

Gideon Nave

The Wharton School
University of Pennsylvania

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Citizenship: Israel, Austria
US permanent resident

Education

- 2016** **Ph.D., Computation and Neural Systems, California Institute of Technology**
Advisor: Colin Camerer
Committee: Ralph Adolphs, John O'Doherty, Shinsuke Shimojo
- 2011** **M.Sc., Electrical Engineering, Technion - Israel Institute of Technology**
Advisor: Gideon Inbar
Committee: Yonina Eldar, Hillel Pratt, Menashe Zaaroor
- 2008** **B.Sc., Electrical Engineering, Technion - Israel Institute of Technology**
Specializations: Biological Signals, Computer Engineering, Signal Processing

Academic Appointments

The Wharton School, University of Pennsylvania

- 2020 – present Carlos and Rosa de la Cruz Assistant Professor of Marketing
- 2016 – 2020 Assistant Professor of Marketing

Publications

A. Published or Forthcoming in Peer-reviewed Journals

1. Daviet, R., Aydogan, G., Jagannathan, K., Spilka, N., Koellinger, P. D., Kranzler, H. R., **Nave, G.***, & Wetherill, R. R.* (2022). Associations between alcohol consumption and gray and white matter volumes in the UK Biobank. *Nature Communications*, 13(1), 1-11.
* Senior corresponding authors
2. Daviet, R., **Nave, G.**, & Wind, J. (2022). Genetic data: Potential uses and misuses in marketing. *Journal of Marketing*, 86(1), 7-26.
3. Kweon, H., Aydogan, G., Dagher, A., Bzdok, D., Ruff, C. C., **Nave, G.**, Farah, M. J., & Koellinger, P. D. (2022). Human brain anatomy reflects separable genetic and environmental components of socioeconomic status. *Science Advances*, 8(20), eabm2923.

