

Case Study

Applying Neuroscience to Business

The first meeting of Applying Neuroscience to Business was held from 26th to 28th September 2019 at Shiseido Global Innovation Center (S/PARK).

“Applying Neuroscience to Business” aims to promote dialogue between academics and business professionals interested in applying behavioural sciences, behavioural economics, psychology, and neuroscience to solve real world problems related to business, social enterprise, public health, and education. The meeting is for academics and business professionals (at all levels).

After the success of the Congress, Dr. Keith James Kawabata Duncan, Co-Chair of “Applying Neuroscience to Business” had kindly sent us his comment from his experience in Yokohama.

1. What reasons led the organizer to plan this convention in Yokohama

1. It is very easy to get to Yokohama from overseas (Direct train link from Haneda and Narita).
2. It is very easy to get to Yokohama from inside Japan.
3. Minato Mirai is a comfortable area, with wide open streets and fresh air from the sea.
4. The Shiseido research center is in Minato Mirai.
5. Many other major companies have a center in Minato Mirai.



2. "Applying to Neuroscience to Business" was held for the first time. Please tell us about the significance and the accomplishments of this convention.

This was the first major gathering of World leading university researchers and business professionals from world famous companies to promote the use of neuroscience and psychology in the real world, including of course business. Researchers could hear about what businesses are interested in and businesses could learn about cutting edge research that can be usefully applied commercially. Time was allocated for social events etc such that the two sides could speak freely and discuss potential collaborations.



3. "Applying Neuroscience to Business" was a magnificent opportunity to promote dialogues among researchers and business professionals. What was the most impressive moment and aspect of the convention?

1. During the small group workshops, I was struck by the distance between the two groups (academics and professionals). Most academics have no experience of business and most professionals have no experience of academic life. Both sides had many questions about the other side and we were able to go some way to start to bridge this knowledge gap. Many of the issues raised can be easily addressed.



2. During the poster presentation and social event, professionals and academic researchers mixed freely, chatting and discussing the research.

4. Some delegates from overseas may have visited Yokohama for the first time. What were their impressions about the city?

The overseas researchers were unanimously impressed by Yokohama and Japan overall. They felt that Minato Mirao is a hub of lively business activity. The ease of transport and the friendliness of Yokohama people (and Japanese people in general) also left a great impression. Many guests plan to return next year.



About “Applying Neuroscience to Business”;

Convention name: Applying Neuroscience to Business

Organizer: University College London

NTT DATA INSTITUTE OF MANAGEMENT CONSULTING Inc.

Sponsors: The Japan Neuroscience Society

Consortium for Applied Neuroscience (CAN)

Shiseido Company, Limited

The British Chamber of Commerce in Japan

Japan Marketing Association

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Communications Technology

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Date: September 26 – 28, 2019

Venue: Shiseido Global Innovation Center Yokohama, Japan