

Felix Jan Nitsch

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EDUCATION & RESEARCH APPOINTMENTS

University of South Carolina, Darla Moore School of Business, Marketing Area Columbia, South Carolina
Assistant Professor of Marketing 2025 – current

INSEAD Business School, Marketing Area Fontainebleau, France
Postdoctoral Research Fellow 2022 – 2025
Short-Term Research Visit at UCSD Rady School of Management March 2024
Short-Term Research Visit at UBC Sauder School of Business October 2023

Visiting PhD Student 2021 – 2022

Sorbonne Université, ICM Paris Brain & Spine Institute Paris, France
Postdoctoral Research Fellow | supervised by Hilke Plassmann 2022 – current
Visiting PhD Student | supervised by Hilke Plassmann 2021 – 2022

University of Düsseldorf, Germany Düsseldorf, Germany
PhD Psychology, Neuroeconomics (3 year program, graduated with distinction) 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](#)]

OTHER WORK IN PROGRESS

Social Media Platform Design And Moment-to-Moment Changes In Happiness
With Hilke Plassmann (INSEAD), Klaus Wertenbroch (INSEAD), and Robb Rutledge (Yale)

Do Social Media Users Neglect Opportunity Costs?
with Nina Nielsen (Aarhus), Mirja Hubert (Aarhus), Marco Hubert (Aarhus), 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, July 9. Journal Club, Bocconi, Milano, Italy.
2025, June 9. Sant'Anna Business School, Pisa, Italy.
2025, March 11. EADA Business School, Barcelona, Spain.
2025, March 4. University of South Carolina, Darla Moore School of Business, Columbia, USA.
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

2025, June 5. *A Reference-Dependent Model of Posting on Social Media to Obtain Status from Likes*. Oral Presentation, Association for PsychoNeuroEconomics 2025 in Dublin, Ireland.

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

2024, October. *Why People Post*. Oral Presentation, Workshop für Nachwuchsforschende in der Verbraucherforschung 2024 (shortlisted for Michael-Schuhlen 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.

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.

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.

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.

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.

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.

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.

2023, July. *Social Evaluation on Social Media Shapes Content Sharing*. Poster Presentation. European Association for Consumer Research Conference 2023 (EACR2023) in Amsterdam, Netherlands.

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. 11th Symposium on Biology of Decision-Making (SBDM) in Paris, France.

2023, April. *The Influence of Stressful Social-Self Threats on Status Preferences*. Oral Presentation. Monaco Symposium on Luxury.

2023, March. *Does Social-Self Threat Increase the Preference for Status Goods?* Poster Presentation. Society for Consumer Psychology (SCP2022) in San Juan, Puerto Rico.

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.

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.

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.

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.

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 10th 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

Düsseldorf, Germany

2018 – 2022

Second Thesis Advisor – 5 B.Sc. and 2 M.Sc. psychology students

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.

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
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Klaus Wertenbroch
INSEAD, Marketing
Klaus.wertenbroch@insead.edu

Gideon Nave
Wharton, Marketing
gnave@wharton.upenn.edu

Tobias Kalenscher (PhD Advisor)
University of Düsseldorf, Psychology
tobias.kalenscher@hhu.de