

Chapter 04 / Capítulo 04

Sustainable Managerial Transformation: Leadership, Organizational Intelligence, and Sustainability in the Postmodern Era (English Version)

ISBN: 978-9915-9851-7-6

DOI: 10.62486/978-9915-9851-7-6.ch04

Pages: 40-45

©2025 The authors. This is an open access article distributed under the terms of the Creative Commons Attribution (CC BY) 4.0 License.

Management of neurogastronomy from the social media ecosystem

Gestión de la neurogastronomía desde el ecosistema Social Media

Virginia Nohemí Gutiérrez Velásquez¹  

¹Inspectoría General de Tribunales. Venezuela.

INTRODUCTION

In a globalized world marked by connectivity through technology, ancestral arts and knowledge that have defined the territory's and its people's customs and traditions, with cultural, social, and economic characteristics, are manifested. These disciplines have been part of humanity since ancient times and have evolved and transformed alongside scientific and technological advances to the present day, sustainably and in interrelation with other areas of knowledge.

In the particular case of gastronomy, it is defined as the art that studies the relationship between human beings and their way of eating and the cultural environment in which cuisine develops, with significance in the customs and traditions of a particular region, with a degree of influence on the cultural, social, and economic features that constitute it as an integral, complex art that also requires study from various disciplines of knowledge, giving it an integral character (Alfaro & Guevara, 2021).

Today, it has become a science that interacts with and draws on other disciplines such as biology, anthropology, sociology, philosophy, physics, chemistry, mathematics, psychology, economics, and more recently, neuroscience, giving rise to neurogastronomy (Iglesias, 2012: 2). Hence, the objective of this chapter is to interpret the management of neurogastronomy from the perspective of the Venezuelan social media ecosystem.

DEVELOPMENT

Gastronomic management

Considering gastronomic management as that which is intertwined with cooking techniques, nutritional data, and food sciences that transcend the professional handling of flavors and aromas in the preparation of a culinary dish, this discipline deals with various aspects of food and its influence on eating, together with management criteria and strategies that guarantee the sustainability and productivity of the business and its degree of influence on the population where it is located.

In the case of gastronomic organizations, these are as old as the history of humanity itself, as they satisfy one of the physiological needs of human beings, namely food, where their evolution can be observed in different areas ranging from home cooking to large industries such as restaurant chains and fast food.

Neurogastronomy studies human behavior by examining how the brain registers information during unique, memorable, and sustainable gastronomic experiences that generate memories and recollections, creating stories customers can tell in the future based on experiences of happiness. It is important to note that neuroscience has opened up a wealth of scientific

knowledge that validates and supports the development of strategies for creating successful business models in the gastronomic sector, alongside a subjective web of symbols and meanings specific to perception (Gessen, 2020).

Interviews were conducted with three gastronomic entrepreneurs whose initiatives have been shaped by the principles of neurogastronomy and by their use of social media. They have built their careers on these principles, structuring successful businesses around the senses, creativity, and innovation to develop genuine experiences as chefs who have risen to leadership and influencer status on social media within the gastronomic ecosystem. These interviews reveal seven interrelated categories in applied neurogastronomy: emotion management, eating as an ethnic act, food perception, service, atmosphere, creativity, and experiences.

Among these, the management of emotions and their influence on the perception of taste, based on positive emotions, and the results that negative emotions cause in gastronomic management. In fact, the significance of the act of eating transcends nutritional value and the instinct for survival and, as such, has accompanied human beings throughout their evolutionary journey, becoming part of their identity, defining them as individuals who also share with their social group, thus becoming a social event.

Neuroscience is a field that studies the functioning of the mind and brain, and how this influences experiences and how we perceive the world and reality. In this sense, it concerns the functioning of the brain and how it processes information from the environment through the senses, and the activation of stimuli that connect us to the perception of reality.

The way the mind works influences how food is perceived and, in general, the gastronomic experience that intertwines with emotions to generate memories of what has been experienced to such an extent that the experience becomes an unrepeatable, unique moment that generates happiness, that is, one that lasts in the memory. Neuroscience can also be applied to those who choose to eat healthily, and it even has therapeutic purposes.

