

Vinod Venkatraman

Department of Marketing, Fox School of Business
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PROFESSIONAL EXPERIENCE

- **Associate Professor (with tenure)**, Department of Marketing, Fox School of Business, Temple University (Jul 2018 - present).
- **Fellow Neuroscience**, IPSOS (July 2019 - June 2020, Sabbatical)
- **Assistant Professor**, Department of Marketing, Fox School of Business, Temple University (Jul 2011 - Jun 2018).
- **Research Scientist**, Cognitive Neuroscience Laboratory, Singapore (2002-2006).
- **Teaching Instructor**, National University of Singapore, Singapore (2001-2002).
- **Internship**, Hewlett-Packard Asia Pacific Ltd., Singapore (Jan-Jun, 1997).

EDUCATION

- **Ph.D.**, Department of Psychology and Neuroscience, Duke University, May 2011.
Dissertation Committee: Dr. Scott A. Huettel (Chair), Dr. John W. Payne, Dr. Roberto Cabeza and Dr. Tanya L. Chartrand.
- **Master of Engineering**, School of Computer Engineering, Nanyang Technological University, Singapore (1999-2001).
Advisor: Dr. Jagath C. Rajapakse.
- **Bachelor of Applied Science (First Class Honors)**, School of Computer Engineering, Nanyang Technological University, Singapore (1995-1999).

RESEARCH STATEMENT

My research focuses primarily on the processes and mechanisms underlying decision making. I am interested in studying the effects of states, traits, and context on decision-making strategies using a multi-methodological approach that includes behavioral studies, eye tracking, neurophysiology (skin conductance and heart rate) and neuroimaging (fMRI). A core objective of my research is to leverage insights from laboratory studies to inform real-world decision preferences in the areas of marketing communications, consumer behavior, consumer financial decision making, and public policy.

ACHIEVEMENTS AND AWARDS

- **Early Career Award**, Society for Neuroeconomics, August 2016.
- **Academic Advisory Board** for Neuroscience and Behavioral Science, IPSOS.
- Fox School of Business **Dean's Honor Roll**, 2016.
- Fox School of Business **Citation Awards**, 2013-2015, 2018.
- **Departmental Research Award**, Fox School of Business, 2015 and 2016
- **Departmental Service Award**, Fox School of Business, 2018

JOURNAL PUBLICATIONS¹

1. Venkatraman, V., Yoon, S. Adaptivity in Decision-making Strategies Across Age: Process Insights and Implications. *Journal of Marketing Behavior*, 4 (2020), 103-132.
2. Venkatraman, V., Wittenbraker, J. Disrupting Dual Systems: A Dynamic Decision-making Framework for Human Behavior. MSI working paper series (2020).
3. Casado-Aranda, L., Venkatraman, V., Sanchez-Fernandez, J., and Luque-Martinez, T. Does Partisan Bias Modulate Neural Processing of Political Information? An Analysis of the Neural Correlates of Corruption and Positive Messages, *Political Psychology* 41:1 (2020), 145-164.
4. Lindgreen, A., Di Benedetto, C.A., Verdich, C., Vanhamme, J., Venkatraman, V., Pattinson, S., Clarke, A.H., and Khan, Z. How to write really good research funding applications. *Industrial Marketing Management* 77 (2019), 232-239.
5. Rosenbaum, G., Venkatraman, V., Steinberg, L., Chein, J. The Influences of Described and Experienced Information on Adolescent Risky Decision Making, *Developmental Review* 47 (2018), 23-43.
6. Li, R., Smith, D.V., Clithero, J.A., Venkatraman, V., Carter, R.M., and Huettel, S.A. Reason's Enemy is Not Emotion: Engagement of Cognitive Control Networks Explains Biases in Gain/loss Framing, *Journal of Neuroscience* 37:13 (2017), 3588-3598.
7. Hampton, W., Alm, K., Venkatraman, V., Tehila, N., and Olson, I. Dissociable Frontostriatal White Matter Connectivity Underlies Reward and Motor Impulsivity, *NeuroImage*, 150 (2017), 336-343.
8. Yoon, S., Vo, K.D., and Venkatraman, V. Variability in Decision Strategies Across Description-based and Experience-based Decision Making, *Journal of Behavioral Decision Making* 30:4 (2017), 951-963.
9. Martinez, D. L.*, Venkatraman, V.*, Brusoni, S., and Zollo, M. Cognitive Neurosciences and Strategic Management: Opportunities and Challenges in Tying the Knot. *Advances in Strategic Management*, 32 (2015), 351-370.

