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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

Research Focus

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

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., Huettel, S.A. (2021) Healthy choice depends on the latency and rate of information accumulation. *Nature Human Behavior*. <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.*, Li, R.*, Huettel, S.A. Peer presence increases adolescents' prosocial behavior by speeding the evaluation of rewards for others. *Journal of Personality and Social Psychology*. Preprint: <https://doi.org/10.1101/2021.03.17.435800> *Denotes co-first authorship

Sullivan, N.J., Breslav, A., Doré, S.S., Bachman, M.D., Huettel, S.A. Would you like fries with that? The golden halo of defaults in the dietary decision process. *Journal of Marketing Research*.

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

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: 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

- 10/2020: Table to Farm: Persuasive Messaging Influences Consumers' Willingness to Compost. Association for Consumer Research. Paris, France. [moved online due to COVID10]
- 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.** (10/2020) Faster processing of gains associated with reduced aversion to loss. Society for Neuroeconomics, 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.

Honors & Awards

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

Fall 2019 & 2020: Instructor, Consumer Insights 1: Behavioural Fundamentals (MSc). Department of Management – Marketing, London School of Economics and Political Science.

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

Winter 2015: Teaching Assistant, Social & Decision Neuroscience (Undergraduate and PhD), California Institute of Technology.

Academic Service

Conference Committee, Interdisciplinary Decision Neuroscience Symposium (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*; *Neuron Scientific Reports*; *Psychological Science*; *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*

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

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