12th Consumer Neuroscience Satellite Symposium

October 2, 2025

MIT MANAGEMENT SLOAN SCHOOL

Program

11:30 AM	Lunch
12:55 PM	Opening Remarks

Invited Talks

1:00 PM	*Mary Steffel, Associate Professor, Marketing* *D'Amore-McKim School of Business, Northeastern University*
1:30 PM	*Paul Stillman, Assistant Professor, Marketing* *Questrom School of Business, Boston University*
2:00 PM	*Jeremy Yang, Assistant Professor, Marketing* *Harvard Business School*
2:30 PM	Coffee Break Virtual Reality Demonstration by Prof. Tom Schonberg, Tel Aviv University

Selected Talks

3:00 PM	Frame by Frame: Cognitive Dynamics Underlying Consumers' Short Video Watching Behavior *Fadong Chen, Associate Professor* *School of Management, Zhejiang University*
3:30 PM	Neuroforecasting box-office demand for movies *Cynthia Wu, Ph.D. Student* *Psychology, Stanford University*
4:00 PM	Interpretable Visual Features for Demand Neuroforecasting *Brenden Eum, Postdoctoral Fellow, Marketing* *Rotman School of Management, University of Toronto*

Poster Spotlights

4:30 PM	At what cost?: Social Value-based Purchase Decisions in Liberals and Conservatives *Francesca Walsh, University of Massachusetts Amherst*
4:35 PM	Humans Learn Hidden Preferences from Decisions, Response Times and Eye Movements in Social Interactions *Mrugsen Gopnarayan, University of Hamburg*
4:40 PM	Using fMRI neural responses to distinguish AI-generated and real images *Thomas Henning, California Institute of Technology*
4:45 PM	Competitors or Opportunities? Mutual Exclusivity Alters Neural and Attentional Processing of Choice Alternatives *Xiamin Leng, University of California, Berkeley*
4:50 PM	Brains Predicting Award-Wining Ads: A neuromarketing analysis predicting the Effie Awards *Sammy Wals, RWTH Aachen*
4:55 PM	Craving amplifies brain and behavioral indices of subjective value for palatable foods *Emma Schweitzer, Rutgers University*
5:00 PM	**Reception & Poster Session**

Location

MIT Samberg Conference Center, 7th floor
Chang Building (E52)
50 Memorial Drive, Cambridge, MA

Organizing Committee

Rahul Bhui
MIT

Nikki Sullivan
LSE

Vinod Venkatraman
Temple University

Poster Presentations

Presenter	Affiliation	Title
Emma Andraka	Icahn School of Medicine at Mount Sinai	A novel approach to characterize foraging decisions underlying social interactions in mice
Stefan Bucher	University of Cambridge	Revealing Beliefs and Preferences from Neuroimaging Data Instead of Behavior
Ko-Ping Chou	Laureate Institute for Brain Research	A Systematic Empirical Comparison of Active Inference and Reinforcement Learning Models in Accounting for Decision-Making Under Uncertainty
Kianté Fernandez	University of California, Los Angeles	Multi-Response Decision Making: Moving Beyond Single Alternative Selection in Value-Based Settings
Laura Globig	New York University	Using Artificial Intelligence to Circumvent Intergroup Bias as a Barrier to Learning
Shabnam Hakimi	Toyota Research Institute	The brain leads while behavior lags: Neural activity forecasts market demand for vehicles while elicited preferences reflect past demand
John Haracz	Indiana University	A mathematical model of lab bubble-related asset-buying: Successfully playing a dividend hot-potato game boosted earnings
Yuching Huang	National Yang Ming Chiao Tung University	Distributional reinforcement learning in financial markets? Characterizing how shape of distribution impacts learning strategy
John Kang	Duke University	Degradation in structural connectivity reflects memory retrieval and decision-making performance across aging
Uma Karmarkar	University of California, San Diego	Worry Now, Pay Later – Anxiety and Stress Increase Buy Now / Pay Later Usage
Irfan Khan	Ohio State University	Discretization: Theory and Experiment
Sangil Lee	University of California, Berkeley	Whole-brain predictor of preference trained on twenty-two tasks shows distributed coefficients but a localized signal

Douglas Lee	University College Dublin	A Supply and Demand Approach to Information Processing in Decision-Making
Ting-Yi Lin	Rotterdam School of Management	Neuroforecasting: The Impact of Hedonic vs. Utilitarian Motives
Aiqing Ling	University College Dublin	The Jaguar brand without a jaguar in its logo: Computational characterization of brand logo designs toward brand personality
Valerio Maglianella	Rotterdam School of Management - Erasmus University Rotterdam	Neural signatures of the spill-over effect of emotions on the processing of ads: an EEG study
Yukiko Nakatsu	Japan Advanced Institute of Sciences and Technology	Cultural Diversity in System 2 Thinking
Felix Jan Nitsch	INSEAD Business School	The Skewed Distribution of Likes Makes Social Media Users Less Happy
Aysenur Okan	University of North Carolina at Chapel Hill	Impulsivity during Heightened Negative Affect through Value-Based Decision-Making and Ecological Momentary Assessment
Mark Orloff	University of California, Davis	cognitive maps and theta oscillations in medial temporal lobe and prefrontal cortex during risky decision-making
Praveen Prem	University of Alberta	Neural Basis of Disgust Mitigation in Sustainable Food Choices
Olivia Pricilia	University of Oxford	From Stock Trajectories to Crisis Trajectories: A Jump-Diffusion Model of Suicidal Ideation
Crystal Reeck	Temple University	Information Search Shapes Consumer Patience: A Novel Process-informed Model for Intertemporal Choice
William Schulz	Stanford University	Understanding Posting Decisions through Simulated Social Media Platforms
Feng Sheng	Zhejiang University	Asynchronous development of loss aversion
Anna Shestakova	National Research University Higher School of Economics	Visual Attention and Consumer Choice: An Eye-Tracking Study on Food Packaging Design
Blair Shevlin	Icahn School of Medicine	Distinct food attribute representations emerge across binge-type eating disorders
Kathy Shi	Yale University	Humans remap value when making risky economic decisions under different goals
Nicolette Sullivan	The London School of Economics and Political Science	Search Strategies Influence Intertemporal Choice
Cong Sun	University College London	Dopamine Influences Risk Preference Through Learning, Not Utility Curvature
Łukasz Tanajewski	Kozminski University	Modelling uncertainty around subjective values of choice attributes increases analysis sensitivity
Chih-Chung Ting	University of Hamburg	A novel test of the goal-dependent relationships between overall value and response times
Sydney Trowbridge	National Institute of Mental Health	Emotional control predicts changes in decision-making under negative affect
Justine Trudeau	National Institute of Mental Health	Computational measures of metacognition for risk and their relation to emotional monitoring and control

Iris Vilares	University of Minnesota, Twin Cities	Bayesian Decision-Making Across Tasks and Time
Cong Wang	Virginia Tech	Interplay of self and social interests during learning in early adolescence
Long Wang	City University of Hong Kong	No Decision Is Better Than A Wrong Decision: An Incentivized Opt-out Option Can Harness Self-interest to Reduce Deception
James Wyngaarden	Temple University	Trait reward sensitivity and behavioral motivation shape connectivity between the default mode network and the striatum during reward anticipation
Zhihao Zhang	University of Virginia	How consumers decide what attributes to (not) consider