



Consumer Neuroscience and Consumer Behaviour

Guest Editor:

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Message from the Guest Editor

Dear Colleagues,

Despite a growing number of studies that demonstrate and highlight existing discrepancies between explicit (subjective data; always conscious) and implicit (objective data due to utilising neuroscience tools; mostly non-conscious) responses, those are still widely ignored and their potential largely neglected. Within a business, organisational and economic context this Special Issue is meant to raise respective awareness, to close the gap and to provide both scholars and industries with a well selected collection of theoretical and empirical work that shows how different study outcomes can look like depending on whether physiological data (objective body data) or explicit responses were sampled. For any administrative aspects it holds that the brain knows more than it admits to our consciousness and we certainly want to get access to that knowledge. This allows us to compare explicit and implicit responses and finally to better understand and predict human behaviour.

Thus, do not hesitate to submit your opinion, perspective, review or full article on the above-mentioned topic to the journal Administrative Sciences.

Peter Walla
Guest Editor

