



2012 NeuroPsychoEconomics Conference Program

Conference Theme:

“Integrating Neuroscience with Research in Economics, Management, and Marketing”

ERASMUS UNIVERSITY, ROTTERDAM SCHOOL OF MANAGEMENT

(Woudestein Campus, Burgemeester Oudlaan 50, 3062 PA Rotterdam, The Netherlands)

June 14, 2012

01:00 PM: **Pre-Conference Workshops** (*attendance is free for conference participants*):

Theme: Advances in Neuroscientific Methods

Location: T-building: T03-20

01:00 PM: *fMRI*

Erno Hermans, Donders Institute for Brain, Cognition and Behaviour

01:45 PM: *EEG*

Maarten Boksem, Rotterdam School of Management & Donders Institute for Brain, Cognition and Behaviour

02:30 PM: Coffee break

03:00 PM: *TMS*

Lennart Verhagen, Donders Institute for Brain, Cognition and Behaviour

03:45 PM: *Hormones*

Inge Volman, Donders Institute for Brain, Cognition and Behaviour

04:30 PM: Short break

04:45 PM: *Genetics*

Daniel von Rhein, Donders Institute for Brain, Cognition and Behaviour

05:30-06:30 PM: Reception

Location: J-building: Maria's Cantina

05:30-06:30 PM: Registration

Location: J-building: Maria's Cantina

06:30-10:00 PM: Rotterdam Nightlife

Meeting point: J-building: Maria's Cantina

Location: t.b.a.

(for your own account)

June 15, 2012

- 08:00-09:00 AM: Annual meeting of the editorial board of the *Journal of Neuroscience, Psychology, and Economics* (editorial board members only please)
JNPE Co-Editors: Daniel Houser and Bernd Weber
ANPE Co-Presidents and Co-Conference-Chairs: Ale Smidts and Alan Sanfey
ANPE Co-Executive Directors: Martin Reimann and Oliver Schilke
Location: T-building: T10-67
- 08:30 AM: Registration
Location: M-building: Foyer of Forum Room (M3-15)
- 08:30 AM: Early bird coffee break
Location: M-building: Foyer of Forum Room (M3-15)
- 09:15 AM: Welcome note by the conference co-chairs
Ale Smidts, Rotterdam School of Management
Alan Sanfey, Radboud University Nijmegen
Location: M-building: Forum Room (M3-15)
- 09:30 AM: Keynote speech
Neural mechanisms underlying valuation and decision-making in social contexts
John O'Doherty, California Institute of Technology
Location: M-building: Forum Room (M3-15)
- 10:30 AM: Poster session I & coffee break / morning snack
Location: M-building: Foyer of Forum Room (M3-15).
- 11:00 AM: **Session I:**
- Track: Regulating Emotions in Financial Decision Making**
Track chair: Daniel Houser, George Mason University
Location: M-building: Forum Room (M3-15)
- 11:00 AM: *Emotion regulation and trader expertise: heart rate variability on the trading floor*
Fenton-O'Creevy, Lins, Vohra, Richards, Davies, Schaaff
- 11:25 AM: *Paying attention to emotions pays off: emotion regulation training improves financial decision-making*
van Overveld, Mehta, Smidts, Figner, Lins
- 11:50 AM: *Influence of emotional pictures on bidding behavior*
Astor, Adam, Krämer
- 12:15 PM: *Joy leads to overconfidence – and a simple remedy*
Koellinger, Michl
- 12:40 PM: *Implementation intentions as self-regulation enhancer to overcome the seduction of impulsive buying*
Kopton, Preilowski, Kenning

Track: Decision Neuroscience & Aging
Track chair: Monika Koller, WU Vienna
Location: M-building: Aberdeen (M3-03)

11:00 AM: *Decision making and error monitoring in elderly employees*
Gajewski, Frießem, Zülch, Falkenstein

11:25 AM: *Should I gamble or not? On the relationship between decision making under uncertainty, brain function, and age*
Sproten, Sharvit, Diener, Fiebach, Schwieren

11:50 AM: *Does the association of age with loss aversion have a neural basis?*
Viswanathan, Lee, Gilman, Raman, Kim, Lee, Schultz, Kuster, Carey, Calder, Mulhern, Breiter

12:15 PM: *The relationship between personality and illness: a TCI meta-analysis*
Sohn, Kaltenecker, Schoeffski

12:40 PM: *The entrepreneurial personality: lessons for student's education*
Huber, Poech, Brodie

01:05 PM: Lunch
(included in conference fee)
Location: M-building: Foyer of Forum Room (M3-15)

