



2016 NeuroPsychoEconomics Conference Program

Conference Theme: “Back to Bonn: The role of neurophysiology and behavior in judgment and decision making”

CENTER FOR ECONOMICS AND NEUROSCIENCE of the UNIVERSITY OF BONN
 (Nachtigallenweg 86, 53127 Bonn, Germany, www.cens.uni-bonn.de)

The conference language is English.

Thursday, June 2, 2016

- 3:00-3:30 PM: Registration
 Location: CENs Foyer
- 3:30-3:45 PM: Welcome note
 Bernd Weber, University of Bonn
 Location: CENs Hörsaal
- 3:45-5:00 PM: **Session I**
- | | |
|---------------------|--|
| Track: | Social neuroscience |
| Track chair: | Carolyn Declerck, University of Antwerp |
| Location: | CENs Hörsaal |
- 3:45 PM: *Gernot Heisenberg, Miriam Ketter, Katrin Heller, Michael Erkelenz*
 Evaluation of the accuracy of human interpretation of nonverbal-emotional expressive behavior
- 4:00 PM: *Pengcheng Zhou, Kunio Shirahada*
 Prosocial behavior emotional impact on the elderly: brain imaging perspective
- 4:15 PM: *Wilfried Dimpfel, Nina G. Chiegoua Dipah, Nigel Gericke*
 EnkephaloVision: continuous monitoring of brain electric microstates of 364 ms duration during mental challenges in the presence of eye tracking
- 4:30 PM: *Gordon H. Dash, Nina Kajiji, S. Tiffany Donaldson*
 “Smart cities” migration: learning from the neurobehavioral responses of rats to psychological stress and rearing environment
- 4:45 PM: *Christophe Boone, Carolyn H. Declerck, Charles Noussair, Loren Pauwels*
 Do the powerful enforce the rules? Studying the effects of power on cooperation, punishment and emotion in a public goods game
- 5:00-5:45 PM: Keynote speech I
 Burkhard Pleger, Max-Planck-Institute for Human Cognitive and Brain Sciences
 The neurobiology of food choice and obesity
 Location: CENs Hörsaal

- 5:45-6:15 PM: Welcome reception
Location: CENs Foyer
- 6:15-7:00 PM: Bus transfer to “Godesburg”
(<http://www.godesburg-bonn.de/weinstube.html>)
Meeting point: CENs Main Entrance
We will leave at 6:15 PM sharp. It is important you be there on time.
- 7:00-9:30 PM: Dinner
Location: Wine tavern “Godesburg”
- 9:30 PM: Bus transfer to Bonn

Friday, June 3, 2016

- 8:45-9:15 AM: Registration continues
Location: CENs Foyer
- 8:45-9:15 AM: Annual meeting of the editorial board of the *Journal of Neuroscience, Psychology, and Economics (JNPE)* and the leadership team of the *Association for NeuroPsychoEconomics (ANPE)*—By invitation only
- *JNPE* Editors: Daniel Houser and Bernd Weber
 - *JNPE* Editorial Board Members
 - *ANPE* Presidents-Elect and 2017 Conference Chairs: Carolyn Declerk and Christophe Boone
 - *ANPE* President: Bernd Weber
 - *ANPE* Executive Directors: Martin Reimann and Oliver Schilke
- Location: CENs Lounge
- 9:15-10:00AM: Keynote speech II
Wolfram Schulz, University of Cambridge
Neuroscience of goal-directed and reward-related behavior
Location: CENs Hörsaal
- 10:00-10:45 AM: Poster session I & coffee break
Location: CENs Foyer/Cafeteria
- 10:45-12:00 PM: **Session II**
- Track: Consumer neuroscience I**
Track chair: Martin Reimann, University of Arizona
Location: CENs Hörsaal
- 10:45 AM: *Gerhard Brenner*
The illusion of trust
- 11:00 AM: *Manuel Alonso Dos Santos*
The influence of image valence on the attention paid to charity advertising
- 11:15 AM: *Ákos Varga, Judit Simon, Pintér Attila, Lilla Tóth, Ildikó Kemény, Lajos R Kozák*
Neural correlates of consumers’ ethnocentrism – implicit modulation caused by familiarity
- 11:30 AM: *Agata Wawrzyniak, Barbara Wasikowska*
Neuroscience techniques in studying advertisements effectiveness: an experimental investigation
- 11:45 AM: *Lin Li, Michael J. Wright, Qingping Yang*
Effect of popularity and price offer on decision making of food products: fMRI study
- 12:00-1:00 PM: Lunch
Location: CENs Foyer/Cafeteria

