

HILKE PLASSMANN

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ACADEMIC POSITIONS

2024- Professor of Marketing, INSEAD, France
2018- Octapharma Chaired Professor of Decision Neuroscience, INSEAD, Marketing Area, France
2017- Affiliated Faculty, Paris Brain Institute (ICM), Sorbonne University, France
2023-2024 Visiting Faculty, Rady School of Management, University of California at San Diego, USA
2016-2017 Visiting Faculty, Center for Economics and Neuroscience, Bonn University, Germany
2015-2024 Associate Professor (with tenure), INSEAD, Marketing Area, France
2008-2015 Assistant Professor, INSEAD, Marketing Area, France
2009-2017 Affiliated Faculty, Laboratoire de Neurosciences Cognitives, École Normale Supérieure, France
summer 2012 Visiting Faculty, Marketing, Stern School of Business, New York University, USA
2011-2012 Visiting Faculty, OPIM, The Wharton School, University of Pennsylvania, USA
2006-2008 Postdoctoral Research Fellow, Division of the Humanities and Social Sciences, California Institute of Technology, USA
2005-2006 Postdoctoral Research Fellow, Department of Economics, Stanford University, USA

ACADEMIC LEAVES

2023-2024 Full Sabbatical Leave
2018 Maternity Leave
2016-2017 Full Sabbatical Leave
2015 Maternity Leave

EDUCATION

2005 Doctoral Degree, Department of Marketing, Muenster School of Business and Economics, in cooperation with the Department of Neurology and the Institute for Radiology, University of Münster, Germany (Dr. rer. Pol., *summa cum laude*)
2001 M.Sc. (Dipl.-Kffr.), Muenster School of Business and Economics, University of Münster, Germany, and Montpellier Graduate School of Management, France (German-French joint degree program)
1998 B.Sc. (Vordiplom) in Management and Economics, Münster School of Business and Economics, University of Münster, Germany

HONORS AND AWARDS

2024 Determined as Top 3 Thought Leader in Behavioral Marketing among the field's 340 main gatekeepers: the editors, associate editors, and editorial board members of the Journal of Consumer Research and the Journal of Consumer Psychology based on Pham et al's JCR 2024 established *p*-index
2024 Financial Times "Responsible Business Education Awards" highly commended mention for academic research that has helped to address vital and sometimes overlooked societal and environmental issues in a practical way for the paper "Obesity and Responsiveness to Food Marketing Before and After Bariatric Surgery"

- 2023 Winner of the AMA-EBSCO-RRBM Annual Award for Responsible Research in Marketing for outstanding research that produces both credible and useful knowledge that can be applied to benefit society for the paper “Obesity and Responsiveness to Food Marketing Before and After Bariatric Surgery”
- 2022 Selected as one of “30 Thinkers to Watch in 2022” on the Thinkers50 Radar list
- 2021 Best Poster Award (gold) at the Society for Neuroeconomics Annual Conference for the poster “Using Mobile Eye-Tracking to Capture the Effects of Choice Set Size on Information Processing During Purchase Decisions in the Field”
- 2020 Best Poster Award (bronze) at the Society for Neuroeconomics Annual Conference for the poster “Does COVID-19-Related Stress Affect Dietary Self-Control?”
- 2018 Appointment as Fellow of the Society for Progress
- 2015 Society for Neuroeconomics [Early Career Award](#), awarded to researchers for demonstrating significant contributions to understanding the neural basis of decision making or the impact of this knowledge on formal understanding of decision behavior
- 2014 The Case Centre Award in the category “Best New Case Writer” for “Michel et Augustin Cookies: Culinary Adventures Competing Against Food Industry Giants”
- 2013 Marketing Science Institute (MSI) Young Scholar
- 2012 Best Poster Award (gold) at the Society for Neuroeconomics Annual Conference for the poster “Is There a Common ‘Cost’ Currency System? Neural Correlates of Abstract and Somatosensory Costs During Value Integration”
- 2008 Kavli Fellow, Frontiers of Science Early Career Program, German-American Symposium
- 2008 Best Paper Award, International Journal of Advertising (IJA)
- 2006 Postdoctoral Fellowship, German Academic Exchange Service (DAAD) 2006
- 2005 Award for “Best Dissertation of the Year 2005,” University of Münster
- Best Paper Award based on doctoral thesis 2005, European Marketing Academy (EMAC)
- Best Poster Award 2005, German Radiology Association (Deutsche Röntgengesellschaft)
- Runner-up for “Best Dissertation in 2005,” German Marketing Association (Business Association Deutscher Marketing Verband)
- 2004 Young Researcher Award 2004, Wilhelm-Lorch-Foundation (Wilhelm-Lorch-Stiftung)
- 1999-2000 ERASMUS scholarship (European university student exchange program)

GRANTS

- 2023 DIM C-Brains Region Ile-de-France PhD Project Funding (€120K) for “Using Machine Learning to Generalize Brain Markers of Impulsivity and Control in Health and Disease”
- 2021 Agence Nationale de la Recherche (ANR) Sorbonne Université Émergence (€55K) for “Brain-Based Prediction of Temporal Discounting (PREDISC)”
- 2021 Volkswagen-Stiftung (€120K) for “The Impact of Physical Distancing on Stress, Interpersonal Relationships and Social Well-Being” (co-applicant with Tobias Kalenscher)
- 2020 Comité Analyse, Recherche et Expertise (CARE, French Ministry of Education, Research, and Innovation) grant (€30K) for “The Impact of COVID19-induced Stress on Decision-Making Abilities”
- 2020 Sorbonne University Health Economics Institute, PhD Project Funding (€120K) for “The Role of White Matter Connectivity for Decision Making”
- 2017 Canada 150 Chair (total grant CAN\$ 2.5 M, including CAN\$ 700K for research)^a for “Consumer Neuroscience,” from the Canadian Government to McGill University, *declined*
- 2017 Agence Nationale de la Recherche (ANR) Tremplin-ERC grant (€150K) for “Brain Gut Decision”

^a <https://www.canada150.chairs-chaires.gc.ca/home-accueil-eng.aspx>

- 2016 ANR INSEAD Sorbonne Emergence grant (€50K) for “Toward a Motivational Theory of Placebo Effects: How the Brain Mediates Placebo Effects of Energy Drinks on Motivation” (together with Pierre Chandon and Mathias Pessiglione)
- 2014 ANR INSEAD Sorbonne Convergence grant (€100K) for “Better to Use Your Gut or Brain? Information Processing During Dietary Self-Control” (together with researchers from Sorbonne / Paris 6)
- 2013 ANR INSEAD Sorbonne Convergence grant (€43K) for “Obesity: The Bidirectional Effects of Biology and the Environment” (together with Pierre Chandon and researchers from Sorbonne / Paris 6)
 Institute for Cardio-Metabolism and Nutrition (ICAN) grant (€120K) for “Brain-Gut Axis in Food Preferences” (together with researchers from Sorbonne / Paris 6)

RESEARCH

ACCEPTED AND PUBLISHED REFEREED JOURNAL ARTICLES (IF=current Web of Science impact factor)

Mantri, Aakash, Linda Klümpen, Waldemar Seel, Peter Krawitz, Peter Stehle, Bernd Weber, Leonie Koban, Hilke Plassmann, and Marie-Christine Simon (2024), Beneficial Effects of Synbiotics on the Gut Microbiome in Individuals with Low Fiber Intake: Secondary Analysis of a Double-Blind, Randomized Controlled Trial, *Nutrients* (IF 5.7), 16(13): 2082.

Falkenstein, Marie, Marie-Christine Simon, Bernd Weber, Leonie Koban **, and Hilke Plassmann ** (2024), “Impact of the Gut Microbiome Composition on Social Decision Making,” *Proceedings of the National Academy of Science of the United States of America Nexus*, Volume 3, Issue 5.

Mantri^b, Aakash, Anika Köhlmoos^b, Daniela Schelski, Waldemar Seel, Birgit Stoffel-Wagner, Peter Krawitz, Peter Stehle, Jens J. Holst, Bernd Weber, Leonie Koban, Hilke Plassmann, and Marie-Christine Simon (2024), “Impact of Synbiotic Intake on Liver Metabolism in Metabolic Healthy Participants and its Potential Preventive Effect on Metabolic Dysfunction-Associated Fatty Liver Disease (MAFLD), a Randomized, Placebo-Controlled, Double-Blinded Clinical Trial,” *Nutrients* (IF 5.7), 16, 1300.

