

## M. Leonor Neto

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## Education

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<b>New York University Stern School of Business, NY</b> Ph.D Candidate, Marketing (Consumer Behavior) Supervisors: Prof. Minah Jung & Prof. Joshua Lewis	May 2026
<b>New York University Stern School of Business, NY</b> M.Phil, Marketing	2025
<b>Maastricht University, Maastricht, NL</b> MSc, Research Master in Cognitive and Clinical Neuroscience (Neuroeconomics) GPA: 9.18/10, <i>cum laude</i> Supervisors: Prof. Jean-Claude Dreher & Prof. Arno Riedl Thesis: Moral Contagion: The Influence of Group Behavior on Individual Honesty	2020
<b>University of Lisbon, Lisbon, PT</b> Bachelor's degree in Psychology GPA: 18/20	2018

## Research Interests

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Judgment and decision-making, Prosocial behavior, Persuasion

## Publications & Manuscripts Under Review

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**Neto, M. L.**, Lewis, J., Caviola, L., Communicating Tail-Risk Credibly, under second-round review at *Nature Climate Change*. Available at OSF: <https://doi.org/10.31219/osf.io/qwxub>.

**Neto, M. L.**, An, E., 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

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**Neto, M. L.**, Kim, O., Jung, M., Social Perception Gaps in 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

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### 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 Award**, 2023

## Honors & Awards

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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

## Research Experience

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<b>New York University Stern School of Business, NY</b>	2021 – present
Graduate Researcher	
Marketing Department	
<b>Institut des Sciences Cognitives Marc Jeannerod, Lyon, FR</b>	2019 – 2020
Graduate Researcher	
Neuroeconomics Laboratory	
Supervisor: Prof. Jean-Claude Dreher	
<b>Instituto de Medicina Molecular, Lisbon, PT</b>	2017 – 2018
Undergraduate Researcher	
DPrata Lab, Neurobiology and Human Cognition	
Supervisor: Prof. Diana Prata	
<b>University of Lisbon, Lisbon, PT</b>	2017 – 2018
Undergraduate Researcher	
CO2 [Cognition in Context] Research Group	

## Teaching Experience

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<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

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