

Nicolette J. Sullivan

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Education

PhD, Computation & Neural Systems, California Institute of Technology, 5/2015
MA, Social Science, University of Chicago, 8/2007
BA, Psychology, neuroscience minor, biochemistry sequence, Miami University (OH), 5/2002

Academic Positions

9/2019 – present: Assistant Professor of Marketing, Department of Management, The London School of Economics and Political Science
1/2019 – 5/2019: Visiting Lecturer, The Wharton School, University of Pennsylvania
7/2015 – 7/2019: Postdoctoral Associate, Cognitive Neuroscience and Marketing, Duke University
Research Fellow, Duke-IPSOS Center for Shopper Insights
6/2010 – 6/2015: Graduate Research Assistant, Computation & Neural Systems, California Institute of Technology
10/2007 – 5/2010: Research Professional, Department of Economics, University of Chicago
6/2007 – 9/2007: Research Assistant, Center for Cognitive & Social Neuroscience, University of Chicago
6/2006 – 9/2006: Research Fellow, Center for the Study of Neuroeconomics, George Mason University

Publications

Sullivan, N.J.*, Li, R.*, Huettel, S.A. (2022) Peer presence increases the prosocial behavior of adolescents by speeding the evaluation of outcomes for others. *Nature Scientific Reports*. 12(1)
<https://doi.org/10.1038/s41598-022-10115-0> *Denotes co-first authorship.

Sullivan, N.J., Huettel, S.A. (2021) Healthy choice depends on the latency and rate of information accumulation. *Nature Human Behavior*. 5(12), 1698 – 1706 <https://doi.org/10.1038/s41562-021-01154-0>

Serrano-Gonzalez, M. Herting, M.M., Lim, S.L., **Sullivan, N.J.**, Kim, R. Espinoza, J. Koppin, C.M., Javier, J.J., Kim, M., Luo, S. (2021) Developmental Changes in Food Perception and Preference. *Frontiers in Psychology: Eating Behavior*. <https://doi.org/10.3389/fpsyg.2021.654200>

Sullivan, N.J., Fitzsimons, G.J., Platt, M.L., Huettel, S.A. (2019) Indulgent foods can paradoxically promote disciplined dietary choices. *Psychological Science*. 30(2), 273 – 287.
<https://doi.org/10.1177/0956797618817509>

Amasino, D.R., **Sullivan, N.J.**, Kranton, R.E., Huettel, S.A. (2019) Amount and time exert independent influences on intertemporal choice. *Nature Human Behavior*. 3, 383 – 392. <https://doi.org/10.1038/s41562-019-0537-2>

Schulte-Mecklenbeck, M., Johnson, J.G., Bockenholt, U., Goldstein, D.G., Russo, J.E., **Sullivan, N.J.**, Willemsen, M. (2017) Process-tracing methods in decision making: on growing up in the 70s. *Current Directions in Psychological Science*, 26(5), 442 – 450. <https://doi.org/10.1177/0963721417708229>

Sullivan, N.J., Hutcherson, C.A., Harris, A., Rangel, A. (2015) Dietary self-control is related to the speed with which healthfulness and tastiness attributes are processed. *Psychological Science*, 26(2), 122 – 134.
<https://doi.org/10.1177/0956797614559543>

Under Review & Resubmissions

Sullivan, N.J., Breslav, A., Doré, S.S., Bachman, M.D., Huettel, S.A. The golden halo of defaults in the decision process. *Journal of Marketing Research*.

Sullivan, N.J., Nusbaum, H.C., List, J.A., Small, S., Hortaçsu, A. Contextual malleability of pro-social behavioral is associated with neural response to giving. *PNAS*.