¹ * indicates equal contributions between authors, order was determined randomly

10. **Venkatraman, V.**, Dimoka, A., Pavlou, P., Vo, K., Hampton, W., Bollinger, B., Hershfield, H., Ishihara, M., Winer, R. Predicting Advertising Success: New Insights from Neuroscience and Market Response Modeling. *Journal of Marketing Research*, 52:4 (2015), 436-452.
11. Plassmann, H. *, **Venkatraman, V.***, Huettel, S.A., Yoon, C. Consumer Neuroscience: Applications, Common Criticisms and Possible Solutions. *Journal of Marketing Research*, 52:4 (2015), 427-435. *Manuscript featured in Journal Selections from MSI in June 2016 for its managerial relevance and potential to improve marketing practice.*
12. **Venkatraman, V.**, Payne, J.W. and Huettel, S.A. An Overall Probability of Winning Heuristic for Complex Risky Decisions: Choice and Eye Fixation Evidence, *Organizational Behavior and Human Decision Processes*, 125:2 (2014), 73-87.
13. **Venkatraman, V.** Why Bother with the Brain? A Role for Decision Neuroscience in Understanding Strategic Variability, *Progress in Brain Research*, 202 (2013), 267-288.
14. **Venkatraman, V.**, and Huettel, S.A. Strategic Control in Decision Making Under Uncertainty, *European Journal of Neuroscience*, 35:7 (2012), 1075-82.
15. **Venkatraman, V.**, Clithero, J. A, Fitzsimons, G. J. and Huettel, S. A. New Scanner Data for Brand Marketers: How Neuroscience can Help Better Understand Differences in Brand Preferences, *Journal of Consumer Psychology* 22:1 (2012), 143-153 (*Finalist, C.W Park Young Contributor Award*).
16. **Venkatraman, V.**, Huettel, S.A., Chuah, Y.M.L., Payne, J.W. and Chee, M.W.L. Sleep Deprivation Biases Neural Mechanisms Underlying Economic Preferences, *Journal of Neuroscience*, 31: 10 (2011), 3712-18.
17. **Venkatraman, V.***, Taren, A.T.* and Huettel, S.A. A parallel functional topography between Medial and Lateral Prefrontal Cortex: Evidence and Implications for Cognitive Control, *Journal of Neuroscience*, 31:13 (2011), 5026-31.
18. **Venkatraman, V.**, Rosati, A., Taren, A. and Huettel, S.A. Resolving Response, Decision and Strategic Control: Evidence for Functional Topography in Dorsomedial Prefrontal Cortex, *Journal of Neuroscience*, 29:42 (2009), 13158-64.
19. **Venkatraman, V.**, Ritchey, M. and Reeck, C. Post-choice Revaluation of Hedonic Preferences: Insights from Functional Imaging. *Frontiers in Human Neuroscience General Commentary*, doi: 10.3389 (2009).
20. **Venkatraman, V.**, Payne, J.W., Bettman, J.R., Luce, M.F. and Huettel, S.A. Separate Neural Mechanisms Underlie Choices and Strategic Preferences in Risky Decision Making, *Neuron*, 62:4(2009), 593-602.
21. **Venkatraman, V.**, Chuah, Y.M.L., Huettel, S.A. and Chee, M.W.L. Sleep Deprivation Elevates Expectation of Gains and Attenuates Response to Losses Following Risky Decisions, *Sleep* 30:5 (2007), 604-609.

