



## 2020 NeuroPsychoEconomics Conference Program

Conference theme: “From the brain to behavior and back: Neurobiological and psychological processes of economic and social decision making”

ONLINE VIA ZOOM FROM THE COMFORT OF YOUR HOME OR OFFICE

*The conference language is English.*

**Thursday, June 11, 2020**

3:00 PM-3:15 PM CEST: Welcome address

3:15 PM-4:35 PM CEST: **Session I**

**Track A: Behavioral economics & neuroeconomics**

**Session chair: Leonhard Grabe**

- 3:15 PM: *Andras Molnar, Shereen Chaudhry, George Loewenstein*  
It's not about the money. It's about sending a message! Unpacking the components of revenge
- 3:35 PM: *Giannis Loïs, Arno Riedl*  
The impact of redistribution policies on inequality tolerance and beliefs in meritocracy: the important role of cognitive dissonance
- 3:55 PM: *Sebastian Speer, Ale Smidts, Maarten Boksem*  
When honest people cheat, and cheaters are honest: cognitive control overrides our moral default
- 4:15 PM: *Leonhard Grabe, Christine Syrek, Bernd Weber, Johannes Schultz*  
Perceiving artificial intelligence – the influence of anthropomorphism on altruistic punishment and trust in economic games

**Track B: Consumer behavior & marketing**

**Session chair: Tamara Masters**

- 3:15 PM: *Letizia Alvino, Rob H.J. Van der Lubbe, Efthymios Constantinides*  
Brain responses to external cues: studying consumers' visual attention processes with PCN
- 3:35 PM: *Davide Baldo, Rich Timpone, Vinod Venkatraman*  
Complementary roles of EEG, heart rate, and galvanic skin response in measuring emotions and memory: implications for marketing
- 3:55 PM: *Piotr Gaczek, Grzegorz Leszczynski, Andrzej Szymkowiak, Marek Zielinski*  
Users' attentional and behavioural responses to virtual assistant in health care

4:15 PM: *Sophie Lacoste-Badie, Karine Gallopel-Morvan, Olivier Droulers, Jacques François Diouf, Romain Moirand, Quentin Duché, Elise Bannier*  
How does the content of alcohol advertisements influence brain activation?

4:35 PM-4:50 PM CEST: Break

4:50 PM-5:30PM CEST: Poster session I  
All uneven-numbered posters (P01, P03, P05, P07, P09, P11, P13)

5:30 PM-6:50 PM CEST: **Session II**

**Joint session: Market-oriented & organizational behavior**  
**Session chair: Jan Millemann**

5:30 PM: *Paula Almiron-Chamadoira, Andreas Ray, Gustavo Niklander-Ribera, Ander Ramos-Murguialday*  
Accumulative trust on amazon online reviews: a case study of triangulated methodologies in behavioural neurophysiology applied to the marketing field

5:50 PM: *Angela Poech, Cynthia Potter*  
Ethical literacy: design thinking as a pathway to teach and acquire ethical competencies

6:10 PM: *Gagan Deep Sharma, Sanchita Bansal, Mrinalini Srivastava, Anshita Yadav*  
Can biology inform entrepreneurship: a review, critique, and research agenda

6:30 PM: *Arzu Çakar*  
Employee-centric organizations: an exploratory consumer neuroscience research on employer branding

6:50 PM-7:00 PM CEST: Break

7:00 PM-7:15 PM CEST: Social mixer

7:15 PM-7:45 PM CEST: Keynote speech  
*Colin F. Camerer*  
Visual salience in games and stock markets

7:45 PM-7:50 PM CEST: Conclusion of conference day I

## Friday, June 12, 2020

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

**Track A: Behavioral economics & neuroeconomics**

**Session chair: Sebastian Speer**

- 3:00 PM: *Aleksei Chernulich*  
Explaining repetitive choices with a logit: introducing range dependency makes the model parameter-free
- 3:20 PM: *Remi Daviet, Ryan Webb*  
A double decoy experiment to distinguish theories of dominance effects
- 3:40 PM: *Jan Engelmann, Mael Lebreton, Peter Schwardmann, Joel van der Weele, Li-Ang Chang*  
Anticipatory anxiety and wishful thinking
- 4:00 PM: *Ryan Webb, Paul W. Glimcher, Kenway Louie*  
Divisive normalization does influence decisions with multiple alternatives — a re-analysis of Gluth et al. (2020)
- 4:20 PM: *Polina Khrennikova, Emmanuel Haven*  
Non-consequential preferences and their psychological determinants: new experimental evidence from an investment game