4. Berger, J., Packard, G., Boghrati, R., Hsu, M., Humphreys, A., Luangrath, A., Moore, S., **Nave, G.**, Olivola, C., & Rocklage, M. (2022). Marketing insights from text analysis. *Marketing Letters*, 1-13.
5. Poepl, T. B., Dimas, E., Sakreida, K., Kernbach, J. M., Markello, R. D., Schöffski, O., Dagher, A., Koellinger, P., **Nave, G.**, Farah, M. J., Mišić, B., & Bzdok, D. (2022). Pattern learning reveals brain asymmetry to be linked to socioeconomic status. *Cerebral Cortex Communications*.
6. Pool, E. R., Gera, R., Fransen, A., Perez, O. D., Cremer, A., Aleksic, M., Tanwisuth, S., Quail, S., Ceceli, A. O., Manfredi, D. A., **Nave, G.**, Tricomi, E., Balleine, B., Schonberg, T., Schwabe, L., & O'Doherty, J. P. (2022). Determining the effects of training duration on the behavioral expression of habitual control in humans: A multilaboratory investigation. *Learning and Memory*, 29(1), 16-28.
7. Klein, R. A., Cook, C. L., Ebersole, C. R., Vitiello, C., Nosek, B. A., Hilgard, J., Ahn, P. H., Brady, A. J., Chartier, C. R., Christopherson, C. D., Clay, S., Collisson, B., Crawford, J. T., Cromar, R., Gardiner, G., Gosnell, C. L., Grahe, J., Hall, C., Howard, I., Joy-Gaba J. A., Kolb M., Legg A. M., Levitan C.A, Mancini A. D., Manfredi D., Miller J., **Nave G.**, Redford L., Schlitz I., Schmidt K., Skorinko J. L. M. , Storage D., Swanson T., Van Swol L. M., Vaughn L. A., Vidamuerte D., Wiggins B, Ratliff, K. A. (2022). Many Labs 4: Failure to replicate mortality salience effect with and without original author involvement. *Collabra: Psychology*, 8(1), 35271.
8. Aydogan, G., Daviet, R., Linnér, R. K., Hare, T. A., Kable, J. W., Kranzler, H. R., Wetherill, R. R., Ruff, C. C., Koellinger, P. D., & **Nave, G.*** (2021). Genetic underpinnings of risky behaviour relate to altered neuroanatomy. *Nature Human Behaviour*, 5(6), 787-794.
* Senior corresponding author
9. **Nave, G.**, Koppin, C. M., Manfredi, D., Richards, G., Watson, S. J., Geffner, M. E., Yong, J. E., Kim, R., Ross, H. M., Serrano-Gonzalez, M., & Kim, M. S. (2021). No evidence for a difference in 2D:4D ratio between youth with elevated prenatal androgen exposure due to congenital adrenal hyperplasia and controls. *Hormones and Behavior*, 128, 104908.
10. Payzan-LeNestour, E., Pradier, L., Doran, J., **Nave, G.**, & Balleine, B. (2021). Impact of ambient sound on risk perception in humans: Neuroeconomic investigations. *Scientific Reports*, 11(1), 1-13.
11. Spreng, R. N., Dimas, E., Mwilambwe-Tshilobo, L., Dagher, A., Koellinger, P., **Nave, G.**, Ong, A., Kernbach, J. M., Wiecki, T. V., Ge, T., Li, Y., Holmes, A. J., Yeo, B. T. T., Turner, G. R., Dunbar, R. I. M., & Bzdok, D. (2020). The default network of the human brain is associated with perceived social isolation. *Nature Communications*, 11(1), 1-11.
[Top 50 most read Life and Biological Sciences papers in Nature Communications \(2020\)](#)
12. Van Leeuwen, B., Smeets, P., Bovet, J., **Nave, G.**, Stieglitz, J., & Whitehouse, A. (2020). Do sex hormones at birth predict later-life economic preferences? Evidence from a pregnancy birth cohort study. *Proceedings of the Royal Society B*, 287(1941), 20201756.
13. Wertenbroch, K., Schrift, R. Y., Alba, J. W., Barasch, A., Bhattacharjee, A., Giesler, M., Knobe, J., Lehmann, D. R., Matz, S., **Nave, G.**, Parker, J. R., Puntoni, S., Zheng, Y., & Zwebnner, Y. (2020). Autonomy in consumer choice. *Marketing Letters*, 31(4), 429-439.

