

# Felix Jan Nitsch

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## EDUCATION & RESEARCH APPOINTMENTS

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

Postdoctoral Research Fellow

Short-Term Research Visit at UCSD Rady School of Management

Short-Term Research Visit at UBC Sauder School of Business

Fontainebleau, France

2022 – current

March 2024

October 2023

Visiting PhD Student

2021 – 2022

### **Sorbonne Université, ICM Paris Brain & Spine Institute**

Postdoctoral Research Fellow | supervised by Hilke Plassmann

Visiting PhD Student | supervised by Hilke Plassmann

Paris, France

2022 – current

2021 – 2022

### **University of Düsseldorf, Germany**

PhD Psychology, Neuroeconomics (3 year program, graduated with distinction)

Düsseldorf, Germany

2018 – 2022

## RESEARCH INTERESTS

Social Media, Consumer Mental Wellbeing, Multi-Methods, Judgment and Decision Making

## WORKING PAPERS

**Nitsch, F.J.**, Wertenbroch, K., & Plassmann, H. (2024).

A Reference-Dependent Model of Posting on Social Media to Obtain Status from Likes. [[Working Paper](#)]

**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. *R&R at EJM*. [[Working Paper](#)]

## OTHER WORK IN PROGRESS

Doomscrolling as Self-Medication

*with Hilke Plassmann (INSEAD) and Uma Karmakar (UCSD)*

Social Media Platform Design and Moment-to-Moment Changes in Happiness

*With Hilke Plassmann (INSEAD) and Robb Rutledge (Yale)*

Stress Influences Consumer Luxury Preferences

*with Zsofia Margittai (Düsseldorf), David Dubois (INSEAD), Gideon Nave (Wharton), Tobias Kalenscher (Düsseldorf), and Hilke Plassmann (INSEAD)*

## **REFEREED JOURNAL ARTICLES**

Sarmiento, L.F., Rios-Flores, J.A., Rincon Uribe, F., Rodrigues Lima, R., Kalenscher, T., Gouveia, A., **Nitsch, F.J.\*\***, (2024, accepted). Do stress hormones influence choice? A systematic review of pharmacological interventions on the HPA axis and/or SAM system. *Social, Cognitive, and Affective Neuroscience*.  
<https://doi.org/10.1093/scan/nsae069>

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>

**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>

**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>

**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>

## **INVITED PRESENTATIONS**

2025, January 29. ESCP Business School, Turin, Italy.

2025, January 17. IESÉ, Paris, France.

2024, December 5. Marketing Brownbag ETH Zürich, Switzerland.

2024, October 28. ESADE, Barcelona, Spain.

2024, October 21. Northwestern University, Kellogg School of Business, Evanston, USA.

2024, April 17. Seminar in Marketing, University of Lucerne / Swiss Academy of Marketing Science.

2024, March 14. Marketing Brownbag, Rady School of Management, San Diego, USA.

2023, October 17. Marketing & Behavioural Science Division, UBC Sauder School of Business, Vancouver, Canada.

2023, July 19. Neuroeconomics Summerschool, University of Pennsylvania, Philadelphia, USA.

2023, March 10. INSEAD-HEC-ESSEC Seminar, Fontainebleau, France.

2022, December 5. Forum “Corona Crisis and Beyond”, Volkswagen Foundation, Hanover, Germany.

2022, March 3. Institute for Neuroscience and Medicine – Brain and Behavior (IMN-7), Jülich, Germany.

2021, October 1. PhD Seminar, INSEAD Business School, Fontainebleau, France.

2021, April 1. JDM Brownbag, University of Padova, Italy.

## **CONFERENCE PRESENTATIONS AND POSTERS**

2024, November. *Why People Post*. Poster Presentation, Society for Judgment and Decision Making (SJDM 2024) in New York City, USA with Klaus Wertenbroch and Hilke Plassmann.

