

Felix Jan Nitsch

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EDUCATION & RESEARCH APPOINTMENTS

INSEAD Business School, Marketing Area

Postdoctoral Research Fellow | PI: Hilke Plassmann

Short-Term Research Visit at UCSD Rady School of Management

Short-Term Research Visit at UBC Sauder School of Business

Fontainebleau, France

2022 – current

2024

2023

Visiting PhD Student | PI: Hilke Plassmann

2021 – 2022

Sorbonne Université, ICM Paris Brain & Spine Institute

Postdoctoral Research Fellow | PI: Hilke Plassmann

Visiting PhD Student | PI: Hilke Plassmann

Paris, France

2022 – current

2021 – 2022

Heinrich-Heine University

PhD Psychology (summa cum laude, approx. top 10%)

PI: Tobias Kalenscher

Düsseldorf, Germany

2018 – 2022

M.Sc. Psychology (top 10% of the year)

2016 – 2018

WORKING PAPERS

Nitsch, F.J., Wertenbroch, K., & Plassmann, H. (2024). Digital Social Status Drives Posting on Social Networking Sites. [Working Paper available upon request]

Nitsch, F.J. & Plassmann, H. (2024). Understanding the Intersections of Stress and the Marketplace to Improve Consumer Well-Being. [[Working Paper](#)]

Bee, C., Chung, N., **Nitsch, F.J.**, Nardini, G., Lutz, R., Rossi, A., Scheinbaum, A.C., & Song, E.C. (2024). Mindfulness has a marketing challenge: Meeting it with an academic/practitioner research collaboration. [Working Paper available upon request]

Sarmiento, L.F., Rios-Flores, J.A., Rincon Uribe, F., Rodrigues Lima, R., Kalenscher, T., Gouveia, A., **Nitsch, F.J.**, (2024). Pharmacological interventions on the HPA axis and/or SAM System and decision-making: a systematic review. [Working Paper available upon request]

SELECTED REFEREED JOURNAL ARTICLES

Burkhardt, M.*, **Nitsch, F.J.***, Spinler, S., & Van Wassenhove, L. (2023). The Effect of Acute Stress on Humanitarian Supplies Management. *Production and Operations Management (POM)*. <https://doi.org/10.1111/poms.13993>. **FT Top 50**

Nitsch, F. J., Lüpken, L. M., Lüscho, N., & Kalenscher, T. (2022). On the Reliability of Individual Economic Rationality Measurements. *Proceedings of the National Academy of Sciences (PNAS)*, 119(31), e2202070119. <https://doi.org/10.1073/pnas.2202070119>. **Impact factor: 12.779**

Nitsch, F. J. & Kalenscher, T. (2021). Influence of memory processes on choice consistency. *Royal Society Open Science*, 8(10), 200308. <https://doi.org/10.1098/rsos.200308>. **Impact factor: 3.653**

Last updated: May 2024, * = Shared First-Author

Nitsch, F. J.*, Strenger, H.*, Knecht, S., & Studer, B. (2021). Lesion Evidence for a Causal Role of the Insula in Aversion to Social Inequity. *Social Cognitive and Affective Neuroscience*, nsab098. <https://doi.org/10/gmfpxm>.
Impact factor: 4.235

Nitsch, F. J., Sellitto, M., & Kalenscher, T. (2021). The effects of acute and chronic stress on choice consistency. *Psychoneuroendocrinology*, 131, 105289. <https://doi.org/10/gk9pvk>. **Impact factor: 4.693**

OTHER WORK IN PROGRESS

Psycho-hormonal threat response states modulate status preferences
with Zsafia Margittai, David Dubois, Gideon Nave, Tobias Kalenscher, and Hilke Plassmann

Status: Laboratory Stress Experiment with hormonal measures completed and analysed. Data collected for a large online follow-up experiment. Data collection in progress for pharmacological study.

Effects of the Covid-19 pandemic on consumers' stress and choices
with Marie Falkenstein, Aiqing Ling, Tobias Kalenscher, and Hilke Plassmann

Status: Large dataset collected and analyses completed. Currently working on first draft.

The role of psychological safety in non-conforming public expression
with Henrik Bresman, Miguel Lobo, and Hilke Plassmann

Status: Pre-test completed. Study 1 in preparation.

ACCEPTED PEER-REVIEWED CONFERENCE PRESENTATIONS

2024, March. *Social media users' posting behavior can be as-if addictive*. Competitive Paper. Society for Consumer Psychology (SCP2024) in Nashville, USA with Klaus Wertenbroch and Hilke Plassmann.

2023, October. *Emotion in Decision: The Essential Interplay Between Emotions and Decision-Making*. Special Session (Presenter). Association for Consumer Research Conference 2023 (ACR2023) in Seattle, USA with Samuel Pertl, Tara Srirangarajan, Oleg Urminsky, Barbara Mellers, Siyuan Yin, Deborah Marciano, Ida Mayer, Ming Hsu, Klaus Wertenbroch, and Hilke Plassmann.

