

## Nicolette J. Sullivan

London School of Economics and Political Science  
Houghton Street  
London, WC2A 2AE, United Kingdom

### Education

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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

### Research Focus

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Consumer behavior, shopper insights, self-control and environmental influences, judgment and decision making, process tracing methods, sensory marketing, cognitive modeling

### Academic Positions

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9/2019 onward: Assistant Professor of Marketing, Department of Management, The London School of Economics

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: Summer Research Assistant, Center for Cognitive & Social Neuroscience, University of Chicago

6/2006 – 9/2006: Summer Research Fellow, Center for the Study of Neuroeconomics, George Mason University

### Publications

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**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. DOI: <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. DOI: <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. DOI: <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. DOI: <https://doi.org/10.1177/0956797614559543>

## Resubmissions

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- Sullivan, N.J.**, Huettel, S.A. Healthy choice depends on the latency and rate of information accumulation. *Nature Human Behavior*. Pre-print DOI: <https://doi.org/10.1101/465393>
- 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. *Science*.
- 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*.
- Sullivan, N.J.** Faster processing of gains associated with reduced aversion to loss. *Journal of Behavioral Decision Making*.

## Invited Talks

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- 5/2019: Speaker at the 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. North American Economic Science Association's Annual Meeting, 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: Speaker at the 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

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- 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 Annual Meeting, 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 Annual Meeting, 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

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- 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

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- Sullivan, N.J.**, Doré, S.S., Breslav, A.D.S., Huettel, S.A. 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 Annual Meeting, 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 Annual Meeting, 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 Annual Meeting, 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's Annual Meeting, 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 Annual Meeting, 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 Annual Meeting, 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 Annual Meeting, 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 Annual Meeting, 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.

## Honors & Awards

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- 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

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- 3/2019 – 5/2019: Instructor, Consumer Neuroscience (Undergraduate and MBA). The Wharton School, University of Pennsylvania.
- 4/2018: Guest lecture on process tracing methods for Fundamentals of Decision Science (Undergraduate; Rosa Li, Instructor), Duke University.
- 11/2017: Guest lecture on process tracing methods for Fundamentals of Decision Science (Undergraduate; Rosa Li, Instructor), Duke University.
- 11/2016: Guest taught classes on reward undermining and interpersonal decisions for Decision Neuroscience (Undergraduate; Scott Huettel, Instructor), Duke University.
- 9/2015: Guest taught class on temporal discounting for Decision Neuroscience (Undergraduate; Scott Huettel, Instructor), Duke University.
- 9/2015: Guest lecture on the neuroeconomics of social behavior for Neuroethics, Carolina Friends School (secondary school).
- 1/2015 – 3/2015: Teaching assistant for Social & Decision Neuroscience (Undergraduate and Graduate; Ralph Adolphs, John O'Doherty, Instructors), California Institute of Technology.

- 2/2015: Guest lecture on cognitive modeling and mouse tracking for Advanced Neuroeconomics (Undergraduate and Graduate; Giorgio Coricelli, Instructor), University of Southern California.
- 5/2010: Guest taught class on neuroeconomics for Experimental Economics (Undergraduate and Graduate; John List, Instructor), University of Chicago.
- 6/2009: Guest taught class on neuroeconomics for Experimental Economics (Undergraduate and Graduate; John List, Instructor), University of Chicago.

## Academic Service

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Review Editor: *Frontiers in Neuroscience and Psychology* (2018-2019)

Ad-hoc Reviewer: *PNAS*; *Nature Human Behavior*; *Neuron Scientific Reports*; *Psychological Science*; *PLOS One*; *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*

Conference Abstract Reviewer (2017-2018): Association for Consumer Research Conference Organizer, 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

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American Marketing Association; Society for Neuroeconomics; Society for Neuroscience