- 1:00-1:15 PM: Blitz presentation of the best poster
Location: CENs Hörsaal
- 1:15-2:45 PM: **Session III**
Track: Neuroeconomics
Track chair: Oliver Schilke, University of Arizona
Location: CENs Hörsaal
- 1:15 PM: *Carlos Alós-Ferrer, Alexander Ritschel*
Multiple decision processes in Cournot oligopolies: evidence from response times
- 1:30 PM: *Carlos Alós-Ferrer, Sabine Hügelschäfer, Maria Theobald*
Unexpected, hence unfair? The neural response to expectancy violations in the ultimatum game
- 1:45 PM: *Bruno Lambert, Carolyn H. Declerck, Christophe Boone, Paul M. Parizel*
How oxytocin fine-tunes decision making in social dilemmas: cooperate as long as it pays off, but aggress only when you think you can win!
- 2:00 PM: *Ann K. Tank*
The role of neuronal processes in economic decision making
- 2:15 PM: *Chee Weiyan*
Reward learning directly modulates oculomotor competition
- 2:30 PM: *Carlos Alós-Ferrer, Dura-Georg Granic*
Choice-induced preference change and decisions under risk
- 2:45-3:30 PM: Poster session II & coffee break
Location: CENs Foyer/Cafeteria
- 3:30-4:45 PM: **Session IV**
Track: Consumer neuroscience II
Track chair: Bernd Weber, University of Bonn
Location: CENs Hörsaal
- 3:30 PM: *Luis Alberto Casado-Aranda, Juan Sánchez Fernández, Francisco Javier Montoro Ríos*
How to design efficient green advertising: an analysis from the neuromarketing perspective
- 3:45 PM: *Caspar Krampe, Enrique Strelow, Peter Kenning*
Sensitivity of fNIRS to priming of market communication strategies – does the first impression really count?
- 4:00 PM: *Tamara Masters, Himanshu Mishra, Arul Mishra*
Phantom limb and a new approach to understanding the WTA-WTP disparity
- 4:15 PM: *Judith Znanewitz, Lisa Braun, David Hensel, Claudia Fantapié Altobelli*
A critical comparison of selected implicit measurement methods
- 4:30 PM: *Federica Leanza, Michela Balconi*
TV commercial and rTMS: can brain lateralization give us information about consumer preference?
- 4:45-5:00 PM: Best paper award ceremony
Bernd Weber, University of Bonn
Location: CENs Hörsaal
- 5:00 PM: Good-bye note
Bernd Weber, University of Bonn
Carolyn Declerck, University of Antwerp
Location: CENs Hörsaal

Poster sessions

Poster sessions will take place on June 3 from 10:00 to 10:45 AM and from 2:45 to 3:30 PM in the CENs Foyer.

Poster session presenters must hang their poster by 9:00 AM on June 3 at designated spaces and take them off again at the end of the second poster session.

