

The Department of Commerce of ENCG of Tangier, Morocco,
in collaboration with the Center for Tourism Research, Development and Innovation (CiTUR)
of Leiria, Portugal

Organizes

INTERNATIONAL CONFERENCE

NEUROMARKETING AND HUMAN BEHAVIOR IN ORGANIZATIONS

Neuroscientific approaches to decision-making,
experience and services



Hybrid Conference – In-person & Online Participation



NOVEMBER 12, 2026



**ENCG OF TANGIER
TANGIER, MOROCCO**



**SUBMISSION DEADLINE
OCTOBER 5, 2026**



conferenceneuromarketing@gmail.com



Website: www.encgt.ma

BACKGROUND

The evolution of organizations, markets, and service environments is today shaped by digitalization, artificial intelligence, hyperconnectivity, information overload, and the increasing complexity of human behaviors. As a result, traditional approaches based on declarative data, such as questionnaires or interviews, reveal certain limitations in understanding the real mechanisms underlying decision-making and behaviors.

Neuroscientific, cognitive, behavioral, and experimental approaches now offer new perspectives for analyzing not only what individuals declare, but also what they perceive, feel, remember, or how they make decisions within organizations, markets, and service environments.

Neuromarketing is one of the central themes of this conference, enabling the exploration of the cognitive and emotional mechanisms that influence consumer behaviors, the perception of brands, the effectiveness of communication, customer experience, and interactions with technologies. More broadly, neuroscientific approaches open new perspectives for studying decision-making, cognitive biases, value perception, risk, uncertainty, organizational behaviors, and service experiences.

Special attention will also be given to **neurotourism**, considered the application of neurosciences to the analysis of the tourist experience. This field allows for a better understanding of visual attention, emotions, memory, the image of destinations, destination imagery, as well as visitor behaviors in physical, digital, intelligent, or immersive environments.

This first edition of the conference aims to bring together researchers, academics, doctoral candidates, and professionals to exchange and share theoretical, methodological, and empirical advances related to neuroscientific approaches to human behavior in organizations.

It also seeks to foster interdisciplinary reflection on methodological, ethical, and epistemological challenges related to the use of neurosciences, declarative and non-declarative data, and artificial intelligence technologies in management, marketing, consumption, decision-making, services, tourism, and social sciences.

OBJECTIVES & INTEREST

This conference aims to bring together researchers, academics, doctoral students, experts and professionals around neuroscientific approaches applied to the study of human behavior in organizations, with particular attention to neuromarketing, decision-making processes and service experiences. It seeks to foster dialogue between management sciences, social sciences, neuroscience, cognitive sciences, marketing, behavioral economics, tourism, information systems and emerging technologies.

For researchers and doctoral students, it offers an opportunity to explore new theoretical and methodological perspectives, enrich their research models and identify new avenues for publication, in fields such as marketing, management, consumer behavior, tourism, finance, human resources, communication and information systems, as well as experimental, biometric, behavioral or neurocognitive approaches.

For professionals and practitioners, it provides a better understanding of the mechanisms that influence consumers', users', tourists', collaborators' and clients' decisions in complex, digital, experiential and organizational environments. It also invites reflection on improving managerial, marketing and communication practices based on a deeper understanding of attention, emotion, perception, memory, engagement and decision-making.

The interest of this initiative lies in its ability to bridge scientific reflection, methodological innovation and practical applications, while building on the foundations of a Euro-African scientific space dedicated to neuroscientific approaches to human behavior in organizations, applied to management, marketing, consumption, services and tourism.

TARGET AUDIENCE

This conference is aimed at doctoral students, researchers, academics, professionals, marketing managers, tourism stakeholders, communication specialists, managers, public and private decision-makers, information systems specialists, researchers in management and social sciences, as well as anyone interested in neuroscientific, cognitive, behavioral or experimental approaches to human behavior in organizations.

