

Gideon Nave

The Wharton School
University of Pennsylvania
Marketing Department
Jon M Huntsman Hall Suite 700
3730 Walnut St.
Philadelphia, PA 19104-6340

Office: (215) 898 8248
Fax: (215) 898 2534
gnave@wharton.upenn.edu
www.gidinave.com

Education

- 2016 **Ph.D., Computation and Neural Systems**
California Institute of Technology
- 2010 **M.Sc., Electrical Engineering**
Technion - Israel Institute of Technology
- 2008 **B.Sc., Electrical Engineering**
Technion - Israel Institute of Technology

Academic Appointments

- 2020 - Present **Carlos and Rosa de la Cruz Assistant Professor**
The Wharton School, University of Pennsylvania
- 2016 - Present **Assistant Professor of Marketing**
The Wharton School, University of Pennsylvania

Research

Published or forthcoming

- 1 Mathur M., Reichling D., Lunardini F., Geminiani A., Antonietti A., Ruijten P, Levitan C., **Nave, G.**, Manfredi D., Bessette-Symons B., Szuts A. (2020) Uncanny but not confusing: Multisite study of perceptual category confusion in the Uncanny Valley. *Computers in human behavior*, 103, 21-30.
- 2 Altmejd, A., Almenberg, A. D., Forsell, E., Ho, T. H., Huber, J., Imai, T., Johansson, M., Kirchler, M., **Nave, G.** & Camerer, C. (2019). Predicting the Replicability of Social Science Lab Experiments, *PLOS one*, 14.12
- 3 Nadler, A., Zava, D., Ortiz, T., Watson, N., Carre, J., Camerer, C., & **Nave, G.** (2019) Does testosterone impair mens' cognitive empathy? Evidence from two large-scale randomized controlled trials. *Proceedings of the Royal Society (1910)*, 20191062
- 4 **Nave, G.**, Jung, W. H., Karlsson Linnér, R., Kable, J. W., & Koellinger, P. D. (2019). Are Bigger brains smarter? evidence from a large-scale preregistered study. *Psychological science*, 30(1), 43-54.
- 5 Camerer, C. F., **Nave, G.**, & Smith, A. (2019). Dynamic unstructured bargaining with private information: theory, experiment, and outcome prediction via machine learning. *Management science*. 65.4.: 1867-1890.