14. Richards, G., Browne, W. V., Aydin, E., Constantinescu, M., **Nave, G.**, Kim, M. S., & Watson, S. J. (2020). Digit ratio (2D:4D) and congenital adrenal hyperplasia (CAH): Systematic literature review and meta-analysis. *Hormones and Behavior*, 126, 104867.
15. Ebersole, C. R., Mathur, M. B., Baranski, E., Bart-Plange, D. J., Buttrick, N. R., Chartier, C. R., Corker, K. S., Corley, M., Hartshorne, J. K., Ijzerman, H., Lazarevic, L. B., Rabagliati, H., Ropovik, I., Aczel, B., Aeschbach, L. F., Andrighetto, L., Arnal, J. D., Arrow, H., Babincak, P., ... Nosek, B. A. (2020). Many Labs 5: Testing pre-data-collection peer review as an intervention to increase replicability. *Advances in Methods and Practices in Psychological Science*, 3(3), 309-331.
16. Skorb, L., Aczel, B., Bakos, B. E., Feinberg, L., Halasa, E., Kauff, M., Kovacs, M., Krasuska, K., Kuchno, K., Manfredi, D., Montealegre, A., Pekala, E., Pienkosz, D., Ravid, J., Rentzsch, K., Szaszi, B., Schulz-Hardt, S., Sioma, B., Szecsi, P., Szuts A., Szöke O., Christ O., Fedor A., Jiménez-Leall W., Muda R., **Nave G.**, Salamon J., Schultze T., Hartshorne, J. K. (2020). Many Labs 5: Replication of van Dijk, van Kleef, Steinel, and van Beest (2008). *Advances in Methods and Practices in Psychological Science*, 3(3), 418-428.
17. Mathur, M. B., Bart-Plange, D. J., Aczel, B., Bernstein, M. H., Ciunci, A. M., Ebersole, C. R., Falcao, F., Ashbaugh, K., Hilliard, R. A., Jern, A., Kellier, D. J., Kessinger, G., Kolb, V. S., Kovacs, M., Lage, C. A., Langford, E. V., Lins, S., Manfredi, D., Meyet, V., Moore D. A., **Nave G.**, Nunnally C., Palinkas A., Parks K. P., Pessers S., Ramos T., Rudy K. H., Salamon J., Shubella R. S., Silva R., Steegen S., Stein, L. A. R., Szaszi B., Szecsi P., Tuerlinckx F., Vanpaemel W., Vlachou M., Wiggins B. J., Zealley D., Zrubka M., Frank, M. C. (2020). Many Labs 5: Registered multisite replication of the tempting-fate effects in Risen and Gilovich (2008). *Advances in Methods and Practices in Psychological Science*, 3(3), 394-404.
18. **Nave, G.**, Daviet, R., Nadler, A., Zava, D., & Camerer, C. (2020). Reflecting on the evidence: A reply to Knight, McShane, et al. (2020). *Psychological Science*, 31(7), 898-900.
19. Mathur, M. B., Reichling, D. B., Lunardini, F., Geminiani, A., Antonietti, A., Ruijten, P. A. M., Levitan, C. A., **Nave, G.**, Manfredi, D., Bessette-Symons, B., Szuts, A., & Aczel, B. (2020). Uncanny but not confusing: Multisite study of perceptual category confusion in the Uncanny Valley. *Computers in Human Behavior*, 103, 21-30.
20. **Nave, G.**, Jung, W. H., Linnér, R. K., Kable, J. W., & Koellinger, P. D. (2019). Are bigger brains smarter? Evidence from a large-scale preregistered study. *Psychological Science*, 30(1), 43-54. [Open Science Framework \(OSF\) Pre-registration challenge award](#)
21. Altmejd, A., Dreber, A., Forsell, E., Huber, J., Imai, T., Johannesson, M., Kirchler, M., **Nave, G.**, & Camerer, C. (2019). Predicting the replicability of social science lab experiments. *PLoS ONE*, 14(12), e0225826.
22. Nadler, A., Camerer, C. F., Zava, D. T., Ortiz, T. L., Watson, N. V., Carre, J. M., & **Nave, G.*** (2019). Does testosterone impair men's cognitive empathy? Evidence from two large-scale randomized controlled trials. *Proceedings of the Royal Society B*, 286(1910), 20191062.
* Senior corresponding author

23. 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.
* *Alphabetical order, equal contribution*
24. Camerer, C. F.*, Dreber, A. *, Holzmeister, F. *, Ho, T. H. *, Huber, J. *, Johannesson, M. *, Kirchler, M. *, **Nave, G.***, Nosek, B. A. *, Pfeiffer, T. *, Altmejd, A., Buttrick, N., Chan, T., Chen, Y., Forsell, E., Gampa, A., Heikensten, E., Hummer, L., Imai, T., Isaksson S., Manfredi, D., Rose J., Wagenmakers E., Wu, H. (2018). Evaluating the replicability of social science experiments in Nature and Science between 2010 and 2015. *Nature Human Behaviour*, 2(9), 637-644.
* *Alphabetical order, equal contribution*
[Top 100 papers that most caught the public imagination \(Altmetrics\)](#)
25. **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), 1-8.
* *Equal contribution*
[Top 50 most read Life and Biological Sciences papers. Nature Communications \(2018\)](#)
26. **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.
27. 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), 1-10.
* *Senior corresponding author*
28. Matz, S. C., Kosinski, M., **Nave, G.**, & Stillwell, D. J. (2018). Reply to Eckles et al.: Facebook's optimization algorithms are highly unlikely to explain the effects of psychological targeting. *Proceedings of the National Academy of Sciences*, 115(23), E5256-E5257.
29. 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), 334-341.
* *Equal contribution*
30. Matz, S. C., Kosinski, M., **Nave, G.**, & Stillwell, D. J. (2018). Reply to Sharp et al.: Psychological targeting produces robust effects. *Proceedings of the National Academy of Sciences*, 115(34), E7891.
31. 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.
32. **Nave, G.***, Nadler, A. *, Zava, D., & Camerer, C. (2017). Single-dose testosterone administration impairs cognitive reflection in men. *Psychological Science*, 28(10), 1398-1407.
* *Equal contribution*
33. Frydman, C. *, & **Nave, G.*** (2017). Extrapolative beliefs in perceptual and economic decisions: Evidence of a common mechanism. *Management Science*, 63(7), 2340-2352.

