

Program

Friday, September 16

6:30 PM **Opening Reception**

Saturday, September 17

8:00 AM **Continental Breakfast**

8:45 **Welcome**

Angelika Dimoka

Director, Center for Neural Decision Making, Temple University

8:50 **Opening Remarks**

M. Moshe Porat

Dean and Laura H. Carnell Professor, Fox School of Business, Temple University

9:00 **Session 1: Decision Neuroscience: Potential and Challenges**

Chaired by: Drazen Prelec, MIT

9:00 **Why bother with the brain? Guidelines for using neuroscience data to understand (consumer) behavior**

Scott Huettel, Duke University

9:25 **Publishing neuroscience research in marketing**

Stacy Wood, North Carolina State University

9:50 **Racial neutrality and racial paralysis**

Mike Norton, Harvard University

10:15 **Coffee Break**

10:45 **Session 2: Social Conformity and Decision Making**

Chaired by: Angelika Dimoka, Temple University

10:45 **Implicit signals in small group settings and their impact on the expression of cognitive capacity and associated brain responses**

Read Montague, Virginia Tech

- 11:10 **From neural responses to population behavior: neural focus group predicts population level media effects**
Emily Falk, University of Michigan
- 11:35 **Winning in a social environment is more rewarding than succeeding alone: the neural basis of social comparison**
Giorgio Coricelli, University of Southern California
- 12:00 **Conforming to the in-group: a neurobiological perspective**
Ale Smidts, Erasmus University
- 12:25 PM Lunch**
Plenary session: "Funding opportunities at NSF and a few do's and don'ts of proposal submission"
Jon Leland, Program Director - Decision, Risk and Management Sciences, Division of Social and Economic Sciences, National Science Foundation
- 2:00 Session 3: Decision Making under Uncertainty and Risk**
Chaired by: Vinod Venkatraman, Temple University
- 2:00 **Neural correlates of anticipation risk reflect risk preferences**
Bernd Weber, Bonne University
- 2:25 **Exploring the causes of indecisiveness: an opportunity for decision neuroscience?**
Craig Fox, University of California Los Angeles
- 2:50 **The role of emotional processing in risk and attribute framing**
William Hedgcock, University of Iowa
- 3:15 **Heterogeneity in the neural substrates of time perception and time discounting**
Joe Kable, University of Pennsylvania
- 3:40 Coffee Break**
- 4:10 Session 4: Social Influence on Decision Making**
Chaired by: Carolyn Yoon, University of Michigan
- 4:10 **A neural predictor of cultural popularity**
Gregory Berns, Emory University
- 4:35 **More than just "sex sells": the impact of social context on nucleus accumbens activity and status signaling**
Adam Craig, University of South Florida

5:00 **Social thinking is for prosocial doing: neuroimaging studies of altruistic behavior**

Adam Waytz, Northwestern University

7:30 Social Event – Union League

Sunday, September 18

8:00 AM Continental Breakfast

9:00 Session 5: Neuromarketing and Consumer Neuroscience

Chaired by: Drazen Prelec, MIT

9:00 **Health claims, overeating, and flavor intensity: behavioral and fMRI insights into the American paradox of low-fat food and high-fat people**

Hilke Plassman, INSEAD

9:25 **How the brain can be tricked into eating less: neural substrates of food choice**

Martin Reimann, University of Southern California

9:50 **Assessing the neural responses to dimensions of brand personality**

Ming Hsu, University of California Berkeley

10:15 **Manipulating basic taste receptor functioning to explore how extrinsic cues affect experienced consumption utility**

Baba Shiv, Stanford University

10:40 Coffee Break

11:10 Panel Discussion: Using Neuroscience Methods to Answer Research Questions: Bridging the Gap between Academia and Practice

Moderated by: Jim Thompson, Temple University

Panel Members: Scott Huettel, Duke University

Read Montague, Virginia Tech

Mark Mallardi, Emsense

Carl Marci, Innerscope

Stacy Lynn Schulman, Turner Broadcasting

Horst Stipp, Advertising Research Foundation

Robert Woodard, Advertising Research Foundation

Carolyn Yoon, University of Michigan

- 12:40** **Lunch**
- 2:00** **Session 6: Neuromarketing and NeuroIS: Questions, Tools, and Techniques**
Chaired by: Angelika Dimoka, Temple University
- 2:00 **How to capture consumer attention: insights from vision neuroscience**
Mili Milosavljevic, Stanford University
- 2:25 **What did you just say? How subconscious affective processing and choice of collaborative technology distort the fidelity of received messages**
Alan Dennis, Indiana University
- 2:50 **The shopping brain: math anxiety modulates brain responses to buying decisions**
William Jones, Wayne State University
- 3:15 **Using fMRI and DTI to discover how learning to program changes the connectivity and function of student brains**
Eric Walden, Texas Tech
- 3:40** **Closing Remarks**
William E. Aaronson
Associate Dean for Graduate Programs and Research, Fox School of Business,
Temple University