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
- **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?
Program

11:15-12:15Buffet Lunch
Liguori Dining Room
Executive Education

12:15 Welcoming Remarks
Anthony Brabazon
Dean Michael Smurfit Graduate Business School
From Brain to Individual to Real-World Outcomes
Invited track, Chair Aiqing Ling

12:30-1:10 Laurette Dubé & Leslie Fellows
McGill University, Canada
combining choices and response times in the field: a drift-diffusion model of mobile advertisements
Ryan Webb
University of Toronto, Canada

1:10-1:50 Alexander Genevsky
Erasmus University, The Netherlands
Testosterone Administration Increases Social Discounting in Healthy Males
Yin Wu
Shenzhen University, China

1:50-2:30 Dilip Soman
University of Toronto, Canada
Choice Framing Effects Arising from Non-Choice Items
Uma Karmarkar
University of California San Diego, USA

2:30-3:00 Break
E201 Common Area

Consumer Decisions are Influenced by Choice Framing, Response Times, Hormone Levels and Microstructures of the Brain
Chair: Julie Schiro
3:00-3:30 Combining Choices and Response Times in the Field: A Drift-Diffusion Model of Mobile Advertisements
Ryan Webb
University of Toronto, Canada

3:30-4:00 Testosterone Administration Increases Social Discounting in Healthy Males
Yin Wu
Shenzhen University, China

4:00-4:30 Choice Framing Effects Arising from Non-Choice Items
Uma Karmarkar
University of California San Diego, USA

4:30-5:00 Break
E201 Common Area

5:00-5:30 Early Childhood Trauma Negatively Affects Real-Life Outcomes via Detrimental Effects on Neurodevelopment: Large-scale Evidence from the UK Biobank
Gökhan Aydogan
University of Zurich, Switzerland

5:30-6:00 Blitz Presentations of Selected Posters
5 min each, Chair: Hilke Plassmann
• Adam Hakim (Tel Aviv University, Israel) DeePay: Deep Neural Network for Predicting Preferences from Neural Activity
• Sebastian Speer (Erasmus University, The Netherlands) Understanding Dishonesty: Investigating the Neurocognitive Processes underlying Cheating Behavior
• Sai Sun (South China Normal University, China) Distinct Mechanisms Underlie Mean Reward and Reward Variance in Risky Decision Making: Evidence from Behavior, Eye-tracking and fMRI
• Nir Moneta (Freie Universität Berlin) How Contextually Irrelevant Values Influence Choice and vmPFC Activity in Humans
• Stephanie Smith (University of California Los Angeles, USA) The Role of Attention in Opportunity Cost Neglect
• Seungji Lee (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

6:00-6:15 Closing Remarks
Alan Sanfey
President Society for Neuroeconomics

6:15-7:15 Poster Session
Smurfit School Entrance Hall

Organizing Committee

Laurette Dubé
Aiqing Ling
Hilke Plassmann
Julie Schiro
Carolyn Yoon

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