising a one-day workshop on Consumer Neuroscience featuring insights from Marketing stalwarts Prof. Arvind Sahay, Director, MDI Gurgaon and Ms. Sunila G. Benjamin, Director, Neuro & Design, APMEA, NIQ BASES. This will be followed by a hands-on training with eye-tracking methodology led by Prof. Arti D. Kalro, Prof. Dinesh Sharma, Prof. Mayank Pareek and Ms. Shruti Trehan.

Date & Day: May 2, 2024 (Thursday)

Timing: 09:30 AM - 07:00 PM

Venue: Jal Vihar Guest House Conference Room & Behavioural Lab, SJMSOM, IIT Bombay

This workshop is supported by Institute of Eminence funding, SANKI MACHINE TOOLS PVT. LTD. and Tiden Technologies.



WORKSHOP ON CONSUMER NEUROSCIENCE

Discover the latest advancements in consumer behavior research at our workshop on Consumer Neuroscience!

A must-attend event for Marketing Academics & Professionals!



May 02, 2024



Shailesh J. Mehta
School of Management
IIT Bombay



09:30 AM - 07:00 PM



Prof. Arvind Sahay

Director, MDI Gurgaon



Ms. Sunila Benjamin

Director, Neuro & Design,
APMEA, NIQ BASES

Detailed programme schedule is available here:

