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
### Session I

**Track:** Symposium: The role of dopamine in economic decision-making  
**Track chair:** Philippe Tobler  
**Location:** Room 3a

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<thead>
<tr>
<th>Time</th>
<th>Speaker(s)</th>
<th>Title</th>
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<tbody>
<tr>
<td>10:30 AM</td>
<td>Alexander Soutschek</td>
<td>Changing economic preferences with dopaminergic manipulations</td>
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<tr>
<td>10:50 AM</td>
<td>Caroline Burrasch</td>
<td>Running on dopamine: the gut-brain axis in action control</td>
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<tr>
<td>11:10 AM</td>
<td>Guillaume Sescousse</td>
<td>Reward and punishment appraisal: investigating the role of dopamine during learning and decision-making</td>
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<tr>
<td>11:30 AM</td>
<td>Caroline Jahn</td>
<td>Noradrenaline and dopamine in motivation</td>
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<tr>
<td>11:50 AM</td>
<td>Lydia Hellrung</td>
<td>Self-regulation of the dopaminergic midbrain</td>
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**Track:** Consumer behavior and neuromarketing  
**Track chair:** Todd Hare  
**Location:** Room 3b

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<thead>
<tr>
<th>Time</th>
<th>Speaker(s)</th>
<th>Title</th>
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<tbody>
<tr>
<td>10:30 AM</td>
<td>Aneta Disterheft, Urszula Garczarek-Bak</td>
<td>Electrodermal responses to a chain store ad predict its private label products purchasing but only for familiar stores</td>
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<td>10:50 AM</td>
<td>Egle Vaiciukynaite, Francesco Massara, Rimantas Gatautis</td>
<td>Emotionally-rich brand post and consumer sociability behavior on Facebook: what does really work?</td>
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<tr>
<td>11:10 AM</td>
<td>Anida Krajina</td>
<td>Generation Y and Generation Z visual attention in the online environment: evidence from eye tracking and ladderiing</td>
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<td>11:30 AM</td>
<td>Luis-Alberto Casado-Aranda, Juan Sanchez-Fernandez, Francisco J. Montoro Rios</td>
<td>A neuropsychology study on how consumers process online risk facets</td>
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<tr>
<td>11:50 AM</td>
<td>Tamara Masters, Shelley Rathee, Grace Yu.</td>
<td>What’s in a name? Brand transgression, biometrics and forgiveness</td>
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**Lunch and poster session**  
**Location:** Foyer in front of Room 3ab

### 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

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<thead>
<tr>
<th>Time</th>
<th>Speaker(s)</th>
<th>Title</th>
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<tbody>
<tr>
<td>1:10 PM</td>
<td>Eran Eldar</td>
<td>Focus versus breadth: pupil size and neural information processing</td>
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<tr>
<td>1:30 PM</td>
<td>Ian Krajibich</td>
<td>The interaction of pupil dilation and gaze in simple value-based choice</td>
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<tr>
<td>1:50 PM</td>
<td>Christian Ruff</td>
<td>How arousal optimizes human decision-making</td>
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<tr>
<td>2:10 PM</td>
<td>Anjali Raja Beharelle</td>
<td>The role of pre-stimulus arousal in exploration-exploitation trade-offs</td>
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<tr>
<td>2:30 PM</td>
<td>Carlos Alós-Ferrr, Alexander Ritschel</td>
<td>Effortful Bayesian updating: a pupil-dilation study</td>
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<tr>
<td>Time</td>
<td>Session</td>
<td>Track: Management</td>
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<td>1:10 PM</td>
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<td>Ann Tank</td>
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<td>Neuroaccounting is waiting in the wings, indeed! – A meta-analysis of neuroeconomic research in accounting</td>
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<td>1:30 PM</td>
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<td>Konstantinos Gavriilidis, Vasileios Kallinterakis, Belma Ozturkkan</td>
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<td>Institutional herding and mood</td>
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<td>1:50 PM</td>
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<td>Georg Windisch, Nicole Rosenkranz</td>
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<td>Means and ends: the role of employee identification in strategic change</td>
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<td>2:10 PM</td>
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<td>Thorbjørn Knudsen, Davide Marchiori, Massimo Warglien</td>
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<td>Distributed hierarchical decision processes produce persistent differences in learning performance</td>
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<td>2:30 PM</td>
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<td>David Hirschfeld, Johannes Hewig, Natalie Ulrich, Marcus Wagner</td>
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<td>Effects of entrepreneurship and sustainability orientation in three behavioral economic paradigms</td>
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2:50-3:00 PM: Short break

3:00-4:40 PM: Session III

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<tr>
<th>Time</th>
<th>Session</th>
<th>Track: Symposium: Bridging neuro-computational mechanisms of perceptual and economic decisions</th>
<th>Track chair: Rafael Polania</th>
<th>Location: Room 3a</th>
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<tbody>
<tr>
<td>3:00 PM</td>
<td></td>
<td>Gaia Lombardi</td>
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<td></td>
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<td>The role of visual-attention in the framing effect</td>
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<td>3:20 PM</td>
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<td>Silvia Maier</td>
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<td>Dissociating consideration latencies from weighting in multiattribute decisions</td>
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<td>3:40 PM</td>
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<td>Arkady Konovalov</td>
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<td>Response times as an indicator of value in individual and strategic choice</td>
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<td>4:00 PM</td>
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<td>Carlos Alós-Ferrer, Michele Garagnani</td>
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<td></td>
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<td>Response times in risky decision making</td>
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<td>4:20 PM</td>
<td></td>
<td>Rafael Polania</td>
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<td>Efficient coding of subjective value</td>
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<tr>
<th>Time</th>
<th>Session</th>
<th>Track: Behavioral economics</th>
<th>Track chair: Christian Ruff</th>
<th>Location: Room 3b</th>
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<tr>
<td>3:00 PM</td>
<td></td>
<td>Goekhan Aydogan, Jesse St Amand, Ian C. Ballard, Warren K. Bickel, Samuel M. McClure</td>
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<td>The force of habit: repeated decisions reduce framing effects and lateral prefrontal involvement in choice</td>
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<td>3:20 PM</td>
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<td>Joshua Zonca, Luca Polonio, Giorgio Coricelli</td>
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<td>Poor information processing predicts non-strategic behavior in interactive games</td>
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<td>3:40 PM</td>
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<td>Julia Felfeli, Anja Achtziger</td>
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<td>Confidence judgment in own skills: the effects of gender and incentives</td>
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<td>4:00 PM</td>
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<td>Sarah Rudorf, Thomas Baumgartner, Sebastian Markett, Katrin Schmelz, Roland Wiest, Urs Fischbacher, Daria Knoch</td>
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<td>Intrinsic connectivity networks underlying individual differences in control-averse behavior</td>
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<td>4:20 PM</td>
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<td>Leydiana de Sousa Pereira, Jadielson Alves de Moura, Danielle Costa Morais, Ana Paula Cabral Seixas Costa</td>
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<td>Individuals’ behavior behind the punishment in a monetary game</td>
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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
Proxyeconomics, an agent based model of Campbell's law in competitive societal systems

P02 Aadarsh Das, Gaurav Marathe, Tamusree 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 Josefin Romêo 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) 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:
hitsyurl.com/yxy4f2y
, click download, and email the completed reservation form to 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/zrhdt-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)