Janet, Rémi, Jonathan Smallwood, Cendri A. Hutcherson, Hilke Plassmann, Bronte Mckeown, and Anita Tusche (2024), “Body Mass Index–Dependent Shifts Along Large-Scale Gradients in Human Cortical Organization Explain Dietary Regulatory Success,” *Proceedings of the National Academy of Science of the United States of America (PNAS IF 11.21)*, 121 (18) e23142241.

Clithero, John A., Uma Karmarkar, Gideon Nave, and Hilke Plassmann* (2023), “Reconsidering the Path for Neural and Physiological Methods in Consumer Psychology,” *Journal of Consumer Psychology* (IF 3.33), 34, 196–213. *Selected as among the 30 most relevant publications in the field of neuromarketing in 2023 by the Neuromarketing Science & Business Association.*

Ling, Aiqing, Nathalie George, Baba Shiv, and Hilke Plassmann* (2023), “Altering Experienced Utility by Incidental Affect: The Interplay of Valence and Arousal in Incidental Affect Infusion Processes,” *Emotion* (IF 4.33), in press. Advance online publication. <https://dx.doi.org/10.1037/emo0001241>

Godefroy, Valérie, Idil Sezer, Arabella Bouzigues, Maxime Montembeault, Leonie Koban, Hilke Plassmann, and Raffaella Migliaccio (2023), “Altered Delay Discounting in Neurodegeneration: Insights into the Underlying Mechanisms and Perspectives for Clinical Applications,” *Neuroscience and Biobehavioral Reviews* (IF 8.99), 146:105048, online ahead of print. doi: 10.1016/j.neubiorev.2023.105048.

Koban, Leonie, Arthur S. Lee, Daniela Schelski, Marie-Christine Simon, Caryn Lerman, Bernd Weber, Joseph W. Kable, and Hilke Plassmann* (2023), “An fMRI-Based Brain Marker Predicts Individual Differences in Delay Discounting,” *Journal of Neuroscience* (IF 6.17), 43(9), 1600-1613.

* Senior authorship (i.e., conception of research, supervision of data analysis, co-writing of first paper draft with first author, project management, and supply of resources such as funding)

Cornil, Yann, Hilke Plassmann, Christine Poitou-Bernert, Michèle Chabert, Judith Aron-Wisnewski, Karine Clément, and Pierre Chandon (2022), “Obesity and Responsiveness to Food Marketing Before and After Bariatric Surgery,” *Journal of Consumer Psychology* (IF 3.33), 01, 1– 12. *Winner of the AMA-EBSCO-RRBM Annual Award for Responsible Research in Marketing 2023; WILEY’s top cited paper 2021-2022 and 2022-2023.

Plassmann, Hilke, Daniela Schelski, Marie-Christine Simon, and Leonie Koban (2021), “How We Decide What to Eat: Toward an Interdisciplinary Model of Gut–Brain Interactions,” *WIRE Cognitive Science Series* (IF 4.51), e1562, 1-22. *Most downloaded WIRE Cognitive Science Paper in 2022

Schmidt, Liane, Evelyn Medawar, Judith Aron-Wisnewski, Laurent Genser, Christine Poitou-Bernert, Karine Clément, and Hilke Plassmann* (2021), “Resting-state Connectivity Within the Brain’s Reward System Predicts Weight Loss and Correlates With Leptin,” *Brain Communications* (IF 3.96), 3(1), 1-13.

Nave, Gideon, Amos Nadler, David Dubois, Colin Camerer, and Hilke Plassmann* (2018), “Single-Dose Testosterone Administration Increases Men’s Preference for Status Goods,” *Nature Communications* (IF 14.92), 9, 2433. 12th most read Nature Communications paper in life and biological sciences in 2018

Schmidt, Liane, Anita Tusche, Nicolas Manoharan, Cendri Hutcherson, Todd Hare, and Hilke Plassmann* (2018), “Neuroanatomy of the vmPFC and dlPFC Predicts Individual Differences in Cognitive Regulation During Dietary Self-Control Across Regulation Strategies,” *Journal of Neuroscience* (IF 6.17), 38(25), 5799-5806.

Karmarkar, Uma and Hilke Plassmann (2017): “Consumer Neuroscience: Past, Present, and Future,” *Organizational Research Methods* (IF 9.39), 34(3), 347–356.

Schmidt, Liane, Claus Kullen, Bernd Weber, and Hilke Plassmann* (2017), “How Context Alters Value: The Brain’s Valuation and Affective Regulation System Link Price Cues to Experienced Taste Pleasantness,” *Scientific Reports* (IF 4.38), 7, 8098.

Plassmann, Hilke and Milica Mormann (2017), “An Interdisciplinary Lens on Consciousness: The Consciousness Continuum and How to (Not) Study It in the Brain and the Gut, A Commentary on Williams and Poehlman,” *Journal of Consumer Research* (IF 7), 44(2), 258–265 (Invited).

Tymula, Agnieszka and Hilke Plassmann (2016), “Context-dependency in Valuation,” *Current Opinion in Neurobiology* (IF 6.63), 40, 59-65.

Plassmann^b, Hilke, Vinod Venkatraman^b, Scott Huettel, and Carolyn Yoon (2015), “Consumer Neuroscience: Applications, Challenges, and Possible Solutions,” *Journal of Marketing Research* (IF 5), 52(4), 427-435.

Plassmann, Hilke, and Bernd Weber (2015), “Individual Differences in Marketing Placebo Effects: Evidence from Brain Imaging and Behavioral Experiments,” *Journal of Marketing Research* (IF 5), 52(4), 493-510.

Hutcherson, Cendri, Hilke Plassmann, James Gross, and Antonio Rangel (2012), “Cognitive Regulation during Decision Making Shifts Behavioral Control between Ventromedial and Dorsolateral Prefrontal Value Systems,” *Journal of Neuroscience* (IF 6.17), 32(39), 13543–13554.

Plassmann, Hilke, Thomas Zoëga Ramsøy, and Milica Milosavljevic (2012), “Branding the Brain — A Critical Review,” *Journal of Consumer Psychology* (IF 3.33), 22(1), 18–36.

Yoon, Carolyn, Richard Gonzalez, Antoine Bechara, Gregory S. Berns, Alain Dagher, Laurette Dube, Scott Huettel, Joe Kable, Israel Liberzon, Hilke Plassmann, Ale Smidts, and Charles Spence (2012), “Decision Neuroscience and Consumer Decision Making,” *Marketing Letters* (IF 2.8), 23, 473–485.

Litt, Ab, Hilke Plassmann, Baba Shiv, and Antonio Rangel (2011), “Dissociating Valuation and Saliency Signals During Decision-Making,” *Cerebral Cortex* (IF 5.36), 21(1), 95-102.

^b Both authors contributed equally and are mentioned in alphabetical order.

Plassmann, Hilke, John O’Doherty, and Antonio Rangel (2010), “Appetitive and Aversive Goal Values Are Encoded in the Medial Orbitofrontal Cortex at the Time of Decision-Making,” *Journal of Neuroscience* (IF 6.17), 30(32), 10799-10808.

Camus, Mickael, Neil Halelamien, Hilke Plassmann, Shinsuke Shimojo, John O’Doherty, Colin Camerer, and Antonio Rangel (2009), “Repetitive Transcranial Magnetic Stimulation over the Right Dorsolateral Prefrontal Cortex Decreases Valuations During Food Choices,” *European Journal of Neuroscience* (IF 6.17), 30(10), 1980-1988.

Kenning, Peter and Hilke Plassmann (2009), “How Neuroscience Can Inform Consumer Research,” *IEEE Transactions on Neural Systems and Rehabilitation Engineering*, 16(6), 532-538.

Plassmann, Hilke, Peter Kenning, Michael Deppe, Harald Kugel, and Wolfram Schwindt (2008), “How Choice Ambiguity Modulates Activity in Brain Areas Representing Brand Preference: Evidence from Consumer Neuroscience,” *Journal of Consumer Behaviour* (IF 4.0), 7(4-5), 360-367.