- 6 Henderson, A., Thoelen, G., Nadler, A., Barraza, J., & **Nave, G.** (2018). Testing the influence of testosterone administration on men's honesty in a large laboratory experiment. *Scientific reports*, 8(1), 11556.
- 7 **Nave, G.**, Nadler, A., Dubois, D., Zava, D., Camerer, C., & Plassmann, H. (2018). Single-dose testosterone administration increases men's preference for status goods. *Nature communications*, 9(1), 2433.
- 8 Camerer, C.*, Dreber, A. *, Holzmeister, F.*, Ho, T.H. *, Huber, J. *, Johannesson, M.*, Kirchler, M.*, **Nave, G.***, Nosek, B. *, Pfeiffer, T.* et al., (2018). Evaluating the replicability of social science experiments in Nature and Science between 2010 and 2015. *Nature human behaviour*, 2(9), 637. (alphabetical order)
- 9 Mathur, M. B., et al. (2018). Many Labs 5: Registered multisite replication of tempting-fate effects in Risen & Gilovich (2008). *Advances in methods and practices in psychological science*.
- 10 **Nave, G.**, Minxha, J., Greenberg, D. M., Kosinski, M., Stillwell, D., & Rentfrow, J. (2018). Musical preferences predict personality: evidence from active listening and facebook likes. *Psychological science* 29.7, 1145-1158.
- 11 Matz, S. C., Kosinski, M., **Nave, G.**, & Stillwell, D. J. (2017). Psychological targeting as an effective approach to digital mass persuasion. *Proceedings of the national academy of sciences*, 114(48), 12714-12719.
- 12 **Nave, G.**, Nadler, A., Zava, D., & Camerer, C. (2017). Single-dose testosterone administration impairs cognitive reflection in men. *Psychological science*, 28(10), 1398-1407.
- 13 Margittai, Z., **Nave, G.**, Van Wingerden, M., Schnitzler, A., Schwabe, L., & Kalenscher, T. (2018). Combined effects of glucocorticoid and noradrenergic activity on loss aversion. *Neuropsychopharmacology*, 43(2), 334.
- 14 Frydman, C., & **Nave, G.** (2016). Extrapolative beliefs in perceptual and economic decisions: Evidence of a common mechanism. *Management science*, 63(7), 2340-2352. (alphabetical order)
- 15 Lichters, M., Brunnlieb, C., **Nave, G.**, Sarstedt, M., & Vogt, B. (2016). The influence of serotonin deficiency on choice deferral and the compromise effect. *Journal of marketing research*, 53(2), 183-198.
- 16 Lane, A., Luminet, O., **Nave, G.**, & Mikolajczak, M. (2016). Is there a publication bias in behavioural intranasal oxytocin research on humans? Opening the file drawer of one laboratory. *Journal of neuroendocrinology*, 28(4).
- 17 Camerer C., Dreber, A., Forsell, E., Ho, T.H., Huber, J., Johannesson, M., Kirchler, M., Almenberg, J., Altmejd, A., Chan, T., Heikensten, E., Holzmeister, F., Imai, T., Isaksson, S., **Nave, G.**, Pfeiffer, T., Razen, M., Wu, H., (2016). Evaluating replicability of laboratory experiments in economics. *Science*, 351(6280), 1433-1436. (alphabetical order)
- 18 Brunnlieb, C., **Nave, G.**, Camerer, C. F., Schosser, S., Vogt, B., Münte, T. F., & Heldmann, M. (2016). Vasopressin increases human risky cooperative behavior. *Proceedings of the national academy of sciences*, 2051-2056.
- 19 Margittai, Z., **Nave, G.**, Strombach, T., van Wingerden, M., Schwabe, L., & Kalenscher, T. (2016). Exogenous cortisol causes a shift from deliberative to intuitive thinking. *Psychoneuroendocrinology*, 64, 131-135.
- 20 **Nave, G.**, Camerer, C., & McCullough, M. (2015). Does oxytocin increase trust in humans? A critical

review of research. *Perspectives on Psychological science*, 10(6), 772-789.

21

Lanchava, L., Carlson, K., Šebánková, B., Flegr, J., & **Nave, G.** (2015). No evidence of association between *Toxoplasma gondii* infection and financial risk taking in females. *PLoS one*, 10(9), e0136716.

22

Nave, G., Eldar, Y. C., Inbar, G., Sinai, A., Pratt, H., & Zaaroor, M. (2013). Real-time change detection of steady-state evoked potentials. *Biological cybernetics*, 107(1), 49-59.

23

Lindenbaum, O., Maskit, S., Kutiel, O., & **Nave, G.** (2010, November). Musical features extraction for audio-based search. *Proceedings of electrical and electronics engineers in Israel (IEEEI), 26th convention of IEEE (pp. 87-91)*.

Working papers

24

Menon, A., **Nave, G.**, & Bhatia, S. Emotional expressions predict risky decisions by S&P 500 executives. Available at SSRN 3303000.

25

Ebersole, C. et al., Many Labs 5: Testing pre-data collection peer review as an intervention to increase replicability.

26

Aydogan, G., Daviet, R., Linner, R.K., Hare, T.A., Kable, J.W., Kranzler, H.R., Wetherill, R.R., Ruff, C.C., Koellinger, P.D. & **Nave, G.**, Genetic underpinnings of risky behavior relate to altered neuroanatomy. bioRxiv, p.862417.

27

Daviet, R., **Nave, G.**, & Wind, J., The Consumer DNA Revolution: Potential Uses and Misuses of Genetic Data in Marketing.

28

Daviet, R., Kranzler, H.R., Koellinger, P.D., **Nave, G.**, & Wetherill, R.R., Multimodal population brain imaging in the UK Biobank reveals new associations between alcohol intake and brain structure.

29

Payzan-LeNestour, E., Balleine, B., Doran, J., **Nave, G.**, & Pradier, L., Friend or foe: The influence of ambient sound on risk perception. Available at SSRN 3422762.

