

2017 NeuroPsychoEconomics Conference Program

Conference Theme: “Neuroeconomic foundations of bounded rationality and heuristic decision making”

CITY CAMPUS of the UNIVERSITY OF ANTWERP

(The Grauwzusters Cloister, Lange Sint-Annastraat 7, 2000 Antwerpen, Belgium)

The conference language is English.

Thursday, June 8, 2017

1:30-2:00 PM: Registration & coffee
Location: Patio

2:00-2:15 PM: Welcome note
Carolyn Declerck, Christophe Boone, University of Antwerp
Location: Promotion Room

2:15-2:45 PM: Plenary session I
Wim Van Hecke, Icometrix Imaging Biomarker Experts
Advances in neuroimaging data-analysis
Location: Promotion Room

2:50-3:30 PM: **Session I**

Track: Heuristics and reinforcement learning
Track chair: Carlos Alós-Ferrer
Location: Promotion Room

2:50 PM: *Carlos Alós-Ferrer, Alexander Ritschel*
Reinforcement heuristic in normal form games

3:10 PM: *Carlos Alós-Ferrer, Michele Garagnani*
Who is a reinforcer, who is Bayesian? A comparison of behavioral rules in a new beliefs updating paradigm

Track: Price and payment
Track chair: Carolyn Declerck
Location: Chapel

2:50 PM: *Robin Goldstein*
Do premium and generic prices diverge over time?

3:10 PM: *Luis-Alberto Casado-Aranda, Francisco José Liébana Cabanillas, Juan Sánchez Fernández*
Neural correlates of online payment methods: an fMRI study

Track: Food consumption behavior
Track chair: Charlotte De Backer
Location: Room S004

2:50 PM: *Eglė Vaičiukynaitė, Darius Černiauskas*
Emotional food: the power of colour and taste
3:10 PM: *Judit Simon, Ildikó Kemény, Ákos Varga, Erica van Herpen, Aikaterini Palascha*
The impact of health claims and health symbols on the attention processes of consumers

3:30-3:40 PM: Short break

3:40-4:10 PM: Plenary session II
Pieter van den Berg, Catholic University of Leuven
Uncertainty about social interactions leads to the evolution of cooperative heuristics
Location: Promotion Room

4:10-4:25 PM: Blitz presentation of the best posters
Location: Promotion Room

4:25-4:45 PM: Coffee break
Location: Patio

4:45-5:45 PM: Keynote speech I
Peter Bossaerts, University of Melbourne
How neurobiology can inform decision science: the case of trading skill
Location: Promotion Room

5:45-6:45 PM: Welcome reception
Location: Patio

7:00-9:00 PM: Dinner
Location: University Club
Prinsstraat 13b, 2000 Antwerp
(located 500 m from the Grauwzusters Cloister)

Friday, June 9, 2017

- 8:30-9:00 AM: Registration continues
Location: Patio
- 8:30-9:00 AM: Annual meeting of the editorial board of the *Journal of Neuroscience, Psychology, and Economics (JNPE)* and the leadership team of the *Association for NeuroPsychoEconomics (ANPE)*—By invitation only
- JNPE Editors: Daniel Houser and Bernd Weber
 - JNPE Editorial Board Members
 - ANPE Presidents-Elect and 2018 Conference Chair: Carlos Alós-Ferrer
 - ANPE Presidents: Carolyn Declerck and Christophe Boone
 - ANPE Executive Directors: Martin Reimann and Oliver Schilke
 - ANPE Editorial Board Members
- Location: Room S004
- 9:00-10:00 AM: Keynote speech II
Ernst Fehr, University of Zürich
Responsibility aversion and leadership
Location: Promotion Room
- 10:05-10:45 AM: Poster session & coffee break
Location: Patio
- 10:45AM-12:25 PM: **Session II**
- | | |
|---------------------|------------------------------------|
| Track: | Heuristics and prosociality |
| Track chair: | Pieter van den Berg |
| Location: | Promotion Room |
- 10:45 AM: *Jörg Gross, Franziska Emmerling, Alexander Vostroknutov, Alexander Sack*
Manipulation of pro-sociality and rule following with non-invasive brain stimulation
- 11:05 AM: *Adriana Breaban, Charles Noussair, Stefan Trautmann, Gijs Van de Kuilen*
Emotional antecedents of ambiguity attitude
- 11:25 AM: *Gabriele Bellucci, Chunliang Feng, Simon B. Eickhoff, Frank Krueger*
The role of the anterior insula in norm compliance and enforcement: connectivity and coordinate-based meta-analyses
- 11:45 AM: *Jelena Grujic, Riccardo Gallotti*
People are intuitively good, but not naive - a neuroscience view on experimental game theory
- 12:05 PM: *Elena Cettolin, Sigrid Suetens, Boris van Leeuwen*
The effect of similarity on preferences, beliefs and predictability

