

## 2018 NeuroPsychoEconomics Conference Program

**Conference Theme: “From behavior to processes: Perspectives from neuroscience, economics, and psychology”**

**ZÜRICH MARRIOTT HOTEL**  
(Neumühlequai 42, 8006 Zürich, Switzerland)

*The conference language is English.*

### Thursday, May 24, 2018

6:30-8:00 PM: Get-together over dinner (dinner covered by registration fee)  
Location: Restaurant Brasserie Johanniter  
(Niederdorfstrasse 70, 8001 Zürich)

### Friday, May 25, 2018

8:00-8:30 AM: Registration and arrival coffee  
Location: Foyer in front of Room 3ab

8:30-8:45 AM: Welcome address  
*Carlos Alós-Ferrer*, Universität Zürich  
Location: Room 3ab

8:45-9:30 AM: Keynote speech I  
*Alan Sanfey*, Donders Institute for Brain, Cognition and Behaviour  
Social motivations in choice: insights from decision neuroscience  
Location: Room 3ab

9:30-10:15 AM: Keynote speech II  
*Samuel McClure*, Arizona State University  
Title TBA  
Location: Room 3ab

10:15-10:30 AM: Coffee break  
Location: Foyer in front of Room 3ab

10:30 AM-12:10 PM:

**Session I**

**Track:** Symposium: The role of dopamine in economic decision-making

**Track chair:** Philippe Tobler

**Location:** Room 3a

- 10:30 AM: *Alexander Soutschek*  
Changing economic preferences with dopaminergic manipulations
- 10:50 AM: *Caroline Burrasch*  
Running on dopamine: the gut-brain axis in action control
- 11:10 AM: *Guillaume Sescousse*  
Reward and punishment appraisal: investigating the role of dopamine during learning and decision-making
- 11:30 AM: *Caroline Jahn*  
Noradrenaline and dopamine in motivation
- 11:50 AM: *Lydia Hellrung*  
Self-regulation of the dopaminergic midbrain

**Track:** Consumer behavior and neuromarketing

**Track chair:** Todd Hare

**Location:** Room 3b

- 10:30 AM: *Aneta Disterheft, Urszula Garczarek-Bak*  
Electrodermal responses to a chain store ad predict its private label products purchasing but only for familiar stores
- 10:50 AM: *Egle Vaiciukynaite, Francesco Massara, Rimantas Gatautis*  
Emotionally-rich brand post and consumer sociability behavior on Facebook: what does really work?
- 11:10 AM: *Anida Krajina*  
Generation Y and Generation Z visual attention in the online environment: evidence from eye tracking and laddering
- 11:30 AM: *Luis-Alberto Casado-Aranda, Juan Sanchez-Fernandez, Francisco J. Montoro Ríos*  
A neuropsychology study on how consumers process online risk facets
- 11:50 AM: *Tamara Masters, Shelley Rathee, Grace Yu,*  
What's in a name? Brand transgression, biometrics and forgiveness

12:10-1:10 PM:

Lunch and poster session

Location: Foyer in front of Room 3ab

1:10-2:50 PM:

**Session II**

**Track:** Symposium: What pupillary measures of arousal can (and cannot) tell us about decision-making

**Track chair:** Anjali Raja Beharelle and Todd Hare

**Location:** Room 3a

- 1:10 PM: *Eran Eldar*  
Focus versus breadth: pupil size and neural information processing
- 1:30 PM: *Ian Krajbich*  
The interaction of pupil dilation and gaze in simple value-based choice
- 1:50 PM: *Christian Ruff*  
How arousal optimizes human decision-making
- 2:10 PM: *Anjali Raja Beharelle*  
The role of pre-stimulus arousal in exploration-exploitation trade-offs
- 2:30 PM: *Carlos Alós-Ferrer, Alexander Ritschel*  
Effortful Bayesian updating: a pupil-dilation study

**Track:** Management  
**Track chair:** Tamara Masters  
**Location:** Room 3b

- 1:10 PM: *Ann Tank*  
 Neuroaccounting is waiting in the wings, indeed! – A meta-analysis of neuroeconomic research in accounting
- 1:30 PM: *Konstantinos Gavriilidis, Vasileios Kallinterakis, Belma Ozturkkal*  
 Institutional herding and mood
- 1:50 PM: *Georg Windisch, Nicole Rosenkranz*  
 Means and ends: the role of employee identification in strategic change
- 2:10 PM: *Thorbjørn Knudsen, Davide Marchiori, Massimo Warglien*  
 Distributed hierarchical decision processes produce persistent differences in learning performance
- 2:30 PM: *David Hirschfeld, Johannes Hewig, Natalie Ulrich, Marcus Wagner*  
 Effects of entrepreneurship and sustainability orientation in three behavioral economic paradigms

2:50-3:00 PM: Short break

3:00-4:40 PM: **Session III**

**Track:** Symposium: Bridging neuro-computational mechanisms of perceptual and economic decisions  
**Track chair:** Rafael Polanía  
**Location:** Room 3a

- 3:00 PM: *Gaia Lombardi*  
 The role of visual-attention in the framing effect
- 3:20 PM: *Silvia Maier*  
 Dissociating consideration latencies from weighting in multiattribute decisions
- 3:40 PM: *Arkady Kononov*  
 Response times as an indicator of value in individual and strategic choice
- 4:00 PM: *Carlos Alós-Ferrer, Michele Garagnani*  
 Response times in risky decision making
- 4:20 PM: *Rafael Polanía*  
 Efficient coding of subjective value

**Track:** Behavioral economics  
**Track chair:** Christian Ruff  
**Location:** Room 3b

- 3:00 PM: *Goekhan Aydogan, Jesse St Amand, Ian C. Ballard, Warren K. Bickel, Samuel M. McClure*  
 The force of habit: repeated decisions reduce framing effects and lateral prefrontal involvement in choice
- 3:20 PM: *Joshua Zonca, Luca Polonio, Giorgio Coricelli*  
 Poor information processing predicts non-strategic behavior in interactive games
- 3:40 PM: *Julia Felfeli, Anja Achtziger*  
 Confidence judgment in own skills: the effects of gender and incentives
- 4:00 PM: *Sarah Rudorf, Thomas Baumgartner, Sebastian Markett, Katrin Schmelz, Roland Wiest, Urs Fischbacher, Daria Knoch*  
 Intrinsic connectivity networks underlying individual differences in control-averse behavior
- 4:20 PM: *Leydiana de Sousa Pereira, Jadielson Alves de Moura, Danielle Costa Morais, Ana Paula Cabral Seixas Costa*  
 Individuals' behavior behind the punishment in a monetary game

- 4:40-5:00 PM: Coffee break  
Location: Foyer in front of Room 3ab
- 5:00-5:10 PM: Meet the editor  
Editor of the *Journal of Neuroscience, Psychology, and Economics (JNPE)*  
*Samuel McClure*, Arizona State University  
Location: Room 3ab
- 5:10-5:40 PM: Fellow address  
*Bernd Weber*, Universität Bonn  
Contextual influences on food choice - insights from behavior and neuroscience  
Location: Room 3ab
- 5:40-6:05PM: Walk from Zürich Marriott Hotel to Universität Zürich  
(Lichthof Süd, Rämistrasse 71, 8006 Zürich)
- 6:05-6:10 PM: Best-paper-of-the-conference award ceremony  
*Carlos Alós-Ferrer*, Universität Zürich  
Location: Universität Zürich, Lichthof Süd, Rämistrasse 71, 8006 Zürich
- 6:10-6:15PM: Good-bye note  
*Carlos Alós-Ferrer*, Universität Zürich  
Location: Universität Zürich, Lichthof Süd, Rämistrasse 71, 8006 Zürich
- 6:15-8:30PM: Award reception,  
sponsored by the Professorship for Decision and Neuroeconomic Theory, Department  
of Economics, University of Zurich  
Swiss apéro: Complimentary snacks and beverages served  
Location: Universität Zürich, Lichthof Süd, Rämistrasse 71, 8006 Zürich

## Poster session

Poster presentations will take place on May 25 from 12:10 to 1:10 PM in the Foyer in front of Room 3ab.

Poster session presenters must hang their poster during the coffee break on May 25 at 10:15-10:30 AM at designated spaces and take them off again at the end of the poster session.

