



Association for
NeuroPsychoEconomics



CONNECTING THE DOTS:
*The intersection of management, economics,
neuroscience, and psychology*

Conference Chair: Marco Mandolfo

Scientific and Organizing Committee: Andrea Bazzani, Lucrezia Fattobene, Aiqing Ling, Marco Barone, Debora Bettiga, Luis-Alberto Casado-Aranda, José Paulo Marques dos Santos, Leo van Brussel

Juries for Best Paper and Best Poster awards: Hilke Plassmann, Ale Smidts, Katsunori Yamada



POLITECNICO
MILANO 1863
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Conference main sponsors:



CONFERENCE PROGRAM

Thursday, June 6, 2024

- 1:00-2:00 PM: Registration
Location: Main hall - Sala Consiglio (ground floor)
- 2:00-2:15 PM: Welcome note from the conference chair
Marco Mandolfo, Politecnico di Milano
Location: Sala Consiglio
- 2:15-3:15 PM: Keynote speech I
Thomas Zoëga Ramsøy, CEO and Founder of Neurons Inc.
Location: Sala Consiglio
- 3:15-3:35 PM: Industry insights I
Davide Baldo, IPSOS
Location: Sala Consiglio
- 3:35-4:00 PM: Coffee break
Location: Spazio Kaleidos

4:00-5:40 PM:

Session I

Track: Consumer Neuroscience

Track chair: Smidts, A.

Location: Sala Consiglio

- 4:00 PM: *Hernández-Vergara, N. M., Casado-Aranda, L. A., Sánchez-Fernández, J.*
Influencers vs. Experts: The power of source in the promotion of healthy habits through an fMRI study
- 4:20 PM: *Wang, M., Ling, A.*
Predicting consumer purchase intention with different payment methods: A neuroforecasting approach with machine learning
- 4:40 PM: *Valesi, R., Laureanti, R., Ma, Q., Russo, V.*
What role do different trailers play in shaping the experience and viewing of the same movie? A neuroscientific study on the effect of multiple trailers
- 5:00 PM: *Rossi, C., Fici, A., Bilucaglia, M., Casiraghi, C., Accardi, S., Zito, M., Russo, V.*
Shopping in the metaverse: insight from a consumer neuroscience study
- 5:20 PM: *Casiraghi, C., Chiarelli, S., Fici, A., Gifuni, G., Bilucaglia, M., Jacomuzzi, A. C., Zito, M., Russo, V.*
Nudging healthier snack choices: a consumer neuroscience study on visual and olfactory interventions in university vending machines

4:00-5:40 PM:

Session I

Track: Business & finance

Track chair: Fattobene, L.

Location: Conference room 0.19

- 4:00 PM: *Bazzani, A., Magistrelli, G. M., Manfroni, G., Frumento, P., Faraguna, U., Turchetti, G.*
In human we do not trust. The impact of advisor humanization on young investors
- 4:20 PM: *Fattobene, L., Pomante, U., Ranalli, M.*
Unraveling financial advisors' success and behavior: The role of personal traits and emotional intelligence
- 4:40 PM: *Friederich, F., van Brussel, L., Genevsky, A., Martinovici, A.*
How price path characteristics influence the success of investment decisions
- 5:00 PM: *Li, J., Rossi-Lamastra, C., Manzi, C., Crapolicchio, E.*
Do female entrepreneurs prefer female business angels? Evidence from an Internet experiment
- 5:20 PM: *Bellora-Bienengräber, L., Mertins, L., Bassen, A., Tank, A.*
Making CSR count in performance evaluations: How the position of CSR measures, time pressure, and visual attention matter

5:45-6:30 PM:

Association for NeuroPsychoEconomics General Assembly

Location: Sala Consiglio

8:00-11:00 PM:

Get-together over dinner (dinner covered by registration fee)

Location: Osteria Brunello (Corso Garibaldi, 117, Milan)

