

2019 NeuroPsychoEconomics Conference Program

Conference theme: “Tackling the underlying neural and psychological mechanisms of human economic decision making”

LUISS UNIVERSITY
(Viale Pola, 12, 00198 Roma, Italy)

The conference language is English.

Thursday, June 6, 2019

3:00-3:30 PM: Registration and arrival coffee
Location: Room 10 A-B

3:30-4:00 PM: Welcome address
Fabio Babiloni, University of Rome Sapienza
Simona Romani, LUISS University
Rumen Pozharliev, LUISS University
Location: Room 10 A-B

4:00-6:00 PM: **Session I**

Track: Consumer choice and decision making
Track chair: Tamara Masters
Location: Room 10 A-B

4:00 PM: *Oliver Droulers, Sophie Lacoste-Badie*
Influence on visual attention of horizontal or vertical brand positioning on the shelf

4:20 PM: *Tamara Masters, Keith Botner*
I can't see clearly now: vision and consumer decision making

4:40 PM: *Cordelia Mühlbach*
Triads under investigation – exploring the decision process within the repertory grid technique examined by eye-tracking

5:00 PM: *Aldo Rustichini*
Stochastic choice, time to choose and individual characteristics

5:20 PM: *Christian Chlupsa, Ulrich G. Strunz*
Curiosity is not enough: overcoming mental models in complex problem solving

5:40 PM: *Piotr Gaczek, Andrzej Szymkowiak*
When emotional arousal limits willingness to buy: the interaction of processing fluency and visual content

6:00-8:00 PM: Get-together over dinner (dinner covered by registration fee)
Location: Sala delle Colonne

Friday, June 7, 2019

- 9:00-9:30 AM: Registration (continued)
Location: Sala delle Colonne
- 9:30-10:30 AM: Keynote speech
Georgio Coricelli
Title to be announced
Location: Sala delle Colonne
- 10:30-10:45 AM: Coffee break
Location: Foyer in front of Room AT12
- 10:45 AM-12:25 PM: **Session II**
- Track:** The role of context and content in consumer experiences
Track chair: Rumen Pozharliev
Location: Sala delle Colonne
- 10:45 AM: *Rumen Pozharliev, Simona Romani, Patrizia Cherubino*
Using neuroscience and interpersonal attachment styles to better understand consumer experiences from consumers' interactions with intelligent technology
- 11:05 AM: *Martin Egger, Arnd Florack, Adamantios Diamantopoulos, Georgios Halkias*
The early gaze catches the consumer: the role of attention on country of origin cues in a screening and an evaluation phase
- 11:25 AM: *Marco Pichierri, Giovanni, Pino, Gianluigi Guido, Alessandro M. Peluso,*
When stressing risks makes products healthier: consumer responses to extra-virgin olive oil health claims
- 11:45 AM: *Carolina Herrando, Julio Jiménez-Martínez, María José Martín De Hoyos, Efthymios Constantinides, Jan-Willem Van t'Klooster, Peter Slijkhuis*
Effects of online consumer reviews' valence on users' experience: a neuromarketing experiment
- 12:05 AM: *Patrizia Cherubino, Rumen Pozharliev, Matteo De Angelis, Fabio Babiloni*
Using consumer neuroscience to investigate the association between word-of-mouth and interpersonal closeness
- 12:25-1:30 PM: Lunch and poster session
Location: Foyer in front of Room 10 A-B and Room 10 A-B

1:30-3:10 PM:

Session III

Track: Gambling and financial decision making
Track chair: Fabio Babiloni
Location: Sala delle Colonne

- 1:30 PM: *Sheetal Thomas, Mridula Goel*
Use of cognitive processes in handwriting to understand financial decision making
- 1:50 PM: *Mrinalini Srivastava, S. Senthil Kumaran, Gagan Deep Sharma, Achal Kumar Srivastava, Pankaj Taylor*
A study on identification of neural substrates through IOWA gambling task: using fMRI investigation
- 2:10 PM: *Marco Mandolfo, Debora Bettiga, Ricardo Lolatto, Pierluigi Reali*
Would you bet on your physiological response? An analysis of the physiological and behavioral characteristics of online electronic gaming machines players
- 2:30 PM: *Cathrin G. Schoedler, Loren Pauwels, Christophe Boone, Carolyn Declerck*
How do power asymmetry and social values influence inequity aversion to relative gains and losses? A behavioral and fMRI study
- 2:50 PM: *Luca Polonio, Sibilla Di Guida, Davide Marchiori*
Plasticity of human strategic sophistication in interactive decision-making

3:10-3:30 PM:

Coffee break
Location: Foyer in front of Room 10 A-B

3:30-5:10 PM:

Session IV

Track: Management
Track chair: Klaus-Jürgen Jeske
Location: Sala delle Colonne

- 3:30 PM: *Lena Pommrenke, Klaus-Jürgen Jeske*
Take care of me! How can neuroleadership support change management approaches in companies?
- 3:50 PM: *Julia Puaschunder*
Time \neq time \neq time: a research agenda
- 4:10 PM: *Maryam Dilmaghani*
Exploring the link between religiosity and honesty: an experimental approach
- 4:30 PM: *Joshua Zonca, Giorgio Coricelli, Luca Polonio*
Disclosing the link between cognitive reflection and sophistication in strategic interaction: the crucial role of game representation
- 4:50 PM: *Konrad Rudnicki, Carolyn Declerck, Charlotte De Backer*
What shapes interaction quality between strangers? The role of context, content and physiology

5:10-5:15 PM:

Short break

5:15-6:00 PM:

Fellow address
Carolyn Declerck, Universiteit Antwerpen
Cooperation in social dilemmas
Location: Sala delle Colonne

6:00-6:15 PM:

Best-paper-of-the-conference award ceremony & Good-bye note
Fabio Babiloni, University of Rome Sapienza
Simona Romani, LUISS University
Rumen Pozharliev, LUISS University
Location: Sala delle Colonne

Poster session

Poster presentations will take place on June 7 from 12:25 to 1:30 PM in Room 10 A-B

Poster session presenters must hang their poster during the coffee break on June 7 at 10:30-10:45 AM at designated spaces and take them off again at the end of the poster session.

- P01** *Carolyn Stockkamp, Jan A. Millemann, Slawka Jordanow*
A decade of interdisciplinary research in numbers: a bibliometric analysis of the Journal of Neuroscience, Psychology, and Economics (JNPE)
- P02** *Lucia Reis Peixoto, Adiel Texeira de Almeida*
Analyzing graphical visualization for multi-attribute decision making using EEG and eye-tracker
- P03** *Subhra Chakrabarty*
Using fMRI to validate the measurement of sales force-specific theory-of-mind
- P04** *Ksenia Panidi, Matteo Fuera, Vasily Klucharev*
Dissociable contributions of the left and right PPC to reward value and reward probability during risky choice
- P05** *Jyotirmaya Satpathy, Ahalya Hejmadi,*
Neurophysiological drivers of chaos in entrepreneurial decision
- P06** *Wen-Xiang Tsai, Yao-Chu Chiu, Ching-Hung Lin*
Evaluating the influence of risk variability on balloon analogue risk task performance
- P07** *Korbinian Schlingermann*
CSR and CEO's variable long-term compensation in DAX30-listed firms
- P08** *Maria Gabriella Ceravolo, Vincenzo Farina, Lucrezia Fattobene, Lucia Leonelli, GianMario Raggetti*
The influence of auditory stimuli on attention allocation to the bank account information sheet
- P09** *Elizabeth Jane Wallis, Jonathan Marks, Christina Swart-Opperman*
A neuroeconomic methodological framework for differentiating between uncertain and risky entrepreneurial decision making
- P10** *Elizabeth Jane Wallis, Jonathan Marks, Christina Swart-Opperman*
An integrative neuroeconomic approach to understanding entrepreneurial uncertain decision making in turbulent times
- P11** *Siddharth Majhi, Tanusree Dutta, Arindam Mukherjee, Soumya Sarkar, Parth Raj Parasar*
Impact of cognitive flexibility on decision making quality: mediating role of individual ambidexterity
- P12** *Katsiaryna Zhaunerchyk, Robert Faff, Kam Fong Chan*
National culture and investors skill and timing ability
- P13** *Maryam Dilmaghani*
Gender differences in performance under time constraint: evidence from chess tournaments
- P14** *Tanusree Dutta, Amarendu Nandy, Gaurav Marathe*
Do prepayments really work?
- P15** *Egle Vaiciukynaite, Patrizia Cherubino*
How customers view and engage with companies' posts on social media
- P16** *Douglas Lee, Jean Daunizeau*
The motivational control of mental effort allocation during decision making
- P17** *Julia M. Puauschunder*
Value at looking back: towards an empirical validation of the role of reflexivity in econo-historic backtesting

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 June 6-7, 2019 for a special conference rate, which is available on a first-come, first-served basis. Since short-term prices may vary, you might want to check current prices posted on the hotels' websites before booking the conference rate. Please contact the hotels directly and refer to the NeuroPsychoEconomics Conference when making the reservation.