* *Alphabetical order, equal contribution*

[Einhorn New Investigator Award Runner-up \(Society for Judgment and Decision Making\)](#)

34. Camerer, C. F., 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.
 35. Brunnlieb, C.*, **Nave, G.***, Camerer, C. F., Schosser, S., Vogt, B., Munte, T. F., & Heldmann, M. (2016). Vasopressin increases human risky cooperative behavior. *Proceedings of the National Academy of Sciences*, 113(8), 2051-2056.
* *Equal contribution*
 36. 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.
 37. 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), 1-15.
 38. 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.
* *Equal contribution*
 39. **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.
 40. Lanchava, L., Carlson, K., Sebankova, 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.
* *Senior corresponding author*
 41. **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.
 42. Lindenbaum, O., Maskit, S., Kutiel, O., & **Nave, G.*** (2010). Musical features extraction for audio-based search. *2010 IEEE 26th Convention of Electrical and Electronics Engineers in Israel*, 87-91.
* *Senior corresponding author*
- B. Under Review**
43. Barnea, U., Meyer, R. J., & **Nave, G.** (2020). *The effects of content ephemerality on information processing*. SSRN. Revise and resubmit (third round), *Journal of Marketing Research*.
 44. Daviet, R., & **Nave, G.** *Are genetic data predictive of taste preferences? A pre-registered study of 180,000 individuals*. Revise and resubmit, *Journal of Marketing Research*.

45. **Nave, G.**, Rentfrow, J., & Bhatia, S. (2020). *We are what we watch: Movie plots predict the personalities of their fans*. PsyArXiv. Revise and resubmit, *Journal of Consumer Research*.
46. Clithero, J., Karmarkar, U., **Nave, G.**, & Plassmann H. *Reconsidering the path for consumer neuroscience in consumer research*. Revise and resubmit, *Journal of Consumer Research*.
47. Nadler, A., Wibrall, M., Dohmen, T., Falk, A., Previatero, A., Weber, B., Camerer, C., Dreber, A., & **Nave, G.*** (2021). *Does testosterone increase willingness to compete, confidence, and risk-taking in men? Evidence from two randomized placebo-controlled experiments and a meta-analysis*. PsyArXiv. Under review, *Hormones and Behavior*.
* Senior corresponding author
48. Nitsch, F. J., Margittai, S., **Nave, G.**, Dubois, D., Kalenscher, T., & Plassmann, H. *Does social-self threat increase the preference for status goods?* Under review, *Journal of the Association for Consumer Research*.
49. Morys, F., Yu, E., Shishikura, M., Paquola, C., Vainik, U., **Nave, G.**, Koellinger, P., Gan-Or, Z., & Dagher, A. (2022). *Neuroanatomical correlates of genetic risk for obesity in children*. medRxiv. Under review, *Translational Psychiatry*

C. Ongoing Research with Working Papers

50. Chen, F., **Nave, G.**, & Wang, L. (2020). *Calculated punishment*. SSRN.
51. Manfredi, D., & **Nave, G.** (2019). *Beyond the bat and the ball: Overcoming familiarity effects in the cognitive reflection test by rewording its questions*. SSRN.
52. Menon, A., **Nave, G.**, & Bhatia, S. (2019). *Emotional expressions predict risky decisions by S&P 500 executives*. SSRN.

