

“The Neural Underpinnings of Decision-Making Related Value Signals”

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Consumer’s choices are guided by different subjective value or utility signals. Recently, interdisciplinary research in the nascent field of decision neuroscience has explored the neurobiology underlying value-based decision-making. During this talk, I will present results of a series of studies that investigate neural signatures of value signals at the time of choice and the time of consumption using different neuroscientific methods (e.g. functional magnetic resonance imaging (fMRI), transcranial magnetic stimulation (TMS)).