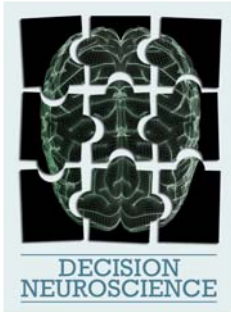


Presenters' Bios



2006 Association for Consumer Research Preconference

Exploring How Neuroscience Can Inform Consumer Research

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Dan Ariely
Massachusetts Institute of Technology

Dan Ariely is the Alfred P. Sloan Professor of Behavioral Economics at MIT, where he holds a joint appointment between MIT's Program in Media Arts and Sciences and the Sloan School of Management. He is also a visiting scholar at the Boston Federal Reserve Bank and a fellow at the Institute for Advance Study at Princeton. At MIT, Dan is the principal investigator of the Media Lab's eRationality group, a co-director of the Lab's Simplicity consortium, and the founder of the Center for Advanced Hindsight. Most of Dan's research focuses on the determinants of individual preferences and their outcomes, with an emphasis on questions concerning context and environmental effects, time dynamics, intertemporal choice, learning, and the psychology of money. In the Media Lab Dan attempts to use some these insights to build technological tools to overcome some of these built-in human "shortcomings."

Antoine Bechara
University of Southern California

Antoine Bechara recently moved from the University of Iowa to the Brain and Creativity Institute, University of Southern California. His research focuses on understanding the neural processes underlying how we make decisions and choices. Researchers in the field of human decision-making have used a variety of methods, including functional neuroimaging, and work with brain damaged patients. Among the influential work using the brain lesion method has been his work, which focused on the decision-making capabilities of patients who have suffered injury to the ventromedial sector of their prefrontal cortex. At the time, the decision-making deficit seen in these patients presented a puzzling defect because their impairment was so obvious in their real life, but there was no laboratory probe to detect and measure this decision-making impairment. His development of what became known as the Iowa Gambling Task (IGT) enabled investigators, for the first time, to detect these patients' elusive impairment in the laboratory, measure it, and investigate its possible causes. This work has certainly drawn attention to the potential value in studying the neural basis of decision-making, and in bringing this question to the laboratory through the use of structured decision-making tasks involving choices that mimic real-life situations, in the way they factor uncertainty, reward, and punishment.

Jim Bettman
Duke University

James R. Bettman is Burlington Industries Professor of Business Administration and Professor of Psychology at Duke University. He received his BA (mathematics-economics) and PhD (administrative sciences) from Yale University. His teaching interests are in consumer behavior. His research focuses on consumer decision making, particularly constructive preferences, adaptive decision making, effects of emotion on decision making, and the integration of conscious and nonconscious processing in choice.

Professor Bettman's publications include two books, *An Information Processing Theory of Consumer Choice* and *The Adaptive Decision Maker*; a monograph, *Emotional Decisions: Tradeoff Difficulty and Coping in Consumer Choice*; and roughly 100 articles and chapters. He is an editorial board member for the *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Behavioral Decision Making*, and *Journal of Consumer Psychology* and editor of *Monographs of the Journal of Consumer Research*. He has been co-editor of the *Journal of Consumer Research* and president of the Association for Consumer Research. He is a Fellow of the American Psychological Association, the American Psychological Society, and the Association for Consumer Research. Professor Bettman has been the chair or co-chair for thirty doctoral students in marketing at both Duke and UCLA. He received Duke University's Dean's Award for Excellence in Mentoring in 2006.

Meghana Bhatt
California Institute of Technology

Meghana Bhatt is currently a fifth year graduate student in Social Science at Caltech working with Colin Camerer. She graduated with her bachelors in math from Harvard in 2000 and then worked for the Macroeconomics research group at the Federal Reserve Bank branch in San Francisco before beginning her graduate studies. Her interests fall broadly within the category of "Neuroeconomics" and has published two papers using fMRI technology to study decision behavior: *Self-referential thinking and equilibrium as states of mind in games: fMRI evidence* with C. Camerer in *Games and Economic Behavior*, 2005 and *Neural systems responding to degrees of uncertainty in human decision-making* with M. Hsu et al. in *Science*, 2005. She is currently working on borrowing insights and modeling techniques from computational neuroscience to build better models of processes that have traditionally been difficult to approach formally, such as advertising. She is also continuing her work with fMRI, concentrating on the neural underpinnings of social interactions, particularly when there are significant strategic components.