Plassmann, Hilke, John O’Doherty, Baba Shiv, and Antonio Rangel (2008), “Marketing Actions Modulate the Neural Representation of Experienced Pleasantness,” *Proceedings of the National Academy of Science of the United States of America* (PNAS, IF 11.21), 105(3), 1050-1054.

Plassmann, Hilke, John O’Doherty, and Antonio Rangel (2007), “Orbitofrontal Cortex Encodes Willingness to Pay in Everyday Economic Transactions,” *Journal of Neuroscience* (IF 6.17), 27(37), 9984-9988.

Deppe, Michael, Wolfram Schwindt, Anna Pieper, Harald Kugel, Hilke Plassmann, Peter Kenning, Katja Deppe, and Erich Ringelstein (2007), “Anterior Cingulate Reflects Susceptibility to Framing During Attractiveness Evaluation,” *NeuroReport* (IF 1.84), 18(11), 1119-1123.

Plassmann, Hilke, Tim Ambler, Sven Braeutigam, and Peter Kenning (2007), “What Can Advertisers Learn from Neuroscience?,” *International Journal of Advertising* (IF 4.62), 26(2), 151-175. *Best Paper Award 2008

Kenning, Peter, Hilke Plassmann, and Dieter Ahlert (2007), “Consumer Neuroscience: Implications of Neuroscientific Research for Marketing Research (German, original title: Consumer Neuroscience — Implikationen Neurowissenschaftlicher Forschung für das Marketing),” *Marketing Zeitschrift für Forschung und Praxis* (IF 0.17), 29(1), 55-60.

Evanschitzky, Heiner, Gopalkrishnan R. Iyer, Joerg Niessing, Hilke Plassmann, and Heribert Meffert (2006), “The Relative Strength of Affective Commitment in Securing Service Relationships,” *Journal of Business Research* (IF 7.55), 59(12), 1207-1213.

Deppe, Michael, Wolfram Schwindt, Julia Krämer, Harald Kugel, Hilke Plassmann, Peter Kenning, and Erich Ringelstein (2005), “Evidence for a Neural Correlate of a Framing Effect: Bias-Specific Activity in the Ventromedial Prefrontal Cortex During Credibility Judgments,” *Brain Research Bulletin* (IF 4.07), 67(5), 413-421.

Kenning, Peter and Hilke Plassmann (2005), “NeuroEconomics: Overview from an Economic Perspective,” *Brain Research Bulletin* (IF 4.07), 67(5), 343-354.

Deppe, Michael, Wolfram Schwindt, Harald Kugel, Hilke Plassmann, and Peter Kenning (2005), “Nonlinear Responses Within the Medial Prefrontal Cortex Reveal When Specific Implicit Information Influences Economic Decision-Making,” *Journal of Neuroimaging* (IF 2.49), 15(2), 171-182.

RESEARCH UNDER REVIEW AND WORKING PAPERS

Robitaille^c, Nicole, Hilke Plassmann^c, Nina Mazar^c, and Axel Lindner (2017), “Pain of Paying — A Metaphor Gone Literal: Evidence from Neural and Behavioral Science,” SSRN working paper available [here](#).

^cAuthors contributed equally and are listed in reverse alphabetical order.

** Senior authorship (shared)

Schelski, Daniela, Dirk Scheele, Liane Schmidt, Bernd Weber, and Hilke Plassmann* (2022), “Does Trust Play a Role for Expectancy Effects of Marketing Actions on Experienced Pleasantness? An Oxytocin Administration Study,” pre-print available [here](#).

Albuquerque^a, Paulo, Anita Tusche^a, Marton Varga^a, Nadine Gier, Anna Denisova, Bernd Weber, and Hilke Plassmann* (2022), “Does fMRI Data Improve Predictions of Product Adoption by Store Managers and Sales to Consumers?,” available as Marketing Science Institute Working Paper; selected as among the 15 most relevant publications in the field of neuromarketing in 2021 by Neuromarketing Science & Business Association, Revise & Resubmit at *Journal of Marketing Research* (IF 5.0).

Godefroy, Valérie, Anaïs Durand, Richard Levy, Bénédicte Batrancourt, Liane Schmidt, Leonie Koban, and Hilke Plassmann*(2024), “Delay Discounting and Impulsivity Symptoms in Behavioral Variant Frontotemporal Dementia: The Role of Medial Pulvinar Atrophy,” pre-print available [here](#).

Nitsch, Felix Jan, Zsofia Margittai, Gideon Nave, David Dubois, Tobias Kalenscher, and Hilke Plassmann* (2022), “Does Social-Self Threat Increase the Preference for Status Goods?,” INSEAD working paper, new data collection ongoing.

Ling, Aiqing, Tobias Kalenscher, and Hilke Plassmann* (2018), “Terror-Induced, Stressful Life Events Blunted Arousal Reactivity and Impaired Affect Integration in Subsequent Aesthetic Evaluations,” INSEAD working paper available [here](#), new data collection ongoing.

Chene, Oriane, Philippe Fossati, Bernd Weber, Hilke Plassmann**, and Leonie Koban** (2024), “Effects of Social Ratings on Food Valuation Generalize to New Food Items Based on Conceptual Similarity,” under review at *Journal of Experimental Psychology: Genral*, (IF 4.7).

Nitsch, Felix Jan and Hilke Plassmann (2024), “Understanding the Intersections of Stress and the Marketplace To Improve Consumer Well-Being,” INSEAD working paper.

Nitsch, Felix Jan, Klaus Wertenbroch and Hilke Plassmann* (2024), “Why People Post,” INSEAD working paper, under review at *Journal of Marketing Research*.

Godefroy, Valérie, Anaïs Durand, Marie-Christine Simon, Bernd Weber, Joseph Kable, Caryn Lerman, Fredrik Bergström, Richard Levy, Bénédicte Batrancourt, Liane Schmidt, Hilke Plassmann* and Leonie Koban* (under review), “A Structural MRI Marker Predicts Individual Differences in Impulsivity and Classifies Patients with Behavioral-Variant Frontotemporal Dementia From Matched Controls, under review at *Nature Communications*, (IF 14.92).

Defendini, Ana, Daniela Schelski, Aline Simonetti, Marie-Christine Simon, Bernd Weber, Hilke Plassmann* and Leonie Koban*, “Social Information About Others’ Ratings Influences Willingness-to-Pay for Food Items”, *working paper*.

BOOKS

Plassmann, Hilke (2006), *How Emotions Influence Brand Choice — Theoretical Foundations and Empirical Analysis with the Help of Functional Magnetic Resonance Imaging* (original German title: *Der Einfluss von Emotionen auf Markenproduktentscheidungen: Theoretische Fundierung und empirische Analyse mit Hilfe der funktionellen Magnetresonanztomographie*), Wiesbaden: Gabler. *Dissertation

BOOK CHAPTERS

Plassmann, Hilke and Ratnalekha Viswanadham (in press), “The Neural Basis of Individual Differences in Self-Control in Dietary Decision-Making: An Interdisciplinary Perspective,” *The State of Mind of Economics* (edited by Alan Kirman and Miriam Teschl), Cambridge, UK: Cambridge University Press.

Plassmann, Hilke and Uma R. Karmarkar (2015), “Consumer Neuroscience: Revealing Meaningful Relationships Between Brain and Consumer Behavior,” *Cambridge Handbook of Consumer Psychology* (edited by Michael Norton, Derek Rucker, and Cait Lamberton), Cambridge, UK: Cambridge University Press, 152-179.

Plassmann, Hilke and Tor Wager (2014), “How Expectancies Shape Consumption Experiences,” *Interdisciplinary Science of Consumption* (edited by Morten Kringsbach, Brian Knutson, and Stefanie Preston), Cambridge, MA: MIT Press, 219-240.

Platt, Michael and Hilke Plassmann (2013), “Multistage Valuation Signals and Common Neural Currencies,” *Neuroeconomics: Decision-Making and the Brain*, 2nd ed. (edited by Paul Glimcher and Ernst Fehr), New York: Elsevier, 237-258.

Plassmann, Hilke, Carolyn Yoon, Fred Feinberg, and Baba Shiv (2010), “Consumer Neuroscience,” *Wiley International Encyclopedia of Marketing, Vol. 3: Consumer Behavior* (edited by Richard P. Bagozzi and Ayalla Ruvio), West Sussex, UK: John Wiley & Sons, 115-122.

