

This is a project to investigate the neural correlates of website “personalization” and trust building in online transactions. This study will give the sponsor a unique position of understanding how to optimize the design of advisor for bank products and services and will contribute to MIT’s research in advancing the neuroscience of trust in a novel and expanding domain.

Sponsor : Suruga Bank

Institute/Organization : The MIT Center for Digital Business, Massachusetts Institute of Technology, USA

Research Team : Professor Drazen Prelec

Status : Going on

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