Track: Consumer Behavior I
Track chair: Ale Smidts
Location: Chapel

10:45 AM: *Jan Andre Millemann, Christoph Krick, Benedikt Schnellbacher*
Investigating the nature of perceived product innovativeness: evidence from an fMRI study

11:05 AM: *Urszula Garczarek-Bak, Aneta Disterheft*
Psychophysiological measures in predicting national brand and private label products purchase

11:25 AM: *Anne-Mareike Henning, Christian Chlupsa, Jonathan Lean*
The fragrance of the purchase decision

11:45 AM: *Yener Girişken, Tuna Çakar, Murat Perit Çakır, Ari K. Demircioglu*
Neural correlates of purchasing decisions in a supermarket setting with mobile fNIR and glass eye-tracker technologies

12:05 PM: *Sophie Lacoste-Badie, Safaa Adil*
Human presence in advertisement: is the number important?

Track: Social cognition and decision making
Track chair: Konrad Rudnicki
Location: Room S004

10:45 AM: *Gerhard Brenner, Anna Strohdorfer, Julia Brenner*
Shaking the illusion of trust: disappointment reduces trust on an implicit level rather than on an explicit level

11:05 AM: *Eglė Vaičiukynaitė, Inga Minelgaite Snaebjornsson*
Spreading happiness: analyzing candidate's emotions using facial expression recognition software in political (poster) ads

11:25 AM: *Eglė Vaičiukynaitė, Rimantas Gatautis*
Emotionally rich messages and consumer sociability behavior on facebook: an exploratory study

11:45 AM: *Roberto Viviani, Lisa Dommes, Julia Bosch, Julia C. Stingl, Petra Beschoner*
The neural correlates of decisions about sadness in facial expressions

12:05 PM: *Danijela Vuletić*
How effective are reminders and frames in incentivizing blood donations?

12:25-1:45 PM: Lunch
Location: Patio

1:45-2:45 PM: Keynote speech III
Arno Riedl, Maastricht University
Response time, time pressure and cooperation: the case for errors
Location: Promotion Room

2:50-3:20 PM: Poster session & coffee break
Location: Patio

3:20-4:40 PM:

Session III

Track: Heuristics and frames
Track chair: Loren Pauwels
Location: Promotion Room

- 3:20 PM: *Luca Polonio, Giorgio Coricelli*
Testing the level of consistency between choices and beliefs in games using eye-tracking
- 3:40 PM: *Carlos Alós-Ferrer, Johannes Buckenmaier*
Cognitive sophistication and response times
- 4:00 PM: *Carlos Alós-Ferrer, Federica Farolfi, Sabine Hügelschäfer*
Chronometric effects and heuristic decision making
- 4:20 PM: *Jiahui Li, Sabine Hügelschäfer, Anja Achtziger*
A self-regulatory approach to rational decisions: the implemental mindset controls reinforcement processes and supports Bayesian updating

Track: Consumer Behavior II
Track chair: Anika Schumacher
Location: Chapel

- 3:20 PM: *Anika Schumacher, Caroline Goukens, Kelly Geyskens, Martin Reimann*
“Surprise me”! How uncertainty labels affect product consumption
- 3:40 PM: *H. Y. Chan, Maarten Boksem, Ale Smids*
Neural profiling of brands: how brand image is represented in consumers’ minds
- 4:00 PM: *Esther Eijlers, Maarten Boksem, Ale Smids*
Neural measures suggest that arousing ads stand out more but are liked less
- 4:20 PM: *Tamara M. Masters, Arul Mishra*
The utility of heroes and villains in consumer decision making

Track: Economics and development
Track chair: Burak Erkut
Location: Room S004

- 3:20 PM: *Burak Erkut*
Product innovation and market shaping: bridging the gap with cognitive evolutionary economics
- 3:40 PM: *Gordon Dash, Nina Kajiji, S. Tiffany Donaldson*
"SMART" city evolution: animal behavior and efficient prosocial multi-objective assignment of public-housing
- 4:00 PM: *Franziska Handrich, Sven Heidenreich*
Managing complexity - introducing a game-specific typology
- 4:20 PM: *Mrinalini Srivastava, Gagan Deep Sharma*
Brain functioning and financial decision making: a research agenda

4:40-4:50 PM:

Best-paper-of-the-conference award ceremony
Carolyn Declerck, Christophe Boone, University of Antwerp
Location: Chapel

4:50-5:00 PM:

Good-bye note
Carolyn Declerck, Christophe Boone, University of Antwerp
Carlos Alós-Ferrer, University of Cologne
Location: Chapel

Poster sessions

Poster presentations will take place on June 9 from 10:05-10:45 AM and 2:50-3:20 PM in the Patio.

