

A Report of the 47th EMAC Annual Conference, 2018

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I would like to thank the Japan Association for Consumer Studies (JACS) for funding my participation fee as a presenter at the 47th Annual European Marketing Academy (EMAC) conference.

The 47th Annual European Marketing Academy (EMAC) Conference (May 29th to June 1st, 2018) was held in Glasgow, Scotland, UK, a port city known for trading and ship-building. The theme of the EMAC Conference was “People Make Marketing.” This EMAC, with its aptly chosen conference theme, was co-hosted by the Department of Marketing at Strathclyde Business School and the Glasgow Convention Bureau in this fabulous city. EMAC 2018 highlighted the role of people who make rigorous marketing research relevant in an increasingly dynamic and digitalized world and reflected on prospects that will affect the discipline in the future. Over 900 participants registered to attend the main plenaries and break-out sessions taking place in the world-class Technology and Innovation Centre (TIC), a platform for knowledge exchange, encouraging collaboration, and the sharing of best practices. The conference opened with 22 marketing tracks, which included: Advertising; Promotion and Marketing Communications; Consumer Behavior; Digital Marketing; Innovation and New Product and Service Developments; Exporting and International Marketing; and Marketing Strategy, among others, from May 30th to June 1st, 2018.

The social program included the Civic Welcome Reception held on Tuesday, May 29th, at the Kelvingrove Art Gallery and museum, Argyle Street, Glasgow G3 8AG. The Conference Gala Dinner was held on Friday June 1st, at the DoubleTree by Hilton Glasgow Central 36 Cambridge Street, G2 3HN. Optional social activities included Glengoyne Wee Whisky Tasting Tour, Drygate Brewery Tasting, Fast Boat Erskine Bridge Tour, Evening Visit and Dinner in Luss, Glasgow Bike Tour, Glasgow Underground Tour, and The Historic Heart of Glasgow Tour.

I was the presenter for the Marketing Strategy track, and I shared my paper entitled “Using fNIRS to Predict the Marketing Efficacy of Television Commercials.” In my research on what kinds of television commercial messages (TV CM) are preferred, I examined people’s brain activity to gauge which TV CMs people paid attention to and how they responded to each TV CM. As subjects viewed television commercials, the study captured their neurological responses using fNIRS (functional near-infrared spectroscopy) to measure brain activity and their subjective responses by survey methods. fNIRS data show which parts of the brain are activated when people view television commercials and make it possible to identify the scenes to which viewers react with the greatest interest. This suggests that the most effective commercials are those that translate this interest into purchasing intent. Using a small sample, I showed the potential of combining fNIRS measurements with surveys to gain useful insights for marketing strategies. Future studies will include larger samples and improved experiment design that is based on this study.

In my four days in Glasgow, I enjoyed the conference, and the people I met there. I hope to be at the next EMAC to present and communicate the follow-up to this study.

Thank you.