

2022 NeuroPsychoEconomics Conference Program

Conference theme: “Transferring Knowledge from Neuroscience, Psychology, and Economics to Management, Marketing, Finance, and MIS”

IAE LILLE UNIVERSITY SCHOOL OF MANAGEMENT, FRANCE
(104 Avenue du Peuple Belge, Lille, France)

The conference language is English.

Thursday, June 9, 2022

- 3:00-3:45 PM: Registration and arrival coffee
Location: Room 501
- 3:45-4:00 PM: Welcome address from the conference chair
Sophie Lacoste-Badie, University of Lille
Location: Room 502
- 4:00-5:00 PM: Keynote speech I
Mathias Pessiglione, Paris Brain Institute (ICM)
Location: Room 502
- 5:00-6:40 PM: **Session I**
Track: Consumer behavior & marketing I
Track chair: Marco Mandolfo
Location: Room 506
- 5:00 PM: *Rosanne Van Diepen, Ale Smidts, Maarten Boksem*
EEG metrics predicting population-wide commercial success for movies: a mega-analysis
- 5:20 PM: *Andrea Bazzani, Davide Benedetti, Paolo Frumento, Liliana Dell'Osso, Giuseppe Turchetti, Ugo Faraguna*
Fixation switch on advertising, the predictive role of autistic traits.
- 5:40 PM: *Debora Bettiga, Marco Mandolfo, Lucio Lamberti*
Product attachment: an empirical investigation of the visceral, behavioral, and reflective components
- 6:00 PM: *Pronobesh Banerjee, Tamara Masters, Promothesh Chatterjee*
No compromise! I want the extreme
- 6:20 PM: *Marco Mandolfo, Michele Di Dalmazi, Lucio Lamberti*
Find me if you can. assessing visual and auditory product placement disclosures in online music videos
- 7:00-8:30 PM: Get-together over dinner (dinner covered by registration fee)
Location: Restaurant L'Assiette du Marché 61, rue de la Monnaie, 59000 Lille

Friday, June 10, 2022

8:30-9:00 AM: Registration (continued)
Location: Room 501

9:00-10:40 AM: Session II

Track: Organizational behavior
Track chair: Lukas Schilling
Location: Room 505

- 9:00 AM: *Lukas Schilling, Axel Lindner, Ann Tank, Torsten Bornemann, Burkhard Pedell*
Same or different? Neuroeconomic mechanisms underlying private vs. corporate decision making
- 9:20 AM: *Bernadette Mayer, Florian Fuchs, Volker Lingnau*
Decision-making in the era of AI support: how decision environment and individual decision preferences affect advice-taking in forecasts
- 9:40 AM: *Madhubrata Satpathy, Jyotirmaya Satpathy*
Knowledge transmission from neuropsychoeconomics to management in crafting decisions
- 10:00 AM: *Alix Rouillé*
Norm from the top: a social norm nudge to promote low-practiced behaviors without boomerang effect
- 10:20 AM: *Matthieu Belarouci, Vincent Lenglin, Rémi Suchon, Nicolas Vaillant*
Conciliation in unstructured bargaining over losses

Track: Consumer behavior & marketing II
Track chair: Davide Baldo
Location: Room 506

- 9:00 AM: *Harmanjit Singh*
How do gratifications sought from online reviews impact customer engagement with fashion e-commerce sellers?
- 9:20 AM: *Rosanne van Diepen, Maarten Boksem, Ale Smidts*
Reliability of EEG metrics commonly used in neuromarketing
- 9:40 AM: *Manlin Wang, Aiqing Ling, Yijin He, Yulin Tan, Zeyu Chang, Qingguo Ma*
Pleasure of paying when using mobile payment: evidence from an EEG study
- 10:00 AM: *Michele Di Dalmazi, Francesco Di Paolo, Marco Mandolfo, Lucio Lamberti*
Measuring the experience in the metaverse. a conceptual and methodological review of consumer presence in immersive virtual environments
- 10:20 AM: *Davide Baldo, Rich Timpone, Manuel Garcia-Garcia*
Online mouse tracking and anticipated regret for measuring cognitive conflict to better predict people behavior: practical applications for the marketing research industry