Poster session presenters must hang their poster by 9:00 AM on June 9 at designated spaces and take them off again at the end of the second poster session.

- P01** *Anita Ammon, Benedikt Schnellbächer, Jan Millemann*
Status quo of fMRI in management – a social network analysis
- P02** *Marie Christin Bobe, Martina Piefke*
The occurrence of herding in financial contexts: a systematic review of psychological, neuroscience, and economic approaches
- P03** *Julia Bosch, Lisa Dommes, Petra Beschoner, Julia C. Stingl, Roberto Viviani*
The influence of childhood maltreatment on the appraisal of mourning individuals and on social cognition in decision making: two functional neuroimaging studies
- P04** *Lisa Dommes, Julia Bosch, Petra Beschoner, Julia C. Stingl, Roberto Viviani*
Neural substrates of decision value in economic and social choice: a comparative fMRI study
- P05** *Hugo Garbe*
Entrepreneur and financial profile biases: a comparative analysis
- P06** *Alexander Niklas Häusler, Camelia Mariana Kuhnén, Sarah Rudorf, Bernd Weber*
Do you trade stocks? Understanding the drivers of real-life financial risk taking
- P07** *Makoto Hayase, Yasuo Mori, Tomotaka Miki, Toshiya Murai, Hidehiko Takahashi*
Neural basis of impaired strategic reasoning in schizophrenia
- P08** *Annabelle Krick, Jan Millemann, Benedikt Schnellbächer*
Consumer response (times) to varying product innovations
- P09** *Marco Lehmann-Waffenschmidt, Burak Erkut*
Putting the “mental” into the governmental: can nudges improve how people cope with shocks?
- P10** *Fabian Mueller, Ann K. Tank*
The influence of responsibility and negative affect on investment behaviour
- P11** *Loren Pauwels, Carolyn Declerck, Christophe Boone*
Does feeling powerful transform norms for fairness? An fMRI study
- P12** *Konrad Rudnicki, Carolyn Declerck, Charlotte De Backer*
Making sense of peripheral oxytocin - hormonal functions of oxytocin and their implications for social behavior

Conference fee

Conference fees include a copy of the NeuroPsychoEconomics Conference Proceedings, reception, dinner, luncheon, coffee breaks, and conference beverages. You are also entitled to participate in any pre-conference events.

- *Students:* 299 Euro
- *Faculty/Postdocs:* 399 Euro
- *Practitioners:* 499 Euro

Please register online at <http://www.jnpe.org/> or <http://www.neuropsychoeconomics.org/>.

Accommodations

A limited number of rooms are available for a special conference rate. Since short-term prices may vary you might want to check current prices posted on the hotels' websites before booking the conference rate. All quoted rates are subject to an additional city tax of €2.40 per night, per person.

Hotel Elzenveld

Lange Gasthuisstraat 45
2000 Antwerp
20 min walk to the university
Tel.: +32 (0)3 202 77 11
www.elzenveld.be
Email: fo@elzenveld.be
Single occupancy (small room): €65 / night
Single occupancy (larger room): €85 / night
Breakfast included
Ref.: NPE Conference
Rooms available until **May 18, 2017**

Ibis Antwerp Centre

Meistraat 39
2000 Antwerp
6 min walk to the university
Tel.: +32 (0)3 231 88 30
<http://www.accorhotels.com/nl/hotel-1453-ibis-antwerpen-centrum/index.shtml>
Email: H1453-SB@accor.com
Single room: €79 / night
Double room: €93 / night
Breakfast included
Ref.: NPE Conference, ref. 510639
Rooms available until **May 8, 2017**

Theater Hotel

Arenbergstraat 30
2000 Antwerp
9 min walk to the university
Tel.: +32 (0)3 203 54 10
www.theater-hotel.be
Email: reservations@theater-hotel.be
Single room: €114 / night
Double room: €134 / night
Breakfast included
Ref.: NPE Conference.
Rooms available until **April 27, 2017**