02:00 PM: Meet-the-editors of the *Journal of Neuroscience, Psychology, and Economics (JNPE)*
Daniel Houser and Bernd Weber, *JNPE* Co-Editors
Location: M-building: Forum Room (M3-15)

02:15 PM: On the state of the *Association for NeuroPsychoEconomics*
Oliver Schilke, *ANPE* Executive Director
Location: M-building: Forum Room (M3-15)

02:30 PM: Blitz presentations of the best posters
Location: M-building: Forum Room (M3-15)

03:00 PM: Poster session II & coffee break / afternoon snack
Location: M-building: Foyer of Forum Room (M3-15)

03:30 PM: **Session II:**

Track: Social Neuroscience: Cooperation, Trust & Hormones
Track chair: Theresa Michl, Ludwig Maximilian University Munich
Location: M-building: Forum Room (M3-15)

03:30 PM: *Social risk and ambiguity preferences in trust decision*
Fairley, Sanfey, Vyrastekova, Weitzel

03:55 PM: *Temptation to free ride under uncertain punishment is ameliorated by behavioural inhibition*
Skatova, Ferguson

04:20 PM: *Can genotype predict player type?*
Mertins, Schote, Meyer

04:45 PM: *The impact of testosterone administration on trust, risk, betrayal, and reciprocity*
Boksem, Mehta, van den Bergh, van Son, Sanfey, Smidts

05:10 PM: *The herding hormone: oxytocin motivates in-group conformity*
Stallen, De Dreu, Shalvi, Smidts, Sanfey

Track: Decision Neuroscience & Behavioral Economics
Track chair: Klaus Fliessbach, University Hospital Bonn
Location: M-building: Aberdeen (M3-03)

03:30 PM: *Do people have a preference for increasing or decreasing pain? An experimental comparison of psychological and economic measures in health related decision making*
Kroll, Trarbach, Vogt

03:55 PM: *Individual differences in self control in a time discounting task*
Waegeman, Declerck, Boone, Van Hecke, Parizel

04:20 PM: *Variations in the experience of anticipation and corresponding neural activation*
Calder, Viswanathan, Kuster, Kim, Raman, Block, Caywood, Lee, Gilman, Mulhern, Blood, Breiter

04:45 PM: *Depression, media usage and purchase behavior*
Block, Blood, Caywood, Lee, Carey, Cho, Shalowitz, Breiter, Mulhern, Calder, Schultz

Track: Consumer Behavior & Neuromarketing
Track chair: Marco Hubert, Zeppelin University
Location: M-building: Auckland (M3-04)

03:30 PM: *Merging neuromarketing into practice*
Zurawicki

03:55 PM: *National brands versus own-label brands: the influence of price and respective neural imprints*
Santos, Martins, Ferreira, Ramalho, Seixas

04:20 PM: *Neural correlates of consumer response to cause-related marketing*
Jo, Kim, Jeong

04:45 PM: *Evaluating the concept of “image-in-use” based on biological information*
Shirahada, Suzuki, Kosaka

05:10 PM: *Don't treat others better than me: drivers and outcomes of customer envy*
Wobker, Kenning

05:45 PM: Best paper award ceremony
Location: M-building: Forum Room (M3-15)

06:00 PM: Good bye note from the conference chairs
Ale Smidts, Rotterdam School of Management
Alan Sanfey, Radboud University Nijmegen
Location: M-building: Forum Room (M3-15)

2012 NeuroPsychoEconomics Poster Sessions

Poster sessions will take place from 10:30 AM to 11:00 AM and from 03:00 PM to 03:30 PM in the M-building: Foyer of Forum Room.

Poster session participants must display their poster by 9:15 AM on June 15, 2012 at designated spaces at the conference venue.

- P1** *Temporal discounting and number cognition*
Alonso Diaz
- P2** *Taking the pulse of the market: a consumer's decision-making algorithm using insights from neuromarketing research*
Bercea
- P3** *White matter integrity predicts domain-specific risk perception but not risk taking: insights from diffusion tensor imaging*
Buerger, Schoene-Bake, Johnson, Weber, Weber
- P4** *The impact of implicit motives on the decision-making process: a hypothesis for the business to business sector*
Chlupsa
- P5** *Effort has an impact on reward- and loss-related signals in the human brain*
Fliessbach, Lallement, Kuss, Trautner, Falk
- P6** *How companies motivate entrepreneurial employees: the case of organizational spin-alongs*
Klarner, Michl, Picot
- P7** *Startle reflex modulation enriches the methodological spectrum in consumer neuroscience*
Koller, Walla
- P8** *A neuroimaging study on the time vs. money effect in product evaluation*
Lehmann, Reimann
- P9** *Neural predictors of risky behaviour*
Losecaat Vermeer, Boksem, Sanfey
- P10** *The 2D:4D digit ratio predicts performance levels in simple real effort tasks, but does not predict improved performance through incentives*
Mertins
- P11** *Financial decision making across the adult life span*
Mohr, Nagel, Li, Heekeren
- P12** *To trust or not to trust? Ingroup and outgroup membership in Chinese and Italians*
Morese, Rabellino, Ciaramidaro, Elena, Bara, Bosco
- P13** *Age differences in susceptibility to framing*
Nagel, Mohr, Li, Heekeren

