

# Felix Jan Nitsch

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## EDUCATION

**INSEAD Business School, Marketing Area**  
Postdoctoral Student | PI: Hilke Plassmann

Fontainebleau, France  
2022 – current

**Sorbonne Université, ICM Paris Brain & Spine Institute**  
Postdoctoral Student | PI: Hilke Plassmann

Paris, France  
2022 – current

**INSEAD Business School, Marketing Area**  
Visiting PhD Student | PI: Hilke Plassmann

Fontainebleau, France  
2021 – 2022

**Sorbonne Université, ICM Paris Brain & Spine Institute**  
Visiting PhD Student | PI: Hilke Plassmann

Paris, France  
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, Rational Choice, Consumer Heterogeneity

## WORKING PAPERS

**Nitsch, F.J.**, Margittai, Z., Nave, G., Dubois, D., Kalenscher, T., Plassmann, H. (2022). Does Social-Self Threat Increase the Preference for Status Goods? *INSEAD Working Paper*.

## SELECTED REFEREED JOURNAL ARTICLES

**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>

**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**

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

Brief Self-Interventions to Resist Stress Effects on Dietary Choice  
*with Hilke Plassmann*

An Update on Stress and Consumer Behaviour  
*with Victoria Nuehues and Hilke Plassmann*

Stress and Psychological Safety Moderate the Effect of Change Interventions on Consumer Choice  
*with Henrik Bresman, Miguel Lobo, and Hilke Plassmann*

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

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, Zsófia 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 Zsófia 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 Zsófia 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 Zsófia 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**

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)
- Society for Judgement and Decision Making (SJDM)

## **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**

Reviews for *Society of Consumer Psychology 2023 (SCP23)*, *Psychoneuroendocrinology*, *Brain Research*, *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 and 1 master student

Paris, France

2018 – 2022

### **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

## **PROFESSIONAL EXPERIENCE**

### **EDUCAT Germany e.V. - Founder and Co-Director**

Catalyst for education projects in Latin America. <https://www.educatgermany.com>

- Developed model and strategy of the non-profit association
- Recruited core team (alumni/employees from **WHU Business school, TU Berlin, EY**)
- Led and remote-managed international team of 21 professionals from 10 countries

Düsseldorf, Germany

2019 – current

### **St. Mauritius Hospital - Research Intern**

PI: Bettina Studer

- 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

Meerbusch, Germany

2018

## **PUBLIC ENGAGEMENT**

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