Miguel Brendl
INSEAD

Miguel Brendl joined INSEAD in 1999 after serving on the faculties of the University of Heidelberg (1998-99) and of the University of Konstanz (1995-1998). He received a PhD degree in psychology from Columbia University in 1995 following his undergraduate studies of business administration and psychology at the University of Mannheim, Germany. He investigates two types of reasons for why people develop preferences toward objects (e.g., brands, products, people). First, he asks how goals and needs influence preferences and choices. Second, he searches for cases when automatic processes influence preferences and choices. He serves as editorial review board member at the *Journal of Consumer Research*, the *Journal of Consumer Psychology*, and is founder and director of INSEAD's laboratory for experimental behavioral research, the *INSEAD Social Science Research Centre* in Paris. At INSEAD he teaches marketing management, consumer behavior, psychology, and experimental research methods.

Dipankar Chakravarti
University of Colorado, Boulder

Dipankar Chakravarti is The Ortloff Professor of Business at the Leeds School, University of Colorado, Boulder. He holds a B.Sc. (Honours in Physics) from the University of Calcutta, and M.S. and Ph.D. degrees in Industrial Administration from Carnegie-Mellon. Dipankar has taught at Florida, Duke and Arizona and his research has appeared in major scholarly outlets such as *Journal of Consumer Psychology*, *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Marketing*, *Marketing Science*, *Management Science* and the *Annual Review of Psychology*. His research recognitions include the 1994 JCR best paper award. He is a Fellow and past-President of Society for Consumer Psychology, and a past or current member of the JCP, JCR, JMR, and JM editorial boards. He has been editor of JCP and is a member of JCR's policy board. Dipankar's research examines consumer and managerial decision making and associated mental processes using experimental psychology and experimental economics methods.

John Deighton
Harvard Business School

John Deighton is the Harold M. Brierley Professor of Business Administration at the Harvard Business School, where he has been on the faculty since 1994. His Ph.D. is in marketing from the Wharton School. He is Editor of the *Journal of Consumer Research* and was the founding editor of the *Journal of Interactive Marketing*, jointly with Rashi Glazer. He has published, among other journals, in the *Journal of Consumer Research*, the *Journal of Marketing Research* and the *Journal of Marketing* (where he received the alpha kappa psi award) on topics that include marketing strategy, the marketing of performance, database marketing and advertising. He has written cases on Snapple, the novelist James Patterson, Hilton Hotels' frequent guest program, CVS.com, USA Today Online and others. Prior to joining the Harvard Business School, he was on the faculties of the University of Chicago and Dartmouth College.

Richard Gonzalez
University of Michigan

Richard Gonzalez is Professor and Chair of the Psychology Department at the University of Michigan. Dr. Gonzalez's research is in the general area of judgment and decision making. He has made theoretical and methodological contributions to the area of decision making under risk. He also is interested in applied settings, including medical, legal, and consumer decision making.

Angela Gutches
Harvard University and Massachusetts General Hospital

Angela Gutches is currently a postdoctoral fellow through the Department of Psychology at Harvard University and the Athinoula A. Martinos Center at Massachusetts General Hospital. Her research focuses on the influence of aging and culture on long-term memory, using behavioral and functional neuroimaging methods. In terms of aging, Dr. Gutches is interested in compensatory strategies and neural reorganization, and her work has identified a pattern of compensatory prefrontal activation in response to declines in medial temporal regions in older adults. She is now exploring the specificity of the neural response with age, for social and nonsocial information, and true and false memory. Her work on culture focuses on cross-cultural differences in the use of categories and attention to objects and contexts. She received her PhD in Psychology from the University of Michigan under the mentorship of Denise Park. Dr. Gutches is currently affiliated with Daniel Schacter's laboratory, supported by a National Institute on Aging Ruth L. Kirchstein National Research Service Award. In 2007, she will move to Brandeis University as an Assistant Professor of Psychology.

