

Nicolette J. Sullivan

The London School of Economics and Political Science
Department of Management, Marketing Group
Houghton St., London, WC2A 2AE

N.Sullivan@lse.ac.uk
personal.lse.ac.uk/sulliv24
Tel: +44 (0)20 7107 5120

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. (2026) Attention Dynamics: Antecedents to Consumer Choice. In D.V. Smith, D.S. Fareri, P.L. Lockwood (Eds.). *Neuroeconomics: Core Topics and Current Directions*. Springer Nature.

Jenke, L. and **Sullivan, N.J.** (2025) Attention and political choice: A foundation for eye tracking in political science. *Political Analysis*. <https://doi.org/10.1017/pan.2025.8>

Sullivan, N.J., Breslav, A., Doré, S.S., Bachman, M.D., Huettel, S.A. (2025) The golden halo of defaults in simple choices. *Journal of Marketing Research*. <https://doi.org/10.1177/00222437241303738>

Amasino, D.R., Oosterwijk, S., **Sullivan, N.J.**, van der Weele, J. (2025) Seeking or ignoring ethical certifications in consumer choice. *Ecological Economics*. 229(108467) <https://doi.org/10.1016/j.ecolecon.2024.108467>

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) Healthful choices depend on the latency and rate of information accumulation. *Nature Human Behaviour*. 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 Behaviour*. 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.**, Willemse, 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>

Submitted or Under Review

Bachman, M.D., Cesarini, D., Huettel, S.A., **Sullivan, N.J.** Transient distractions during decision making degrade evidence accumulation processes and shift choice strategies. *Nature Human Behaviour*.

Ertekin, C., **Sullivan, N.J.** Nudging toward disclosure: Dark patterns and online privacy choices. *Journal of Consumer Research*

Working Papers

Yin, S.*, Desai, N.*, Sinnott-Armstrong, W., Huettel, S.A., **Sullivan, N.J.** Framing Past Actions as Healthful or Harmful Alters the Decision Process Underlying Allocation of Scarce Resources.

*Denotes co-first authorship.

Ertekin, C., Li, X., **Sullivan, N.J.** Balancing Transparency and Engagement: The Impact of Social Media Post Attributes on Consumer Attention 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

12/2025: MIT Sloan School of Management Marketing Seminar

11/2025: Inside the Consumer Mind: The Science Behind Emotionally Intelligent Advertising with Seedtag Pantel at Reimagined 2025

6/2025: Imperial College Business School Marketing Seminar

5/2025: Bayes Business School Marketing Seminar

10/2024: London Judgment and Decision Making Seminar Series at University College London (UCL)

11/2023: University of Zurich Neuroeconomics Seminar Series

8/2023: 12th Triennial Invitational Choice Symposium, Fontainebleau, France. (Workshop 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^t: Cognitive Underpinnings of Economic Behavior Symposium, University of Amsterdam, Amsterdam, Netherlands. [^trescheduling pending due to COVID19]

3/2020^t: Interdisciplinary methods to understand impact of digital media on social and individual behavior conference at the European Commission, Brussels, Belgium. [^trescheduling pending due to COVID19]

3/2020^t: 2nd Annual Neuroeconomics Symposium: Neuroeconomics of Simple Choice, Caltech, Pasadena, CA. [^trescheduling pending due to COVID19]

2/2020^t: Cornell University Johnson Graduate School of Management, Marketing Area Workshop, Ithaca, NY. [^trescheduling 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: 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

10/2025: The power of the periphery: Or, how to make a brand disappear completely. In Special Session, "Attention and consumer choice," Association for Consumer Research Annual Meeting, Washington, D/C.
10/2025: Neural changes across the lifespan are associated with decreased temporal discounting. In Special Session, "Body, Mind, and Choice: Exploring the physiological foundations of consumer behavior," Association for Consumer Research Annual Meeting, Washington, D/C.
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^t: Using the DDM to understand neural value encoding and multi-attribute choice. "Leveraging computational models to advance neuroeconomics" symposium, NeuroPsychoEconomics, Amsterdam, Netherlands. [^trescheduling 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.

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.

Francesca Walsh (University of Massachusetts Amherst)
Iraj Khalid (ICM Institute, Sorbonne)
Ratnalekha Viswanadham (INSEAD/Sorbonne)

Honors, Awards, Certifications

Early Career Award, Society for Neuroeconomics, 2025
Full Fellowship, UK Higher Education Academy/Advance HE, 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 – 2025.

Academic Service

Faculty, Neuroeconomics Summer School, INSEAD (2025)
Co-organizer, Consumer Neuroscience Satellite Symposium 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 – present), Society for Neuroeconomics (2022 – present), 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