**Track B: Consumer behavior & marketing**

**Session chair: Sophie Lacoste-Badie**

- 3:00 PM: *Marco Mandolfo, Riccardo Lolatto, Lucio Lamberti*  
See me, feel me, impulse buy me. An analysis of physiological and behavioural responses to unplanned and impulsive online purchases
- 3:20 PM: *Tamara Masters, Mark Keith, Jeffrey Jenkins*  
Patient-Dr lies: why do patients lie at the expense of their health? The impact of machine learning and biometrics on finding the truth
- 3:40 PM: *Merle van den Akker, Neil Stewart, Andrea Isoni*  
Tapping out: the effect of contactless methods of payment on expenditure recall
- 4:00 PM: *Regina Agnes Weilbacher, Sebastian Gluth*  
Comparing choices across and within domains
- 4:20 PM: *Eric VanEpps, Andras Molnar, Julie Downs, George Loewenstein*  
Choosing the light meal: real-time aggregation of calorie information reduces meal calories

4:40 PM-5:20PM CEST: Poster session II  
All even-numbered posters (P02, P04, P06, P08, P10, P12)

5:20 PM-5:40 PM CEST: Break

5:40 PM-6:10 PM CEST: Interest group roundtables—for informal discussion and networking

- Track A: Behavioral economics & neuroeconomics
- Track B: Consumer behavior & marketing

6:10 PM-6:20 PM CEST: Announcement of the upcoming NeuroPsychoEconomics Conference: Location, conference theme, topics, and people  
*Jan Engelmann*, University of Amsterdam, The Netherlands  
*Sophie Lacoste-Badie*, University of Lille, France

6:20 PM-6:30 PM CEST: Best-paper-of-the-conference award ceremony & Good-bye note

## Poster presentations

- P01** *Simona Cantarella, Chris Brooks, Carola Hillenbrand*  
The effect of emotions on physiological and behavioral indices during investment decisions
- P02** *Aline Dantas, Teresa Schuhmann, Alexander Sack, Elisabeth Bruggen, Peiran Jiao*  
A gut feeling: how your brain (and your guts) defines your choices
- P03** *Aline Dantas, Teresa Schuhmann, Alexander Sack, Elisabeth Bruggen, Peiran Jiao*  
Reduction of risk-taking behavior using frontal theta tACS
- P04** *Jasmine Ho, Elena Bolt, Bigna Lenggenhager, Philippe Tobler*  
Influence of a virtual gender swap on social decision making
- P05** *Valerie Kienhöfer, Karin Labek, Luna Rabl, Roberto Viviani, Fabian Beckenbauer*  
Effect of sociophobic tendencies and ostracism on cognitions and on decisions in the dictator game
- P06** *Karin Labek, Elisa Sittenberger, Roberto Viviani*  
Painful choices – an fMRI study using a decision-making paradigm to investigate suffering in others
- P07** *Luna Rabl, Karin Labek, Valerie Kienhöfer, Fabian Beckenbauer, Elisa Sittenberger, Morten Moshagen, Roberto Viviani*  
Specific cognitive schemata associated with dark personality are predictive of altruistic behaviour
- P08** *Jyotirmaya Satpathy, Ahalya Hejmadi*  
Neuro-smidgeons in choosing to decide
- P09** *Jyotirmaya Satpathy, Ahalya Hejmadi, Sayalee Gankar*  
Ophthalmological catalysts in managerial decision
- P10** *Jyotirmaya Satpathy, Chhaya Wadhwa, Carlos M. Rodriguez, Ahalya Hejmadi, Sebastian Laza*  
Neuro-curvatures in business decisions
- P11** *Aline Simonetti, Enrique Bigné, Shobhit Kakaria*  
Do I keep my choice regardless of inconsistency and social influence?
- P12** *Elisa Sittenberger, Julia Bosch, Lisa Dommes, Roberto Viviani*  
A neural correlate of self-regulation in reward-modulated sustained attention
- P13** *Chih-Chung Ting, Stefano Palminteri, Maël Lebreton, Jan Engelmann*  
Robust effect of outcome valence on reaction time and confidence judgment in human reinforcement learning