Friday, June 7, 2024

- 8:30-9:00 AM: Registration (continued)
Location: Main hall - Sala Consiglio
- 9:00-9:30 AM: Journal of Neuroscience, Psychology and Economics - Meet the Editor
Katsunori Yamada, Kindai University
Location: Sala Consiglio
- 9:30-10:30 AM: Keynote speech II
Benjamin Scheibehenne, Karlsruhe Institute of Technology
Location: Sala Consiglio
- 10:30-10:45 AM: Industry insights II
Francesca Marchionne, iMotions
Location: Sala Consiglio
- 10:45-11:15 AM: Coffee break
Location: Spazio Kaleidos
- 11:15-12:45 PM: **Symposium**
- Theme:** Neurofinance: exploring the financial decision-making journey
- Organizers:** Barone, M., Bussoli, C., Brunetti, M., Carretta, A., Ceravolo, M. G., Farina, V., Filotto, U., Leonelli, L., Ling, A., Luzzi, S., Pomante, U., Ranalli, M.
- Session Chair:** Bonini, N.
- Location:** Sala Consiglio
- 11:15 AM: *Fattobene, L.*
Introduction & presentation of the Italian Inter-universities' Association in Neuroeconomics BrainLine
- 11:25 AM: *Brunetti, M., Ceravolo, M. G., Farina, V., Fattobene, L., Filotto, U., Leonelli, L.*
Human vs Algorithm advice: visual mechanisms in borrowing decisions
- 11:45 AM: *Barone, M., Bussoli, C., Carretta, A., Fattobene, L., Luzzi, S.*
Calm down! The emotional impact of avatar in the financial profiling phase
- 12:05 AM: *Barone, M., Bussoli, C., Fattobene, L., Ling, A.*
Attentional mechanisms of the same gender bias in equity crowdfunding: an eye-tracking study
- 12:25 AM: *Fattobene, L., Pomante, U., Ranalli, M.*
Sustainability is the eye of the beholder: the influence of the ESG label on attention and attractivity of investment products
- 12:45-2:00 PM: Poster session and lunch
Location: Spazio Kaleidos (lunch) and conference room 0.18 (posters)

2:00-3:20 PM:

Session II

Track: Methodological perspectives

Track chair: Casado-Aranda, L. A.

Location: Sala Consiglio

- 2:00 PM: *Leeuwis, N., Broers, I., van Bommel, T., Alimardani, M.*
A closer look at Frontal Alpha Asymmetry as an indicator of emotions; everything, all at once? or none at all?
- 2:20 PM: *Marques dos Santos, J. P., Marques dos Santos, J. D.*
Exploring the brain paths of brand perception with fMRI and xAI (Explainable Artificial Intelligence)
- 2:40 PM: *Klumpp, M., Meiser, A., Polenghi, A., Mandolfo, M.*
Welcome to the jungle – Evaluation and cross-validation of human data sources for analyzing human-centric manufacturing and logistics processes
- 3:00 PM: *Azevedo, M. I., Silva, D., Marques dos Santos, J. P.*
Does brand preference arise in the first 200 ms? Part II: Participation of the C1-P1-N170 complex?

Track: Decision making

Track chair: Ling, A.

Location: Conference room 0.19

- 2:00 PM: *Tozzi, E., Rossi, R., Turner, S., Nairn, A.*
Betting on emotions: unveiling children's psychophysiological responses to social media gambling ads and the influence of educational interventions
- 2:20 PM: *Dorigoni, A., Bonini, N.*
Fast and wrong: An eye-tracking exploration on how low "cognitive reflection" people analyze and choose commercial packages with multi-dimensional prices
- 2:40 PM: *Murali Parthasarathy, K.*
Temporal dependency modeling in lane-changing decisions using long short-term memory networks
- 3:00 PM: *Alvino, L., Hartung, L., Leszkiewicz, A.,*
Mind meets tech: A review of consumer neuroscience and immersive technologies

3:20-3:50 PM:

Coffee break

Location: Spazio Kaleidos

3:50-5:10 PM:

Session III

Track: Neuroeconomics
Track chair: Marques dos Santos, J. P.
Location: Sala Consiglio

- 3:50 PM: *Díaz-Gutiérrez, P., Declerck, C., Boone, C.*
Disentangling the neural mechanisms underlying stereotyping vs. in/out-group categorization and their effect on fair behavior
- 4:10 PM: *van Brussel, L., Smidts, A., Boksem, A.*
Split or steal? The neural correlates of judging others' intention to cooperate
- 4:30 PM: *Dantas, A. M., Bruggen, E., Sack, A., Jiao, P., Schuhmann, T.*
A gut feeling: Exploring the effects of probiotics on risk-taking behavior using TMS and EEG
- 4:50 PM: *Ashton, L., Nebout, A., Kemel, E.*
Hunger games: does hunger influence risk preferences?

3:50-5:10 PM:

Session III

Track: Service marketing
Track chair: Bazzani, A.
Location: Conference room 0.19

- 3:50 PM: *Costa-Feito, A., Rodríguez-Santos, C., González-Fernández, A. M., Bazzani, A.*
Examining how cognitive and affective processing of promotional videos influence generation Z travel decisions
- 4:10 PM: *Bettiga, D., Mandolfo, M., Reali, P., Chirico, A., Sarcinella E. D., Lauro, V., Lamberti, L., Gaggioli, A.*
Aesthetic emotions and tourism behaviours: impacts of interactive versus non-interactive virtual reality (VR) experiences
- 4:30 PM: *Lorandi, M., Di Dalmazi, M., Mandolfo, M., Noci, G.*
VR immersive experiences in tourism: an EEG study
- 4:50 PM: *Costa-Feito, A., González-Fernández, A. M., Rodríguez-Santos, C., Marques dos Santos, J. P.*
Exploring the dynamics of cognitive and affective processing in generation Z travel decision-making in urban destinations

5:15-5:30 PM:

Outlook to the 2025 NeuroPsychoEconomics Conference
Aiqing Ling, UCD Michael Smurfit Graduate Business School
Location: Sala Consiglio

5:30-6:00 PM:

Best-paper-of-the-conference award ceremony & Good-bye note
Marco Mandolfo, Politecnico di Milano
Location: Sala Consiglio

The conference language is English.

POSTER PRESENTATIONS

Poster presentations will take place on Friday, June 7 from 12:45 to 2:00 PM (Location: Conference room 0.18).

Poster session presenters must hang their poster during the coffee break on June 7 at 10:45-11:15 AM at designated spaces and take them off again at the end of the poster session.

- P01** *Bussoli, C., Fattobene, L., Intini, S.*
Determinants of digital financial behavior
- P02** *Chiarelli, S., Casiraghi, C., Fici, A., Bilucaglia, M., Piccoli, F., Zito, M., Russo, V.*
Cognitive and emotional underpinnings of eating: a consumer neuroscience approach
- P03** *Colautti, L., Robba, M. P., Antonietti, A., Iannello, P.*
Disentangling the role of individual differences in older adults' financial decision making: A latent profile analysis
- P04** *Columbano, M., Zito, M., Russo, V.*
The role of packaging cues on perceived environmental friendliness: A behavioral pilot
- P05** *Del Puppo, L., Mandolfo, M., Reali, P., Coelli, S.*
Bridging heart and mind: Investigating emotional effects on heartbeat-evoked potential signals
- P06** *Díaz-Gutiérrez, P., Boone, C., Declerck, C.*
OT shapes heuristic information-processing to solve coordination problems
- P07** *Gasulla-Tortajada, E., Duarte, P., C. Silva, S.*
Sustainable consumption through the lens of neuroscience: A review and future research agenda
- P08** *Graziano, E. A., Musella, F., Petroccione, G.*
Understanding cashless payment behavior during the COVID-19 pandemic: The role of financial literacy, media coverage anxiety, and gender moderation
- P09** *Javaheri, N., Doehring, N., Mulay, R., Erhard, P., Herrmann, M.*
Predicting attributes of dietary decisions with the Nutri-Score
- P10** *Jyotirmaya, S., Arif, A.*
Eye movement in entrepreneurial decisions: Tectonic shifts
- P11** *Lorandi, M., Bettiga, D., Di Paolo, F., Noci, G.*
Immersive touristic experiences through AR: A neurophysiological study on consumers
- P12** *Mulay, R., Doehring, N., Erhard, P., Javaheri, N., Herrmann, M.*
Neural correlates of acute induced stress and decision-making under risk: an fMRI study
- P13** *Poech, A., Wolf, B., Maisch, B., Mohr, U., Schulte-Holthaus, S.*
Entrepreneurial life design: Resilience, self-efficacy, and empathy as leverage for innovation in multinational corporations
- P14** *Robba, M., Sorgente, A., Iannello, P.*
Profiling socially responsible investors: going beyond classical antecedents of investment decision-making
- P15** *Seernani, D., Gregoret, L., Wilson, J.*
In-Lab and remote webcam-based respiration: A promising candidate for neuromarketing?
- P16** *Yuksel, M., Miller, E., Iyer, E.*
Spoilers in entertainment consumption
- P17** *Zubiel, M.*
Unlocking minds: Exploring the narrative economy through neuropsychological insights