10:40-11:00 AM: Coffee break
Location: Room 501

- 11:00 AM-12:40 PM: **Session III**
- Track:** Behavioral economics
Track chair: Leo van Brussel
Location: Room 506
- 11:00 AM: *Keyu Wu*
Context-dependent perceptions and decision making
- 11:20 AM: *Priya Narayanan*
Re(de)fining dual-process models of information processing using affective-cognitive and conscious-unconscious dimensions
- 11:40 AM: *Leo van Brussel, Ale Smidts, Roeland Dietvorst, Maarten Boksem*
Affective brain activity of financial professionals relates to future stock market performance
- 12:00 PM: *Clément Staner*
Frustration and resilience
- 12:20 PM: *Rémi Suchon, Vincent Théroude*
Inequality and cooperation: meta-analytical evidence from public good experiments
- 12:40-1:40 PM: Poster session and lunch
Location: Room 501 (lunch) and Room 502 (poster)
- 1:40-2:40 PM: Keynote speech II
Hilke Plassmann, INSEAD
Location: Room 502
- 2:40-3:10 PM: Coffee break
Location: Room 501
- 3:10-4:50 PM: **Session IV**
- Track:** Social and behavioral neuroscience
Track chair: Luis-Alberto Casado-Aranda
Location: Room 506
- 3:10 PM: *Luis-Alberto Casado-Aranda, Juan Sánchez-Fernández, Lucia Porcu*
Neural mechanisms underlying memory formation towards tailored and untailored communications
- 3:30 PM: *António Azevedo, Ângela Maria Pereira*
Implications of socio-cultural pressure for a thin body image on avoidance of social interaction and on corrective, compensatory or compulsive shopping behaviour
- 3:50 PM: *Mathias Celis, Nicolas Dirix, Niels Vanhasbroeck, Wouter Duyck*
Piss off! A field study on nudging anti-social behavior in urban neighborhoods
- 4:10 PM: *Dániel Horn, Hubert János Kiss, Kovács Kristóf*
Time preferences, cognitive ability, school achievement, and GPA: a latent variable analysis
- 4:30 PM: *Yu Chen*
I dislike your country (government), but I love its art—aesthetics as consumer animosity remedies
- 4:50-5:00 PM: Outlook to the 2023 NeuroPsychoEconomics Conference
Luis-Alberto Casado-Aranda, Juan Sánchez-Fernández, University of Granada
Location: Room 502
- 5:00-5:15 PM: Best-paper-of-the-conference award ceremony & Good-bye note
Sophie Lacoste-Badie, University of Lille
Location: Room 502

Poster presentations

Poster presentations will take place on Friday, June 10 from 12:40 to 1:40 PM in Room 502.

Poster session presenters must hang their poster during the coffee break on June 10 at 10:40-11:00 AM at designated spaces and take them off again at the end of the poster session.

- P01** *Andrea Bazzani, Salvatore Pirri, Federico Starace, Ugo Faraguna, Giuseppe Turchetti*
Consumer neuroscience for communication in healthcare. a bibliometric analysis
- P02** *Lucrezia Fattobene, Elisa Andrenelli, Lucia Pepa, Nicolo Baldini, Marianna Capecci, Maria Gabriella Ceravolo*
Visual anchoring in financial decision making in patients with parkinson,âs disease: an eye tracking study
- P03** *Lucrezia Fattobene, Vincenzo Farina, Umberto Filotto, Lucia Leonelli, Maria Gabriella Ceravolo*
Visual attention mechanisms of borrowing decisions and the influence of human or algorithm advice
- P04** *Leticia Micheli, Christina Breil, Anne Bockler*
Perceptions of others' social affect and social cognition influences prosocial behavior
- P05** *Rastislav Rehk*
Sequential sampling beyond decisions? a two-stage model of decision confidence
- P06** *Egle Vaiciukynaitė*
Does adding subtitles to video ads can guarantee success on social media? Neuromarketing & AI perspective

Conference fee

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

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

Accommodations

A limited number of rooms are available 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. All quoted rates are subject to an additional city tax of €1.65 per night, per person.

Hôtel de la Treille

7/9 Place Louise de Bettignies - 59000 Lille
10 min walk to the university
Tel : +33 3 20 55 45 46
contact@hoteldelatreille.com
Single occupancy (larger room): €120 / night
Breakfast included
Ref.: IAE
Rooms available until **May 21, 2022**

Hôtel ibis Lille Centre Grand Place

21 Rue Lepelletier, 59000 Lille
15 min walk to the university
Tel : +33 3 20 06 21 95
H0902@ACCOR.COM
Single occupancy (larger room): €149 / night
Breakfast not included

Hôtel ibis Styles Lille Centre Grand Place

28 rue Anatole France (rue de Roubaix), 59800 Lille
15 min walk to the university
Tel : +33 3 20 55 25 11
H9420@accor.com
Single occupancy (larger room): €190 / night (Thursday), €90 / night (Friday)
Breakfast and additional city tax included
Ref.: IAE
Rooms available until **May 21, 2022**