Hotel Principe Torlonia

Via Carlo Fea 5, 00161 Rome
10 min walk to the conference venue
Tel.: +39 06 8880 1989
Email: info@hotelpincipetorlonia.com
<https://www.hotelpincipetorlonia.com/en/>
Economy room: €89
Standard room: €113
Superior room: €129
Junior suite: €151
(+ €30 for a 2nd person)

Mercure Roma Corso Trieste

Via Gradisca, 29, 00198 Rome
7 min walk to the conference venue
Tel.: +39 06 852021
Email: H3320@accor.com
<https://www.accorhotels.com/gb/hotel-3320-mercure-rome-corso-trieste/index.shtml>
Double room for single use: €115
Double room for two people: €135
Breakfast buffet included
(+ €4 tourist tax/person)
Rooms available until **May 6, 2019**

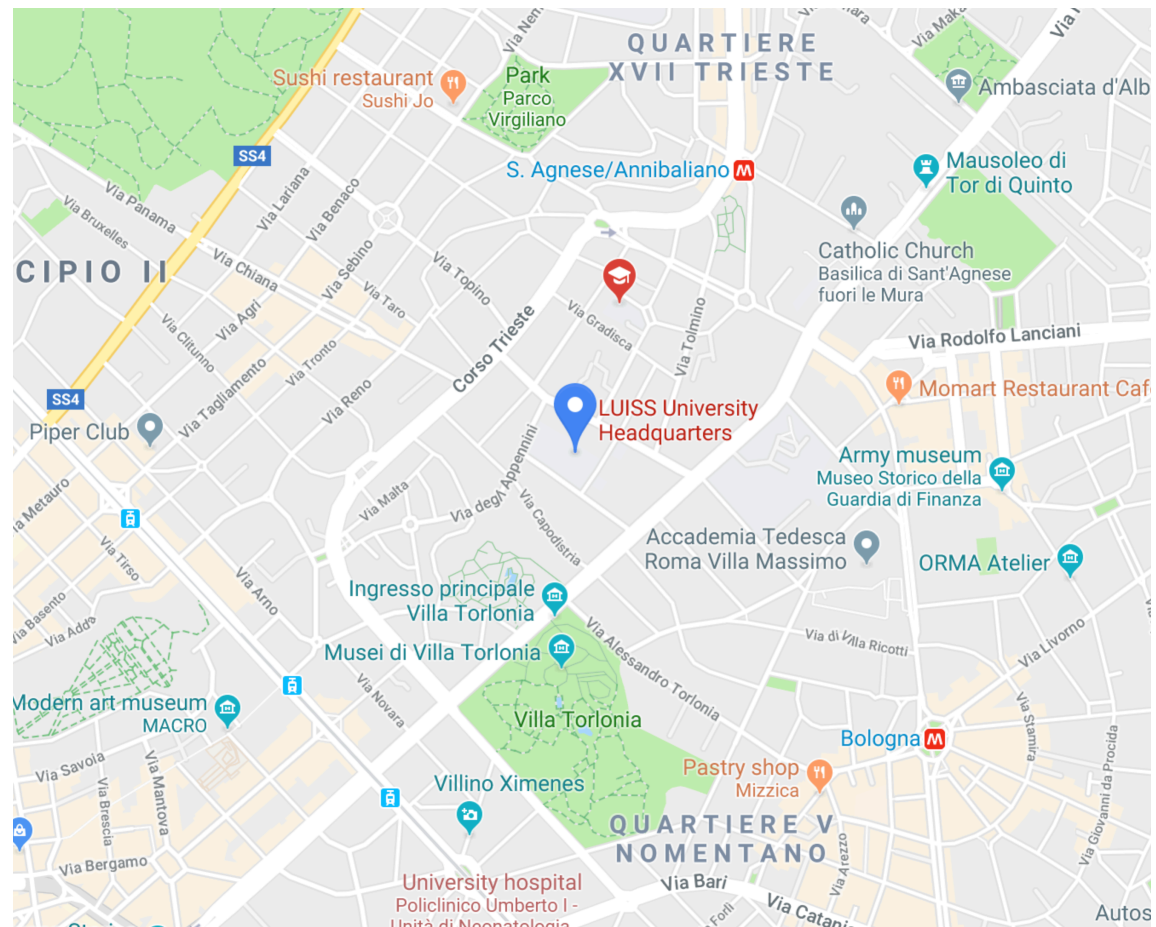
Hotel Fenix

Viale Gorizia, 5, 00198 Rome
7 min walk to the conference venue
Tel.: +39 06 854 0741
Email: info@fenixhotel.it
<https://www.fenixhotel.it/en/>
Double room for single use: €90
Breakfast included
(+ €6 tourist tax/person)

Conference venue

LUISS UNIVERSITY

(Viale Pola, 12, 00198 Roma RM, Italy)



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How to get here

See <https://www.luiss.edu/maps> for more details

:: By train: Approximately 30 min walking or 10 min by taxi from Roma Termini station (2.8 km)

:: By air: Approximately 40 min driving from Rome Leonardo da Vinci-Fiumicino Airport (40 km)