Invited Talks

- 4/2022: Cornell University Johnson Graduate School of Management, Marketing Area Workshop, Ithaca, NY.
- 9/2021: Thinking fast about taste and slow about health leads to unhealthy choices. Paris Brain Institute, Paris, France.
- 4/2021: The Golden Halo of Defaults in the Decision Process. CREED/TI Workshop on Modeling and Measuring Attention. Tinbergen Institute. Virtual.
- 1/2021: The Golden Halo of Defaults in Dietary Choice. UCLA Anderson School of Management Marketing Seminar. Virtual.
- 6/2020: Neural changes across the lifespan are associated with changes in temporal discounting. Decision & Consumer Neuroscience Conference. Virtual.
- 6/2020[†]: Cognitive Underpinnings of Economic Behavior Symposium, University of Amsterdam, Amsterdam, Netherlands. [[†]rescheduling pending due to COVID19]
- 3/2020[†]: Interdisciplinary methods to understand impact of digital media on social and individual behavior conference at the European Commission, Brussels, Belgium. [[†]rescheduling pending due to COVID19]
- 3/2020[†]: 2nd Annual Neuroeconomics Symposium: Neuroeconomics of Simple Choice, Caltech, Pasadena, CA. [[†]rescheduling pending due to COVID19]
- 2/2020[†]: Cornell University Johnson Graduate School of Management, Marketing Area Workshop, Ithaca, NY. [[†]rescheduling pending due to weather]
- 1/2020: Max Planck UCL Centre Computational Psychiatry Seminar. University College London, London, UK.
- 5/2019: 11th Triennial Invitational Choice Symposium, Chesapeake Bay, MD.
- 4/2019: Measuring, modeling, and nudging the dynamics of consumer choice. Wharton Neuroscience Initiative, The Wharton School, University of Pennsylvania, Philadelphia, PN.
- 10/2018: Keynote Speaker for Choice-Process Data in Experimental Economics Workshop. North American Economic Science Association, Antigua, Guatemala.
- 10/2018: Brain and Spine Institute, Sorbonne University, Paris, France.
- 5/2018: Influence of Product Adjacencies on Choice. Duke-Ipsos Research Center and Think Tank Board Meeting, New York, NY.
- 1/2018: Nudging the mechanisms underlying self-control in consumer choice, Rotman School of Management Marketing Seminar, University of Toronto, Toronto, ON.
- 1/2018: Indulgent food options can paradoxically increase dietary self-control, Fuqua School of Business Marketing Seminar, Duke University, Durham, NC.
- 5/2016: 10th Triennial Invitational Choice Symposium, Lake Louise, Alberta, Canada.
- 1/2015: Center for Mind/Brain Sciences Seminar, University of Trento, Trento, Italy.
- 3/2014: Economic Science Institute Brown Bag Seminar, Chapman University, Orange, CA.
- 2/2014: Psychology Department Colloquium, California State University Northridge, Northridge, CA.

Conference Talks

- 6/2022: Contextual sensitivity of pro-social behavioral associated with neural response to giving. European Group of Process Tracing Studies (EGPROC) Annual Meeting, Amsterdam, Netherlands.
- 2/2022: Thinking fast about taste and slow about health leads to unhealthy choices – with extensions to intertemporal choice. Society for Judgement and Decision Making Annual Conference, Virtual [originally 11/2021]
- 6/2020[†]: Using the DDM to understand neural value encoding and multi-attribute choice. “Leveraging computational models to advance neuroeconomics” symposium, NeuroPsychoEconomics, Amsterdam, Netherlands. [[†]rescheduling pending due to COVID19]
- 10/2019: Would you like fries with that? Modeling the default effect in dietary choice. “Helping Consumers Make Wise Choices About Food” Session, Association for Consumer Research, Atlanta, GA.
- 5/2019: Measuring and Modeling the Temporal Dynamics of Choice. “Measuring Movements, Measuring Minds: How Body Movements Reveal Psychological Processes” Symposium at the Association for Psychological Science Annual Conference, Washington, D.C.
- 10/2018: Dietary self-control depends on the latency and rate of information accumulation during choice. Society for Neuroeconomics, Philadelphia, PA.
- 2/2018: Would you like fries with that? The default effect in dietary choice. North Carolina Cognition Conference, University of North Carolina at Chapel Hill, Chapel Hill, NC.
- 11/2017: Indulgent food options can paradoxically increase dietary self-control. “Self-control and Decision Making” Nanosymposium* at the Society for Neuroscience Annual Conference, Washington, D.C. *Symposium co-chair

- 6/2017: Indulgent food options can paradoxically increase dietary self-control. Interdisciplinary Symposium on Decision Neuroscience, Stanford University, Palo Alto, CA.
- 7/2013: Using computer mouse movements to parse the temporal dynamics of value-based choice. 6th Annual Judgment and Decision Making Workshop, Max Planck Institute for Human Development, Berlin, Germany.
- 5/2008: Learning and Decisions under Uncertainty in an Ex Ante Suboptimal Choice Task. Midwestern Psychological Association, Chicago, IL.