30

Aka, A., Bhatia, S., **Nave, G.**, & Oliviola, C., Computational consumer segmentation and brand management: Leveraging social media, digitized language data, and machine-learning to identify consumer personality segments, facets of brand image, and predictors of brand liking.

31

Bhatia, S., **Nave, G.**, & Rentfrow, J., We are what we watch: Movie contents predict the personality of their social media fans.

32

van Leeuwen B., Smeets, P., Bovet, J., **Nave, G.**, Stieglitz, J., & Whitehouse, A., No evidence for a link between neonatal sex hormones and economic preferences.

33

Barnea, U, Meyer, R., & **Nave, G.**, You only get one shot: restricting the number of times consumers can access content increases their resource allocation during information processing.

34

Chen F., **Nave, G.**, & Wang, L., Calculated punishment.

35

Pool, E., Aleksic, M., Cremer, A., Fransen A., Gera, R., Manfredi, D., Perez, O., Quail, S., Tanwisuth S., Ceceli A., Tricomi, E., Balleine, B., **Nave, G.**, Schonberg, T., Schwabe, L., & O'Doherty J., Determining the effects of anxiety on the experimental induction of habits in an instrumental outcome devaluation task.

Honors and Advising

Honors and Awards

- 2020 NSF CAREER Award for “Investigating the neuroanatomical and neurofunctional foundations of risk tolerance in large-scale, genetically-informed studies”. \$889,496 awarded for 2020-2025
- 2020 Association for Psychological Science (APS) Rising Star Award
- 2019 Pre-regisration Challenge, Center for Open Science (with Philipp Koellinger)
- 2016-2018 Wharton’s Dean Research Fund
- 2016 Society for Judgment and Decision Making, Einhorn new investigator award runner-up w/ C Frydman
- 2014 Russell Sage Behavioral Economics small grant
- 2014 I-FREE small grant (with Amos Nadler and Colin Camerer)
- 2011-2015 Caltech CNS division fellowship
- 2010 SIPL distinguished project Wilk family award (with Ariel Tanjy & Yair Racher)
- 2010 Excellence in Teaching Award, Technion Computer Science Faculty
- 2008-2010 Technion Graduate School full-time fellowship
- 2004-2007 Dean’s list, Technion EE faculty

Dissertation Committees / Advising

Uri Barnea, Co-adviser, Marketing PhD Program at The Wharton School, University of Pennsylvania
Keana Richards, Member, Currently in the Psychology PhD Program, University of Pennsylvania

Research Talks

Conference Presentations

- 2020 Society for Consumer Psychology
- 2019 Polygenic scores and Brain imaging symposium (McGill Neuroscience Institute)
Society for Neuroeconomics
The Choice Symposium
Wharton Behavioral Insights from Text Conference
- 2018 The Developmental Origins of Economic Preferences, IAST Toulouse
Soc. for Personality and Social Psychology, Social Neuro Endo pre-conference
American Marketing Association (AMA) Winter conference
- 2017 Subjective Probability, Utility and Decision Making (SPUDM)
Association for Consumer Research, Latin America
Four School Marketing Conference
- 2016 Marketing in Israel
Wharton Neuroscience Initiative Conference
Association for Consumer Research
Russell Sage Early Career Behavioral Economics Conference
Behavioral Decision Research in Management (BDRM)
Interdisciplinary Symposium on Decision Neuroscience (ISDN)
Mahoney Institute for Neuroscience, University of Pennsylvania, annual retreat
Society for Personality and Social Psychology (SPSP)
- 2015 Society for Judgment and Decision-making (SJDM),
Russell Sage Early Career Behavioral Economics Conference
Society for Consumer Psychology International Conference
International Meeting on Experimental and Behavioral Social Sciences
Society for Personality and Social Psychology (SPSP)
- 2014 Society for the Advancement of Behavioral Economics (SABE)
SABE pre-conference, Neuroeconomics keynote
Bay Area Behavioral and Experimental Economics Workshop