D. Book Chapters

53. Camerer, C. F., Chen, H. N., Lin, P. H., **Nave, G.**, Smith, A., & Wang, J. T. Y. (2022). Using machine learning to understand bargaining experiments. In E. Karagozoglu & K. B. Hyndman (Eds.), *Bargaining* (pp. 407-431). Palgrave Macmillan.

Honors and Awards

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| 2021 | Poets & Quants Selection, “World’s Best 40 B-School Professors under the Age of 40” |
| 2020 | Wharton Teaching Excellence Award |
| 2020 | NSF Early Career Development Program Award |
| 2020 | Association for Psychological Science (APS) Rising Star Award |
| 2020 | Top 50 most read Life and Biological Sciences papers. Nature Communications. For Spreng et al. |
| 2019 | Pre-registration Challenge, Center for Open Science. For Nave et al. (with Philipp Koellinger) |
| 2018 | Top 100 papers that most caught the public imagination (<i>Altmetrics</i>). For Camerer et al. (2018) |
| 2018 | Top 50 most read Life and Biological Sciences papers. Nature Communications. For Nave et al. |
| 2016 | Society for Judgment and Decision Making, Einhorn New Investigator Award runner-up (with Cary Frydman) |
| 2010 | Technion Signal and Image Processing Lab (SIPL) Distinguished Project Wilk Family Award (for a project supervising Ariel Tanjy & Yair Racher) |
| 2010 | Technion Excellence in Teaching Award |

Research Presentations

Conference Presentations

- 2022 Solomon Lew Conference on Behavioral Economics (Tel Aviv University)
- 2021 Association for Consumer Research
Prediction, Registration, and Replication of Scientific Findings workshop (LMU Munich)
- 2020 International Conference on Neuroeconomics and Neuromanagement, Zhejiang University
Hangzhou (Keynote)
Interdisciplinary Symposium on Decision Neuroscience (ISDN)
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
- 2011 IEEE 26th Conference of Electrical and Electronics Engineers in Israel

Invited Seminars

- 2022 Stanford Graduate School of Business
Technical University Munich
University of Zurich
Ludwig Maximilian University (LMU) Munich
- 2021 Maastricht University

- 2020 Chicago Booth
Yale School of Management
Caltech
- 2019 Zhejiang University Hangzhou
Nanjing University
Shenzhen University
INSEAD
Ben Gurion University
- 2018 Carnegie Mellon University
Max Planck Institute of Human Development, Berlin
- 2017 Stanford Graduate School of Business
UC Louvain
Tilburg University
Vrej Univerity 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
The Wharton School, University of Pennsylvania
- 2015 Judge Business School Cambridge University
London Business School
Bocconi University Milan
Rotterdam School of Management Erasmus University
IESE Barcelona
The Wharton School University of Pennsylvania
National University of Singapore
Columbia Business School
Rady School of Management UCSD
Düsseldorf University
Maastricht University
Zürich University
Alicante University
Bocconi University Milan
University College London
Warwick Business School
Nuffield College, Oxford University
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

Courses Taught

University of Pennsylvania, Wharton School Undergraduate and MBA Programs

Consumer Neuroscience: MKTG 350/850 (2020-2022)

Data and Analysis for Marketing Decisions: MKTG 212/712 (2017-2019, 2022)

Wharton Global Immersion program (GIP): Israel, Jordan & United Arab Emirates (2017)

University of Pennsylvania, Wharton School Executive MBA

Data and Analysis for Marketing Decisions MKTG712 (2019)

University of Pennsylvania, Wharton School Executive Education

Digital Marketing Strategies for the Digital Economy, Open enrolment program (2016-2018)

Leveraging Neuroscience for Business Impact, Open enrolment program (2018-2019)

Mentorship and Doctoral Student Training

PhD and Postdoc Advising

Uri Barnea (Wharton Marketing), 2020. First placement: Bocconi University

Remi Daviet (Postdoc). First placement: University of Wisconsin Madison

Steve Shaw (Postdoc, current)