22. **Venkatraman, V.**, Soon, C.S., Chee, M.W.L. and Ansari, D. Effect of Language Switching on Arithmetic: A Bilingual fMRI Study. *Journal of Cognitive Neuroscience* 18:1 (2006), 64-74.
23. **Venkatraman, V.**, Ansari, D. and Chee, M.W.L. Neural Correlates of Symbolic and Non-symbolic Arithmetic: Evidence from Exact and Approximate Addition, *Neuropsychologia*, 45 (2005), 744-753.
24. Goh, J.O.S., Chee, M.W.L., Tan, J.C., **Venkatraman, V.**, Hebrank, A., Leshikar, E.D., Jenkins, L., Sutton, B.P., Gutchess, A.H., and Park, D.C. Age and Culture Modulate Object Processing and Object-scene Binding in Ventral Visual Area. *Cognitive, Affective and Behavioral Neuroscience*, 7:1 (2007), 44-52.
25. Lee, K., Lim, Z.Y., Yeong, S.H., Ng, S.F., **Venkatraman, V.** and Chee, M.W.L. Strategic Differences in Algebraic Problem Solving: Neuroanatomical Correlates. *Brain Res* (2007). 1155:163-71.
26. Chuah, Y.M.L., **Venkatraman, V.**, Dinges, D and Chee, M.W.L. The Neural Basis of Interindividual Variability in Inhibitory Efficiency after Sleep Deprivation. *Journal of Neuroscience*, 26(27), 2006, 7156-62.
27. Song, G.H., **Venkatraman, V.**, Ho, K.Y., Chee, M.W.L., Yeoh, K.G., Wilder-Smith, C.H. Cortical Effects of Anticipation and Endogenous Modulation of Visceral Pain Assessed by Functional brain MRI in Irritable Bowel Syndrome Patients and Healthy Control, *Pain*, 126:1 (2006), 79-90.
28. Chee, M.W.L., Goh, J.O.S., **Venkatraman, V.**, Tan, J.C., Gutchess, A., Hebrank, A., Leshikar, E. and Park, D. Age-related Changes in Object Processing and Contextual Binding Revealed Using fMR-Adaptation, *Journal of Cognitive Neuroscience* 18, 2006, 495-507
29. Chee, M.W., Chuah, Y.M.L., **Venkatraman, V.**, Chan, W.Y., Philip, P. and Dinges, D.F. Functional Imaging of Working Memory Following Normal Sleep and after 24 and 35 h of Sleep Deprivation: Correlations of Fronto-Parietal Activation with Performance, *NeuroImage* (2006), 31(1), 419-438.
30. Ansari, D., Fugelsang, J.A., Dhital, B. and **Venkatraman, V.** Dissociating response conflict from numerical magnitude processing in the brain: an event-related fMRI study. *NeuroImage* (2006) 32(2), 799-805.
31. Choo, W.C., Lee, W.W., **Venkatraman, V.**, Sheu, F.S. and Chee, M.W.L. Dissociation of Cortical Regions Modulated by both Working Memory Load and Sleep Deprivation and Sleep Deprivation Alone. *NeuroImage* 25:2 (2005), 579-87
32. Chee, M.W.L., **Venkatraman, V.**, Westphal, C. and Soon, C.S. Comparison of block and event-related fMRI designs in evaluating the word frequency effect. *Human Brain Mapping* 2003, 18(3): 186-193.
33. Soon, C.S., **Venkatraman, V.** and Chee, M.W.L. Stimulus Repetition and Hemodynamic Response Refractoriness in Event Related fMRI, *Human Brain Mapping*, 20, 2003, 1-12.
34. Chee, M.W.L., Lee, H.L., Soon, C.S., Westphal, C and **Venkatraman, V.** Reproducibility of Word Frequency Effect: Comparison of Signal Change and Voxel Counting. *NeuroImage* (2003). 18(2), 468-482.

BOOK CHAPTERS

- Beard, E.C., and **Venkatraman, V.** Neural Correlates of Decision Variables and Strategic Preferences. In Zaleskiewicz, T., and Traczyk, J. (Eds.), *Psychological Perspectives on Financial Decision Making*, Springer publishing.
- **Venkatraman, V.**, and Reeck, C. Decision Neuroscience: fMRI Insights into Choice Processes. In Shulte-Mecklenbeck, M., Kuhberger, A. and Johnson, J. (Eds.), *Handbook of Process Tracing Methods in Decision Making (2nd Edition)*.
- Hampton, W., and **Venkatraman, V.** Effects of Age on Risky and Intertemporal Choices: Decision Strategies and Real-World Implications. In Drolet, A. and Yoon, C. (Eds.), *The Aging Consumer: Perspectives from Psychology and Marketing* (In press), Taylor and Francis Group.
- **Venkatraman, V.**, Libedensky, C., Huettel, S. A. and Chee, M. W. L. Economic Decision Making and the Sleep-deprived Brain. In Nofzinger, E., Maquet, P. and Thorpy, M. (Eds.), *Neuroimaging of Sleep and Sleep Disorders (2012)*, Cambridge University Press, UK.
- **Venkatraman, V.**, Payne, J.W. and Huettel, S.A. Neuroeconomics of Risky Decisions: From Variables to Strategies. In Delgado, M.R., Phelps, E.A. and Robbins, T.W. (Eds.), *Decision Making, Affect and Learning, Attention and Performance Volume XXIII*, Oxford University Press, March 2011.
- Payne, J.W., and **Venkatraman, V.** Opening the Blackbox: Process Tracing in Decision Research. In Shulte-Mecklenbeck, M., Kuhberger, A. and Ranyard, R. (Eds.), *Handbook of Process Tracing Methods in Decision Making*, 2010, Psychology Press, USA.