- Soc. for Personality and Social Psychology, Social Neuro Endo pre-conference
- 2013 Society for Social and Affective Neuroscience
- Nordic Conference on Behavioral and Experimental Economics
- Economics Science Association (ESA) N. American regional meeting
- IEEE 26th Conference of Electrical and Electronics Engineers in Israel

Conference Poster Presentations

- 2012 Society for Judgment and Decision-making (SJDM)
- 2010 Society for Neuroeconomics
- International Symposium on Decision Neuroscience
- 2014 Society for Neuroeconomics
- 2012 Behavioral Decision Research in Management (BDRM)

Invited seminars

- 2020 Chicago Booth (Marketing), Yale School of Management (Marketing), Caltech (Humanities and Social Science)
- 2019 Zhejiang University Hangzhou, Nanjing University, Shenzhen University, INSEAD (Marketing camp), Ben Gurion University (Marketing)
- 2018 Carnegie Mellon University (Marketing), Max Planck Institute of Human Development Berlin
- 2017 Stanford Graduate School of Business (Organizational Behavior)
- UC Louvain, Tilburg University, Free University of Amsterdam, Karolinska Institutet, Stockholm School of Economics, University of New South Wales, CIDE Mexico
- 2016 Technion – Israel Institute of Technology, Tel Aviv University, Nipissing University, University of Toronto (Marketing), The Wharton School University of Pennsylvania (Decision Processes)
- 2015 Judge Business School Cambridge University (Marketing), London Business School (Marketing), Bocconi University Milan (Marketing), Rotterdam School of Management Erasmus University (Marketing), IESE Barcelona (Marketing), The Wharton School University of Pennsylvania (Marketing), National University of Singapore (Marketing), Columbia Business School (Marketing), Rady School of Management UCSD, Düsseldorf University, Maastricht University, Zürich University, Alicante University, Bocconi University Milan (Decision Science), University College London, Warwick Business School, Nuffield College, Oxford, University of Amsterdam, Tel Aviv University
- 2014 University of Miami, Claremont Graduate University, Rady School of Management (UCSD), University of Texas Austin
- 2013 Charles University Prague, University of Amsterdam, Maastricht University, University Pompeu Fabra, NHH Bergen, Karolinska Institutet, INSEAD, Technion – Israel Institute of Technology, Tel Aviv University, IDC Herzelia

Teaching

MBA

- 2017-2019 Data and Analysis for Marketing Decisions MKTG712
- 2017 Wharton Global Immersion program (GIP): Israel, Jordan & United Arab Emirates

Executive MBA

- 2019 Data and Analysis for Marketing Decisions MKTG712

Undergraduate

- 2016-2019 Data and Analysis for Marketing Decisions MKTG7212

Executive Education

- 2016-2018 Digital Marketing Strategies for the Digital Economy
2018-2019 Leveraging Neuroscience for Business Impact

Service

The Wharton School

- 2018-2019 PhD admissions committee.
2018 Marketing department chair selection committee
2017-2018 Coordination of the Marketing Department Colloquium and Marketing Camp

Scholarly Services

Editorial board Emotion (contributing editor, 2017)

Ad-hoc reviewer Adaptive Human Behavior and Physiology, American Psychologist Behavioral and Brain Sciences, Biological Psychiatry, Emotion, E-neuro, Frontiers in Behavioral Science, Hormones and Behavior, Journal of Economic Psychology, Journal of Empirical Legal Studies, Journal of Experimental Social Psychology, Journal of Marketing Research, Journal of Neuroscience, Journal of Personality and Social Psychology, Journal of Research in Personality, Management Science, Nature Communications, Nature Human Behavior, NeuroImage, Neuropsychologia, PeerJ, PLOS One, Proceedings of the National Academy of Science, Proceedings of the Royal Society B, Psychological Science, Psychology and Personality Sciences, Psychoneuroendocrinology, Scientific Reports, Social Cognitive and Affective Neuroscience, Social Neuroscience

Grant reviewer Israel Science Foundation (ISF), The Netherlands Organisation for Scientific Research (NWO)
External ethical reviewer, CESS, Nuffield College, Oxford, UK

Organization Consumer Neuroscience Symposium Organizing committee (2018)

Miscellaneous

Israeli and Austrian citizen
US visa status: H1-B