Conference fee

Conference fees include the NeuroPsychoEconomics Conference Proceedings, reception, dinner, luncheon, and coffee breaks. 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.

Hotel Sunflower

P.le Lugano, 10, 20158 Milano
15 min walk to the conference location
Single occupancy: €160 / night
Double occupancy: €185 / night
To make a reservation, email the hotel (manager@hotelsunflower.it) and mention *NeuroPsychoEconomics Conference*.
Rooms available until May 10, 2024
Tel.: +39 0239314071
[website link](#)

King Mokinba Hotel

Corso Magenta, 19, 20123 Milano
20 min by public transportation to the conference location
Tel.: +39 02874432
[website link](#)

Hotel NH Collection Milano Porta Nuova

Via Melchiorre Gioia, 6, 20124 Milano
20 min by public transportation to the conference location
Tel.: +39 0262371
[website link](#)

Radisson Blu Hotel, Milan

Via Villapizzone, 24, 20156 Milano
15 min walk to the conference location
Tel.: +39 023631888
[website link](#)

Cadorna Luxury Hotel

Via G. Leopardi, 14, 20123 Milano
15 min by public transportation to the conference location
Tel.: +39 0245486751
[website link](#)

TOCQ Hotel Milano

Via Alessio di Tocqueville, 7/D, 20154 Milano
20 min by public transportation to the conference location
Tel. + 39 0262071
[website link](#)

Hotel Berna

Via Napo Torriani, 18, 20124 Milano
25 min by public transportation to the conference location
Tel.: +39 02677311
[website link](#)

CONFERENCE VENUE

POLITECNICO DI MILANO - BOVISA CAMPUS

Department of Management, Economics and Industrial Engineering (Building 26/B)

Via Raffaele Lambruschini 4/B, 20156 Milano

DIRECTIONS: [HTTPS://WWW.SOM.POLIMI.IT/EN/WHERE-WE-ARE/](https://www.som.polimi.it/en/where-we-are/)

All conference rooms are situated on the **ground floor**. Upon entering the main building, please follow the signage provided.



