



Theoretical REsearch in Neuroeconomic Decision-making



New Challenges for Economic Decision-Making: Biology, Neuroscience and Economic Models

May 19-20, 2011

Hoffman Hall – Room 2
3670 Trousdale Parkway
Los Angeles, CA 90089

Program

Thursday May 19, 2011

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| 9:00 – 9:45 | <i>Breakfast at Hoffman Hall</i> |
| 9:45 – 10:45 | The Evolution of the Theory of Mind
Arthur Robson (Simon Fraser University) |
| 10:45 – 11:00 | <i>Coffee break</i> |
| 11:00 – 12:00 | The Neural Correlates of Strategic Choice
Giorgio Coricelli (University of Southern California) |
| 12:00 – 1:30 | <i>Lunch at University Club</i> |
| 1:30 – 2:30 | Probability Weighting as Evolutionary Second-Best
Florian Herold (Northwestern University) |
| 2:30 – 3:30 | Imaging Genomics for Utility of Risks over Gains and Losses
Soo Hong Chew (National University of Singapore) |
| 3:30 – 4:00 | <i>Coffee break</i> |
| 4:00 – 5:00 | Sex Hormones and Competitive Bidding
Burkhard Schipper (University of California Davis) |
| 7:00 | <i>Dinner</i> |



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Friday May 20, 2011

- 9:00 – 9:30 *Breakfast at Hoffman Hall*
- 9:30 – 10:30 **Personality Theory and Decision Theory: Toward a Synthesis**
Aldo Rustichini (University of Minnesota)
- 10:30 – 10:45 *Coffee break*
- 10:45 – 11:45 **Resource Allocation in the Brain**
Juan Carrillo (University of Southern California)
- 11:45 – 12:15 **Biology and the Arguments of Utility**
Luis Rayo (University of Utah)
- 12:15 – 2:00 *Lunch at University Club*
- 2:00 – 3:00 **Misperception and Stochastic Choice: Theory and Evidence**
Andrew Caplin (New York University)
- 3:00 – 4:00 **Advertising and the Welfare Implications of Endogenous Preferences**
Julian Jamison (Boston Federal Reserve)
- 4:00 – 4:30 *Coffee break*
- 4:30 – 5:30 **Learning Self-Control**
Nageeb Ali
- 7:00 *Dinner*