Plassmann, Hilke (2010), “Neural Correlates of Utility-Based Decision-Making (*German, original title: “Neurale Korrelate nutzenbasierter Entscheidungen”*)”, in: Reimann, Martin & Weber, Bernd (eds.): “*Neuroökonomie*”, Wiesbaden: Gabler, 163-194.

Plassmann, Hilke and Joerg Niessing (2010), “Expectation Biases as Neuropsychological Basis for Branding” (original German title: “Expectation Biases als neuropsychologische Grundlage des Markenmanagements”), *Wie Marken wirken. Impulse aus der Neuroökonomie für die Markenführung* (edited by Manfred Bruhn and Richard Köhler), Wiesbaden: Gabler, 119-130.

Platt, Michael, Peter Dayan, Stanislas Dehaene, Kevin McCabe, Randolph Menzel, Elizabeth Phelps, Hilke Plassmann, Roger Ratcliff, Michael Shadlen, and Wolf Singer (2008), “Neural Correlates of Decision-Making,” *Better Than Conscious? Decision Making, the Human Mind, and Implications for Institutions* (edited by Christoph Engel and Wolf Singer), Cambridge, MA: MIT Press, 125-154.

Kenning, Peter, Hilke Plassmann, Harald Kugel, Wolfram Schwindt, Anna Pieper, and Michael Deppe (2007), “Neural Correlates of Attractive Ads” (original German title: “Neural Korrelate attraktiver Anzeigen”), *FOCUS-Jahrbuch 2007* (edited by Wolfgang J. Koschnick), Munich: FOCUS Magazin, 287–298.

Kenning, Peter, Hilke Plassmann, Michael Deppe, Harald Kugel, and Wolfram Schwindt (2005), “Neuroeconomics” (original German title: “Neuroökonomie: Begriff, Grundlagen, Methoden und erste Ergebnisse”), *FOCUS-Jahrbuch 2005* (edited by Wolfgang J. Koschnick), Munich: FOCUS Magazin, 139-149.

Ahlert, Dieter, Hilke Plassmann, and Marion Steffen (2004), “Retail Branding” (original German title: “Grundlagen des Betriebstypenmarkenmanagements: Theoretische Fundierung und praktische Umsetzung dargestellt am Beispiel der Betriebsform Warenhaus”), Kohlhammer, *Effiziente Markenführung* (edited by Dirk-Mario Boltz and Wilfried Leven), Hamburg, 414-433.

Kenning, Peter, Hilke Plassmann, Michael Deppe, Harald Kugel, and Wolfram Schwindt (2004), “New Approaches in Marketing Research” (original German title: “Neue Ansätze in der Marketingforschung”), *Exzellenz in Markenmanagement und Vertrieb — Grundlagen und Erfahrungen* (edited by Dieter Ahlert, Heiner Evanschitzky, Josef Hesse, and Andre Salfeld, Gabler, Wiesbaden, 63-71.

MANAGERIAL (NON-PEER REVIEWED) CONTRIBUTIONS

Plassmann, Hilke, Subramanian Rangan, and Ebba Hansmeyer (2023), “Thoughtful Consumption: The ‘Last Mile’ in Well-Being and Sustainability,” *INSEAD Knowledge*, March 2023.

Plassmann, Hilke and Benjamin Kessler (2021), “Nudging Kids to Their Highest Potential,” *INSEAD Knowledge*, May 2021.

Kessler, Benjamin and Hilke Plassmann (2021), “The Neuroscience of Eating,” *INSEAD Knowledge Podcast*, August 21.

Plassmann, Hilke and Pierre Chandon (2021), “Weight Loss Surgery Reduces Susceptibility to Food Marketing,” *INSEAD Knowledge*, April 2021.

Plassmann, Hilke and Benjamin Kessler (2020), “Battling ‘Covid-19 Brain’,” *INSEAD Knowledge*, July 2020.

Plassmann, Hilke and Aiqing Ling (2020), “To Succeed With Neuromarketing, What Do You Need to Know?,” *INSEAD Knowledge*, May 2021.

Plassmann, Hilke (2019), “A Non-Scientist’s Guide to the Neuromarketing Toolkit,” *INSEAD Knowledge*, June 2019.

Plassmann, Hilke (2018), “How Testosterone Influences Men’s Preferences for Luxury Products,” *INSEAD Knowledge*, July 2018.

Plassmann, Hilke (2018), “Does Your Brain Structure Influence Your Food Choices?,” *INSEAD Knowledge*, June 2018.

Plassmann, Hilke and Aiqing Ling (2018), “Neuroscience-Based Product Innovation: Hype or Hope?,” *INSEAD Knowledge*, May 2018.

Plassmann, Hilke (2018), “Where Is Consumer Research Going Next?,” *INSEAD Knowledge*, April 2018.

Plassmann, Hilke and Liane Schmidt (2018), “How Marketing Can Trick Our Brains,” *INSEAD Knowledge*, August 2018.

Plassmann, Hilke (2017), “Buy Me! Consumer Neuroscience — To Better Understand Consumer Behavior Researchers Are Looking Directly in Their Brains. But What Can They Really See?” (original German title: “Kauf mich! Consumer Neuroscience — Um das Verhalten von Konsumenten besser zu verstehen, schauen Forscher ihnen direkt ins Gehirn. Aber was können sie dort wirklich sehen?”), *Gehirn & Geist*, January 2017.

Plassmann, Hilke (2016), “Why Marketing Works Similar to a Placebo Pill in the Brain” (original German title: “Weshalb Marketing wie eine Placebo-Pille auf das Gehirn wirkt”) *Wirtschaftspsychologie aktuell*, 4.

Karmarkar, Uma, Carolyn Yoon, and Hilke Plassmann (2016), “Marketers Should Pay Attention to fMRI,” *Harvard Business Review Online*, November 2015.

Plassmann, Hilke (2016), “Brain Imaging Triggers Marketing Breakthroughs,” *INSEAD Knowledge*, March 2016.

Niessing, Joerg and Hilke Plassmann (2016), “Successful Digital Transformation Starts With the Customer,” *INSEAD Knowledge*, February 2016.

Plassmann, Hilke (2015), “Brain Scans Show What’s Wrong With Conventional Marketing,” *INSEAD Knowledge*, April 2015.

Plassmann, Hilke (2013), “Turning Expectations Into Customer Satisfaction,” *INSEAD Knowledge*, September 2013.

Petit, Olivia, Frédéric Basso, Pascal Huguet, Hilke Plassmann, and Olivier Oullier (2011), “Food Behavior and Obesity: Insights from Decision Neuroscience” (original French title: “Apport des ‘Neurosciences de la Décision’ à l’Étude des Comportements Alimentaires et de l’Obésité”), *Médecine et Sciences*, 27, 1000-1008.

Rampl, Linn V., Hilke Plassmann, and Peter Kenning (2011), “Consumer Neuroscience and ‘Neuromarketing’ — What You Need to Be Aware of” (original German title: “Consumer Neuroscience und ‘Neuromarketing’ — Worauf Sie achten sollten”), *Absatzwirtschaft*, 5/2011, 22-24.

Plassmann, Hilke (2010), “Consumer Neuroscience to Fight Against Obesity” (original French title: “Neurosciences du Consommateur et Lutte Contre l’Obésité”), in *Nouvelles Approches de la Prévention en Santé Publique: l’Apport des Sciences Comportementales, Cognitives et des Neurosciences* (edited by Olivier Oullier and Sarah Sauneron), Report and Recommendation of the Strategic Analysis Center of the French Prime Minister.

Kenning, Peter, Hilke Plassmann, Michael Deppe, Harald Kugel, and Wolfram Schwindt (2005), “How Strong Brands Work” (original German title: “Wie eine starke Marke wirkt”), *Harvard Business Manager*, 27(3), 53-57.

Kenning, Peter and Hilke Plassmann (2002), “Challenges in Retail Branding” (original German title: “Die Mühsal mit der Marke”), *Handelsberater*, 12/2002, 11-13.