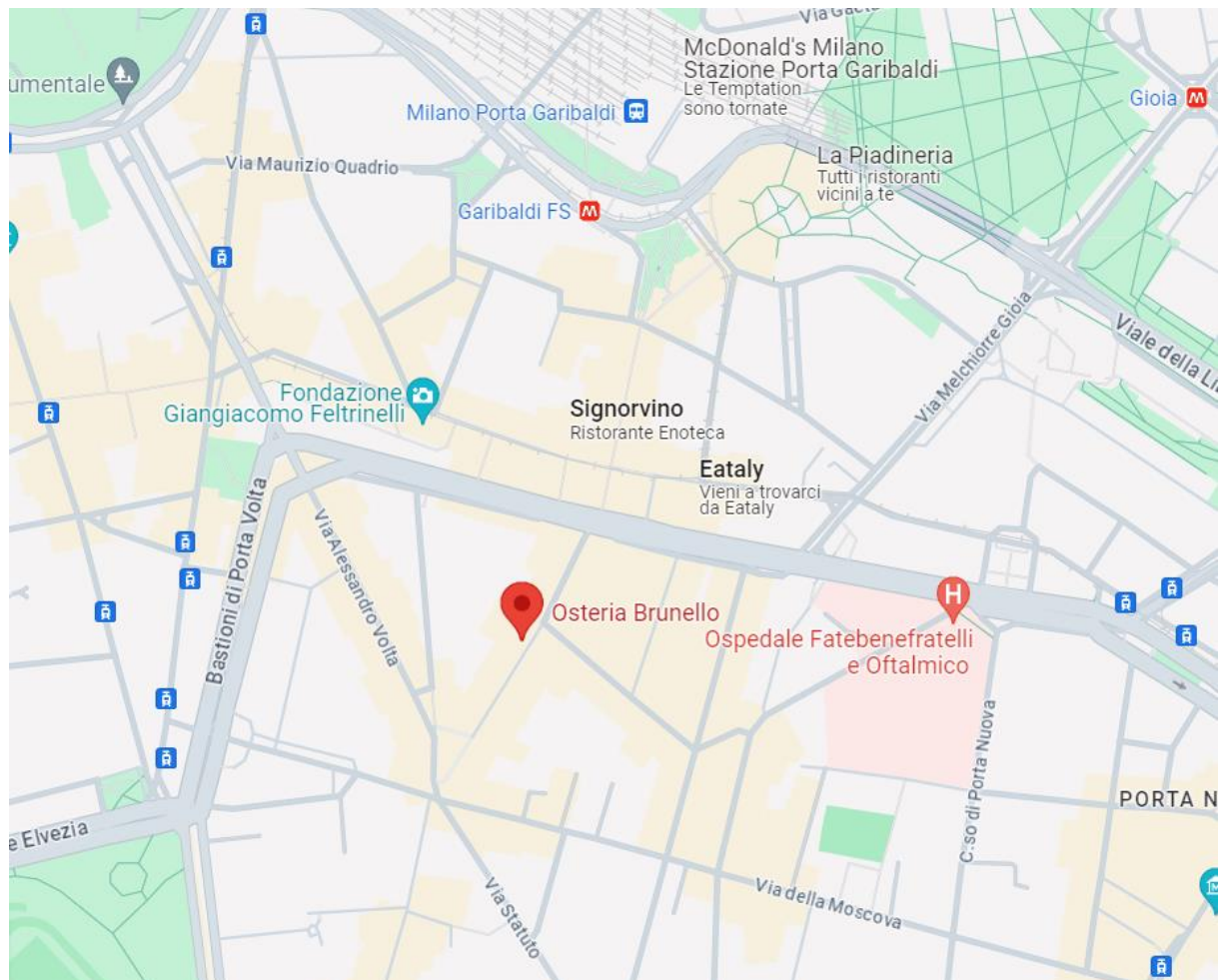
SOCIAL DINNER VENUE

OSTERIA BRUNELLO

Corso Garibaldi, 117, 20121 Milano MI

DIRECTIONS: [HTTPS://WWW.OSTERIABRUNELLO.IT/CONTATTI](https://www.osteriabrunello.it/contatti)

From the conference venue, transportation to the social dinner venue is conveniently available by train, departing from Bovisa Station and arriving at **Milano Porta Garibaldi station** after two stops, followed by a brief walk. Alternatively, one may opt to use the metro service, with the nearest stop being **Moscova** on the green line.



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Individuals accompanying partners who wish to attend the social dinner but are not participating in the Conference will be required to pay a fee of €90. Please inform us of any accompanying guests by emailing marco.mandolfo@polimi.it no later than May 27, 2024.