

4th ANNUAL INTERDISCIPLINARY
SYMPOSIUM ON DECISION
NEUROSCIENCE

PROGRAM

June 6th – 7th, 2014

Schwab Residential Center



Exploring New Frontiers

4th annual
INTERDISCIPLINARY SYMPOSIUM
ON DECISION NEUROSCIENCE

JUNE 6th – 7th
2014
Stanford University

Organizing Committee:

Angelika Dimoka Temple University

Uma Karmarkar Harvard University

Baba Shiv Stanford University

Vinod Venkatraman Temple University

Carolyn Yoon University of Michigan



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FOX | **CENTER FOR
NEURAL DECISION MAKING**

Fox School of Business, Temple University

The Center for Neural Decision Making (CNDM) at Temple University's Fox School of Business is at the forefront of academic research in consumer neuroscience, employing a multi-methodological approach to understand the neurophysiological bases of consumer behavior and decision making. Working closely with practitioners and experts in academia, the CNDM seeks to apply academic rigor to address practical research questions in the areas of advertising and marketing. For more information, visit www.fox.temple.edu/neural.

The CNDM offers training and research opportunities for undergraduate and graduate students, along with scholarships and research assistantships for doctoral students and post-docs.

Program

Friday, June 6th

Lunch 12:00 PM

Angelika Dimoka 1:30 PM Welcoming Remarks
Temple University

Session 1: Consumer Neuroscience
(Session Chair: Angelika Dimoka)

Vinod Venkatraman 1:40 PM Predicting Advertising Success: New Insights
Temple University from Neuroscience and Market Response
Modeling

Carl Marci 2:05 PM Understanding the Neurophysiological
Innerscope Research Response Profiles of Super Bowl
Commercials

Linda Couwenberg 2:30 PM Brain Responses Predict the Effectiveness of
Erasmus University Advertising Execution Style

Richard Silberstein 2:55 PM Long-term Memory Encoding of Event
Neuro-Insight Boundaries, or Why Going Through
Doorways Makes You Forget

Coffee Break 3:20 PM

Session 2: Decision Neuroscience – Methods and Tools
(Session Chair: Carolyn Yoon)

Joel Huber 3:45 PM Eyetracking Evidence that Conjoint Choices
Duke University Generate Decontextualized Values

Joe Kable 4:10 PM Individuals with Ventromedial Prefrontal
University of Cortex Damage Exhibit Intact Contextual
Pennsylvania Effects Despite Choosing Less Consistently

Alexander Genevsky 4:35 PM Neural and Affective Influences on Giving
Stanford University

**Poster Session
& Cocktail Reception** 5:00 PM

Dinner 6:30 PM

Saturday, June 7th

Continental Breakfast 8:00 AM

Session 3: Decision Neuroscience – Choice and Value

(Session Chair: Uma Karmarkar)

Antonio Rangel Caltech	9:00 AM	The Attention Drift-Diffusion Model of Simple Choice
Hilke Plassmann INSEAD	9:25 AM	How Expectancies Effect Outcome Valuation: Brain Mediators and Moderators
Shinsuke Shimojo Caltech	9:50 AM	Behavioral and Neural Correlates of Preference Decision
Steven Stanton Oakland University	10:15 AM	The Role of Testosterone in Decision Making and Consumer Satisfaction

Coffee Break 10:40 AM

Panel Discussion 11:10 AM Reverse Inference in Decision Neuroscience
Moderated by: Baba Shiv, Stanford University
Panelists:
Antonio Rangel, Caltech
Brian Knutson, Stanford University
Hilke Plassmann, INSEAD
Carl Marci, Innerscope Research

Lunch 12:40 PM

Session 4: Neuroeconomics

(Session Chair: Vinod Venkatraman)

Brian Knutson Stanford University	2:00 PM	The "Risk Matrix": Predicting Financial Risk Taking with fMRI
Alec Smith Caltech	2:25 PM	Irrational Exuberance in Experimental Asset Price Bubbles: fMRI Evidence
Eric Set UC Berkeley	2:50 PM	Contributions of Dopaminergic and Serotonergic Pathways to Learning In Economic Games
John Clithero Caltech	3:15 PM	Applications of the Drift-Diffusion Model to Measures of Preference and Prediction in Consumer Choice

Coffee Break 3:40 PM

Session 5: Social Neuroscience

(Session chair: Baba Shiv)

Ming Hsu UC Berkeley	4:05 PM	The Power of Words: Neural Mechanisms Underlying Honesty and Prosocial Communication
Ofir Turel University of Southern California	4:30 PM	An Examination of the Neural Basis of Facebook "Addiction"
René San Martin Duke University	4:55 PM	Charitable Giving is Associated with Differential Neural Responses to Monetary Outcomes for Self Versus the Charity
Crystal Reeck Columbia University	5:20 PM	Doing What's Best Instead of What's Best for You: Resisting Ethical Temptations in Conflicts of Interest

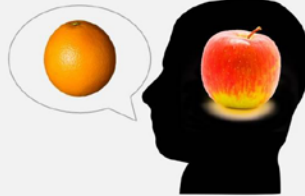
Cocktail Reception and Dinner 5:45 PM

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The research productivity of faculty in the Fox School's Management Information Systems (MIS) Department has again been ranked No. 1 in the world, according to the Association for Information Systems survey of top journals in the field.

We congratulate PROFESSOR PAUL A. PAVLOU'S ranking as the No. 1 MIS researcher in the world and ASSOCIATE PROFESSOR ANGELIKA DIMOKA as the second highest-ranked scholar.

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The screenshot shows the homepage of the Association for Consumer Research (ACR). At the top, the ACR logo and name are displayed, along with a search bar and navigation links for 'About ACR', 'Join ACR', 'Conferences', 'ACR Grants', 'ACR Listserv', 'ACR Films', 'TCR', 'Resources', and 'Search Conference Proceedings'. A prominent green button with the text 'START HERE' is overlaid on the page. Below the navigation, there are several featured articles and sections. One article is titled 'Recognizing Research Excellence' and mentions 'Instrument for Measuring Consumer Behavior'. Another article is titled 'New Research' and lists several topics: 'Consumer Evaluations of Brand Extensions, The Role Played by the Presence or Absence of a Catholic Consumer', 'But, I Don't Want to Go: Marketing Waits for Newsletter Senders Events', and 'Knowing What You Need Means with Knowledge Traveler'. A 'Meet Your Fellow Members' section features a profile for 'Derek Hatcher', with a 'View Profile' link. At the bottom, there are links for 'ACR News & Announcements' and 'Call for Papers & Grants'. A 'News & Announcements' section highlights 'ACR Early Career Award Nominations' and provides information about the award and nomination process.

The advertisement is for 'INTEGRATED CONSUMER NEUROSCIENCE' by Innerscope Research. The main headline is 'INTEGRATED CONSUMER NEUROSCIENCE' in large blue letters, followed by the sub-headline 'UNDERSTANDING CONSUMERS MORE COMPLETELY THAN EVER BEFORE'. The central graphic is a blue silhouette of a human figure with various icons representing different consumer neuroscience technologies: 'EYE TRACKING', 'EEG', 'FACIAL CODING', 'IMPLICIT TESTING', 'SKIN CONDUCTANCE', 'HEART RATE', 'RESPIRATION', 'VOICE ANALYSIS', 'MOTION', and 'BIIR'. Below the figure is the Innerscope Research logo, which consists of a stylized waveform above the text 'innerscope® research'. At the bottom, there is a call to action: 'DOWNLOAD our guide to consumer neuroscience technologies on www.innerscoperesearch.com'.

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