2024, October. *Why People Post*. Oral Presentation, Workshop für Nachwuchsforschende in der Verbraucherforschung 2024 (shortlisted for Michael-Schuh Award) in Berlin, Germany.

2024, September. *Smarter Together: How Can We Better Integrate Brain and Body in Consumer Research?*

Roundtable, Association for Consumer Research (ACR2024) in Paris, France with Leo van Brussel.

Panelists: Anastasia Buyalskaya (HEC Paris), John Clithero (Lundquist College of Business, University of Oregon), Eric Johnson (Columbia), Ana Martinovici (Rotterdam School of Management, Erasmus University), Vinod Venkatraman - (Fox School of Business, Temple University), Nikki Sullivan - (LSE), Ryan Webb - (Rotman School of Management, University of Toronto).

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. 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 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.

## **SOCIETY AFFILIATIONS**

- Association for Consumer Research (ACR)
- Society for Consumer Psychology (SCP)
- Society for Neuroeconomics (SNE)
- Society for Judgment and Decision Making (SJDM)

## **GRANTS & SCHOLARSHIPS**

2024. INSEAD Research & Development Grant (**€9.000**) from **INSEAD**: “Can Posting on Social Media Resemble Addictive Behavior?” with Hilke Plassmann and Klaus Wertenbroch.

2022. INSEAD 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**

### **Journal Services**

Reviewer for *Journal of Interactive Marketing*, *Cerebral Cortex*, *NeuroImage*, *Psychoneuroendocrinology*, *Brain Research*, *Royal Society Open Science*, *PLOS One*, *Frontiers in Human Neuroscience*, *BMC Psychology*.

Trainee-Reviews (mentor: Tobias Kalenscher) for *Nature Human Behaviour*, *PNAS*, *Psychological Science*, *Current Biology*, *European Journal of Neuroscience*, *Frontiers in Human Neuroscience*.

## Conference Services

Volunteer Helper for Association for Consumer Research 2024 in Paris

Co-organizer of Community Track for Association for Consumer Research 2024 in Paris, France with Leo van Brussel. *Bringing brains and beers together: Test your wit in a consumer neuroscience pub quiz!*

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.

Reviewer for *La Londe Conference 2023*, *Society of Consumer Psychology 2023-2025*, *Association for Consumer Research 2024*

## Advisory Roles

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

Co-advisor – Anjali Singh (RA, now PhD at Kellogg School of Management)

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 INTERESTS & EXPERIENCE

Data-driven marketing, digital and social media marketing, marketing analytics, behavioral marketing

### **Heinrich-Heine University**

Instructor – Foundations of Neuropsychology

Düsseldorf, Germany  
2018 – 2021

### **University of Pennsylvania, Neuroeconomics Summerschool**

Teaching Assistant

Philadelphia, USA  
2023

## SCIENCE COMMUNICATION AND POLICY IMPACT

2024. Human Development Report 2023/24 (page 218, Note 53). *United Nations Development Program*.  
<https://hdr.undp.org/content/human-development-report-2023-24>

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.

Last updated: December 2024, \* = Shared First-Author, \*\* = Senior Author

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

## **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/>

Hamburg, Germany  
2019 – current

## **REFERENCES**

**Hilke Plassmann (Post Doc Advisor)**  
INSEAD, Marketing  
[Hilke.plassmann@insead.edu](mailto:Hilke.plassmann@insead.edu)

**Klaus Wertenbroch**  
INSEAD, Marketing  
[Klaus.wertenbroch@insead.edu](mailto:Klaus.wertenbroch@insead.edu)

**Gideon Nave**  
Wharton, Marketing  
[gnave@wharton.upenn.edu](mailto:gnave@wharton.upenn.edu)

**Tobias Kalenscher (PhD Advisor)**  
University of Düsseldorf, Psychology  
[tobias.kalenscher@hhu.de](mailto:tobias.kalenscher@hhu.de)