2023, October. *Spatio-temporal associations of Covid-19 severity, well-being, and risk attitudes*. Working Paper. Association for Consumer Research Conference 2023 (ACR2023) in Seattle, USA with Marie Falkenstein, Aiqing Ling, Tobias Kalenscher, and Hilke Plassmann.

2023, October. *Social media users' posting behavior can be as-if addictive*. Oral Presentation. Annual Meeting of the Society for Neuroeconomics (SNE) in Vancouver, Canada with Klaus Wertenbroch and Hilke Plassmann.

2023, October. *The Effect of Acute Stress on Humanitarian Supplies Management*. Oral Blitz Presentation. Annual Meeting of the Society for Neuroeconomics (SNE) in Vancouver, Canada with Maximilian Burkhardt, Stefan Spinler, and Luk van Wassenhove.

2023, October. *Social media users' posting behavior can be as-if addictive*. Poster Presentation. Consumer Neuroscience Satellite Symposium at the Annual Meeting of the Society for Neuroeconomics (SNE) in Vancouver, Canada with Klaus Wertenbroch and Hilke Plassmann.

2023, July. *Psychohormonal threat response states modulate status preferences*. Oral Presentation. International Symposium on Decision Neuroscience at Fox School of Business, Temple University, Philadelphia, USA with Zsafia Margittai, Gideon Nave, David Dubois, Tobias Kalenscher, and Hilke Plassmann.

2023, July. *Social media users' posting behavior can be as-if addictive*. Poster Presentation. International Symposium on Decision Neuroscience at Fox School of Business, Temple University, Philadelphia, USA with Klaus Wertenbroch and Hilke Plassmann.

2023, July. *Social evaluation on social media shapes content sharing*. Poster Presentation. European Association for Consumer Research Conference 2023 (EACR2023) in Amsterdam, Netherlands with Klaus Wertenbroch and Hilke Plassmann.

2023, June. Selected track participant for *Applied Neuroscience for Consumer Wellbeing: A Randomized Controlled Trial*. Transformative Consumer Research Dialogical Conference (TCR2023) at Royal Holloway, University of London.

2023, June. *Social media users' posting behavior can be as-if addictive*. Poster Presentation. 11th Symposium on Biology of Decision-Making (SBDM) in Paris, France with Klaus Wertenbroch and Hilke Plassmann.

2023, April. *The influence of stressful social-self threats on status preferences*. Oral Presentation. Monaco Symposium on Luxury with Zsofia Margittai, Gideon Nave, David Dubois, Tobias Kalenscher and Hilke Plassmann.

2023, March. *Does social-self threat increase the preference for status goods?* Poster Presentation. Society for Consumer Psychology (SCP2022) in San Juan, Puerto Rico with Zsofia Margittai, Gideon Nave, David Dubois, Tobias Kalenscher and Hilke Plassmann.

2022, October. *Psychological Layers in the Consumption of Status Goods: Drivers, Forms, and Consequences*. Special Session (Chair). Association for Consumer Research Conference 2022 (ACR2022) in Denver, USA with Hilke Plassmann, Zsofia Margittai, Gideon Nave, David Dubois, Tobias Kalenscher, Evrim Yanar, Felicitas Morhart, Keith Wilcox, Maren Hoff, Dafna Goor and Nader Tavassoli

2022, September. *Does social-self threat increase the preference for status goods?* Oral Blitz Presentation. Consumer Neuroscience Satellite Symposium at the Annual Meeting of the Society for Neuroeconomics (SNE) in Crystal City, USA with Zsofia Margittai, Gideon Nave, David Dubois, Tobias Kalenscher and Hilke Plassmann.

2022, September. *On the reliability of individual economic rationality measurements*. Late Breaking Poster Presentation. Annual Meeting of the Society for Neuroeconomics (SNE) in Crystal City, USA with Luca Lüpken, Nils Lüschor and Tobias Kalenscher.

2022, September. *Does social-self threat increase the preference for status goods?* Poster Presentation. Annual Meeting of the Society for Neuroeconomics (SNE) in Crystal City, USA with Zsofia Margittai, Gideon Nave, David Dubois, Tobias Kalenscher and Hilke Plassmann.

2022, July 12. *Does the stress of threatening social evaluation increase the preference for status signals?* Poster Presentation. Federation of European Neuroscience Societies Forum 2022 (FENS Forum 2022) in Paris, France with Zsofia Margittai, Gideon Nave, David Dubois, Tobias Kalenscher and Hilke Plassmann

2022, March 5. *Does COVID-Related Stress Affect Self-Control and the Ability to Make Healthy Food Choices?* Poster Presentation. Society for Consumer Psychology (SCP2022) with Marie Falkenstein, Aiqing Ling, Tobias Kalenscher and Hilke Plassmann

2021, October 1. *How robust is rationality?* Poster Presentation. Annual Meeting of the Society for Neuroeconomics (vSNE) with Tobias Kalenscher.