Scott Huettel
Duke University

Dr. Huettel is an Assistant Professor of Psychiatry at Duke University, and is a core faculty member of Duke's Center for Cognitive Neuroscience and Brain Imaging and Analysis Center. He is also co-director of Duke's new Center for Neuroeconomic Studies (neuroeconomics.duke.edu). Research in his laboratory focuses on understanding the brain mechanisms underlying executive control, with particular emphasis on systems responsible for economic and social decision making. Functional magnetic resonance imaging (fMRI) is used to probe changes in brain activation associated with decision making, followed by integrating fMRI activation measures with behavioral and psychometric data. Because economic and social decisions are common in many game settings, many experiments use paradigms adapted from gambling, such as poker or slot machines. An underlying neural theme is to understand the functions supported by prefrontal cortex: in what ways do different prefrontal regions contribute to an individual decision? Ongoing studies evaluate whether there are distinct forms of uncertainty whose resolution is mediated by different brain systems; how certainty, risk, and ambiguity differentially influence decision processes; and how changes in the probability of events influence brain systems for decision making. Collectively, these studies fall under the emerging field of "neuroeconomics".

Eric Johnson
Columbia University

Eric Johnson is the Norman Eig Professor of Business, at the Columbia School of Business at Columbia University. His research interests are in consumer and managerial decision-making. Before moving to Columbia, he was David Hauck Professor of Marketing and a Professor of Psychology and Operations and Information Management at The Wharton School of the University of Pennsylvania.

As part of his work in behavioral decision research, Professor Johnson has been involved in understanding the nature and origin of preferences. This work includes research on preference reversals, the effect of anchoring on preferences, and work which characterizes preferences as constructive. A major stream has examined the role of default options in choice which has been published in *Science*, and his most recent work has examined the role of preferences as memories, the endowment effect and intertemporal choice, in press in *Psychological Science* and *Journal of Experimental Psychology*.

John Jonides
University of Michigan

John Jonides is the Daniel J. Weintraub Professor of Psychology and Neuroscience and co-Director of the fMRI Center at the University of Michigan. He is also editor in chief of the scholarly journal, *Cognitive, Affective, and Behavioral Neuroscience*. Dr. Jonides has over 100 refereed publications as well as several edited and authored books. He is known for his research using behavioral and neuroimaging techniques studying mechanisms of executive processing and working memory. For over 20 years, Dr. Jonides' research program has been concerned with understanding many aspects of working memory. Included in that program has been a substantial body of work, still ongoing, to chart the characteristics of information storage in working memory.

Also included is more recent research concerning the mechanisms of executive processing, especially as this is reflected in processes involved in switching from one representation in memory to another and in processes used to resolve interference among alternative memory representations, including inhibitory processes. This program of research makes use of behavioral research on both normal and brain-injured humans as well as functional MRI and other imaging modalities as sources of data concerning the mechanisms of working memory.

Nina Mazar
Massachusetts Institute of Technology

Nina Mazar is a post-doctoral associate at MIT. Her research examines the ways in which consumers' behavior deviates from standard economic assumptions. As a second step, she takes these deviations and asks what changes a policy-maker would have to make to his policies if he wanted to maximize welfare given these particular behavioral patterns. For example, after demonstrating a dependency between demand and supply she ask how this would change the ways in which policy-makers should set taxes, and after observing the causes for dishonesty she ask how this could change the ways in which policy-makers set punishment policies.

Kevin Ochsner
Columbia University

Kevin Ochsner is Assistant Professor of Psychology at Columbia University. Kevin's research interests include the psychological and neural processes involved in emotion, pain, self-regulation, self perception, and person perception. All of his work employs a social cognitive neuroscience approach that seeks to integrate the theories and methods of social psychology on the one hand, and cognitive neuroscience on the other.