Ahlert, Dieter, Josef Hesse, and Hilke Plassmann (2002), “Cooperative Branding in the Brewing Industry” (original German title: “Kooperative Markenführung — Königsweg aus dem ruinösen Verdrängungswettbewerb der Bierbranche?”), *Brauwelt*, No. 50, Dec. 2002, Volume 142, 1914-1916.

INVITED TALKS

- May 2024, Marketing Seminar, University of California at Davis, USA
- May 2024, Social Affective Neuroscience Lab Brownbag, Department of Psychology, Stanford University, USA
- May 2024, Behavioral Decision Making Brownbag, University of California at Los Angeles, USA
- April 2024, Marketing Seminar, Southern Methodist University, Dallas, USA
- March 2024, Keynote Speaker, The Neuromarketing World Forum, Los Angeles, USA
- January 2024, Marketing Research Brownbag, The Rady School of Management, University of California at San Diego, USA
- January 2024, PhD Workshop, The Rady School of Management, University of California at San Diego, USA
- October 2023, Invited Panel Moderator, Society for Neuroeconomics, Vancouver, Canada
- October 2023, Marketing Seminar, University of British Columbia, Canada[#]
- July 2023, Neuroeconomics Summer School, University of Pennsylvania, USA
- April 2023, Marketing Seminar, Imperial College London, UK
- February 2023, Marketing Seminar, Vrije University of Amsterdam, The Netherlands
- December 2022, Keynote Speaker MarkTech, University of Santiago de Compostela, Spain
- October 2022, Discussant Methods Workshop, Association for Consumer Research Conference, Denver USA
- October 2022, Bonn Melbourne Seminar (virtual) in Decision Making, Department of Psychology, University of Bonn, Germany
- September 2022, Invited Panelist, Society for Neuroeconomics, Arlington, USA.
- September 2022, Zürich Neuroeconomic Center Retreat, University of Zürich, Switzerland
- June 2022, Keynote Speaker, Annual Conference of the Society of NeuroPsychoEconomics, Lille, France
- April 2022, Invited Plenary Speaker, Keystone Symposia, Banff, Canada
- April 2022, Seminar (virtual), Center for Behavioral Science in Finance, Economics, and Marketing at the Indian Institute of Management, Ahmedabad, India
- February 2022, Zangwill Talk (virtual), Department of Psychology, Cambridge University, UK
- December 2021, Growing Up in Neuroeconomics (GUINNES) talk (virtual), Society for NeuroEconomics
- December 2021, SOFFCO, Annual Congress of Bariatric Surgery, Bordeaux, France
- December 2021, Journée d’Endocrinologie, Diabète Nutrition, Hôpital Pitié Salpêtrière, Sorbonne University, Paris, France
- October 2021, Marketing Department, University of Vienna, Austria
- September 2021, Brain Imaging in the Human Science vConference, Stockholm University, Sweden
- May 2021, Marketing vSeminar, Duke University, USA
- January 2021, Process Tracing Virtual Seminar, Max Planck Institute, Bonn, Germany
- December 2020, Interdisciplinary Da Vinci Research Seminar (virtual), EMLV Business School, Paris France
- December 2020, Marie Curie ITN talk (virtual), University of Valencia, Spain
- November 2020, Neuroeconomics Colloquium (virtual), New York University (NYU), USA
- October 2020, Neuroeconomics Seminar Series (virtual), Higher School of Economics, National Research University, Moscow, Russia
- July 2019, Summer School on Neuroeconomics, NYU Shanghai, China

[#] presented by advisee

- June 2019, AMA-Sheth Doctoral Consortium, NYU, USA
- May 2019, Business and Management Seminar, Ludwig-Maximilians-Universität, Munich, Germany
- April 2019, Psychiatry Department, Sorbonne University, Paris, France
- November 2018, Management Seminar, ESMT, Berlin, Germany
- October 2018, Neuroscience School of Advanced Studies, Venice, Italy
- October 2018, INSEAD AI Forum, Station F, Paris, France
- November 2017, Brain to Society Webinar (Decision and Behavior Seminar Series), McGill University, Montreal, Canada
- November 2017, Marketing Camp, Frankfurt School of Finance and Management, Germany
- October 2017, Consumer Neuroscience Seminar (virtual), Psychology Department, Dartmouth University, USA
- October 2017, New Approaches to Economic Challenges Workshop, OECD, France
- June 2017, Computational Approaches to Decision and Affective Neuroscience Workshop, Max Planck UCL Centre for Computational Psychiatry, University College London, UK
- May 2017, Neuroeconomics Seminar, Higher School of Economics, National Research University, Moscow, Russia
- February 2017, Behavioral Research in Management Seminar, Anderson School of Management, University of California at Los Angeles, USA
- February 2017, Marketing Seminar, The Wharton School, University of Pennsylvania, USA
- February 2017, Marketing Seminar, A.B. Freeman School of Business, Tulane University, USA
- January 2017, Seminar, Marketing Department, University of Cologne, Germany
- January 2017, Seminar, Psychology Department, University of Duesseldorf, Germany
- December 2016, Neuroeconomics Seminar, Department of Economics, University of Zürich, Switzerland
- November 2016, Seminar, Marketing Department, University of Mannheim, Germany
- October 2016, Kavli Workshop Speaker, Social and Decision Science, Society for Neuroeconomics Annual Meeting, Berlin, Germany.
- May 2016, Seminar, Donders Institute for Brain, Cognition and Behaviour, Radboud University, Nijmegen, The Netherlands
- February 2016, Interdisciplinary Seminar, Institute of Advanced Studies, Toulouse School of Economics, France
- December 2015, Seminar, Duke-NUS Graduate Medical School, Singapore
- November 2015, Interdisciplinary Perspectives on Decision Making Symposium, Freie Universität Berlin, Germany
- March 2015, Marketing Seminar, Rotterdam School of Management, The Netherlands
- February 2015, Neuroscience Seminar, University Hospital, Hamburg, Germany
- December 2014, Consumer Behavior, Self-Control and Intrinsic Motivation Workshop, University of Copenhagen, Denmark
- October 2014, Seminar, Psychology Department, University College London, UK
- October 2014, Invited Speaker, Perspectives Session, Neuroscience and Consumer Research, Association for Consumer Research, Baltimore, USA
- July 2014, Düsseldorf Symposium on Decision Neuroscience, Düsseldorf University, Germany
- June 2014, Interdisciplinary Symposium on Decision Neuroscience, Stanford University, USA
- January 2014, Grenoble School of Management, France
- October 2013, World Knowledge Forum 2013, INSEAD Knowledge Session, Seoul, Korea
- September 2013, Seminar, Cognitive Neuroscience Department, University of Tübingen, Germany
- February 2013, Marketing Seminar, Columbia Business School, Columbia University, USA
- September 2012, Seminar, George Mason University, USA
- May 2012, Seminar, Psychology Department, University of Pennsylvania, USA
- May 2012, Summer Fellowship Neuroscience Bootcamp, Psychology Department, University of Pennsylvania, USA
- May 2012, Seminar, Marketing Department, Fuqua School of Business, Duke University, USA

