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-Martinez, Maria 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
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

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 ≠ time ≠ 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

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Poster sessions 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 Carolin 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 Chakraborty
Using fMRI to validate the measurement of sales force-specific theory-of-mind

P04 Ksenia Panidi, Matteo Fuerà, Vasily Klucharev
Dissociable contributions of the left and right PPC to reward value and reward probability during risky choice

P05 Jotirmaya 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 Parasaran
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, Amarendra Nandy, Gaurav Marathe
Do prepayments really work?

P15 Egle Vaiciukynaitė, 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. Puaschunder
Value at looking back: towards an empirical validation of the role of reflexivity in econo-historic backtesting

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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@hotelprincipetorlonia.com  
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  
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)

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