

2009 NeuroPsychoEconomics Conference Program

LIFE&BRAIN Center Bonn and UNIVERSITY OF BONN
(LIFE& BRAIN Center and Lehrgebäude der Medizinischen Fakultät Bonn,
Sigmund-Freud-Strasse 25, Bonn, Germany 53127)

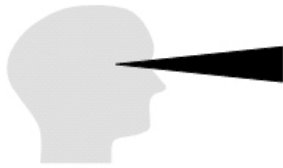
Presentations will be held in English.

October 5, 2009

- 10:00AM-12:00 PM: Pre-conference workshop
Functional magnetic resonance imaging (fMRI)
Klaus Fliessbach, University of Bonn
Location: LIFE&BRAIN Center, Seminar Room, Sigmund-Freud-Strasse 25, Bonn
- 01:00-03:00 PM: Pre-conference workshop
Personality genetics
Martin Reuter, University of Bonn
Location: LIFE&BRAIN Center, Seminar Room, Sigmund-Freud-Strasse 25, Bonn
- 04:00-05:30 PM: Annual meeting of the editorial boards of
NeuroPsychoEconomics and the
Journal of Neuroscience, Psychology, and Economics
(Limited to editorial board members only)
Location: LIFE&BRAIN Center, Seminar Room, Sigmund-Freud-Strasse 25, Bonn
- 06:00-07:00 PM: Registration
Location: Foyer of the LIFE&BRAIN Center, Sigmund-Freud-Strasse 25, Bonn
- 06:00-07:00 PM: Reception
Location: Foyer of the LIFE&BRAIN Center
- 07:00-10:00 PM: Bonn nightlife
Meeting point: Foyer of the LIFE&BRAIN Center
Location: Bonn City (exact location to be announced during the reception)
(paid on your own)

October 6, 2009

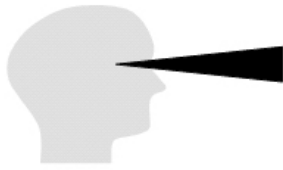
- 08:00 AM: Registration and poster session
Location: Foyer of Hörsaal of the Lehrgebäude der Medizinischen Fakultät Bonn,
Sigmund-Freud-Strasse 25, Bonn
- 09:00 AM: Welcome note by the conference chair
Bernd Weber, University of Bonn
Location: Hörsaal
- 09:30 AM: Key note speech:
*Functional imaging study of reciprocity in personal and anonymous exchange: The
role of faces*
Daniel Houser, George Mason University
Location: Hörsaal



NeuroPsychoEconomics

Conference

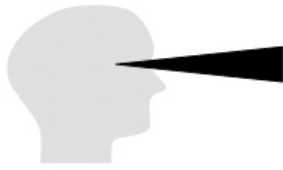
- 10:30 AM: Poster session and coffee break
Location: Foyer of Hörsaal
- 11:00 AM: Competitive paper session I
- Track: Consumer & Organizational Behavior**
Track chairs:
Peter Kenning, Zeppelin University
Angela Poech, Munich University of Applied Sciences
Location: Hörsaal
- 11:00 AM: *A neuroeconomic perspective on uncertainty and reward of strategic decision-making*
Michl, Taing, Schützeichel, Welpé
- 11:30 AM: *Homo reciprocans – A neoclassical rationale for stakeholder theory*
Herold
- 12:00 AM: *The importance of being emotional: How do positive and negative emotions affect the entrepreneurial process?*
Grichnik, Smeja, Welpé
- 12:30 AM: *Customer clusters in neuromarketing and their potential for health care*
Sohn, Kaltenecker, Schätzlein, Schöffski
- 01:00 PM: Buffet Lunch
(included in conference fee)
Location: Foyer of Hörsaal
- 02:00 PM: Award speech and best paper award ceremony:
The neural correlates of social influence
Ale Smidts, Erasmus University Rotterdam
Location: Hörsaal
- 03:00 PM: Poster session and coffee break
Location: Foyer of Hörsaal
- 03:30 PM: Competitive paper session II
- Track: Behavioral Economics & Neuroeconomics**
Track chairs:
Bernd Weber, University of Bonn
Thomas Ramsøy, Copenhagen Business School
Location: Hörsaal
- 03:30 PM: *Comparing the neural basis of decision making in social dilemmas of people with different social value orientations – An fMRI study*
Emonds, Declerck, Boone, Vandervliet, Parizel
- 04:00 PM: *Association of hormones with risk taking of men and women in different sessions of a day*
Akyatan, Oran