CALL FOR PAPERS

- Researchers, faculty members and doctoral candidates are invited to submit papers addressing neuroscientific, cognitive, behavioural, experimental, biometric or digital approaches to human behaviour in organisations, applied to management sciences and social sciences.
- Submissions may in particular address the fields of neuromarketing, consumer behaviour, decision making, service experiences, tourism, hospitality, communication, information systems, behavioural economics, management, finance, management control, human resources or logistics.
- Theoretical, conceptual, empirical, methodological or applied contributions are welcome, provided that they help to better understand the cognitive, affective, behavioural or experiential mechanisms related to attention, emotion, perception, memory, decision making, experience or human interaction in organisations.
- It is not necessary for submissions to rely exclusively on neuroscientific or biometric tools. Special attention will be given to interdisciplinary work integrating experimental methods, digital environments, immersive technologies, artificial intelligence, biometric tools or a data triangulation approach.



Proposals must take the form of an extended abstract, to be sent no later than **5 October 2026** to the email address:

conferenceneuromarketing@gmail.com.

Authors will be informed of the acceptance or rejection decision no later than **15 October 2026**.



The conference will be held on

12 November 2026

at ENCG of Tangier.



ORGANISING COMMITTEE

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09:00 – 09:30 | Participant registration

09:30 – 10:00 | Welcome and opening remarks

Prof. Ahmed Maghni, Director of ENCGT, Abdelmalek Essaâdi University, Morocco

Prof. Paulo Almeida, National Director of CiTUR, University of Leiria And Oeste, Portugal

Prof. Brahim Benbba, Organising Committee, ENCGT, Abdelmalek Essaâdi University, Morocco

10:00 – 10:55 | Plenary 1

Neuroscientific approaches to human behaviour: foundations, methods and research tools

Chair: Prof. Zineb El Andaloussi

Prof. Luiz Moutinho, University of Suffolk, United Kingdom: *Neuroscientific approaches to human behaviour in organisations*

Prof. Luís Lima Santos, CiTUR, University of Leiria And Oeste, Portugal: *Methods, research tools and applications of neuroscience to management sciences*

Prof. Brahim Benbba, ENCGT, Abdelmalek Essaâdi University, Morocco: *State of research on neuromarketing in Africa*

10 min – Questions and Answers (Q&A)

11:00 – 11:40 | Plenary 2

Neuromarketing, consumption and decision making: cognitive, affective and behavioural mechanisms

Chair: Prof. Noureddine Belhsen

Prof. Francisco Muñoz-Leiva, University of Granada, Spain: *Neuromarketing and consumer behaviour*

Prof. Lucília Cardoso, CiTUR Leiria, University of Leiria And Oeste, Portugal: Marketing, consumption, digitalisation, artificial intelligence and decision making

10 min – Questions and Answers (Q&A)

11:40 – 12:00 | Lunch break

12:00 – 12:55 | Plenary 3

Neurotourism and tourism experiences: attention, emotion, image and memory

Chair: Prof. Lucília Cardoso

Prof. Carla Fraga, Federal University of Juiz de Fora (UFJF), Brazil: *Neurotourism, tourism experience and human behaviour*

Prof. Esau Sirius Ventura Pupo, Federal University of ABC, Brazil: *Neuroscience and experiential behaviour*

Prof. Paulo Almeida, CiTUR, University of Leiria And Oeste, Portugal: *Customer experience, destination image and tourism services: contributions of neuroscientific approaches*

10 min – Questions and Answers (Q&A)

13:00 – 14:55 | Methodological panel

Methods, protocols and ethical issues: eye-tracking, biometrics, artificial intelligence and data triangulation

Chair: Prof. Hamid Housni

Prof. Lucília Cardoso, CiTUR, University of Leiria And Oeste, Portugal: *Tools, protocols and ethical issues in the European context*

Prof. Zineb El Andaloussi, ENCGT, Abdelmalek Essaâdi University, Morocco: *Tools, protocols, sensitive data and ethical issues in the Moroccan and African context*

Prof. Sérgio Silva, University of Trás-os-Montes and Alto Douro, Portugal: *Implementation of research protocols using Motion, artificial intelligence and biometric technologies*

10 min – Questions and Answers (Q&A)

15:00 – 18:00 | Scientific paper sessions

18:00	Closing
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