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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, 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.**, Breslav, A., Doré, S.S., Bachman, M.D., Huettel, S.A. (In Press) The golden halo of defaults in simple choices. *Journal of Marketing Research*.
<https://doi.org/10.1177/00222437241303738>
- Sullivan, N.J.** (Expected 2025) Attention Dynamics: Antecedents to Consumer Choice. In P.L. Lockwood, D.V. Smith, D.S. Fareri (Eds.), *Neuroeconomics: Core Topics and Current Directions*. Springer Nature.
- Jenke, L. and **Sullivan, N.J.** (Conditionally Accepted) Attention and political choice: A foundation for eye tracking in political science. *Political Analysis*. [Author order determined alphabetically].
<https://osf.io/preprints/socarxiv/ns48h>
- Amasino, D.R., Oosterwijk, S., **Sullivan, N.J.**, van der Weele, J. (Accepted) Seeking or ignoring ethical certifications in consumer choice. *Ecological Economics*. [Author order determined alphabetically]. <https://tinbergen.nl/discussion-paper/6334/24-029-i-seeking-or-ignoring-ethical-certifications-in-consumer-choice>
- 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>

Working Papers

- Yin, S.*, Desai, N.*, Sinnot-Armstrong, W., Huettel, S.A., **Sullivan, N.J.** Framing Past Actions as Healthful or Harmful Alters the Decision Process Underlying Allocation of Scarce Medical Resources. *Denotes co-first authorship
- Ertekin, C., **Sullivan, N.J.** Nudging toward disclosure: Dark patterns and online privacy choices.
- Ertekin, C., Panganiban, E., Li, X., **Sullivan, N.J.** Brand positioning, not ad hashtags, in social media posts influence gaze and recall.
- 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.
- Sullivan, N.J.** Faster processing of gains associated with reduced aversion to loss.
- Sullivan, N.J.**, Huettel, S.A., Rangel, A. Delay of gratification in intertemporal choice is related to the speed with which immediate and future rewards are processed.
- Sullivan, N.J.**, Galván, A., Mather, M. Neural changes across the lifespan are associated with delay of gratification.

Invited Talks

- 10/2024: London Judgment and Decision Making Seminar Series at UCL
- 11/2023: University of Zurich Neuroeconomics Seminar Series
- 8/2023: 12th Triennial Invitational Choice Symposium, Fontainebleau, France. (Co-Chair)
- 4/2023: Measuring and Modeling the Temporal Dynamics of Choice, First SJDM/EADM virtual symposium.
- 2/2023: Rotman School of Management, Marketing Seminar, University of Toronto, Toronto, Canada.
- 9/2022: The Golden Halo of Defaults. Booth London Academic Marketing Conference, London, UK.
- 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, PA.
- 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: Rotman School of Management Marketing Seminar, University of Toronto, Toronto, ON.
- 1/2018: 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

- 9/2024: "Do probiotics influence the consumer decision process?" in Special Session "Connecting Body and Mind: How Physiology Helps Explain Consumer Attitudes and Choices," Association for Consumer Research Annual Meeting, Paris, France.
- 9/2024: Panelist for roundtable, "Smarter together: How can we better integrate brain and body in consumer research?" Association for Consumer Research Annual Meeting, Paris, France.
- 10/2022: Pairing in-store and on-line experiences induces price primacy in information search. Association for Consumer Research Annual Meeting, Denver, CO. Session co-chair.
- 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.***, Schmidt, L.*, Aron-Wisnewsky, J., Poitou, C., Hutcherson, C., Clément, K., Plassmann, H. (10/2024) Gastric bypass surgery alters the decision process in dietary choice. Society for Neuroeconomics Annual Conference (Cascais, Portugal) *Denotes co-first authorship
- Sullivan, N.J.**, Zhou, L., Lee, C., Fitzsimons, G.J. (6/2022) 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)
Iraj Khalid (ICM Institute, Sorbonne)

Honors, Awards, Certifications, Service

Board Member and Social Chair, Society for Neuroeconomics (3 year term, 2021 – 2024)
Full Fellowship, UK Higher Education Academy/Advance HE (awarded 2021)
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

Digital Marketing (MSc). Department of Management – Marketing, The London School of Economics and Political Science. Winter 2025.
Consumer Neuroscience (MSc). Department of Management – Marketing, The London School of Economics and Political Science. Winter 2022 – 2025.
Introduction to statistics in R Workshop for Incoming Students (MSc). Department of Management – Marketing, The London School of Economics and Political Science. Fall 2022 – 2024.
Consumer Behaviour (Marketing Core Course). Department of Management – Marketing, The London School of Economics and Political Science. Fall 2019 – 2020.
Consumer Neuroscience (MBA and Undergraduate). The Wharton School, Department of Marketing, University of Pennsylvania. Spring 2019.
A Social Sciences Perspective of Academic Research in Management (PhD). Co-taught. Department of Management – Marketing, The London School of Economics and Political Science. Fall 2019 – 2024.
Guest lecture, LSE Executive MSc in Behavioural Science. Spring 2022 – 2024.

Academic Service

Co-organizer, Consumer Neuroscience Satellite for Society for Neuroeconomics Conference (2024-present)
Board Member & Social Chair, Society for Neuroeconomics (2021-2024; 3-year term)
Organizing Committee, Interdisciplinary Symposium on Decision Neuroscience (2021 & 2023)
Co-Director, Board Member (2022-23), LSE Behavioral Lab (2020)
Member, LSE Department of Management Research Committee (2019 – present)
Ad-hoc Reviewer for (among others): PNAS; Journal of Marketing; Journal of Marketing Research; Nature Human Behavior; Journal of Consumer Psychology; eLife; Nature Scientific Reports; Psychological Science; Appetite; PLOS One; Cognition; Journal of Experimental Social Psychology; Psychonomic Bulletin & Review; Journal of the Assn. for Consumer Research; Proceedings B - The Royal Society
Conference Reviewer: Assn. for Consumer Research (2017 – 2024), Society for Neuroeconomics (2022 – 2024), Society for Judgement and Decision-making (2023 –2024)
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; INFORMS Society for Marketing Science; Society for Judgement and Decision Making; Society for Neuroeconomics; Society for Neuroscience