

# 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 Student | PI: Hilke Plassmann

Visiting PhD Student | PI: Hilke Plassmann

Fontainebleau, France

2022 – current

2021 – 2022

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

Postdoctoral Student | 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

## 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*.

Rivera, L.F., **Nitsch, F.J.**, Rincon, U., Rios-Flores, J.A., Rodrigues Lima, R., Kalenscher, T., Gouveia, A. (2022). Pharmacological interventions on the HPA-Axis and/or SAM System and decision-making: a systematic review. *2<sup>nd</sup> round review at Social Cognitive and Affective Neuroscience (Impact factor: 4.235)*

## 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)*. Accepted for Publication. **FT Top 50**

**Nitsch, F. J.**, Lüpken, L. M., Lüschor, 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**

Last updated: March 2023, \* = 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**

### **SELECTED WORK IN PROGRESS**

Why do social media users keep posting despite negative consequences?  
with Klaus Wertenbroch & Hilke Plassmann. Status: Study 4 completed.

Stress and Consumer Behaviour: An Updated Review of the Literature  
with Hilke Plassmann. Status: Working Paper in Preparation

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

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

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, April. *The influence of stressful social-self threats on status preferences*. 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 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 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**

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)
- 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 *La Londe Conference 2023*, *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, 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

## **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/>

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

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**

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.