Mama Shelter Lille

97 Place Saint Hubert, 59800 Lille
15 min walk to the university
Tel : +33 3 59 82 72 72
lille@mamashelter.com
Single occupancy (larger room): €209 / night
Breakfast no included

Le chat qui Dort

18 rue des archives, 59800 Lille
5 min walk to the university
<https://lechatquidort.fr/>
apartments: €135 to 145 / night

Le chat qui Dort

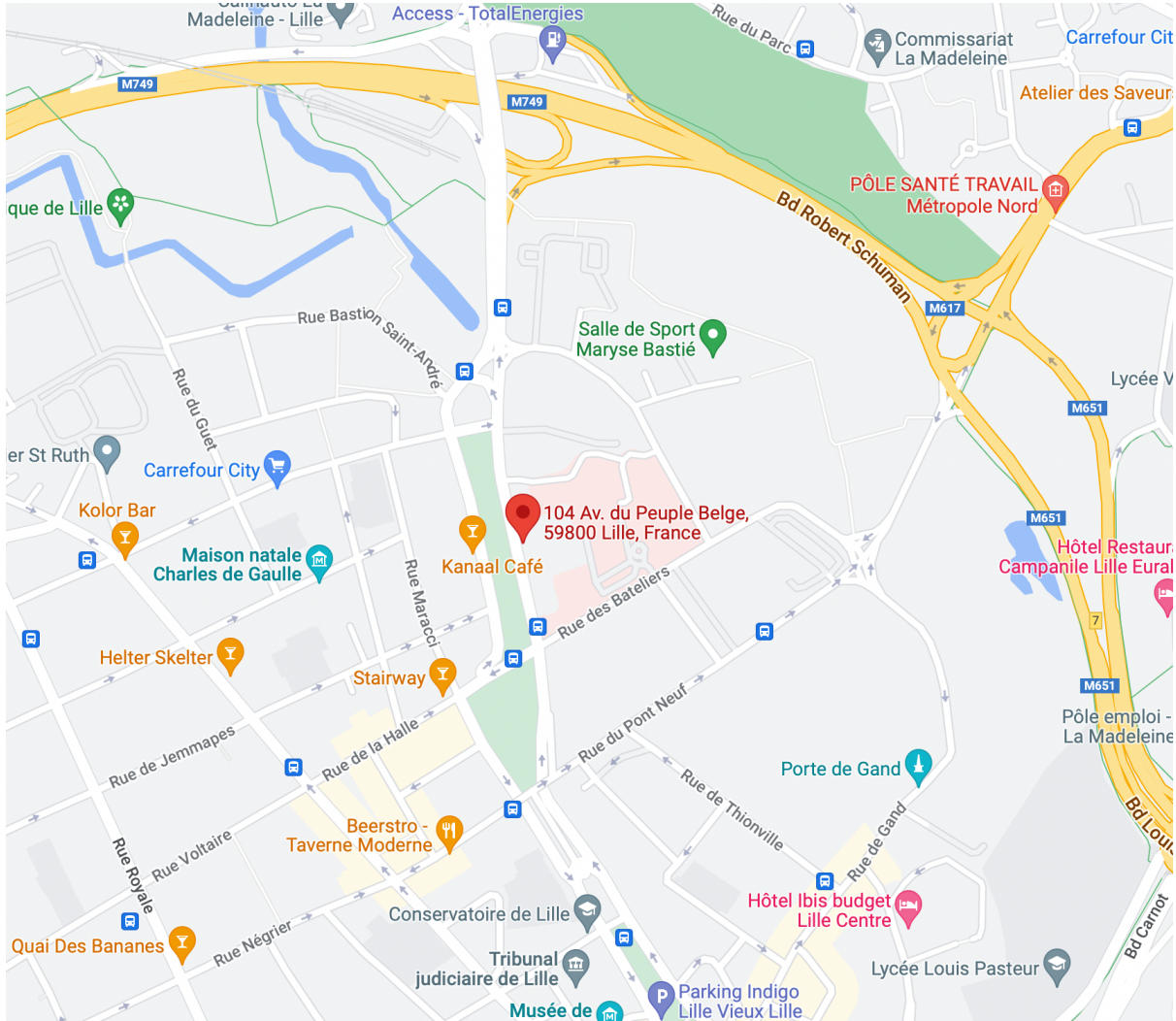
3 rue des archives, 59800 Lille
5 min walk to the university
<https://lechatquidort.fr/>
apartments: €129 to 145 / night

Le chat qui Dort

11 rue du magasin, 59800 Lille
5 min walk to the university
<https://lechatquidort.fr/>
apartments: €129 to 135 / night

Conference venue

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