Hilke Plassmann
California Institute of Technology

Hilke Plassmann is postdoctoral researcher in the Division of Humanities and Social Sciences of the California Institute of Technology, where she has been since July 2006. Before that, she was a postdoctoral researcher in the Stanford Neuroeconomics Lab, Stanford University. She received a Ph.D. (Marketing and Neuroscience) from the University of Muenster's School of Business and Economics in 2005, an M.Sc. (Marketing, Controlling and Business Information Systems) from Muenster University in 2001 and an M.A. (International Management) from Montpellier Graduate School of Management in 2000. Her primary research areas are consumer decision-making, self-control and brand management. Her work has been published in various marketing and neuroscience journals and has been presented during diverse conferences focusing on behavioral decision research. Hilke received several awards and grants for her research.

Drazen Prelec
Massachusetts Institute of Technology

Drazen Prelec is the Digital Equipment LFM Professor of Management at MIT, where he has taught since 1991. He holds degrees in applied mathematics (undergraduate) and experimental psychology (PhD), and has received fellowships from Harvard Society of Fellows, Russell Sage Foundation, Center for Advanced Study in the Behavioral Sciences, John Simon Guggenheim Foundation and the Institute for Advanced Study. His research interests include marketing research, behavioral economics, decision theory, and neuroeconomics.

Baba Shiv
Stanford University

Baba Shiv is Associate Professor of Marketing at the Stanford Graduate School of Business. His areas of expertise lie in consumer decision-making and decision neuroscience, with specific emphasis on the role of emotion in decision making, the neurological bases of emotions, and nonconscious mental processes in decision making. His research has been published in marketing, psychology, decision making, and neuroscience journals including *Cognitive Brain Research*, *Journal of Consumer Psychology*, *Journal of Consumer Research*, *Journal of Marketing Research*, *Organizational Behavior and Human Decision Processes*, and *Psychological Science*. He is an Associate Editor of the *Journal of Consumer Research*, and is on the editorial boards of the *Journal of Consumer Psychology* and the *Journal of Marketing Research*. He has been identified by the Marketing Science Institute as a future leader of the next generation of marketing academics.

Ale Smidts
Erasmus University Rotterdam

Ale Smidts is Professor of Marketing Research and Dean of Research at the Rotterdam School of Management of the Erasmus University Rotterdam, and Scientific Director of the Erasmus Research Institute of Management (ERIM). He received his MSc and PhD from Wageningen University, The Netherlands. His research interests include behavioral decision making, risk attitudes and persuasive communication. In 2002, he started working in the area of cognitive neuroscience as it applies to marketing and economics. In his decision neuroscience research he collaborates with specialists from the FC Donders Centre for Cognitive Neuroimaging, Radboud University Nijmegen. Current projects concern the brain mechanisms of persuasive communication, in particular as it relates to presenters in advertising (with Vasily Klucharev and Guillen Fernandez) and the neural correlates of risky decision making (with Kaisa Hytonen and Ivan Toni). Further information can be found on the website of the Erasmus Center for Neuroeconomics. His research was published in journals such as *Management Science*, *Academy of Management Journal*, *International Journal of Research in Marketing*, *Marketing Letters*, *Health* and the *Journal of Clinical Epidemiology*.

Carolyn Yoon
University of Michigan

Carolyn Yoon is Associate Professor of Marketing at the Stephen M. Ross School of Business, University of Michigan. She also holds joint appointments at the Institute for Social Research and the Psychology Department, University of Michigan. Her research program is focused on understanding age-related changes in memory, cognition, and judgment processes in consumer and social environments. The research lies at the intersection of marketing proper and several cognate disciplines, psychology, gerontology and, more recently, cognitive and social neuroscience. Her work includes publications in the *Journal of Consumer Research*, *Psychology and Aging*, *Journal of Personality and Social Psychology*, and *Neuropsychology*.