
Interdisciplinary Symposium on Decision Neuroscience

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FRIDAY SEPT 24th

OPENING RECEPTION 6:30 PM [Opening Reception](#)

SATURDAY SEPT 25th

BREAKFAST 8:00 AM

Angelika Dimoka 8:40 AM Welcome

Kenneth Blank 8:45 AM Opening Remarks

Munir Mandviwalla 8:50 AM Welcoming Remarks

Carolyn Yoon 9:00 AM Consumer Neuroscience: Current Status and Future Directions

Eric Johnson 9:25 AM Framing the Future First: Neural systems and the Directional Evaluation of Immediate Versus Future Rewards

Bill Hedgcock 9:50 AM Decision Making in Older Adults

Dennis Galletta 10:15 AM Exploring the use of Galvanic Skin Response to Understand Web Site Usage and Performance

BREAK 10:40 AM

Uma Karmarkar 11:05 AM Sticker Shock : The Role of Price Primacy in the Decision Process

Nina Mazar 11:30AM The Neural Correlates of Primary and Secondary Costs in Economic Decision-Making

Cleotilde Gonzalez 11:55 AM Socio-Emotional Factors that Influence Cooperative Behavior: An Examination with fMRI

Eric Walden 12:20 PM Measuring Theory of Mind Processing in Trust Games as a Function of Information Technology Interface

LUNCH 12:45 PM

Stacy Wood 2:00 PM Celebrity on the Brain: Orbitofrontal Cortex Modulation by Novel versus Familiar Beautiful Faces

Paul Pavlou 2:25 PM Using Functional Neuroimaging Tools to Inform the Design of Anthropomorphic Online Product Recommendation Agents

Drazen Prelec 2:50 PM Self-resemblance Modulates Amygdala Activation and Trust in a High-Stakes Online Investment Task

Richard Gonzalez 3:15 PM Using Brain Images to Test Decision Making Models

BREAK 3:40 PM

Yanliu Huang 4:00 PM Uncovering the Neural Correlates of Consumer Self-Positivity Bias

Michael Norton 4:25 PM A Brain-Based Model of Preference (In)Consistency

Jolie Martin 4:50 PM "Experience" Theory: Reversals in Risk-Seeking for Experiences and Money

SOCIAL EVENT 6:30 PM [Social Event](#)

Interdisciplinary Symposium on Decision Neuroscience

SUNDAY SEPT 26th

BREAKFAST	8:15 AM	
Joe Kable	9:00 AM	When You Keep Changing Your Mind: The Neural Basis of Preference Reversals.
Ab Litt	9:25 AM	Dissociating Valuation and Salience Signals at the Time of Decision Making
Taylor Wells	9:50 AM	The Distorting Effects of Collaboration Technologies and Affective Processing on Message Fidelity
Robert Potter	10:15 AM	The Motivation Activation Measure as a Predictor of Media Message Choice and Response
BREAK	10:40 AM	
Dante Pirouz	11:05 AM	The Dark Side of Product Attachment: Reactivity of Users and Non-Users to Addictive Product Advertising
Gui Xue	11:30 AM	The Neural Mechanisms of Adaptive and Maladaptive Decision Making
Vinod Venkatraman	11:55 AM	Mechanisms Underlying Strategic Variability in Risky Choice
Lusha Zhu	12:20 PM	Neural Computations Underlying Strategic Learning
LUNCH	12:45 PM	

Center for Neural Decision Making

Affiliated with the Fox School's Institute for Business and Information Technology

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