

# 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

### **Heinrich-Heine University**

PhD Psychology (summa cum laude - with distinction)

Supervised by Tobias Kalenscher

Düsseldorf, Germany

2018 – 2022

M.Sc. Psychology

2016 – 2018

## RESEARCH INTERESTS

Judgment and Decision Making, Social Media, Consumer Mental Wellbeing

## WORKING PAPERS

**Nitsch, F.J.**, Wertenbroch, K., & Plassmann, H. (2024). Why People Post. *Under review at JMR*. [[Working Paper](#)]

**Nitsch, F.J.** & Plassmann, H. (2024). Understanding the Intersections of Stress and the Marketplace to Improve Consumer Well-Being. *In preparation for resubmission to JCP*. [[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](#)]

## SELECTED 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> **Impact factor: 4.235**

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**

**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**

Doomscrolling as Self-Medication  
with Hilke Plassmann and Uma Karmakar

Stress Influences Consumer Luxury Preferences  
with Zsofia Margittai, David Dubois, Gideon Nave, Tobias Kalenscher, and Hilke Plassmann

Consumer Attitudes Towards Second-Hand Luxury Retail  
with Gia Nardini, Richard Lutz, and Camilla Song

Effects of the Covid-19 Pandemic on Consumer Choice  
with Marie Falkenstein, Aiqing Ling, Tobias Kalenscher, and Hilke Plassmann

The Importance of Psychological Safety on Social Media and Online Rating Platforms  
with Henrik Bresman, Miguel Lobo, and Hilke Plassmann

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

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-Schuhen 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 Venkratraman - (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 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 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 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**

2024, December 5. Marketing Brownbag ETH Zürich. *Why People Post*

2024, October 21. Northwestern University, Kellogg School of Business. *Why People Post*

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?*

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, 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. PhD Seminar, 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**

- 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**

### **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*

### **Journal Services**

Reviewer for *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*.

### **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 EXPERIENCE**

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

Instructor – Foundations of Neuropsychology

Düsseldorf, Germany  
2018 – 2021

## **MEDIA & PUBLIC ENGAGEMENT**

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.

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/>

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)