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- 04:30 PM: *Genetically determined differences in human trust behavior: The role of the oxytocin receptor gene*
Reuter, Montag, Altmann, Bendlow, Elger, Kirsch, Becker, Schoch, Simon, Weber, Falk
- 05:00 PM *Neural responses to violations of the equity principle*
Fliessbach, Phillipps, Trautner, Schnabel, Elger, Falk, Weber
- 05:30 PM: Good bye note by the conference chair
Bernd Weber, University of Bonn
Location: Hörsaal
- 05:45 PM: End

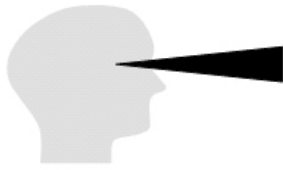


2009 NeuroPsychoEconomics Poster Session

Poster sessions will take place between 08:00 and 09:00 AM, 10:30 and 11:00 AM, and 03:00 and 03:30 PM in the “Foyer of Hörsaal” of the Lehrgebäude der Medizinischen Fakultät Bonn, Sigmund-Freud-Strasse 25, Bonn.

Poster session participants must display their poster by 05:00 PM on Monday, October 5, 2009 at designated spaces in the Foyer of Hörsaal.

- P1** *Brands and the mirror neurons system*
Santos, Seixas, Brandao, Moutinho
- P2** *The affect heuristic in finance*
Merkle
- P3** *Why do people cooperate? A review on the neuroeconomics of prosocial decision-making*
DeClerck, Emonds, Boone
- P4** *Audio branding – A review*
Koller, Roumié, Brenner
- P5** *Mental health of Thai industrial executives*
Wattanasup, Krusong, Kalayasiri
- P6** *Decision and behavior in ultimatum game with multi targets*
Chen, Lin, Yang
- P7** *On the beauty-contest experiments: Is intelligence relevant?*
Chen, Yang, Du
- P8** *The framing of foods – Neural correlates of buying organic*
Linder, Uhl, Fließbach, Trautner, Elger, Weber
- P9** *Is risk aversion caused by a hyperresponsive risk prediction signal?*
Rudorf, Reuter, Preuschoff, Elger, Weber
- P10** *The influence of extrinsic rewards on intrinsic motivation*
Albrecht, Abeler, Falk, Weber
- P11** *Genetic polymorphisms modulate reward-sensitivity and delay discounting*
Neuhaus, Montag, Trautner, Newport, Reuter, Elger, Fink, Weber



NeuroPsychoEconomics

Conference

Conference fee

The conference fee is reduced for members of the Association for NeuroPsychoEconomics (apply for membership at <http://www.jnpe.org/> or <http://www.neuropsychoeconomics.org/>). Conference fees include the NeuroPsychoEconomics Conference Proceedings, coffee breaks, award lunch, and conference beverages. You are also entitled to participate in the pre-conference workshops.

- Students (members): 110 Euro
- Students (non-members): 195 Euro
- Scientists (members): 195 Euro
- Scientists (non-members): 320 Euro
- Practitioners (members): 320 Euro
- Practitioners (non-members): 460 Euro

Please register online at <http://www.jnpe.org/> or <http://www.neuropsychoeconomics.org/>.

Accommodations

A limited number of rooms are available for a special conference rate. Mention the keyword "Neuro" when booking your room. Since short-term prices may vary you might want to check current prices posted on the hotels' websites before booking the conference rate.

Dorint Venusberg

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Bonn, Germany 53127
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Fax.: +49-(0)228-288-100
info.bonn-venusberg@dorint.com
www.dorint.com/bonn
Single occupancy: Euro 140
Without breakfast
Breakfast buffet (20 Euro/person)
Including Minibar, Garage, Health Club with Pool,
Sauna and Spa

President Hotel

Clemens-August-Str. 32-36
Bonn, Germany 53115
Tel.: +49-(0)228-7250-555
Fax.: +49-(0)228-7250-72
info@presidenthotel.de
www.presidenthotel.de
Single occupancy: Euro 82, 4.10.09-5.10.09
Single occupancy: Euro 104, 5.10.-6.10.09
Double occupancy: Euro 105, 4.10.09-5.10.09
Double occupancy: Euro 124, 5.10.09-6.10.09
Including breakfast buffet

Sternhotel Bonn

Markt 8
Bonn, Germany 53111
Tel.: +49-(0)228-72670
Fax.: +49-(0)228-7267125
info@sternhotel.de
www.sternhotel.de
Single occupancy: Euro 85, 4.10.09-5.10.09
Single occupancy: Euro 125, 5.10.09-6.10.09
Double occupancy: Euro 115, 4.10.09-5.10.09
Double occupancy: Euro 165, 5.10.-6.10.09
Including breakfast