Center for Neural Decision Making

Fox School of Business
Temple University

Co-hosted by MIT and the University of Michigan

3rd Annual

Interdisciplinary Symposium on

Decision Neuroscience

May 3rd – 5th, 2013
MBA Commons, 7th Floor
Alter Hall

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Organizing Committee:

Angelika Dimoka Temple University
Drazen Prelec MIT
Vinod Venkatraman Temple University
Carolyn Yoon University of Michigan

Center for Neural Decision Making

Fox School of Business, Temple University

The Center for Neural Decision Making (CNDM) is directed by Professor Angelika Dimoka, and is comprised of academic researchers and industry partners interested in the potential of brain imaging to drive both theory and practice. The Center was founded through the generous support of the Fox School of Business and Management and the Institute for Business and Information Technology (IBIT).

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

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Program

Friday, May 3
Neuroscience in Practice: Where Minds Intersect

12:00 PM **Lunch**

1:00 **Session 1: Consumer Neuroscience: Bridging the Gap Between Research and Practice**

1:00 **Consumer neuroscience: Progress and promises**
Vinod Venkatraman, Temple University

1:10 **Brain activity correlates of television advertising effectiveness**
Richard Silberstein, Neuro-Insight, Swinburne University of Technology

1:30 **Examples of validation in consumer neuroscience from Innerscope Research**
Carl David Marci, Innerscope Research, Massachusetts General Hospital, Harvard Medical School

1:50 **Neuroscience applications for advertising and branding insights**
Karl Rosenberg, MSW Neuroscience

2:10 **Neuroscience and behavior change**
Emily Falk, University of Michigan

2:25 **"Neuro 2.0": An academia - practice research study**
Paul A. Pavlou, Temple University

2:35 **Coffee Break**

3:00 **Session 2: Constructs in Consumer Neuroscience: Definitions, Methods, and Best Practices**
Leaders from academia and practice join in discussions on how to define key constructs commonly used in practice, and identify the best neuroimaging and physiological tools to measure them.

7:00 PM **Opening Reception**

Saturday, May 4

8:00 AM **Continental Breakfast**

8:50 **Welcome**
Angelika Dimoka
Director, Center for Neural Decision Making, Temple University

9:00 **Opening Remarks**
M. Moshe Porat
Dean and Laura H. Carnell Professor, Fox School of Business, Temple University

Michele M. Masucci
Vice Provost for Research and Graduate Education, Temple University

9:15 **Session 1: Decision Neuroscience – Yesterday, Today and Tomorrow**
Chaired by: Drazen Prelec, MIT

9:15 **Decision neuroscience: Where have we been, where are we going?**
Paul Glimcher, New York University

9:40 **Identifying emotions on the basis of neural activation**
George Loewenstein, Carnegie Mellon University

10:05 **Predicting the choice of a subject before it was made, using direct recording from the human brain**
Moran Cerf, New York University

10:30 **Coffee Break**

11:00 **Session 2: Influencing Consumer Choice**
Chaired by: Carolyn Yoon, University of Michigan

11:00 **Neuro-cultural mechanisms of choice justification**
Shinobu Kitayama, University of Michigan

11:25 **Paying it forward: Generalized reciprocity and the limits of generosity**
Michael Norton, Harvard Business School

11:50 **Reward substitution: How consumers can be incentivized to choose smaller food portions**
Martin Reimann, University of Southern California
Antoine Bechara, University of Southern California

12:15 PM Lunch
Poster Session

2:00 Session 3: Risky Choice
Chaired by: Vinod Venkatraman, Temple University

2:00 **Individual differences in gist representation versus sensation-seeking in neuroimaging of framing effects**
Valerie Reyna, Cornell University

2:25 **Asymmetric belief formation in human brain**
Tali Sharot, University College of London

2:50 **Personality influences intertemporal choice: Behavioral and brain evidence**
Joshua Manning, MIT

3:15 **Rational preference reversals in real time**
Joseph McGuire, University of Pennsylvania

3:40 Coffee Break

4:15 Data Blitz

7:30 PM Social Event – Water Works Restaurant and Lounge

Sunday, May 5

8:30 AM **Continental Breakfast**

9:30 **Session 4: Neuromarketing and Consumer Neuroscience**
Chaired by: Antoine Bechara, University of Southern California

9:30 **Building multi-dimensional models of human choice**
Read Montague, Virginia Tech & University College of London

9:55 **Predicting consumer attention and choice: Insights from computational neuroscience**
Milica Mormann, University of Miami

10:20 **Sleep on It? The effects of sleep on subjective preference-based choice**
Uma Karmarkar, Harvard Business School

10:45 **Coffee Break**

11:15 **Session 5: Tools and Advances in Decision Neuroscience**
Chaired by: Angelika Dimoka, Temple University

11:15 **Do EEG oscillations predict consumer choice?**
Ale Smidts, Erasmus University

11:40 **Correlation and causation: understanding and altering decision-making in the human brain**
Sameer Sheth, Columbia University Medical Center

12:05 **Using fNIR to study the effects of music on behavior**
David Gefen, Drexel University

12:30 PM **Lunch and Closing Remarks**
William E. Aaronson
Associate Dean for Graduate Programs and Research, Fox School of Business, Temple University

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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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