Outreach Talks

- 6/2018: Self-control and the brain. Science Café Series at The Museum of Natural Science, Raleigh, NC.
- 7/2017: Social and Decision Neuroscience. Duke Neuro Camp, Duke University, Durham, NC.
- 7/2016: Social and Decision Neuroscience. Duke Neuro Camp, Duke University, Durham, NC.
- 3/2015: Decision-making, robotics, and the brain. California Institute of Technology, Pasadena, CA.
- 5/2014: Believing Isn't Always Seeing: How Hidden Brain Biases Influence Your Behavior. Science Saturdays public lecture series, California Institute of Technology, Pasadena, CA.
- 3/2013: Upward Bound pre-college program for low-income and first-generation college-bound students. Harvey Mudd College, Claremont, CA.

Posters

- Sullivan, N.J.**, Zhou, L., Lee, C., Fitzsimons, G.J. (10/2020) The In-Store Experience Induces Price Primacy Amongst Online Shoppers. INFORMS Marketing Science (virtual).
- Sullivan, N.J.**, Fitzsimons, G.J., Larrick, R.P. (10/2020) Table to Farm: Persuasive Messaging Influences Consumers' Willingness to Compost. Association for Consumer Research Annual Conference (virtual).
- Sullivan, N.J.***, Zhou, L.*, Fitzsimons, G.J. (10/2020) A Helping Hand: How Online and In-store Shopping Environments Change Information Search for Haptic Products. Association for Consumer Research Annual Conference (virtual). *Denotes co-first authorship
- Sullivan, N.J.** (10/2020) Faster processing of gains associated with reduced aversion to loss. Society for Neuroeconomics Annual Conference (virtual).
- Sullivan, N.J.**, Huettel, S.A., Rangel, A. (10/2019) Within individual changes in temporal discounting induced by shifts in the processing times of immediate and delayed value information. Society for Neuroeconomics, Dublin, Ireland.
- Sullivan, N.J.**, Doré, S.S., Breslav, A.D.S., Huettel, S.A. (2019) Would you like fries with that? Modeling the default effect in dietary choice. Interdisciplinary Symposium on Decision Neuroscience, Durham, NC.
- Sullivan, N.J.**, Doré, S.S., Breslav, A.D.S., Huettel, S.A. (2018) Would you like fries with that? Modeling the default effect in dietary choice. Consumer Neuroscience Symposium, Philadelphia, PA.
- Sullivan, N.J.**, Huettel, S.A. (6/2018) Dietary self-control depends on the latency and rate of information accumulation. Interdisciplinary Decision Neuroscience Symposium, Ann Arbor, MI.
- Prakash, M.P., Winkle, J.A., **Sullivan, N.J.**, Fitzsimons, G.J., Pearson, J.M., Huettel, S.A. (10/2017) Presentation style affects decision process: A dietary choice study. Association for Consumer Research Conference, San Diego, CA.
- Sullivan, N.J.**, Stine, A.D., Doré, S.S., Huettel, S.A. (10/2017) Would you like fries with that? The default effect in dietary choice. Consumer Neuroscience Symposium, Toronto, Canada.
- Sullivan, N.J.**, Li, R., Huettel, S.A. (10/2017) Peer presence increases pro-social behavior due to shifts in the speed with which others' rewards are processed. Society for Neuroeconomics, Toronto, Canada.
- Serrano-González, M., **Sullivan, N.J.**, Koppin, C., Kim, R., Werner, J., Javier, J., Espinoza, J., Kim, M. (12/2016) Dietary choice in children is strongly related to processing speed of food tastiness. American Physician Scientist Association Meeting, Los Angeles, CA.
- Sullivan, N.J.**, Winkle, J.A., Fitzsimons, G.J., Platt, M.L., Huettel, S.A. (8/2016) Priming Alters Neural Value Representation. Consumer Neuroscience Symposium, Berlin, Germany
- Sullivan, N.J.**, Winkle, J.A., Fitzsimons, G.J., Platt, M.L., Huettel, S.A. (8/2016) Attention to a common healthy consequence in food gambles diminishes dietary self-control. Society for Neuroeconomics, Berlin, Germany.
- Winkle, J.A., **Sullivan, N.J.**, Fitzsimons, G.J., Platt, M.L., Huettel, S.A. (8/2016) Option representation affects decision processing times in a dietary choice task. Society for Neuroeconomics, Berlin, Germany.
- Sullivan, N.J.**, Huettel, S.A., Rangel, A. (6/2016) Delay of gratification in intertemporal choice is related to the speed with which immediate and future rewards are processed. Interdisciplinary Symposium on Decision Neuroscience, Philadelphia, PA.
- Winkle, J.A., **Sullivan, N.J.**, Lee, B.C., Pearson, J., Fitzsimons, G.J., Platt, M.L., Huettel, S.A. (6/2016) Goal priming shapes value-guided choice while leaving attentional markers unchanged. Interdisciplinary Symposium on Decision Neuroscience, Philadelphia, PA.