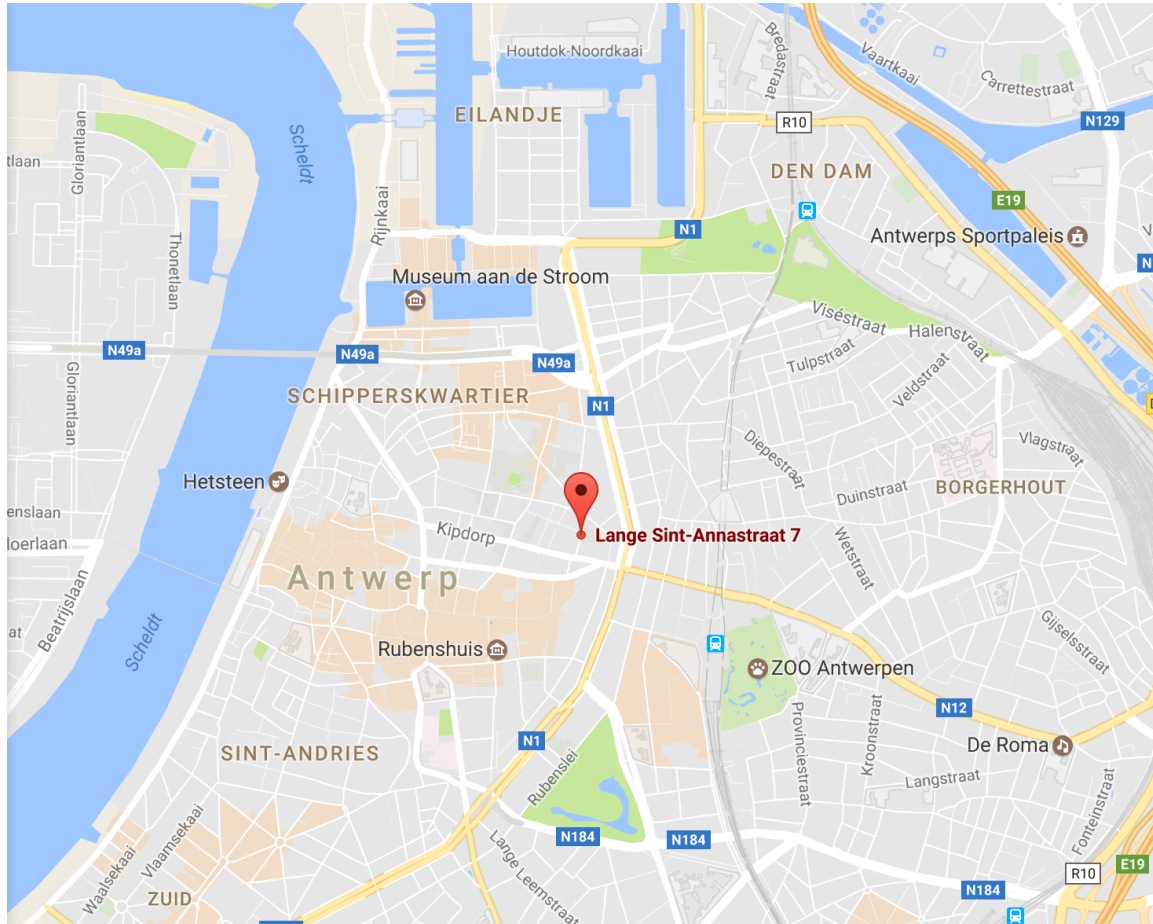
Hotel Prinse

Keizerstraat 63
2000 Antwerp
3 min walk to the university
Tel.: +32 (0)3 226 40 50
www.hotelprinse.be
Email: hotel_prinse@skynet.be
Single room: €111 / night
Double room: €134 / night
Breakfast included
Ref.: NPE Conference.
Rooms available until **May 8, 2017**

Conference venue

CITY CAMPUS of the UNIVERSITY OF ANTWERP

(Convention Hall, The Grauwzusters Cloister, Lange Sint-Annastraat 7, 2000 Antwerpen, Belgium)



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How to get here

See www.uantwerpen.be/en/campus-life/on-your-way-to-campus/stadscampus-campus-mutsaard/ for more details

- :: By car: Paid parking at "Parking St. Jacob" (Sint-Jacobsmarkt 81), 2 min walking distance
- :: By taxi: Approximately 1.5 km / €10 from the Cathedral of Our Lady Antwerp
- :: By tram: Tram # 10, 11, 12, or 24, get off at "Antwerpen F. Rooseveltplaats," 4 min walking distance
- :: By train: Approximately 10 min walking distance from Station Antwerpen-Centraal
- :: By air: Approximately 6 km from Antwerp International Airport