However, neurogastronomy applied to the food industry has implications ranging from the use of neuroscience tools applied to management aspects in what constitutes neuro-management, specifically in human management, humanized service, the management of work groups and how they interact with each other, to aspects specific to gastronomic management such as the use of menu design, dish presentations, and all those aspects that have to do with the design of the experience, use of color, furniture materials, decoration, tables, chairs, which in general configure the elements of the concept and influence the customer's experience.

What is conceived when analyzing sensory congruence as the coherence that exists between the elements and the diversity of sensory stimuli experienced by the customer, intercepted with the expectations that the customer imagined of the experience, and what is actually being offered to them, is known as the moment of truth. This is nothing more than the validation of the decision-making process in the future, depending on the intention with which they went to the restaurant.

Another important element of applied neurogastronomy concerns the management of emotions. The use of elements such as music and lighting has a considerable influence on the gastronomic experience and the intensity with which it is experienced, so they must be considered from an ethical and responsible perspective. Similarly, elements of the environment,

such as color and decorations, constitute codes for transmitting and/or conveying information that relate to the customer, from increasing the intensity of emotions and sensory congruence to ethnic vision, and also through language.

Creativity is a process that depends on the individual, so that everyone can contribute. Through creativity, a relationship is established with the customer to meet their expectations and pave the way for surprise, creation, and the combination of elements that contribute to the customer's experience. However, creativity is related to the processes and methodologies that, on the one hand, guarantee results and, on the other, standardize the process. Although each person may have a personal style that aligns with the brand concept, it is also guided by the intention of offering the customer.

Experiences are shaped by elements that define them into two types: unique, authentic, and sustainable, which are characterized by being different from elements of the environment; therefore, the brain stores and validates them as authentic. The experience of tasting a dish allows the brain to connect from two points of view. During the validation process, it can connect with memories that evoke a moment of happiness, and through the elements of the environment, food serves as the link to evoke it.

New experiences aim to create memories that, in addition to being authentic, are validated by the brain as unique and enduring, shaping happiness. These memories will serve as the basis for future decision-making and as a reference point for pursuing happiness, which makes them memorable. Similarly, another element that intervenes in the experience is everyday life, as daily experiences are stored generically, without being associated with memories or sensory experiences; therefore, the brain stores them in a special place.

The flavor formula is a concept that describes the combination of ingredients, preparation techniques, and sensory experiences that create the perception of flavor in the diner's brain, through the combination of flavors, aromas, and other components, which, through understanding, can be combined with elements of the environment to generate and design experiences for the customer consciously.

Anthropology is a social science dedicated to the comprehensive study of human beings, encompassing their biological evolution, language, culture, history, and society. The act of eating is an ethnic act that has been characterized throughout history by the stories that are constructed when an experience is memorable. Through these stories, unique memories are constructed that, through narratives, contribute elements to identity and, from a gastronomic point of view, can be used to attract and connect with customers.

Ethnicity refers to the cultural identity of a group of people who share common origins, traditions, language, and customs. It is a social and cultural construct and can be influenced by factors such as religion, place of origin, history, tradition, and gastronomy. Including these elements in the design of dishes and restaurants significantly influences the customer experience, as customers feel more connected to them, which, among other things, provides security and confidence.

Ethnicity is shaped by language and by codes shared by people that relate to the creation of memorable moments and to customer decisions when choosing offers and commercial establishments to eat at, based on social events and interactions. Elements such as ethnicity,

code, and language also play a role in defining and identifying aspects of identity and everything that defines it.

Social media ecosystem

Social networks are virtual spaces organized to develop projects, integrate communities, set up services that would not otherwise exist, make decisions in complex times, and project themselves onto the global market using the full power of virtuality. They are cyber-worlds that, from a physical, statistical, or sociological perspective, view the internet as a living organism in which the generation of influence through communication strategies creates an ecosystem (Flores, 2009).

