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 1**

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, Promothes 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'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 Böckler
Perceptions of others’ social affect and social cognition influences prosocial behavior

P05 Rastislav Rehák
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
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