- P01** *Burak Erkut*
From perceptions to new product development: product innovation & market shaping
- P02** *Marja-Liisa Halko, Kaisa Hytönen, Tom Lahti, Iiro P. Jääskeläinen*
The relationship between entrepreneurial and parental love
- P03** *Maria Serena Panasiti, Giorgia Ponsi, Bianca Monachesi, Salvatore Maria Aglioti*
Personal and social rewards differently shape the neural correlates of deceptive decision making
- P04** *Marijn van Wingerden, Adam Schweda, Tobias Kalenscher*
Mortality Salience induces a shift in generosity across a social discounting scale favoring close others
- P05** *Jyotirmaya Satpathy, Manorama Patri*
Cognitive underpinning in neuro-managerial decision making
- P06** *Anida Krajina*
Potential of neuromarketing methods usage in the online consumer behaviour research
- P07** *Andreas Habermacher, Argang Ghadiri, Theo Peters*
Human needs and their evolutionary development as drivers for decision making
- P08** *Lukasz Tanajewski*
A role for cognitive effort in self-control and intertemporal choice: a new behavioural economics model to incorporate neuroscientific evidence
- P09** *Lijun Yin, Yang Hu, Dennis Dynowski, Jian Li, Bernd Weber*
The good lies: modulation of altruistic goal on deception in the anterior insula
- P10** *Laura Enax, Eva Heiliger, Nadine Gier, Bernd Weber*
The influence of short-term aerobic exercise on food decision-making
- P11** *Bastian David, Yang Hu, Frank Krueger, Bernd Weber*
Other-regarding attention modulates third-party altruistic decision making: an fMRI study

Conference fee

The conference fee is reduced for members of the *Association for NeuroPsychoEconomics* (ANPE). Apply for membership at <http://www.jnpe.org> or <http://www.neuropsychoeconomics.org>. Conference fees include the NeuroPsychoEconomics Conference Proceedings, reception, luncheon, dinner, luncheon, coffee breaks, and conference beverages. You are also entitled to participate in any pre-conference events.

- Student membership ONLY: 79 Euro
- Student conference registration ONLY: 249 Euro
- **Special deal: Student membership + conference registration: 299 Euro**
- Scientist membership ONLY: 99 Euro
- Scientist conference registration ONLY: 349 Euro
- **Special deal: Scientist membership + conference registration: 399 Euro**
- Practitioner membership ONLY: 119 Euro
- Practitioner conference registration ONLY: 399 Euro
- **Special deal: Practitioner membership + conference: 499 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 **until May 17, 2016**. Since short-term prices may vary you might want to check current prices posted on the hotels' websites before booking the conference rate.

Kurfürstenhof

Baumschulallee 20
53115 Bonn
Tel: +49 228 98 505 0
<http://www.kurfuerstenhof-bonn.de/en/>
Single occupancy: €82 / night
Double occupancy: €102 / night
Breakfast included
Mention "NPE" when making a reservation
Getting to CENs: Bus 600/601