- April 2012, Workshop, Marketing Department, Johnson Graduate School of Management, Cornell University, USA
- April 2012, Seminar, Center for Behavioral Economics and Decision Research, Cornell University, USA
- April 2012, Workshop, OPIM Department, The Wharton School, University of Pennsylvania, USA
- March 2012, Seminar, Marketing Department, Stern School of Business, New York University, USA
- March 2012, Interdisciplinary Symposium on Consumption, Psychology Department, University of Michigan, USA
- March 2012, Workshop, Ross School of Business, University of Michigan, Ann Arbor, USA
- March 2012, Marketing Seminar, Tepper School of Business, Carnegie Mellon University, Pittsburgh, USA
- February 2012, Marketing Seminar, Fox School of Business, Temple University, Philadelphia, USA
- February 2012, Conversations Speaker on Automaticity (Invited), Society for Consumer Psychology, Las Vegas, USA
- January 2012, Rady Wine Conference, University of California at San Diego, USA
- December 2011, Neuromanagement Seminar, School of Management, Zhejiang University, Hangzhou, China
- November 2011, Marketing Seminar, National University of Singapore, Singapore
- September 2011, Interdisciplinary Symposium on Decision Neuroscience, Invited Plenary Speaker, Center for Neural Decision Making, Fox School of Business, Temple University, Philadelphia, USA
- August 2011, Workshop, Rady School of Management, University of California at San Diego, USA
- July 2011, Summer Marketing Camp, London Business School, UK
- June 2011, La Bibliothèque Nationale de France, 2ème Colloque annuel ITMO Neurosciences, Sciences Cognitives, Neurologie, Psychiatrie, Paris, France
- March 2011, Ministère de l'Enseignement Supérieure et de la Recherche, Séminaire Plan Obésité Présidentiel, Paris, France
- February 2011, Cognitive Neuroscience Seminar, Centre de Neurosciences Cognitives, CNRS Lyon, France
- September 2010, Decision Neuroscience Workshop, Discussant, Max Planck Institute for Human Development, Germany
- June 2010, World Conference on Intellectual Capital for Communities, The World Bank, France
- May 2010, Marketing Seminar, Marshall School of Business, University of Southern California, USA
- February 2010, Cognitive Neuroscience Seminar, Hertie Institute, University of Tuebingen, Germany
- January 2010, Marketing Seminar, The Wharton School, University of Pennsylvania, USA
- September 2009, Marketing Seminar, School of Business and Economics, Catholic University of Leuven, Belgium
- June 2009, Neuroscience and Public Health Interventions seminar, Centre d'Analyse Stratégique du Gouvernement français, Paris, France
- May 2009, Decision-Making Seminar, Max Planck Institute for Human Development, Berlin, Germany
- May 2009, Neuroeconomics Colloquium, College de France, Paris, France
- April 2009, Collaborative and Multidisciplinary Research Conference, Yale Center for Customer Insights, Yale University, USA
- March 2009, Neuroeconomics Seminar, Laboratory for Decision Making Under Uncertainty, Ecole Polytechnique Fédérale de Lausanne, Lausanne, Switzerland
- February 2009, Neuroeconomics Seminar, Life and Brain, University Hospital Bonn, Germany
- November 2008, Economics and Psychology Seminar, CNRS and Paris School of Economics, Sorbonne University and Ecole Normale Supérieure, France
- October 2008, Plenary speaker, Consumer Neuroscience Colloquium, School of Management, Sorbonne University, France
- June 2008, Junior keynote speaker on Decision Neuroscience, Frontiers in Science Symposium, National Academy of Sciences of the US, Alexander v. Humboldt Stiftung, Berlin, Germany
- June 2008, Cognitive Neuroscience Seminar, CEA-Neurospin, France
- May 2008, Behavioral Decision Making Seminar, University of California at San Diego, USA

- May 2008, Keynote speaker on Neuroeconomics, Conference on Neuroeconomics, Copenhagen Business School, Denmark
- April 2008, Neuroeconomics Seminar, Center for Neural Science, New York University, USA
- March 2008, Marketing Seminar, Rothman School of Management, University of Toronto, Canada
- November 2007, Marketing Seminar, Haute Ecole de Commerce de Paris (HEC), Paris, France
- November 2007, The Netherlands Research Day 2007, Rotterdam School of Management, Rotterdam, The Netherlands
- November 2007, Marketing Seminar, INSEAD, Fontainebleau, France
- October 2007, Marketing Seminar, Rutgers Business School, Rutgers University, New Jersey, USA
- October 2007, Marketing Seminar, Tepper Business School, Carnegie Mellon University, Pittsburgh, USA
- September 2007, Marketing Seminar, Harvard Business School, Harvard University, Boston, USA
- September 2007, Marketing Seminar, Haas School of Management, University of California at Berkeley, USA
- September 2007, Marketing Seminar, Kellogg School of Management, Northwestern University, Evanston, USA
- September 2007, Marketing Seminar, Stern School of Business, New York University, USA
- May 2007, Social Science Seminar, California Institute of Technology, Pasadena, USA
- October 2006, Association for Consumer Research Pre-conference Plenary Speaker, Orlando, USA
- August 2006, Marketing Seminar, University of Witten/Herdecke, Germany
- September 2004, Cognitive Economics Symposium, Technische Universität Dresden, Germany

MAJOR CONFERENCE PRESENTATIONS (PEER REVIEWED)

Association for Consumer Research (ACR)

- 2023: (1) Social Media Users' Posting Behavior Can Be As-If Addictive[#]; (2) Impact of the Gut Microbiome Composition on Altruistic Punishment Behavior; (3) Spatio-temporal Associations of Covid-19 Severity, Well-Being, and Risk Attitudes[#] (poster).
- 2022: Does Social-Self Threat Increase the Preference for Status Goods?[#].
- 2021: Does COVID-19-Related Stress Affect Dietary Self-Control?[#].
- 2020: Top or Flop: Quantifying the Value of fMRI Data in the Prediction of Success of New Products.
- 2018: The Effect of Bariatric Surgery on Delay Discounting for Food and Money: A Longitudinal Study[#].
- 2017: (1) Theoretical Advances in Consumer Neuroscience: How Affective, Cognitive, and Social Neuroscience Informs Consumer Behavior (and Vice Versa) (Roundtable Discussion); (2) Obesity and Sensitivity of Food Perceptions and Preferences to Marketing Actions.
- 2016: (1) Peacocks, Testosterone and Status Seeking: Single-Dose Testosterone Administration Increases Preference for Status Brands and Products[#]; (2) Modulation of Judgments by Incidental Affect: The Dynamic Integration of Affect and Its Temporal Sustainability[#]; (3) Consumer Neuroscience: Conceptual, Methodological, and Substantive Opportunities for Collaboration at the Interface of Consumer Research and Functional Magnetic Resonance Imaging (Roundtable Discussion).
- 2015: (1) Individual Differences In Marketing Placebo Effects: Evidence From Brain Imaging and Behavioral Experiments; (2) Advancing Connections Between Neuromarketing Academics and Industry (Roundtable Discussion).
- 2014: 10 Years of Consumer Neuroscience: Progress, Challenges, and Promises (Roundtable Discussion).
- 2013: How Incidental Affect Alters Subsequent Judgments: Insights from Behavioral and fMRI Studies (North American and European Conference)[#].
- 2012: (1) The Low Intensity of Light: Behavioral and fMRI Insights into the Effects of "Light" and "Organic" Claims on Flavor Processing; (2) How Incidental Affect Alters Subsequent Judgments: Insights from a Human fMRI Study[#].
- 2011: (1) Health Claims, Overeating, and Flavor Intensity: Behavioral and fMRI Insights into the American Paradox of Low-Fat Food and High-Fat People; (2) Is Paying Painful? Neuropsychological

- Underpinnings of Abstract and Somatosensory Costs During Consumer Decision Making; (3) I Can Almost Taste It Now: Tracking the Neural Effects of Anticipatory Delays on Consumption[#].
- 2010: Neuroscience, Marketing, and Vulnerable Consumers: Integrative Approaches to Advancing Theory and Social Welfare (Roundtable Discussion).
 - 2009: Neural Dissociation of Valuation and Motivational Signals at the Time of Decision-Making[#].
 - 2008: (1) The Role of Dorsolateral Prefrontal Cortex for Decision Value Computations: First Evidence from Transcranial Magnetic Stimulation and Functional Magnetic Resonance Imaging; (2) Neural Encoding of Willingness to Pay in Consumer Decision-Making.
 - 2007: Neural Correlates of Ad Liking.
 - 2006: (1) Why Companies Should Make Their Customers Happy: The Neural Correlates of Customer Loyalty; (2) The Fire of Desire: Neural Correlates of Brand Choice.

