

ISDN 2019 Tentative Program

Friday, June 7

9:00 AM **Continental Breakfast**

9:45 **Welcome and Opening Remarks**

10:00 **Session 1: Leveraging Neuroscience for Business**

Chaired by: Angelika Dimoka

10:00 **Nita Farahany**

Productivity and stress in workplace

10:25 **Davide Baldo**

Enhancing the value of neurometrics: how consumers mood and emotional responses impact ad effectiveness

10:50 **Lester Tong**

Forecasting internet video engagement with brain data

11:15 **Yi Zhang**

Neurophysiological Effect of Exposure to Gossip on Product Endorsement and Willingness-to-Pay

11:40 **Data Blitz**

12:00 PM **Lunch and Posters**

2:00 **Session 2: Morality and Neuroscience**

Chaired by: Crystal Reeck

2:00 **Molly Crockett**

Human morality in 3D: decision-making, judgment, and inference

2:25 Sebastian Speer

Understanding Dishonesty: Investigating the Neurocognitive Processes underlying Cheating Behavior

2:50 Walter Sinnott-Armstrong

Moral Decisions under Risk and Uncertainty: Allais Paradox, Ellsberg Paradox, and Kahneman and Tversky's Gambles

3:15 Coffee Break

3:45 Session 3: Neuroeconomics

Chaired by: Uma Karmarkar

3:45 Alan Sanfey

Social motivations in choice: insights from decision neuroscience

4:10 Ian Krajbich

Decomposing preferences with the drift diffusion model.

4:35 Maia S. Pujara

Separable prefrontal-amygdala circuit interactions underlie social cognition and value-based decision making in rhesus monkeys

5:00 Poster Session

6:00 Cocktail Reception and Dinner

Saturday, June 8

8:30 AM Continental Breakfast

9:30 Session 4: Financial Decision Making

Chaired by: Gregory Samanez-Larkin

9:30 **John Payne**

Managing Longevity Risk

9:55 **Dianna Amasino**

Individual differences in the use of variable budget information in consumer choice

10:20 **Xiaomeng Zhang**

Arousal and attention in dynamic portfolio choice.

10:45 Coffee Break

11:15 Session 5: Applied Decision Making

Chaired by: Gavan Fitzsimons

11:15 **Uzma Khan**

Downstream effects of cause-related marketing

11:40 **Kimberly Clark**

Real-Time Choice Predictors in the Sharing Economy: An Investigation of Temporal Construal and Financial Constraint on Decision-Oriented Eye Gaze Dynamics

12:05 **Daniela Oliveira**

Phishing Susceptibility: Why Older Adults are Vulnerable and the Case for Targeted Intervention

12:30 Lunch and Posters

2:00 Session 6: Emotions in Decision Neuroscience

Chaired by: Crystal Reeck

2:00 **Kendra L. Seaman**

Individual Differences in Human Dopamine Function and Model-based Learning

2:25 **W. Craig Williams**

Goals for emotion perception direct attention and shape judgments of facial expressions: Combining drift-diffusion modeling with eye-tracking

2:50 **Peiwei Liu**

Modulatory effects of intranasal oxytocin administration on large-scale brain networks with benefits on affective decision making across adulthood

3:15 Coffee Break

3:45 Session 7: Social Neuroscience

Chaired by: Vinod Venkatraman

3:45 **Annamarie Huttunen**

The impact of social cognition on value-based decision-making in humans and monkeys trading in a simulated stock market

4:10 **Matthew Moore**

Observing Dynamic Non-Verbal Social Interactions Modulates Cooperation Decisions: An Event- Related Potential Investigation

4:35 **Kristin Brethel-Haurwitz**

Inhibitory TMS to right temporoparietal junction modulates inequity aversion

5:00 Cocktail, Dinner and Social Event