InterCityHotel

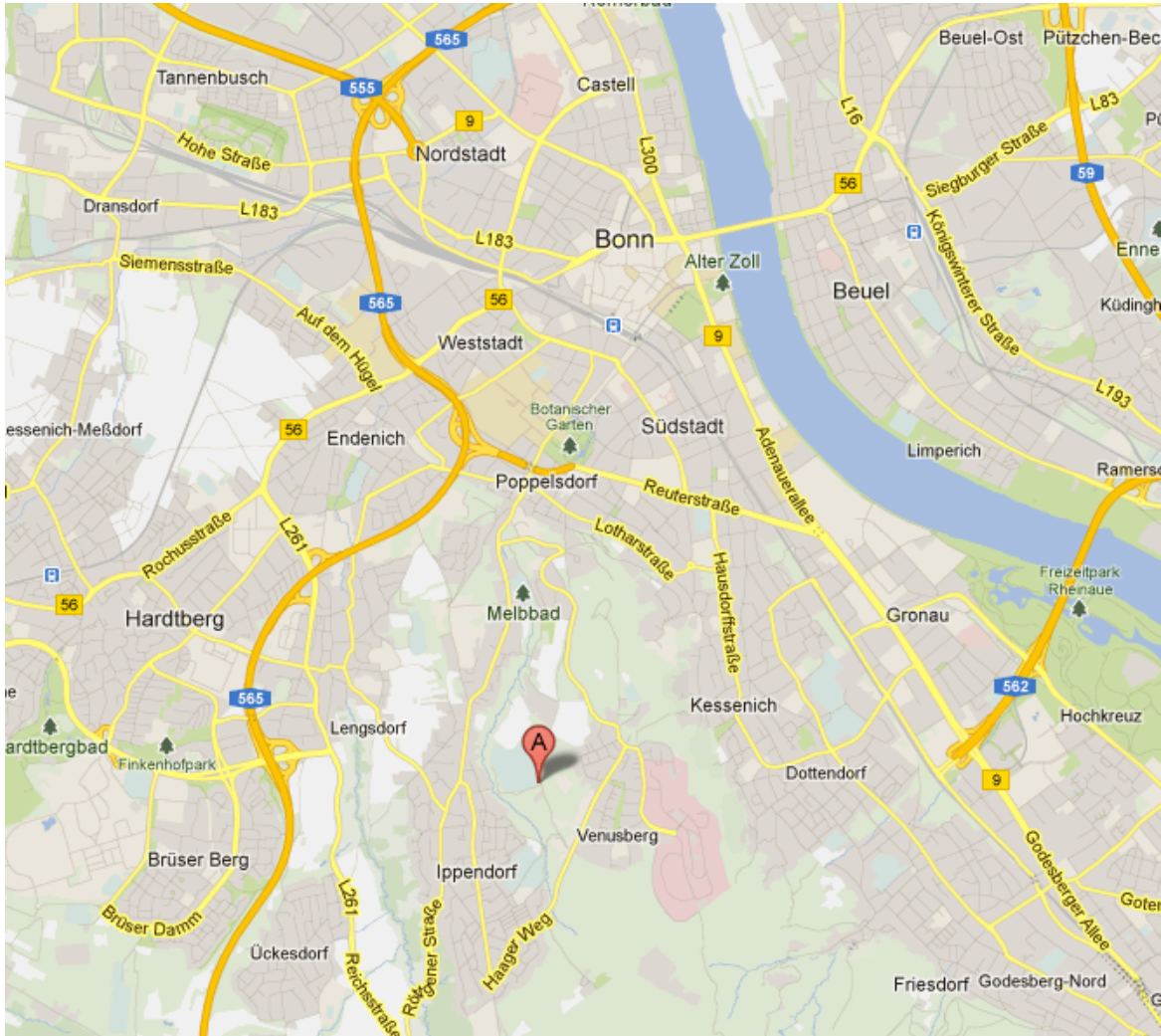
Quantiusstraße 22
53115 Bonn
Tel: +49 228 926181 0
<https://www.intercityhotel.com/en/hotels/all-hotels/germany/bonn/intercityhotel-bonn>
Single occupancy: €85 / night
Breakfast included
Mention "NPE" when making a reservation
Getting to CENs: Bus 600/601

Dorint Hotel Venusberg Bonn

An der Casselsruhe 1
53127 Bonn
Tel: +49 228 288 0
<http://hotel-bonn.dorint.com/en/>
Single occupancy: €135 / night
Double occupancy: €155 / night
Breakfast included
Mention "NPE" when making a reservation
Getting to CENs: 15 minutes by foot

Conference venue

CENTER FOR ECONOMICS AND NEUROSCIENCE (CENS)
(Nachtigallenweg 86, D-53127 Bonn, Germany, www.cens.uni-bonn.de)



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How to get here

See <https://www.cens.uni-bonn.de/contact/directions> for more details

- :: By car: About 15 min from Bonn downtown
- :: By taxi: Approximately €10-€15 from Bonn downtown
- :: By bus: Bus # 600 or # 630, get off at "Jugendherberge." Bus # 601, get off at "Sertuernerstrasse."

