

Olivier DROULERS

Full Professor



Présentation

My research deals with the importation of the neuroscientific paradigm into management sciences and more specifically into the field of market and non-market marketing.

> **Laboratoire de recherche** : CREM UMR CNRS 6211

Thèmes de recherche

Cognitive Neuroscience

Affective Neuroscience

Behavioral Neuroscience

Keywords: Consumer Neuroscience, Neuromarketing, Attention, Emotion, Eye tracking, Psychophysiology, Aging

Activités pédagogiques

- Introduction to Marketing
- Market Research
- Communication Strategy
- Neuromarketing
- Consumer neuroscience
- Experimental method
- Consumer Behavior