Sullivan, N.J., Galván, A., Mather, M., Rangel, A. (6/2014) Neural changes across the lifespan are associated with self-control ability. Organization for Human Brain Mapping, Hamburg, Germany.

Sullivan, N.J., Hutcherson, C.A., Harris, A., Rangel, A. (5/2014) Dietary self-control is related to the speed with which health and taste attributes are processed. Association for Psychological Science, San Francisco, CA.

Hutcherson, C.A., **Sullivan, N.J.**, Rangel, A. (2/2014) Altruistic motives emerge later than selfish ones: tracking the online construction of generous choices. Annual Meeting of the Society for Personality and Social Psychology, Austin, TX.

Sullivan, N.J., Galván, A., Mather, M., Rangel, A. (9/2013) Neural changes across the lifespan predict self-control ability. Society for Neuroeconomics, Lausanne, Switzerland.

Sullivan, N.J., Hutcherson, C.A., Harris, A., Rangel, A. (9/2013) Real-time value computations measured by motor movement in simple choice. Society for Neuroeconomics, Lausanne, Switzerland.

Sullivan, N.J., Hutcherson, C.A., Harris, A., Rangel, A. (9/2012) Using computer mouse movements to parse the temporal dynamics of value-based choices. Society for Neuroeconomics, Key Biscayne, FL.

Sullivan, N.J., Nusbaum, H.C., List, J.A., Small, S., Hortaçsu, A. (7/2012) Future giving behavior associated with activity in the human striatum. Cold Spring Harbor Laboratory Workshop on the Biology of Social Cognition, Lloyd Harbor, NY.

External Examiner

Ratnalekha Viswanadham (INSEAD/Sorbonne)

Honors, Awards, Certifications

Full Fellowship, UK Higher Education Academy (awarded 2021)
 Best Poster Award, Interdisciplinary Symposium on Decision Neuroscience, 2018
 Duke University Postdoctoral Professional Development Award, 2016
 Kavli Foundation Travel Grant, 2014
 NSF IGERT Fellow, 2010 – 2013
 Humane Studies Fellow, 2006 – 2007, 2010 – 2015

Teaching

Consumer Insights II: Advanced Consumer Behaviour (MSc). Department of Management – Marketing, London School of Economics and Political Science. Winter 2022.

Consumer Insights I: Behavioural Fundamentals (MSc). Department of Management – Marketing, London School of Economics and Political Science. Fall 2019 & 2020.

Consumer Neuroscience (Undergraduate and MBA). The Wharton School, Department of Marketing, University of Pennsylvania. Spring 2019.

Guest lecture, LSE Executive MSc in Behavioural Science. Spring 2022.

Workshop, Introduction to statistics in R (MSc). Fall 2022.

Academic Service

Board Member, Society for Neuroeconomics (2021-2024)
 Conference Committee, Interdisciplinary Symposium on Decision Neuroscience (2021)
 Co-Director, LSE Behavioral Lab (2020)
 Member, LSE Department of Management Research Committee (2019 – present)
 Review Editor: Frontiers in Neuroscience and Psychology (2018 – present)
 Ad-hoc Reviewer: PNAS; Nature Human Behavior; eLife; Nature Scientific Reports; Psychological Science; Appetite; Journal of Consumer Psychology; PLOS One; Cognition; Journal of Experimental Social Psychology; Psychonomic Bulletin & Review; Journal of the Association for Consumer Research; Journal of Neuroscience, Psychology, and Economics; Neuropsychologia; Journal of Experimental Psychology Applied; Experimental Brain Research; Journal of Behavioral Decision Making; Motivation and Emotion; Psychological Reports; Journal of Socio-Economics; Journal of Neuroscience Research; Frontiers in Neuroscience

Conference Reviewer (2017-2022): Association for Consumer Research Conference
 Chair, Caltech Computation and Neural Systems Twice-Monthly Journal Club (2012-2015)
 Mentor, Caltech Women Mentoring Women Program (2012-2015)
 Discussion Leader, Duke Women in Science and Business Book Discussion Series (2017)
 Policy Chair, Duke University Postdoctoral Association (2017)

Associations

American Marketing Association; Association for Consumer Research; Society for Judgement and Decision Making; Society for Neuroeconomics; Society for Neuroscience