

# Felix Jan Nitsch

INSEAD, Boulevard de Constance, Fontainebleau, France 77300

[felixjan.nitsch@insead.edu](mailto:felixjan.nitsch@insead.edu) | <https://fjnitsch.github.io>

## EDUCATION

### **INSEAD Business School, Marketing Area**

Postdoctoral Research Fellow | PI: Hilke Plassmann

Visiting PhD Student | PI: Hilke Plassmann

Fontainebleau, France

2022 – current

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

B.Sc. Psychology

2013 – 2016

## RESEARCH INTERESTS

Stress, Consumer Wellbeing, Social Media, Judgement & Decision-Making, Business for Good

## 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**

- WHU Knowledge (05 May 2023): “Hohes Stresslevel, schlechte Entscheidungen?” <https://www.whu.edu/de/forschung/whu-knowledge/hohes-stresslevel-schlechte-entscheidungen/>
- Featured as part of the Humanitarian Operations Series of POMS - College of Humanitarian Operations and Crisis Management
- INSEAD Knowledge (18 October 2023): “Making Stress Work for Organisation” <https://knowledge.insead.edu/leadership-organisations/making-stress-work-organisations/>

**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**

- German Science Information Service (idw; 27 July 2022): “Zur Rationalität individueller ökonomischer Entscheidungen” <https://idw-online.de/de/news799075>
- INSEAD Knowledge (10 November 2022): “Why It Pays to Be Sceptical About Behaviour Tests” <https://knowledge.insead.edu/career/why-it-pays-be-sceptical-about-behaviour-tests>
- Business A.M. (6 December 2022): “Why it Pays to Be Sceptical About Behaviour Tests” <https://www.businessamlive.com/why-it-pays-to-be-sceptical-about-behaviour-tests/>

**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**

**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**

### **SELECTED WORK IN PROGRESS**

Social media users' posting behavior can be as-if addictive  
with Klaus Wertenbroch & Hilke Plassmann

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

Mindfulness has a marketing problem (TCR2023)  
with Gia Nardini, Richard Lutz, Colleen Bee, AnneMarie Rossi,  
Noelle Chung, Eunyoung (Camilla) Song, and Angeline Close Scheinbaum  
(authorship order TBD)

Debiasing the stressed newsvendor  
with Maximilian Burkhardt, Stefan Spinler, and Luk van Wassenhove

Stress and Consumer Behaviour: An Updated Review of the Literature  
with Hilke Plassmann

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

Tribes, Narratives, and Marketplaces (Choice Symposium 2023)  
with Amit Bhattacharjee, Angus Fletcher, Nicole Mead, Stijn van Osselaer,  
Hilke Plassmann, and Kathleen Vohs (authorship order TBD)

### **ACCEPTED PEER-REVIEWED CONFERENCE PRESENTATIONS**

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. 11<sup>th</sup> 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 Zsafia 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 Zsafia 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, Zsafia 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 Zsafia 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 Lüschoff 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 Zsafia 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 Zsafia 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**

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**

Co-organizer of the 10<sup>th</sup> 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*, *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*.

### **TEACHING EXPERIENCE**

#### **ICM Paris Brain & Spine Institute**

Primary Internship Advisor – 1 bachelor, 3 pre-docs

Paris, France  
2018 – current

#### **Heinrich-Heine University**

Instructor – Foundations of Neuropsychology  
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 – 2021  
2018 – 2022  
2018 – 2021

**University of Pennsylvania, Neuroeconomics Summerschool**  
Teaching Assistant

Philadelphia, USA  
2023

## **PROFESSIONAL EXPERIENCE**

**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

- Developed model and strategy of the non-profit association
- Built and managed team of 30 international volunteers

**St. Mauritius Hospital** - Research Intern  
*PI: Bettina Studer*

Meerbusch, Germany  
2018

- Conducted published research on decision-making in stroke patients
- Developed inhouse research software in Python
- Analysed data on neurocognitive rehabilitation training of more than 500 patients

## **PUBLIC ENGAGEMENT**

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>

2020. Motivation and Idea Implementation [Motivation in der Ideenumsetzung]. Interview by Mabute GmbH.  
<https://www.mabute.com/interview-felix-nitsch/>

## **OTHER**

In a past life, I was front man of a German Jazz-Hip-Hop Combo called *Fil der Protagonist* (<https://filderprotagonist.de>). We released a full-length LP *Weiß wie Pech* on vinyl (crowdfunded), an EP, multiple music videos, and played well over 100 concerts. I still maintain a passion for being on stage and alternative music.