MANUSCRIPTS IN REVIEW OR REVISION

- **Venkatraman, V.**, Dimoka, D., Vo, K., and Pavlou, P., Relative Effectiveness of Print and Digital Advertising: A Memory Perspective (Conditional Acceptance, *Journal of Marketing Research*).
- Cha, H-Y., Boksem, M.A.S., Dietvorst, R.C., Scholz, C., Vo, K., **Venkatraman, V.**, Falk, E.B. and Smidts, A. Neural Signature of Advertisement Liking: Insights into the Psychological Processes of Consumer Valuation and their Temporal Dynamics (Under Review at *Journal of Marketing Research*).
- Rosenthal, E.C., **Venkatraman, V.** and Vaidyanathan, V.S. The Effect of Political Orientation on Strategic Decision Making (Under Review at *Political Behavior*).
- Yoon, S., and **Venkatraman, V.**, To Choose or to Reject: Effect of Decision Mode and Framing on Subsequent Preferences (Risky revision at *Journal of Marketing Research*).
- Lu, T., Karmarkar, U., and **Venkatraman, V.**, Planning to Binge: How Consumers Choose to Allocate Time to View Sequential Versus Independent Media Content (Risky revision at *Journal of Marketing Research*).
- Rosenbaum, G., **Venkatraman, V.**, Steinberg, L., Chein, J. Do adolescents always take more risks than adults? A within-subjects developmental study of

context effects on decision making and processing (Under Review, 2nd round, *PLOS One*).

- Hampton, W. and Venkatraman, V. Gray Area: Societal Implications of Decision Performance Across the Lifespan (Under Review, *Management Business Review Fox Supplement*)

RESEARCH FUNDING - FUNDED

- Research Support for Center for Applied Research in Decision Making, IPSOS Global Science Organization (Dec 2020, **\$27,000**).
- Neural Insights into Adolescent Risk Preferences: An Experience-based Perspective. Brain Research Initiative, Office of Vice Provost of Research Brain Initiative Grants, Temple University (Principal Investigator, **\$10,000 over 2 years**).
- The Role of Physical vs. Digital Media on Brand Marketing and Age (Sep 2017 - June 2018; **\$158,000**). Principal Investigator.
- Understanding how to Optimize a Mixed-media Campaign, Sponsored by United States Postal Service (Sep 2015 - June 2016; **\$140,000**). Co-Investigator with Dr. Angelika Dimoka.
- Neurophysiological Responses to Advertising in Digital and Physical Media, Sponsored by United States Postal Service (Nov 2014 - June 2015; **\$130,000**). Co-Investigator with Drs. Angelika Dimoka and Paul Pavlou.
- Neuro 2.0: Role of Neurophysiological Methods in Predicting Advertising Success, Sponsored by Advertising Research Foundation (Nov 2012 - Dec 2013; **\$286,000**). Co-Investigator with Drs. Angelika Dimoka and Paul Pavlou.
- Age-related Decline in Decision Making: Impact on Retirement Decisions in Older Adults (Scientific Research Network on Decision Neuroscience and Aging Grant for Pilot Studies; 01/12-06/13; **\$22,500**). Principal Investigator
- Impact of In-store Promotions on Consumer Decision Making, Sponsored by Duke/IPSOS Research Center (May 1, 2013 - Aug 30, 2014; **\$20,000**).
- To Explore or Exploit: A Neurally-inspired Model for Incentivizing Employees, Sponsored by Temple Center for International Business Education and Research (Dec 2016 - Sept 2017, **\$5,000**).
- The Role of Physical Versus Digital Media on Brand Marketing: The Moderating Effect of Age (Young Scholars Research Award, Fox School of Business: 01/01/2018 - 06/30/2019; **\$10,000**).
- Mechanisms underlying risky choice in adolescents (Young Scholars Research Award, Fox School of Business; 01/14-01/17; **\$5,500**).

