

June 3rd to 5th

Interdisciplinary Symposium
on Decision Neuroscience

Fox School of Business, Temple University
Philadelphia, PA



AGENDA

Friday, June 3rd

- 12:00 pm Shuttle departs Sonesta Hotel
1800 Market Street
- 12:30 pm Lunch and Networking
1st Floor Commons, Alter Hall
- 1:50 pm **Opening Remarks**
7th Floor Commons, Alter Hall
Angelika Dimoka, *Director, Center for Neural Decision Making, Temple University*
M. Moshe Porat, *Dean, Fox School of Business, Temple University*
Michele Masucci, *Vice President for Research Administration, Temple University*
- 2:00 pm **“Consumer Neuroscience 2020”**
Panel Presentation
- Organizers:** Uma Karmarkar, *Harvard Business School*
Vinod Venkatraman, *Temple University*
- Panelists:** Kimberly R. Clark, *Merchant Mechanics*
Manuel Garcia Garcia, *Advertising Research Foundation*
Andrew Smith, *The Hershey Company*
Michael E. Smith, *Nielsen Consumer Neuroscience*
Carolyn Yoon, *University of Michigan*
- 3:15 pm Break
- 3:45 pm **“Consumer Neuroscience 2020”**
Panel Discussion
- 5:00 pm Poster Session and Cocktails
1st Floor Commons, Alter Hall

- 6:00 pm Shuttle departs for Formal Opening Reception
- 6:30 pm Formal Opening Reception
Independence Visitor Center, 1 N. Independence Mall West
- 9:00 pm Shuttle departs for Sonesta Hotel

Saturday, June 4th

- 7:40 am Shuttle departs Sonesta Hotel
- 8:00 am Breakfast and Networking
7th Floor Commons, Alter Hall
- 9:00 am **Session 1: Value and Preferences**
- Chair: Uma Karmarkar, *Harvard Business School***
- 9:00 am Russell Poldrack, *Stanford University*, **Automatic influences on value**
- 9:25 am Daphna Shohamy, *Columbia University*, **Memory, value and choices in the human brain**
- 9:50 am Jaime J. Castellon, *Vanderbilt University*, **Monoamine oxidase A: A genetic marker of social reward preferences**
- 10:15 am Break
- 10:45 am **Session 2: Consumer Neuroscience**
- Chair: Carolyn Yoon, *University of Michigan***
- 10:45 am Emily Falk, *University of Pennsylvania*, **Value-based virality: How ideas spread from brain to brain**
- 11:10 am Hang-ye Chan, *Erasmus University*, **Which brands go together? Neural response patterns during visual imagery of consumer brands are associated with subsequent evaluations on co-branding**
- 11:35 am Steven J. Stanton, *Oakland University*, **Testosterone administration reduces loss aversion and modifies consumer preferences**
- 12:00 pm Ronen Zilberman, *N*, **Neural measures of engagement predict negative preferences in live political debates**
- 12:30 pm Lunch
1st Floor Commons, Alter Hall

- 2:00 pm **Session 3: Applied Decision Neuroscience**
7th Floor Commons, Alter Hall
- Chair: Angelika Dimoka, *Temple University***
- 2:00 pm Michael Platt, *University of Pennsylvania*, **Foraging for information in prefrontal cortex**
- 2:25 pm Anthony Jack, *Case Western Reserve University*, **Beyond psychology to the neuroscience of decision making: Not just dual, but also dueling processes**
- 2:50 pm Rebecca K. Helm, *Cornell University*, **Covariations of brain activation with reported criminal behaviors when making risky choices: A fuzzy-trace theory approach to understanding crime in the brain**
- 3:15 pm Break
- 3:45 pm **Session 4: Risk and Discounting**
- Chair: Vinod Venkatraman, *Temple University***
- 3:45 pm Milica Mormann, *University of Miami*, **Testing theories of risky choice using behavioral and eye-tracking data**
- 4:10 pm Crystal Reeck, *Temple University*, **Something in the eyes: Information search strategies both reveal and shape intertemporal choice**
- 4:35 pm Gregory Samanez-Larkin, *Yale University*, **Adult age differences in discounting across domains: Increased discounting of social and health-related rewards**
- 5:00 pm Rosa Li, *Duke University*, **Reason's enemy in not emotion: Engagement of cognitive control networks explains biases in gain/loss framing**
- 5:30 pm Shuttle departs for Sonesta Hotel
- 6:40 pm Shuttle departs for Social Event
- 7:00 pm Social Event
Waterfront Square, 901 North Penn Street, Philadelphia PA 19123
- 9:30 pm 1st Shuttle departs for Sonesta Hotel
- 10:00 pm 2nd Shuttle departs for Sonesta Hotel

Sunday, June 5th

- 8:10 am Shuttle departs Sonesta Hotel
- 8:30 am Breakfast and Networking
7th Floor Commons, Alter Hall
- 9:30 am **“Societal and ethical implications of decision neuroscience” Panel Discussion**
- Organizer:** Joe Kable, *University of Pennsylvania*
Panelists: Martha Farah, *University of Pennsylvania*
Diana Robertson, *University of Pennsylvania*
Gregory Samanez-Larkin, *Yale University*
- 10:45 am Break
- 11:15 am **Session 5: Information Processing**
- Chair:** Crystal Reeck, *Temple University*
- 11:15 am Gideon Nave, *Caltech*, **Extrapolative beliefs in perceptual and economic decisions: Evidence of a common mechanism**
- 11:40 am Michael Shadlen, *Columbia University*, **Influence of noise volatility on choice, reaction time and confidence: A neurobiological perspective**
- 12:05 pm Sean O’Bryan, *Texas Tech University*, **Reactivation strength underlies successful stopping in self-paced learning**
- 12:30 pm Lunch and Closing Remarks
7th Floor Commons, Alter Hall
**Boxed Lunches will be served so attendees can depart after closing remarks*
- 1:10 pm Shuttle departs for Sonesta Hotel