

## Poster presentations

- **Ryan Webb** (*University of Toronto*) - Double decoys and a possible parameterization: empirical analyses of pairwise normalization
- **Gabriele Bellucci** (*Universität zu Lübeck*) - Spreading news: the multimodal factors of information sharing behaviors
- **Marwa El Zein** (*University College London*) - Agreement with the group majority vote prevents consideration of past outcomes
- **Taeyang Yang** (*Ulsan National Institute of Science and Technology*) - Understanding of how consumers evaluate brand extension: an fMRI study
- **Aline Dantas** (*Maastricht University*) - Disruption of frontal activity asymmetry using tACS to modulate risk-taking behavior
- **Adam Byrne** (*University of Liverpool*) – The cortical oscillatory patterns during varying levels of cognitive effort: effects of reward and value of effort
- **Hui-Kuan Chung** (*University of Zurich*) - How relations between goods affect valuation
- **Wenjia Joyce Zhao** (*University of Pennsylvania*) - Towards a space of behavioral interventions
- **Honghong Tang** (*Beijing Normal University*) - The underlying neural mechanism of inaction inertia in consumption
- **Xiaobei Zhang** (*University of Southern California*) - Acute suppression effects of sucralose on WTP and brain activity during a food bid task
- **Leonie Koban** (*INSEAD*) - Information about others' ratings changes willingness-to-pay for snack food items
- **Tom Salomon** (*Tel Aviv University*) - Computational markers of individualized learning: large-scale meta-analysis of nonreinforced preference modification studies
- **Yue Hu** (*Universität Düsseldorf*) - Reward type matters for probing behavioral similarity across species: a comparative study on rat and human consumers
- **Edel Moore** (*Leeds University*) - Making emotion of senses: decoding the early neural mechanisms of crossmodal emotion construction.
- **Daniela Schelski** (*Universität Bonn*) - Marketing Placebo Effects on taste perception are not related to the level of trust in marketers and not affected by oxytocin
- **Ratnalekha Viswanadham** (*INSEAD*) - The Effect of bariatric surgery on delay discounting for food and money: a longitudinal study
- **Vered Kurtz-David** (*Tel Aviv University*) - Exploring value-computation elements and motor-execution elements as sources of choice inconsistency
- **Vivek Nandur** (*University of Toronto*) - A common neurocomputational mechanism for visual perception and risky choice
- **Liz Izakson** (*Tel-Aviv University*) – Commonalities between the attraction effect and the Gestalt law of proximity
- **Miguel Antonio Garcia** (*University of Zurich*) - Range sensitivity in decisions under uncertainty
- **Yaoguang Jiang** (*University of Pennsylvania*) - Your pupils betray you: lie detection through cross-participant pupil synchrony
- **Andrew Kaldas** (*University of Pennsylvania*) - Celebrity gaze cueing in advertisements
- **Maurizio Mauri** (*TSW*) - Can virtual reality enhance the purchase intention about renting or purchasing an apartment via internet?



# 2019 Consumer Neuroscience Symposium

3 October 2019

# UCD Michael Smurfit Graduate Business School

## Program

11:15-12:15	Buffet Lunch	Liguori Dining Room Executive Education	5:30-6:00	<b>Blitz Presentations of Selected Posters</b> 5 min each, Chair: Hilke Plassmann <ul style="list-style-type: none"><li>• <b>Adam Hakim</b> (Tel Aviv University, Israel) DeePay: Deep Neural Network for Predicting Preferences from Neural Activity</li><li>• <b>Sebastian Speer</b> (Erasmus University, The Netherlands) Understanding Dishonesty: Investigating the Neurocognitive Processes underlying Cheating Behavior</li><li>• <b>Sai Sun</b> (South China Normal University, China) Distinct Mechanisms Underlie Mean Reward and Reward Variance in Risky Decision Making: Evidence from Behavior, Eye-tracking and fMRI</li><li>• <b>Nir Moneta</b> (Freie Universität Berlin) How Contextually Irrelevant Values Influence Choice and vmPFC Activity in Humans</li><li>• <b>Stephanie Smith</b> (University of California Los Angeles, USA) The Role of Attention in Opportunity Cost Neglect</li><li>• <b>Seungji Lee</b> (Ulsan National Institute of Science and Technology, South Korea) Variations of Choice Behavior and Eye Fixation According to Rating Level, Category Homogeneity, and Choice Difficulty</li></ul>	E201
12:15	<b>Welcoming Remarks</b> <b>Anthony Brabazon</b> Dean Michael Smurfit Graduate Business School	E201			
	<b>From Brain to Individual to Real-World Outcomes</b> Invited track, Chair Aiqing Ling				
12:30-1:10	<b>Laurette Dubé &amp; Leslie Fellows</b> McGill University, Canada	E201			
1:10-1:50	<b>Alexander Genevsky</b> Erasmus University, The Netherlands	E201			
1:50-2:30	<b>Dilip Soman</b> University of Toronto, Canada	E201			
2:30-3:00	Break	E201 Common Area			
	<b>Consumer Decisions are Influenced by Choice Framing, Response Times, Hormone Levels and Microstructures of the Brain</b> Chair: Julie Schiro		6:00-6:15	<b>Closing Remarks</b> <b>Alan Sanfey</b> President Society for Neuroeconomics	
3:00-3:30	<b>Combining Choices and Response Times in the Field: A Drift-Diffusion Model of Mobile Advertisements</b> <b>Ryan Webb</b> University of Toronto, Canada	E201	6:15-7:15	<b>Poster Session</b>	Smurfit School Entrance Hall
3:30-4:00	<b>Testosterone Administration Increases Social Discounting in Healthy Males</b> <b>Yin Wu</b> Shenzhen University, China	E201			
4:00-4:30	<b>Choice Framing Effects Arising from Non-Choice Items</b> <b>Uma Karmarkar</b> University of California San Diego, USA	E201			
4:30-5:00	Break	E201 Common Area			
5:00-5:30	<b>Early Childhood Trauma Negatively Affects Real-Life Outcomes via Detrimental Effects on Neurodevelopment: Large-scale Evidence from the UK Biobank</b> <b>Gökhan Aydogan</b> University of Zurich, Switzerland	E201			

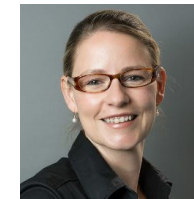
## Organizing Committee



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