- P14** *Weird or wired celebrities: effects of celebrity endorsers in energy-commercials on psychophysiological response patterns*
Opwis, Schmidt, Lambeck, Stuermer
- P15** *Emotional aspects of decision-making process: the thermodynamic approach*
Pakhomov, Sudjin
- P16** *Neural predictors of purchase-behaviour from EEG during passive viewing of products*
Pouw, Boksem, Smidts
- P17** *Third party punishment in in-group & out-group settings: a comparison between Italians and Chinese*
Rabellino, Morese, Ciaramidaro, Bara, Rosato, Bosco
- P18** *Social learning of trust*
Ratala, Chang, Cetinkaya, Sanfey
- P19** *Physio-heatmaps: visualizing complex psychophysiological assessment of market research stimuli*
Schmidt, Opwis, Stuermer
- P20** *Social status and financial risk-taking: brain evidence for cross-context influences*
Schoots, Boksem, Sanfey, Smidts
- P21** *Cultural differences in social discounting*
Strombach, Weber, Kenning, Ma, Shen, Jin, Kalenscher
- P22** *Gist-based predictors of risky behavior and problem outcomes*
Wilhelms, Brust-Renck, Corbin, Reyna, Liberali
- P23** *What eating popcorn has to do with playing tennis: decoding preferences across consumption categories*
Woelbert, Gross, Zimmermann, Barth, Riedl, Goebel
- P24** *The neural substrates of maternal love in shopping: mother's willingness to pay for her child vs. for herself measured by fMRI*
Yeh, Kung

Conference fee

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

- Students (members): 120 Euro
- Students (non-members): 210 Euro
- Scientists (members): 210 Euro
- Scientists (non-members): 330 Euro
- Practitioners (members): 330 Euro
- Practitioners (non-members): 480 Euro

Please register online at <http://www.jnpe.org> → Conference → Registration.

Accommodations

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

Novotel Rotterdam Brainpark
K.P. van der Mandelelaan 150
3062 MB Rotterdam
Tel: +31 (0) 25 32 532
Fax: +31 (0) 2532 571
E-mail: h1134-re@accor.com
www.novotel.com
Single occupancy: 120 € / night
15th June: 80 € / night
Double occupancy: 120 € / night
Breakfast: 20 € / person
Mention „neuro“ to make a reservation
Book before April 16, 2012

Bilderberg Parkhotel
Westersingel 70
3015 LB Rotterdam
Tel: +31 (0) 10 4363041
Fax: +31 (0) 10 4364212
E-mail: parkhotel.reservation@bilderberg.nl
www.bilderberg.nl
Single occupancy: 139,50 € / night
Double occupancy: 158 € / night
Breakfast included
Please use: <http://www.bilderberg.nl/neuro>
to make a reservation
Book before April 16, 2012

Hotel Emma
Nieuwe Binnenweg 6
3015 BA Rotterdam
Tel.: +31(0)10 4365533.
Fax: +31(0)10 4367658
E-mail: info@hotelemma.nl
www.hotelemma.nl
Single occupancy: 85 € / night
Double occupancy: 110 € / night
Breakfast included
Mention Bus. Code „neuro“
to make a reservation
Book before April 26, 2012

Hotel Breitner
Breitnerstraat 23
3015 XA Rotterdam
Tel: +31 (0)10 436 02 62
Fax: +31 (0)10 436 40 91
E-mail: info@hotelbreitner.nl
<http://www.hotelbreitner.nl>
Single occupancy: 80 € / night
Double occupancy: 105 € / night
Breakfast: included
Mention „neuro“ to make a reservation
Book before April 16, 2012

Map of ROTTERDAM SCHOOL OF MANAGEMENT

(Woudestein Campus, Burgemeester Oudlaan 50, 3062 PA Rotterdam, The Netherlands)

