

M. Leonor Neto

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Education

New York University Stern School of Business, NY Ph.D Candidate, Marketing (Consumer Behavior) Supervisors: Prof. Minah Jung & Prof. Joshua Lewis	May 2026
New York University Stern School of Business, NY M.Phil, Marketing	2025
Maastricht University, Maastricht, NL MSc, Research Master in Cognitive and Clinical Neuroscience (Neuroeconomics) GPA: 4.00, <i>cum laude</i> Supervisors: Prof. Jean-Claude Dreher & Prof. Arno Riedl Thesis: Moral Contagion: The Influence of Group Behavior on Individual Honesty	2020
University of Lisbon, Lisbon, PT Bachelor's degree in Psychology Final Grade: 18/20	2018
Maastricht University, Maastricht, NL ERASMUS+ Exchange Student	2018

Research Interests

Judgment and decision-making, Prosocial and moral behavior, Persuasion

Publications & Manuscripts Under Review

Neto, M. L., Lewis, J., Caviola, L., Communicating Tail-Risk Credibly. Available at OSF:
<https://doi.org/10.31219/osf.io/qwxub>.

Neto, M. L., Jung, M., Erdem, T., Payment or Donation? Leveraging Reciprocity when Nonprofits Give Back to their Donors. *Under review at Journal of Consumer Research*. Available at SSRN: <https://ssrn.com/abstract=5124494>.

Neto, M. L., Antunes, M., Lopes, M., Ferreira, D., Rilling, J., & Prata, D. (2020). Oxytocin and vasopressin modulation of prisoner's dilemma strategies. *Journal of Psychopharmacology*.
<https://doi.org/10.1177/0269881120913145>.

Ventura, P., Domingues, M., Ferreira, I., Madeira, M., Martins, A., **Neto, M.**, & Pereira, M. (2019). Holistic Word Processing Is Involved in Fast Parallel Reading. *Journal of Expertise/March*, 2(1).

Selected Work in Progress

Neto, M. L., Kim, O., Jung, M., Evaluation of i-Frame and s-Frame Policies.

Watson, J., Boegershausen, J., **Neto, M. L.**, In the Eye of the Political Review Storm: How Identity Activation Begets Polarized Reviews.

Neto, M. L., Melzner, J. Bonezzi, A., Who Deserves Privacy? Understanding Lay Beliefs About Others' Privacy.

Conference Presentations

Evaluation of i-Frame and s-Frame Policies	
Association for Consumer Research (Talk)	2025
Society for Judgement & Decision Making (Talk)	2025
Communicating Tail-Risk Credibly	
Society for Consumer Psychology (Talk)	2024
Association for Consumer Research (Talk)	2023
Society for Judgement & Decision Making (Talk)	2023
Payment or Donation? Leveraging Reciprocity when Nonprofits Give Back to their Donors	
Association for Consumer Research (Talk)	2024
European Marketing Academy Conference (Talk)	2024
Society for Consumer Psychology (Talk)	2024
Society for Judgement & Decision Making (Poster), Student Poster	2023

Award

Honors & Awards

NYU Stern Center for Global Economy and Business Research Grant (\$1250)	2025
NYU Stern Center for Sustainable Business Research Grant (\$6000)	2025
AMA-Sheth Foundation Doctoral Consortium Fellow	2025
Henry Assael PhD Student-Faculty Joint Research Grant, NYU Stern (\$5000)	2024
Student Poster Award, Society for Judgement & Decision Making	2023
Graduation with Distinction (<i>cum laude</i>), Maastricht University	2020
Jan Brouwer Thesis Award nominee	2020

Research Experience

New York University Stern School of Business, NY	2021 – present
Graduate Researcher	
Marketing Department	
Institut des Sciences Cognitives Marc Jeannerod, Lyon, FR	2019 – 2020
Graduate Researcher	
Neuroeconomics Laboratory	
Supervisor: Prof. Jean-Claude Dreher	
Instituto de Medicina Molecular, Lisbon, PT	2017 – 2018
Undergraduate Researcher	
DPrata Lab, Neurobiology and Human Cognition	
Supervisor: Prof. Diana Prata	

University of Lisbon, Lisbon, PT
Undergraduate Researcher
CO2 [Cognition in Context] Research Group

2017 – 2018

Teaching Experience

<i>Teaching Fellow</i> , Consumer Behavior Graduate, Prof. David Bosch	Fall 2025
<i>Teaching Fellow</i> , Tech & The City MBA, Prof. Arun Sundararajan	Spring 2025
<i>Teaching Fellow</i> , Storytelling in Business MBA, Prof. Ron Shachar	Summer 2024
<i>Course Instructor</i> , Intro to Marketing Undergraduate Instructor: 5/5 rating	Summer 2024
<i>Teaching Fellow</i> , Intro to Marketing Undergraduate, Prof. Runshan Fu	Spring 2024
<i>Teaching Fellow</i> , Consumer Behavior Undergraduate, Prof. Jared Watson	Spring 2024
<i>Teaching Fellow</i> , Storytelling in Business MBA, Prof. Ron Shachar	Summer 2023

Service

Conference Reviewer Society for Consumer Psychology Conference American Marketing Association Winter Academic Conference	2025 – present
Coordinator, NYU Stern School of Business, Marketing Behavioral Lab Hired, trained, and supervised 8–10 research assistants in data collection procedures Reorganized lab structure and procedures (Summer 2023)	2021 – 2025
Organizer, Stat-Chat & Snack, NYU Stern School of Business, Marketing Organized a seminar for behavioral PhD students to discuss research methods and key topics	2024 – present
Staff, 14th European Conference on Psychological Assessment	2016