Introduction to the Issue

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Why neurosciences meet and join with the management domain is the core question of the present Special Issue, entirely devoted to explore the fruitful relationship between the methods and the neuroscientific paradigms and practices in management.

Based on the most recent findings that neuroscience has made with respect to possible applications in the social and interaction contexts, the neuroscientific field offers the opportunity to study the "brains in action" in professional contexts. The main aim of this Issue is, in fact, by using also exemplifications and personal experiences, to elucidate the new views that the neurosciences offer to explain more deeply the human brain and its multifaceted potentialities.

The Special Issue in particular addresses the most recent highlights of neuromanagement applications, with specific attention to the theme of communication and emotions from the neurophysiological point of view, highlighting its importance for the functional regulation of trade in business contexts.

A specific contribution is devoted to the recent applications of neuroscience in the company, bringing some examples of innovative practices in relation to a service company. The hyperscanning approach will be the subject of subsequent contribution, centered on the use of method of brain-coupling in the study of effective or not effective leadership during a communicative interactions.

The fertile soil of neuromanagement will also be highlighted by the application of the concept of agency and inter-agency as well as of generative leadership for communication and management practices. Personal experience of leading management figures in the international scene will be provided.

The neuromarketing applications for communication will be the topic of

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the last two contributions. The first will be focused on the effects of profit and non-profit advertising analyzed according neuroscientific methods (such as electroencephalography and eye tracking). The second considered the concept of consumer preference in response to advertising, investigated by means of innovative cerebral neurostimulation techniques (Transcranial Magnetic Stimulation, TMS).