

“Business-to-Business-to-Brain?” A Structured Literature Review on Neuroscience in B2B-Marketing Using TCCM Analysis: An Abstract



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Abstract Neuroscientific findings seem to call into question several psychological fundaments of research in B2B-Marketing (Hodgkinson, 2015). Neuroscience was also recently proposed as an important area for interdisciplinary research, potentially leading to the development of original, courageous ideas in B2B research (Lindgreen et al., 2021). While this discipline has been developed in medical research and early applied in psychology research (Posner & DiGirolamo, 2000), applications in the field of marketing mainly focus on consumer behavior (Harris et al., 2018; Hubert & Kenning, 2008; Plassmann et al., 2015), and there on a more direct view into the “black box” of the consumer organism (Hubert & Kenning, 2008). For example, the preference for a brand, or the valuation of a price-setting can be associated to specific neural activations (Smidts et al., 2014). Yet, topics like pricing decisions or brand awareness are also important in the B2B sector (Hodgkinson et al., 2015; Zhang et al., 2014). Therefore, suggesting Neuroscience as a “bridging discipline” to B2B-Marketing seems comprehensible (Lindgreen et al., 2021). The application of consumer neuroscience has been recently discussed in B2B settings as well (Lim, 2018), but there is still a gap in structuring existing research that bridges both disciplines, and a lack of transparency on applications of neuroscientific insights and instruments in B2B-Marketing.

This study aims to answer the following research questions: (RQ1) What is the current state of the art of Neuroscience research in B2B-Marketing? (RQ2) What suggestions for future research directions can be derived out of existing contribu-

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B. Jochims, J. Allen (eds.), *Optimistic Marketing in Challenging Times: Serving Ever-Shifting Customer Needs*, Developments in Marketing Science:

Proceedings of the Academy of Marketing Science,

https://doi.org/10.1007/978-3-031-24687-6_152

tions? Hence, the main objective and contribution of this article is to offer an overview of neuroscience in marketing research with a particular focus on B2B studies and those studies whose results could be transferable to B2B marketing.

We searched for relevant publications on Scopus. We considered neuroscience publications with reference to B2B or Industrial Marketing, and initially got 1,126 results. After screening, the resulted review list consists of 60 articles. These papers were classified using the framework-based review approach theory-context-characteristics-methodology (TCCM) (Paul & Criado, 2020; Tranfield et al., 2003) to paint a comprehensive and precise picture of the field and to outline a future research agenda. Our analysis shows that neuroscience in B2B is nascent, and the majority of publications are conceptual. Yet, some findings rooted in B2C could be transferred to B2B. Future research directions comprise empirical research focusing on implicit measurement in advertising, communication, pricing, trust formation in personal and human-computer interactions, sales performance, and general decision-making. With this, we hope to help further improve the principal psychological underpinnings of B2B-Marketing.

Keywords Neuroscience · Neuromarketing · B2B marketing · Industrial marketing · Systematic literature review · TCCM

References Available Upon Request