Society for Consumer Psychology (SCP)

- 2024: Why People Post

- 2023: Does Social Self-Threat and Stress Increase the Preference for Status Goods?[#].
- 2022: Does COVID-19-Related Stress Affect Self-Control and the Ability to Make Healthy Food Choices?[#].
- 2021: (1) Are We What We Eat? Nutrition Shifts Discounting in an Intertemporal Choice Task; (2) Using Mobile Eye-Tracking to Capture the Effects of Choice Set Size on Information Processing During Purchase Decisions in the Field[#].
- 2020: The Effect of Bariatric Surgery on Delay Discounting for Food and Money: A Longitudinal Study[#].
- 2019: Terror-Induced, Stressful Life Events Blunted Arousal Reactivity and Impaired Affect Integration in Subsequent Aesthetic Evaluations[#].
- 2018: The Effects of Bariatric Surgery on Delay Discounting in Obesity[#].
- 2017: (1) Obesity and Sensitivity of Food Perceptions and Preferences to Marketing Actions; (2) Peacocks, Testosterone, and Status Seeking: Single-Dose Testosterone Administration Increases Preference for Status Brands and Products[#]; (3) Modulation of Judgments by Incidental Affect: The Dynamic Integration of Affect and Its Temporal Sustainability[#].
- 2015: Individual Differences in Marketing Placebo Effects: Evidence from Brain Imaging and Behavioral Experiments.
- 2013: (1) How Incidental Affect Alters Subsequent Judgments: Insights from a Human fMRI Study[#]; (2) The Low Intensity of Light: Behavioral and fMRI Insights Into the Effects of “Light” And “Organic” Claims on Flavor Processing.
- 2011: Neural Processes Underlying Regulatory Dietary Self-Control.
- 2010: (1) Neural Evidence Against the Pain of Paying Theory of Cost Processing; (2) I Can Almost Taste It Now: How Anticipatory Delays Influence Neural Activity During Consumption[#].
- 2009: (1) The Neural Network Underlying Appetitive and Aversive Decision Value Computations; (2) Neural Dissociation of Valuation and Motivational Signals at the Time of Decision Making[#].
- 2008: How Marketing Actions Affect Experienced Utility.
- 2007: Neural Correlates of Ad Liking.
- 2006: Neural Correlates of Brand Choice Under Uncertainty: The Role of Brand Trust.

Society for Judgment and Decision Making (SJDM)

- 2020: Are We What We Eat? Nutrition Shifts Discounting in an Intertemporal Choice Task.
- 2017: (1) The Effects of Bariatric Surgery on Delay Discounting Modeling in Obesity[#] (poster); (2) Integrating Incidental Affect into Consumers’ Experiences: Dissociable Roles of Valence and Arousal in Affect Infusion Processes[#] (poster).
- 2015: (1) Peacocks, Testosterone, and Luxury Goods: Single-Dose Testosterone Administration Increases Preference For Status Goods[#]; (2) Dietary Self-Regulation Is Linked to Individual Differences in Serum Leptin and Delay Discounting for Food but Not Money in Lean Participants (poster).

- 2012: The Origin of the Pain of Paying.

Society for NeuroEconomics (SfNE)

- 2023 (1) Social Media Users' Posting Behavior Can Be As-If Addictive[#]; (2) Body Mass Index–Dependent Shifts Along Large-Scale Gradients in Human Cortical Organization Explain Dietary Regulatory Success[#] (poster); (3) Can Responsiveness to Marketing-Induced Calorie Estimation Errors Be Linked to Individual Differences in Metabolic Health? (poster).

- 2022: (1) Identifying a Signature of Delay Discounting Using Machine-Learning Applied to Whole-Brain Cortical Structure[#] (poster spotlight); (2) Is Social Decision-Making Linked to the Gut Microbiome?[#]; (3) Neurobiomarkers of Laboratory and Real-World Dietary Success[#] (poster); (4) Does Social-Self Threat Increase the Preference for Status Goods?[#] (poster).

- 2021: (1) The Neural Mechanisms of Affect Misattribution on Judgment and Evaluation[#]; (2) Does COVID-19–Related Stress Affect Dietary Self-Control?[#] (poster spotlight).

- 2020: (1) Top or Flop: Quantifying the Value of fMRI Data in the Prediction of Success of New Products[#]; (2) An fMRI-Based Brain Marker Predicts Individual Differences in Delay Discounting[#]; (3) Using Mobile Eye-Tracking to Capture the Effects of Choice Set Size on information Processing During Purchase Decisions in the Field[#] (poster); (4) A 7-Week Dietary Intervention Increases Delay Discounting in an Intertemporal Choice Task[#] (poster).

- 2019: (1) Marketing Placebo Effects on Taste Perception Are Not Related to the Level of Trust in Marketers and Not Affected by Oxytocin (poster); (2) The Effect of Bariatric Surgery on Delay Discounting for Food and Money: A Longitudinal Study (poster); (3) Misattributing Incidental Affect on Individuals' Consumption Utility (poster); (4) Information About Others' Ratings Changes Willingness to Pay for Snack Food Items (poster).

- 2018: Terror-Induced, Stressful Life Events Blunted Arousal Reactivity and Impaired Affect Integration in Subsequent Aesthetic Evaluations (poster).

- 2017: (1) Neuroanatomy in the vmPFC and dlPFC Predicts Individual Differences In Self-Control Ability of Dietary Decision-Making Across Tasks; (2) Impact of Severe Obesity on Resting-State Connectivity in Brain Systems Related to Valuation and Self-Control Pre- vs. Post-Bariatric Surgery (poster); (3) The Effects of Bariatric Surgery on Delay Discounting Modeling in Obesity (poster); (4) Integrating Incidental Affect into Consumers' Experiences: Dissociable Roles of Valence and Arousal in Affect Infusion Processes (poster); (5) Similarities and Differences in Information Processing During Purchasing in the Field and Lab — An Eye-Tracking Study (poster); (6) Understanding the Motivational Side of Placebo Effects: Placebos Are Translated by the Brain's Valuation System and Enhance “Wanting” (poster).

- 2016: (1) Brain Mediators of Marketing Placebo Effects on Experienced Pleasantness (poster); (3) Sleep Deprivation Alters the Integration of Affect in Subsequent Evaluations (poster); (4) Does Red Bull give You Wings? Placebo Effects of Commercially Available Cognitive Enhancers on Performance Motivation (poster).

- 2015: (1) Dietary Self-Regulation Is Linked to Individual Differences in Serum Leptin and Delay Discounting for Food but Not Money in Lean Participants; (2) Peacocks, Testosterone, and Luxury Goods: Single-Dose Testosterone Administration Increases Preference for Status Goods (poster); (3) Oxytocin Influences Taste Placebo Effects (poster); (4) Modulation of Judgments by Incidental Rewards: Physiological Foundation and Temporal Dynamics (poster).

- 2014: (1) The Origin of the Pain of Paying: Evidence from fMRI and Behavioral Experiments; (2) Dissociating the Neural Correlates of Prediction Error Signals, Predicted and Outcome Value (poster); (3) Modulation of Judgments by Incidental Rewards: Evidence from Facial Affective Recording (poster).

- 2013: (1) Decisions About Chocolate Are Processed Differently Than Decisions on Gambles: Evidence from Eye Tracking (poster); (2) How Incidental Affect Alters Subsequent Judgments: Insights from Behavioral and fMRI Studies (poster); (3) Motivational and Informational Effects of Price on Consumption Utility and Their Neural Correlates (poster).

- 2012: (1) Differences in Dietary Self-Control and Its Psychological Underpinnings (poster); (2) Dissociating Predictions Error, Anticipatory Value and Outcome Value Signals in the Human Brain

(poster); (3) Is There a Common “Cost” Currency System? Neural Correlates of Abstract And Somatosensory Costs During Value Integration (poster, *Best Poster Award*).

- 2011: Health Claims, Overeating, and Flavor Intensity: Behavioral and fMRI Insights into the American Paradox of Low-Fat Food and High-Fat People (poster).

- 2010: Modulation of Experienced Value by Incidental Rewards (poster).

- 2009: (1) The Neurobiology of Using Cognitive Strategies to Modulate of Goal Values at the Time of Decision-Making;[#] (2) Neural Dissociation of Valuation and Motivational Signals at the Time of Decision-Making (poster).

- 2008: Aversive Goal Values Are Negatively Encoded in the Medial Orbitofrontal Cortex at the Time of Decision-Making (poster).

- 2007: (1) Marketing Actions Modulate the Neural Representation of Experienced Utility; (2) Orbitofrontal Cortex Encodes Willingness to Pay in Simple Economic Decisions (poster).

Society for Neuroscience (SfN)

- 2015: Dietary Self-Regulation Is Linked to Individual Differences in Serum Leptin and Delay Discounting for Food but Not Money in Lean Participants (poster).

- 2014: Investigating the Dynamics of Reactivity and Regulation in Food Choice[#] (symposium).