- Age-related Decline in Decision Making: Mechanisms, Implications and Interventions (Young Scholars Research Award, Fox School of Business; 07/15-12/16; **\$5,000**).
- Unconscious Thought Effect: Mechanisms (Young Scholars Research Award, Fox School of Business; 01/14-01/15; **\$2,400**).
- Neural Investigation of Group Decision Making Processes (Young Scholars Research Award, Fox School of Business; 01/12-01/13; **\$3,000**).

REPRESENTATIVE INVITED TALKS AND CONFERENCE ORAL PRESENTATIONS²

- Disrupting System 1 Thinking: Better Science for Better Marketing, ESOMAR 2020 Festival, September 2020.
- Complementary Roles of Heart Rate, EEG and Galvanic Skin Response in Measuring Emotions and Memory: Implications for Marketing, ISMS Marketing Science Virtual Conference, June 2020.
- Leveraging Consumer Neuroscience Insights for Advertising, Conference on Applying Neuroscience to Business, Yokohoma, Japan, September 2019.
- Decision Strategies and Financial Decision Making, Federal Reserve Bank of Philadelphia, Philadelphia, August 2019.
- Leveraging Neuroscience for Business, Summer School in Neuroimaging, Symbiosis International University, Pune, India, June 2019.
- Leveraging Neuroscience for Business, Summer School on Neuroeconomics and Social Neuroscience, Duke University, Durham, NC, June 2019.
- Designing Neuroscience Experiments for Business: Tension between Internal and External Validity, 11th Triennial Choice Symposium, Maryland, May 2019.
- Leveraging Neuroscience for Business: A Memory Perspective, Temple University College of Liberal Arts Seminar Series, Philadelphia, March 2019.
- Leveraging Neuroscience for Business: Tension between Internal and External Validity, Fox School of Business Translational Research Center Seminar Series, Philadelphia, February 2019.
- Relative Effectiveness of Print and Digital Advertisements: Implications from Consumer Neuroscience, Ross School of Business Marketing Seminar Series, Ann Arbor, Michigan, March 2018.
- Neuroforecasting: Converging Evidence, Mechanisms, and Implications, World NeuroMarketing Forum, Singapore, March 2018.
- To Choose or to Reject: The Asymmetric Effect of Decision Frames on Subsequent Preferences, Association of Consumer Research, San Diego, October 2017.

² Does not include conference presentations by co-authors.

- To Choose or to Reject: The Asymmetric Effect of Decision Frames on Subsequent Preferences, Inter-disciplinary Symposium on Decision Neuroscience, Stanford University, June 2017.
- Consumer Neuroscience: Moving Beyond Hype, INSEAD Marketing Seminar, Singapore. Jan 2017.
- Consumer Neuroscience: Moving Beyond Hype, ETH Zurich Neuroeconomics Seminar Series, ETH Zurich, Switzerland, December 2016.
- Neural Predictors of Real-world Market Outcomes, 10th Triennial Choice Symposium, Lake Louise, Alberta, Canada, May 2016.
- Consumer Neuroscience: Moving Beyond Hype, Mahoney Institute for Neurosciences, University of Pennsylvania, Philadelphia, April 2016.
- Consumer Neuroscience: Moving Beyond Hype, Interdisciplinary Institute on Decision Making, NYU, New York, March 2016.
- Consumer Neuroscience: Moving Beyond Hype, NYU-Shanghai, China, March 2016.
- Effectiveness of Physical and Digital Advertising: Insights from Neuroscience, International Conference on Cognition and Emotion, Allahabad, India, December 2015.
- Aging and Decision Making: Process Insights into Variability in Decision Strategies Across Tasks, Rotterdam School of Management, Netherlands, December 2015.
- Overall Probability of Winning Heuristic in Decisions Under Uncertainty and Ambiguity, Association of Consumer Research, New Orleans, October 2015 (Session co-chair).
- From Risky Choice to Annuities: Differential Effects of Aging on Decision Strategies, 4th Consumer Neuroscience Symposium, Miami, August 2015.
- Predicting Advertising Success: New Insights from Decision Neuroscience, Nanyang Technological University, Singapore, July 2015.
- Using Neuroimaging to Predict Population-level Consumer Behavior: Insights from Advertising and Market Response Modeling, European Society for Consumer Psychology, June 2015 (Session co-chair).
- Predicting Advertising Success: New Insights from Decision Neuroscience, Marketing Science Conference, Baltimore, June 2015.
- From Risky Choice to Annuities: Differential Effects of Aging on Decision Strategies, Decision Neuroscience and Aging Conference, Miami, March 2015.
- Using Neuroimaging to Predict Population-level Consumer Behavior: Insights from Advertising and Market Response Modeling, Society for Consumer Psychology, February 2015.
- Predicting Advertising Success: New Insights from Neuroscience and Market Response Modeling, Laurea University, Finland, November 2014.