Considering the gastronomic sector as a social phenomenon, from different perspectives such as context, socioeconomic visions, and visions specific to individual traits with an emphasis on biology and neuroscience; which in the Venezuelan case are not linked to the existence of favorable environments such as aid through public policies, low interest rates, financing, and other elements that allow managers to consolidate and leverage themselves in the sector.

On the other hand, with the expansion of the internet and the massification of the services and benefits it offers in the context of globalization, a network culture has been generated, where the accumulation of knowledge, research, and innovations developed by the talent, imagination, audacity, and intelligence of network users, with experiences designed and executed by citizens without extensive technical training, making social networks participatory media that use communication, interrelation, and publication tools on the internet to facilitate and encourage the creation of content, goods, and services.

Among the characteristics of neurogastronomy in the context of the social media ecosystem, new areas of emerging knowledge are interwoven around the virtualization of organizations through innovation, consolidation, and positioning on social networks, analyzing the characteristics that contribute to the intellectual and social capital inherent in knowledge management and transversality, which requires experts in different disciplines of the social, human, and natural sciences.

Social networks are spaces for connecting with many people through screens and electronic devices, enabling communication through the elements of the business defined as brands. Brands allow customers to manage their emotions, enabling them to remember and connect with you, since they have no schedule. It is also necessary to manage time in order to foster memories and emotions that, through ethnic elements, codes, and multimedia, allow people to connect and interact until they consolidate their purchase or visit to the premises.

The use of social media has enabled the development of innovative concepts such as digital or cloud cooking, in which codes and ethnic elements that define people's personalities are transferred to these digital spaces, leveraging the tools neuromarketing provides to benefit the business.

A FINAL THOUGHT

Understanding how the mind and brain work in the perception of flavors, as well as the elements that make up the gastronomic experience, is not only in line with current management trends but also, from the perspective of applied neurogastronomy, is a process of personal transformation that goes hand in hand with understanding the customer's mind in order to

generate memorable experiences.

From this point of view, neurogastronomy was designed as an interdisciplinary process necessary to the creative acts of gastronomic experiences and is seen as a broad field of action that includes emotional and social aspects, as well as design and creativity. In its management, it has the opportunity to generate memories anchored to gastronomic experiences.

Similarly, managers' attitudes, values, and ethical considerations in the context of neurogastronomy management in the social media ecosystem must be understood in terms of their ethical responsibility to use the environment's elements and the effects this will have on customers. This process, which involves recognizing people's behavior based on the brain and nervous system's capabilities in shaping reality, allows for awareness, self-organization of change, and its effects on culinary work.

REFERENCES

- Alfaro, S., & Guevara, C. (2021). *Estudio de viabilidad comercial y operativa para la creación del restaurante BULÚ, en el sector este del área Metropolitana, durante el segundo semestre del año 2020 y propuesta para el plan de negocio* [Trabajo de grado, Universidad Latina].
- Flores, V. (2009). Nuevos modelos de comunicación, perfiles y tendencias en las redes sociales. *Comunicar*, 17(33), 73-81. <https://doi.org/10.3916/c33-2009-02-007>
- Gessen, M. (2020, octubre 22). *Claves de la neurogastronomía que suman en el éxito de tu negocio* [Video]. P.A.N. Food Business Week. YouTube. <https://youtu.be/YBXP2kypcGY>
- Iglesias, N. (2012). *Plan estratégico para el restaurante Plaza Gourmet para su posicionamiento en la región y cumplimiento de la normatividad del sector gastronómico en Colombia* [Trabajo de grado, Universidad Francisco de Paula Santander Ocaña].
- Martínez, M. (2011). El paradigma sistémico, la complejidad y la transdisciplinariedad como bases esplénicas de la investigación cualitativa. *Revista de Estudios Históricos de la Educación Costarricense (REDHECS)*, 6(11), 96-112.

FUNDING

None.

CONFLICT OF INTEREST

None.

AUTHOR CONTRIBUTION

Conceptualization: Virginia Nohemí Gutiérrez Velásquez.

Writing - initial draft: Virginia Nohemí Gutiérrez Velásquez.

Writing - revision and editing: Virginia Nohemí Gutiérrez Velásquez.