- P01** *Oliver Braganza*  
Proxycconomics, an agent based model of Campbell's law in competitive societal systems
- P02** *Aadarsh Das, Gaurav Marathe, Tanusree Dutta*  
Implementing loss-aversion principle in incentive programs: the unfathomed yet rosy modus operandi
- P03** *Jasper Dezwaef, Jelle Demanet, Timothy Desmet, Marcel Brass*  
Beyond asking: exploring the use of an implicit procedure to estimate consumers' willingness-to-pay
- P04** *Sebastian Gluth, Peter Kraemer, Mikhail Spektor*  
Evidence for a single-process account of memory-based decisions
- P05** *Katerina Kokmotou, John Tyson-Carr, Vicente Soto, Yuxin Xie, Stephanie Cook, Timo Giesbrecht, Athanasios Pantelous, Andrej Stancak*  
Effects of loss aversion on the neural processing of actual and counterfactual decision outcomes: an event-related potential study
- P06** *Gabriel R. D. Levrini, Freddy Linares Torres*  
Reading competences of government scholarship students from Amazon native communities: an eye tracking social inclusion case study
- P07** *Emanuele Lo Gerfo, Alessia Gallucci, Rosalba Morese, Alessandra Vergallito, Stefania Ottone, Francesca Bosco, Ferruccio Ponzano, Leornor Josefina Romero Lauro*  
The role of ventromedial prefrontal cortex and temporo-parietal junction in third-party punishment behavior: a tDCS study
- P08** *Richard Martina*  
Reconceptualization of entrepreneurial expertise: a multi-dimensional model
- P09** *Jan Andre Millemann, Sven Heidenreich, Martin Reimann, Christoph Krick*  
How do consumers perceive new products? Evidence from a functional magnetic resonance imaging (fMRI) study
- P10** *Cordelia Mühlbach*  
Exploring the decision process within a triadic comparison - the procedure of the repertory grid technique examined by eye-tracking
- P11** *Rosalba Morese*  
To cooperate or to compete: the influence of ingroup and outgroup contexts
- P12** *Ksenia Panidi, Alicia Vorobyeva, Matteo Feurra, Vasily Klucharev*  
Transcranial magnetic stimulation of the right DLPFC modulates risk aversion but not probability weighting
- P13** *Jeison Parra, Ernest Mas-Herrero, Roshan Cools, Guillaume Sescousse, Josep Marco-Pallares,*  
Subjective utility value of pseudo-reward
- P14** *Julia Puaschunder*  
Trust and reciprocity drive social common goods contribution norms
- P15** *Jyotirmaya Satpathy, Ahalya Hejmadi*  
Decision signatures in managerial brain architecture

- P16** *Renata Schoeman, Manie De Klerk*  
Adult attention-deficit hyperactivity disorder: a database analysis of South African private health insurance
- P17** *Judit Simon, Ildiko Kemeny, Akos Varga, Erica van Herpen, Aikaterini Palascha*  
The investigation of consumers understanding of health claims and health symbols using eye-tracking experiment and survey methods
- P18** *Sebastian P. H. Speer, Maarten A.S. Boksem*  
Decoding proposers' motivations in the ultimatum game
- P19** *Loreen Tisdall, Renato Frey, Rui Mata*  
Group- versus individual level analyses of neural correlates of risk preference

## Conference fee

Conference fees include a copy of the NeuroPsychoEconomics Conference Proceedings, dinner, luncheon, coffee breaks, and conference beverages.

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

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

## Accommodations

A limited number of rooms are available on May 24-25, 2018 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.

### **Zürich Marriott Hotel**

Neumühlequai 42, 8006 Zürich  
Conference venue  
Tel.: +41 (0)44 360 70 70  
<http://www.zurichmarriott.com>  
Single occupancy: CH 365 / night  
Double occupancy: CH 390 / night  
American breakfast buffet included  
Wireless internet included in rate  
To make a reservation, go to:  
<https://tinyurl.com/y9ebdeec>  
Rooms available until **April 15, 2018**

### **Hotel Bristol**

Stampfenbachstrasse 34, 8006 Zürich  
6 min walk to the Marriott  
Tel.: +41 (0)44 258 44 44  
<http://www.hotelbristol.ch>  
Single occupancy: CH 150 / night  
Double occupancy: CH 220 / night  
Breakfast included  
Wireless internet complimentary  
To make a reservation, call or email the hotel  
([info@hotelbristol.ch](mailto:info@hotelbristol.ch)) and mention "NPE"  
Rooms available until **April 24, 2018**