- Predicting Advertising Success: New Insights from Neuroscience and Market Response Modeling, Inter-disciplinary Symposium on Decision Neuroscience, June 2014.
- Introduction to Consumer Neuroscience, Estee Lauder, New York, USA, January 2014.
- Predicting Advertising Success: New Insights from Neuroscience, IIT Gandhinagar, Gujarat, India, December 2013.
- Predicting Advertising Success: New Insights from Neuroscience, Society of Neuroeconomics Meeting, Lausanne, Switzerland, September 2013.
- How to Apply Neuroscientific Methods to Management Research, Academy of Management Annual Meeting, Lake Buena Vista, FL, August 2013.
- Neuro 2: New Insights for Predicting Advertising Success. Advertising Research Foundation Audience Measurement Conference 8.0, New York, June 2013.
- Strategic Variability and Adaptive Decision Making, Behavioral Economics and Decision Research Center, Cornell University, April 2013.
- Strategic Variability and Adaptive Decision Making, Department of Psychology, Temple University, Philadelphia, September 2012.
- Neuroscience and Management Research, *Academy of Management Annual Meeting, Boston*, August 2012.
- Contextual and Individual Variability in Risky Choice: Eye-tracking Evidence for Multiple Strategies, Duke University, Durham, May 2012.
- Strategic Control in Decision Making Under Uncertainty, Colloquium at LeBow College of Business, Drexel University, Philadelphia, March 2012.
- Neuroeconomics of Risky Choice: From Variables to Strategies, *Colloquium at Indian Institute of Management, Bangalore, India*, December 2011.
- Strategic Control in Decision Making Under Uncertainty, International Conference on Decision Making, University of Allahabad, India, December 2011.
- Neuroeconomics of Risky Choice: From Variables to Strategies, *Cognitive Neuroscience Laboratory, Singapore*, November 2011.
- Strategic Variability and Adaptive Decision Making, *Colloquium at Columbia Business School*, New York, November 2011.
- Effects of Sleep Deprivation and Aging on Risky Choice, *Society of Judgment and Decision Making*, November 2011.
- Variability in Social and Nonsocial Framing Effects, *Association of Consumer Research Annual Meeting, St. Louis*, October 2011.
- Contextual and Individual Variability in Risky Choice: Evidence for Multiple Strategies, *SPUDM 23, London, UK*, August 2011.
- Strategies and Individual Differences in Decision Making, *Academy of Management Annual Meeting, San Antonio*, August 2011.

- Strategic Variability in Decision Making: Mechanisms and Implications for Neuroanatomy of Cognitive Control, *Colloquium at University of Wisconsin-Madison*, Madison, December 2010.
- Strategies and Individual Differences in Decision Making, *Colloquium at Wharton School of Business*, Philadelphia, September 2010.
- Mechanisms Underlying Strategic Variability in Risky Choice, *Interdisciplinary Symposium on Decision Neuroscience*, Philadelphia, September 2010.
- Mechanisms Underlying Strategic Variability in Economic Decision Making, *Cognitive Neuroscience Society Annual Meeting*, April 2010.
- Individual Differences in Decision Strategies, *Society of Judgment and Decision Making*, Nov 2009.
- The Neuroeconomics of Risky Choice. Department of Accountancy, University of Illinois, Urbana Champaign, Mar 2009.
- Invited discussant for Consumer Neuroscience Round Table at Annual Meeting of *Association of Consumer Research*, San Francisco, Oct 2008
- Effects of Sleep Deprivation on Risky Decision Making Strategies, *Society for Neuroscience*, Nov 2008.
- Strategic Variability in Human Risky Decision Making. Max-Planck Institute for Human Development, Berlin, Jul 2008.
- Sleep Deprivation Leads to Enhanced Optimism and Reduced Concern for Losses, *Society for Neuroscience*, Nov 2006.