- 2007: (1) Orbitofrontal Cortex Encodes for Willingness to Pay in Simple Economic Choice (poster); (2) Marketing Actions Modulate the Neural Representation of Experienced Utility (poster).

TEACHING

EXECUTIVE: Behavioral and Brain Science (Co-Director, Company-Specific Programs), Neuromarketing (Company-Specific Programs), Caring Consumption (Company-Specific Programs), Customer Centricity (Advanced Management Program (Open Enrollment Program)), Impact of Stress on Decision Making (Strategic Decision Making for Leaders, Open Enrollment Program),

GRADUATE: Marketing Core (MBA, Business Foundation Certificate (Co-Director), LLM program for law students), Decision Neuroscience for Management (PhD program), Neuroscience for Business (MBA), Caring Consumption (MBA)

SERVICES TO THE ACADEMIC COMMUNITY

ADVISORY ROLE FOR

Master students

- Sana Atik, Ecole Normale Supérieure, France (Master 2 advisor, currently Education Specialist).
- Shemal Doshi, Paris School of Economics, France (Master 2 advisor, currently 3rd year PhD student at INSEAD).
- Anaïs Durand, Paris Brain Institute, France (Master 2 advisor, currently PhD student, University College London, UK).
- Marie-Christine Falkenstein, Psychology Department, Maastricht University, The Netherlands (Master 2 advisor and PhD advisor, Sorbonne University).
- Evelyn Medawar, École Normale Supérieure, France (Master 2 advisor, currently postdoctoral researcher at the Max Planck Institute for Human and Cognitive Brain Sciences and founder “lokkalekka GbR”).
- Aline Simonetti, Department of Psychology, University of Maastricht, The Netherlands (Master 2 advisor, currently postdoc researcher at the University of Bonn).
- Sri Vidya Sundaram, Università degli studi di Pavia, Italy (Master internship advisor, currently PhD student at the Max-Planck-Institute Leipzig for Human Cognitive and Brain Sciences).
- Darinka Tuebuttscheck, Ecole Normale Supérieure, France (Master 2 advisor, currently postdoctoral researcher at the Max-Planck-Institute for Empirical Aesthetics, Frankfurt, Germany).

PhD students

- Yann Cornil, INSEAD (PhD committee member, currently Associate Professor of Marketing, University of British Columbia).
- Shemal Doshi, INSEAD, France (PhD advisor, currently 3rd year).
- Marie-Christine Falkenstein, Paris Brain Institute, Sorbonne University, France (PhD co-advisor with Leonie Koban, graduated December 2024).
- Chen Fang, INSEAD, France (1st year advisor, graduated with Master of Science 2012).
- Sabine Hamroun, École Normale Supérieure, France (thesis committee member, currently Senior Data Scientist at Fifty-Fifty, Paris, France).
- Aiqing Ling, INSEAD, France (PhD advisor, currently Assistant Professor of Marketing, University College Dublin).
- Beth Pavlicek, École des Neurosciences de Paris-Île-de-France, France (PhD advisor, currently analyst at GM Financial).
- Olivia Petit, Université Aix-Marseille, France (PhD and HDR thesis committee member, currently Associate Professor at Kedge Business School, France).
- Daniela Schelski, University of Bonn, Germany (PhD co-advisor with Bernd Weber, currently on maternity leave).
- Vasilisa Skvortsova, École des Neurosciences de Paris-Île-de-France, France (co-PhD advisor, currently Senior Data Scientist at Dataiku, London, UK).
- Moc Tram Tran, Paris Brain Institute, Sorbonne University, France (PhD co-advisor with Liane Schmidt, currently 1st year).
- Marton Varga, INSEAD (thesis committee member, currently Assistant Professor of Marketing at Bocconi University).
- Ratnalekha Viswadam, INSEAD and Sorbonne University (PhD co-advisor with Paulo Albuquerque, currently postdoc at NYU).

Postdoctoral researchers

- Valérie Godefroy, INSEAD (Postdoc advisor jointly with Leonie Koban, currently postdoctoral researcher at Centre de Recherche en Neurosciences de Lyon)
- Leonie Koban, INSEAD (Postdoc advisor, currently tenured CRNS researcher at Centre de Recherche en Neurosciences de Lyon).
- Felix Jan Nitsch, INSEAD (Postdoc advisor)
- Liane Schmidt, INSEAD (Postdoc advisor, currently tenured INSERM researcher at the Paris Brain Institute (ICM), Sorbonne University, France, Team Leader Control-Attention-Interoception Group).

INSTITUTIONAL SERVICE

- GEMBA Diploma Committee (2022/23-)
- Paris Marketing Journal Club co-organizer (brings together marketing and decision science faculty from INSEAD, HEC, and ESSEC, since 2022/23-)
- INSEAD Behavioral and Brain Research for Society and Business Research Seminar organizer (school wide, 2020/21)
- INSEAD Marketing Research Seminar organizer (2013/14-2015/16, 2017/18)
- INSEAD-Sorbonne Behavioral Lab Academic Committee (2010-2018) and Ethical Review Committee (2012-2014)
- INSEAD Marketing Area PhD Committee member (2010-2023)
- INSEAD MBA Admission Committee member (2009-2011)
- FEC Rapporteur (2022, 2019) and internal letter writer (2020)

REVIEWING SERVICE

- Marketing, Psychology and Economics: *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Consumer Psychology*, *Marketing Science*, *Management Science*, *Perspectives on*

Psychological Science, Psychological Science, Experimental Economics, International Journal of Research in Marketing, Journal of Business Research, American Journal of Agricultural Economics

- Neuroscience/Science: *Science, Nature, PNAS, Neuron, Journal of Neuroscience, Social Cognitive and Affective Neuroscience, Cerebral Cortex, Frontiers in Decision Neuroscience, PLOS One*
- Grants: National Science Foundation, European Research Council Panel Member (Starting Grants Expert Committee 2018, 2020, 2022), Deutsche Forschungsgemeinschaft, Agence National de la Recherche, Marketing Science Institute

EDITORIAL SERVICE

- Marketing and Economics: *Journal of Consumer Research* (Editorial Review Board Member 2021-2023; Associate Editor 2018-2020; Guest Associate Editor 2016-2017), *Journal of Marketing* (Guest Associate Editor 2018), *International Journal of Research in Marketing* (Editorial Board Member 2019-; Guest Associate Editor 2021, 2022), *Journal of Economic Psychology* (Guest Editor 2010), *Foods* (Editorial Board Topic Editor 2020-2021)
- Neuroscience: *Frontiers in Decision Neuroscience* (Associate Editor 2012-present, Guest Editor Research Topic Consumer Neuroscience 2023), *Journal of Neuroscience, Psychology, and Economics* (Editorial Board Member 2012-2019), *Brain Research Bulletin* (Guest Editor 2005)

CONFERENCE SERVICE

- Conference (Co-) Chairing:
 - Association for Consumer Research Conference 2024
 - Consumer Neuroscience Satellite Symposium 2023, 2022, 2013-2019, 2009
 - Neuroeconomics Summer School, UPenn, USA: 2023; NYU Shanghai, China: 2019, 2017, 2015;
 - vInterdisciplinary Symposium on Decision-Making 2021
 - Co-Chair vConsumer Neuroscience pre-ACR Workshop 2020
 - Conference on NeuroEconomics (ConNEcs) 2008, 2004, 2003
- Member Program Committee:
 - Association for Consumer Research Conference 2021, 2020, 2017, 2016, 2015, 2013, 2012, 2008
 - Society for Consumer Psychology Conference 2023 (AE), 2022, 2021, 2020, 2019, 2016, 2013
 - Behavioral Decision Research in Management Conference 2016, 2014, 2012
 - European Association for Consumer Research Conference 2013
 - International Society for Consumer Psychology Conference 2012
- Doctoral Consortium Speaker/Discussant, Society for Consumer Psychology Conference 2023, 2016, 2013, 2012; American Marketing Association (Sheth) 2018
- Advisory Board:
 - Society for Consumer Psychology (2014-2017)
 - Association for Neuroscience, Psychology, and Economics (2023-)

ACADEMIC MEMBERSHIP

Society for NeuroEconomics (2010-2017 Board Member and CIO, 2019-2021 President); Society for Consumer Psychology; Association for Consumer Research; Society for Judgment and Decision-Making; Society for Neuroscience