INVITED PRESENTATIONS

2024, April 17. Seminar in Marketing, University of Lucerne / Swiss Academy of Marketing Science. *Digital Social Status Drives Posting on Social Networking Sites*

2024, March 14. Marketing Brownbag, Rady School of Management, San Diego, USA. *Can social media posting resemble addictive behavior?*

2024, March 14. Marketing Brownbag, Rady School of Management, San Diego, USA. *Can social media posting resemble addictive behavior?*

2023, October 17. Marketing & Behavioural Science Division, UBC Sauder School of Business, Vancouver, Canada. *Can social media posting resemble addictive behavior?*

2023, July 19. Neuroeconomics Summerschool (Teaching Assistant), University of Pennsylvania, Philadelphia, France. *Methods in Neuroscience: Computational Modeling*.

2023, March 10. INSEAD-HEC-ESSEC Seminar, Fontainebleau, France. *Touching the hot stove: Social media users respond asymmetrically to social feedback online*.

2022, December 5. Forum “Corona Crisis and Beyond”, Volkswagen Foundation, Hanover, Germany. *The impact of physical distancing on stress, interpersonal relationships and social wellbeing*. With Tobias Kalenscher.

2022, March 3. Institute for Neuroscience and Medicine – Brain and Behavior (IMN-7), Forschungszentrum Jülich, Germany. *Does the stress of threatening social evaluation increase the preference for status signals?*

2021, October 1. INSEAD Business School, Fontainebleau, France. *Emotion and decision-making*.

2021, April 1. JDM Lab, University of Padova, Italy. *Keep your cool. The effects of acute and chronic stress on rationality*.

SOCIETY AFFILIATIONS

- Society for Neuroeconomics (SNE)
- Society for Consumer Psychology (SCP)
- Association for Consumer Research (ACR)

GRANTS & SCHOLARSHIPS

2022. Research & Development Grant (€13.500) from **INSEAD**: “Effects of the Covid-19 pandemic on consumers’ stress and choices” with Hilke Plassmann.

2022. Grant for Transformative Consumer Research (\$2000) from the **Association for Consumer Research**: “Brief Self-Interventions to Resile Stress Effects on Dietary Choice”. Co-Investigator: Hilke Plassmann.

2021. “Personality & Leadership” scholarship from **Rheinisches FührungsColleg e.V**

SERVICE TO THE FIELD

Conference Services

Co-organizer of the 10th Consumer Neuroscience Satellite Symposium at the 2023 Annual Meeting of the Society for Neuroeconomics (SNE) in Vancouver, Canada with Dale Griffin, Hilke Plassmann, and Carolyn Yoon.

Reviews for *La Londe Conference 2023*, *Society of Consumer Psychology 2023-2024*, *Association for Consumer Research 2024*

Journal Services

NeuroImage, *Psychoneuroendocrinology*, *Brain Research*, *Royal Society Open Science*, *PLOS One*, *Frontiers in Human Neuroscience*.

Co-Reviews for *Nature Human Behaviour*, *PNAS*, *Psychological Science*, *Current Biology*, *European Journal of Neuroscience*, *Frontiers in Human Neuroscience*.

Advisory Roles

INSEAD Business School, Marketing Area

Co-advisor – Anjali Singh (RA, now PhD at London Business School)

Fontainebleau, France
2023

ICM Paris Brain & Spine Institute

Primary Internship Advisor – 1 bachelor, 3 pre-docs

Paris, France
2018 – current

Heinrich-Heine University

Primary Thesis Advisor – 21 B.Sc. and 2 M.Sc. psychology students

Second Thesis Advisor – 5 B.Sc. and 2 M.Sc. psychology students

Düsseldorf, Germany
2018 – 2022
2018 – 2021

TEACHING EXPERIENCE

Heinrich-Heine University

Instructor – Foundations of Neuropsychology

Düsseldorf, Germany
2018 – 2021

University of Pennsylvania, Neuroeconomics Summerschool

Teaching Assistant

Philadelphia, USA
2023

MEDIA & PUBLIC ENGAGEMENT

2024. Could fungal computers ease workplace stress? *Raconteur* <https://www.raconteur.net/technology/fungal-computers-workplace-stress>

2024. Can stress boost organizational performance? *The European* <https://the-european.eu/story-33679/can-stress-boost-organisational-performance.html>

2023. Onderzoek: gematigd stress-niveau beter voor productiviteit dan helemaal geen stress [Study: moderate stress level better for productivity than no stress at all]. *CHRO* <https://chro.nl/artikel/enige-stress-is-beter-voor-productiviteit-dan-helemaal-geen-stress/>

2023. Bloß kein Stress! [No stress at all!]. Podcast with Michael Schellberg. <https://www.schellberg.online/content/felix-jan-nitsch-podcast-der-liebe-lange-tag-folge-29-bloss-kein-stress>

2023. Stress & Mental Unwellness: On causes, consequences, and what we might do about it. Internal Seminar for Research Staff at INSEAD Business School.

2021. Open Neuroscience & Psychology. YouTube Teaching series on Open Science. <https://youtu.be/zccNKMnfOao>

VOLUNTEERING

EDUCAT Germany e.V. - Founder and Managing Director

Fundraise-Consulting and Digital Marketing for education projects in the Global South.

Website: <https://www.educatgermany.com/>

Düsseldorf, Germany
2019 – current