PROFESSIONAL ACTIVITIES

- Chief Organizer, Virtual Conference on Decision Neuroscience, June 2020.
- Editorial Review Board, *Journal of Behavioral Decision Making*.
- Co-organizer, Workshop titled “*From Individual Decision Making to the Population: Promises and Challenges for Decision Neuroscience*” at **11th Invitational Triennial Choice Symposium**, Maryland (May 2019).
- Co-organizer, **Annual Inter-disciplinary Symposium on Decision Neuroscience**, 2011-2019.
- **Chair**, Early Career Awards Committee, Society for Neuroeconomics (2017-18).
- **Associate Editor**, International Conference on Information Systems (2016), General IS Track.
- Organizer, **Neuroscience in Strategic Management**, Pre-conference for Academy of Management, Temple University, Aug 2014.
- Co-organizer, **Symposium on Consumer Neuroscience**, University of Miami, September 2012.
- **Ad hoc Reviewer** for *Journal of Consumer Research*, *Journal of Consumer Psychology*, *Journal of Marketing Research*, *NeuroImage*, *Journal for Business*

Ethics, Journal of Behavioral Decision Making, Management Science, MIS Quarterly, Organization Behavior and Human Decision Processes, NeuroImage, Journal of Cognitive Neuroscience, Journal of Neuroscience Economics and Psychology, Computers in Human Behavior, Psychological Science, and Proceedings of National Academy of Sciences.

TEACHING

- Associate Professor, **Temple University** (July 2018 - present)
 - Seminar in Behavioral Decision Making (PhD Seminar)
 - Database Systems in Marketing and Management (Undergraduate course)
 - Outsmarting your Decision Biases: Insights from Behavioral Economics (Executive DBA course)
 - Outsmarting your Decision Biases: Insights from Behavioral Economics (Undergraduate pilot course)
 - Integrative Perspectives on Business Knowledge (Executive DBA course).
- Assistant Professor, **Temple University** (July 2011 - June 2018)
 - Fundamentals of Marketing Research (Undergraduate core course)
 - Database Systems in Marketing and Management (Undergraduate course)
 - Essentials of Marketing Research (MBA/MS course)
 - Market Intelligence (MBA/MS course)
 - Introduction to Decision Neuroscience (PhD Seminar)
- Visiting Lecturer at **INSEAD, Singapore** (July 2015)
 - PhD Seminar/workshop on Neuroscience and Management
- Lecturer, **Duke University** (June 2010)
 - Introduction to Cognitive Psychology

STUDENT MENTORSHIP

Advisor or Co-advisor of PhD Candidates

- Sangsuk Yoon, Department of Marketing, Fox School of Business, Temple University (Advisor). Tenure-track faculty in Marketing at University of Dayton.
- Gail Rosenbaum, Department of Psychology, Temple University (Co-advisor). Post-doctoral Researcher at NYU.
- William Hampton, Interdisciplinary Program in Decision Neuroscience (Co-advisor). Post-doctoral Researcher at Institute of Marketing, University of St. Gallen, Switzerland.

Dissertation Committee

- Patricia Ciavarello, Executive DBA, Fox School of Business, Temple University.

- Eunbin Whang, Interdisciplinary studies, Fox School of Business, Temple University.
- Biyun Hu, Department of Human Resource Management, Fox School of Business, Temple University
- Johnny Graham, Department of Marketing, Fox School of Business, Temple University
- Andy Reinaker, Department of Marketing, Fox School of Business, Temple University
- Kylie Alm, Department of Psychology, Temple University
- Harry Wilmer, Department of Psychology, Temple University
- Ryann Reynolds-Mclinay, Department of Marketing, Fox School of Business, Temple University
- Nicole Senecal, University of Pennsylvania
- Primidya Susilo, Department of Marketing, Fox School of Business, Temple University

MEDIA AND EXTERNAL COVERAGE OF RESEARCH

- **Strategic Biases in Decision Making (2009)**. Articles: Newsweek, Huffington Post, Science World - Public Radio International, Folha (Brazil).
- **Sleep deprivation in Decision Making (2011)**. Radio Interview: BBC. Articles: Healthday News, New Scientist, The Independent (UK), Time Magazine (Healthland, online), LA Times, healthfinder.gov, Straits Times (Singapore).
- **Advertising Research and Neurophysiological Methods (2014)**. Articles: Technically Philly, Science magazine, Forbes, Temple Today. Podcast: Neuromarketingblog. Coverage in WHYY (Philadelphia NPR).
- **United States Postal Service Project (2017)**. Articles: Forbes, Philly voice.