

PHD Propositions

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About the thesis:

- 1) Resting-state cortical brain activity in different frequency bands will differ between conventional EEG sessions where the participants is alone and a less conventional EEG session where the participant is together with another subject.
- 2) Differences in resting-state cortical brain activity between EEG sessions where the participants is alone and EEG session where the participant is together with another subject will be associated with the participant's anxious attachment style.

- 3) Attention allocation during passive viewing of emotionally significant marketing stimuli will be modulated by the mere presence of others.
- 4) Differences in attention allocation to emotionally significant marketing stimuli will be reflected by participant's cortical brain activity.
- 5) Attention allocation during social inference task will be modulated by participant's genetic makeup.

Scientifically defensible:

- 1) Attention allocation to advertising messages will be influenced by participant's genetic makeup.
- 2) Memory for specific ad-related features will be influenced by the social environment in which the ad message was experienced.
- 3) Memory for specific ad-related features will be influenced by participant's personality traits.
- 4) The emotional engagement with an ad message will be reflected by a change in salivary hormonal levels.

- 5) Including social context in studying marketing campaign effectiveness may enhance the predictive power of the study.

Speculation:

- 1) Memory for specific ad-related features will be enhanced for Visual compared to Audio-Visual TV commercial.