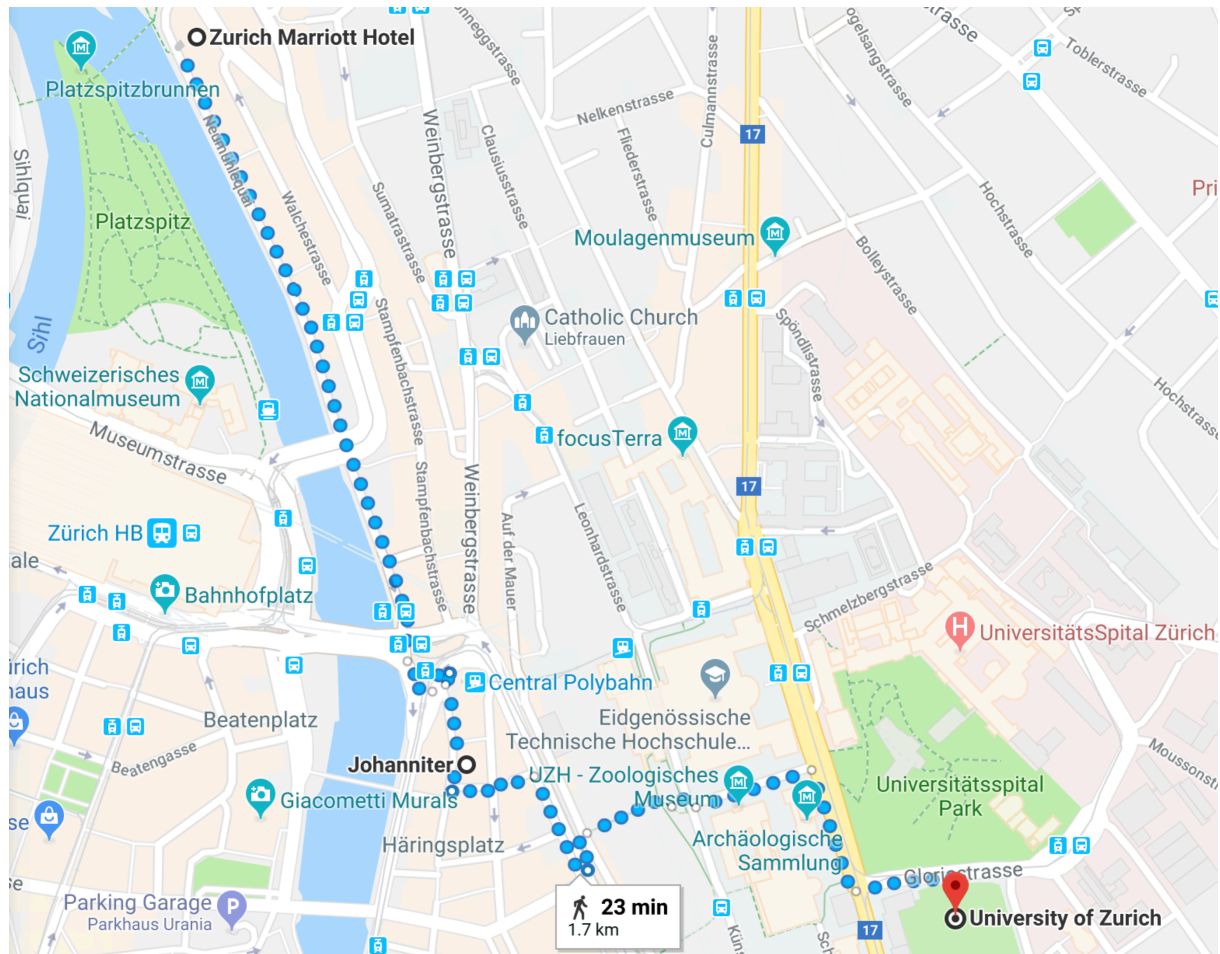
### **Hotel ibis budget Zürich City-West**

Technoparkstrasse 2, 8005 Zürich  
30 min walk to the Marriott  
Tel.: +41 (0)44 276 20 00  
<https://tinyurl.com/y7uculwv>  
Single occupancy: CH 129 / night  
Double occupancy: CH 140 / night  
Breakfast included  
Wireless internet complimentary  
To make a reservation, go to:  
<https://tinyurl.com/ycxy4f2y>,  
click download, and email the completed  
reservation form to [H3184@accor.com](mailto:H3184@accor.com)  
Rooms available until **April 24, 2018**

## Conference venue

### ZÜRICH MARRIOTT HOTEL

(Neumühlequai 42, 8006 Zürich, Switzerland)



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## How to get here

See <http://www.marriott.com/hotels/maps/travel/zrhd-t-zurich-marriott-hotel/> for more details

- :: By car: Paid parking inside the Marriott hotel
- :: By train: Approximately 8 min walking from Zürich main train station (600 meters)
- :: By air: Approximately 10 min driving from Zürich International Airport (9.6 kilometers)