PhD Committee Membership

Keana Richards (Psychology), 2022

Undergraduate Mentoring

Illeri Akinola (Applied Neuroscience and Business Analytics Summer Research Program, 2021)

Liz Beaver and Christina Meyer (Caltech Undergraduates, 2015)

Yair Recher and Ariel Tanji (Technion Undergraduates, 2010)

Ofir Lindenbaum and Shay Maskit (Technion Undergraduates, 2009)

Professional Service

Editorial Board

Emotion (contributing editor, 2017)

Ad-hoc Reviewer

Adaptive Human Behavior and Physiology, Agribusiness, American Psychologist, Behavioral and Brain Sciences, Biological Psychiatry, Current Psychology, eLife, Emotion, eNeuro, Frontiers in Behavioral Science, Frontiers in Neuroscience, Hormones and Behavior, Journal of Behavioral Decision Making, Journal of Economic Psychology, Journal of Empirical Legal Studies, Journal of Experimental Psychology: General, Journal of Experimental Social Psychology, Journal of Marketing, Journal of Marketing Research, Journal of Neuroscience, Journal of Personality and Social Psychology, Journal of Research in Personality, Management Science, Nature Communications, Nature Human Behaviour, NeuroImage, Neuropsychologia, PeerJ, PLOS One, Proceedings of the National Academy of Science, Proceedings of the Royal Society B, Psychological Science, Psychological Medicine, Psychology and

Personality Sciences, Psychoneuroendocrinology, Science Advances, Scientific Reports, Social Cognitive and Affective Neuroscience, Social Neuroscience

Grant Reviewer

National Science Foundation (NSF), Israel Science Foundation (ISF), The Netherlands Organisation for Scientific Research (NWO)

Conference Organization

Consumer neuroscience symposium 2018

The Wharton School Marketing Department Service

Marketing Department Colloquia (2017, 2022)

Chair Selection Committee (2018, 2020)

Doctoral Committee (2019)

IT, Website and Communication Committee (2021).

Grant Activity

Current

Name of Grant	Funding Agency	Period of Grant	Type of Grant	Role in Grant	Annual Direct Cost	Annual Indirect Cost	Additional Comments
Investigating the neuroanatomical and neurofunctional foundations of risk tolerance in large-scale, genetically informed studies (#1942917)	NSF	2020-2025	Early Career Development Program grant	PI	\$109,814 Average	\$68,085 Average	Total award: \$889,496
Biological age and its value for behavioral and decision science	UPenn Population Aging Research Center	2022	NIH PARC Data Penn & Quartet Pilot Research Project	PI	\$5,000	-	With Steve Shaw
Age is more than just a number: Using epigenetic clocks to understand the aging consumer	The Wharton School	2022	Dean's Research Fund	PI	\$13,926	-	-

Past

The proof is in the pudding: Using genetic data to predict dietary preferences	The Wharton School	2021	Dean's Research Fund	PI	\$14,228	-	-
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Gideon Nave – Curriculum Vitae – Updated: July 31, 2022

Predicting Consumer Traits and Behavior from Genetic Data	The Wharton School	2020	Dean's Research Fund	PI	\$11,782	-	-
We are what we watch: using movie contents to predict audience personalities	The Wharton School	2019	Dean's Research Fund	PI	\$10,000	-	-
Neuroanatomical correlates of risk tolerance	The Wharton School	2018	Dean's Research Fund	PI	\$7,500	-	-
Dean's Postdoctoral Research fund	The Wharton School	2018	Dean's Fund for Postdoctoral Research	PI	\$41,500	-	-
Developing a fully automated, scalable pre-processing pipeline for the UK Biobank bulk brain images	The Wharton School	2017	Dean's Research Fund	PI	\$15,000	-	-
Testing the Causal Influence of Testosterone on Preferences for Competition	Russell Sage Foundation	2014	Behavioral Economics small grant	PI	\$9,600	-	-
Testing the Causal Influence of Testosterone on Rent-Seeking and Competition in Humans	I-FREE	2014	Experimental Economics small grant	PI	\$10,000	-	With Amos Nadler and Colin Camerer