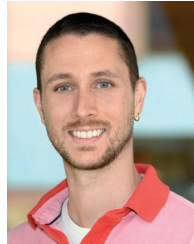


Organizing Committee



Hauke Heekeren
Freie Universität
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Peter Mohr
WZB Berlin Social
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INSEAD & Ecole
Normale Supérieure,
France



Carolyn Yoon
University of
Michigan, USA



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Room A300

WZB Berlin Social Science Center

Program

11.30-12.15	Lunch Room A310 WZB Berlin Social Science Center			When Red Bull “Gives You Wings”: When Cognitive Enhancers Increase Cognitive Performance Liane Schmidt*, Pierre Chandon, Mathias Pessiglione and Hilke Plassmann
12.15-12.30	Welcome & Opening Remarks Hauke Heekeren Dean Department of Education and Psychology Freie Universität Berlin	4.00-4.30	Break	
12.30-2.15	What Can Neuroscience Offer to Research in Business and Public Policy? (Invited Keynotes) <i>Session Chair: Hilke Plassmann</i> Joseph Kable , School of Arts and Sciences, University of Pennsylvania, USA Michael Platt , The Wharton School, School of Arts and Sciences & Perelman School of Medicine, University of Pennsylvania, USA Christian Grugel , formerly Director Consumer Protection, Federal Ministry of Justice and Consumer Protection, Germany	4.00-5.00	Blitz Presentations of Posters <i>Session Chair: Carolyn Yoon</i> <ul style="list-style-type: none">• The Role of Eye Movements in Contextual Risky Choice, F. Molter• Neural Measures of Evoked Emotions in Predicting Advertising Effectiveness, E. Eijlers• Sleep Deprivation Alters the Integration of Affect in Subsequent Evaluations, A. Ling• Seek, and Ye Shall Find Patience: Information Search Strategies Both Reveal and Shape Intertemporal Choice, C. Reeck• Differences in Delay Discounting Modeling between Obese and Lean Participants, R. Viswanadham• Priming Alters Neural Value Representation, Connectivity and Self-Control in Dietary Choice, N.J. Sullivan• Neural Mechanisms underlying Diversification in Consumer Choice, L. E. Couwenberg• Bridging the Gap Between Placebo and Pleasure: Brain Mediators of Marketing Placebo Effects, L. Schmidt• No effect of 6-OHDA lesions in NAcc core on Budget Sensitivity in Rat Consumers, Y. Hu	
2.15-2.45	Break			
2.45-4.00	Examples of Neuroscience Research in Business Schools (Reviewed Submissions) <i>Session Chair: Milica Mormann</i> The Neural Representation of Money and Prices Anastasia Shuster*, Ryan Webb, Dino Levy, and Paul Glimcher	5.30-5.45	Closing Remarks Peter Mohr WZB Berlin Social Science Center & Freie Universität Berlin	
	Multi-voxel Response Reliability in Repeated Viewings of Television Advertisements is Associated with Individual Preference and Evaluation Hang-Yee Chan*, Linda Couwenberg, Ale Smidts and Maarten Boksem	5.45-7.00	Poster Reception	