

M. Leonor Neto

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Education

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| New York University Stern School of Business, NY | <i>May 2026</i> |
| Ph.D Candidate, Marketing (Consumer Behavior) | |
| Supervisors: Prof. Minah Jung & Prof. Joshua Lewis | |
| New York University Stern School of Business, NY | <i>2025</i> |
| M.Phil, Marketing | |
| Maastricht University, Maastricht, NL | <i>2020</i> |
| 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 | |
| University of Lisbon, Lisbon, PT | <i>2018</i> |
| Bachelor's degree in Psychology | |
| Final Grade: 18/20 | |
| Maastricht University, Maastricht, NL | <i>2018</i> |
| ERASMUS+ Exchange Student | |

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

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| Society for Personality and Social Psychology (Poster) | 2026 |
| Society for Consumer Psychology (Talk) | 2026 |
| Association for Consumer Research (Talk) | 2025 |
| Society for Judgment and Decision Making (Talk) | 2025 |

Communicating Tail-Risk Credibly

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| Society for Consumer Psychology (Talk) | 2024 |
| Association for Consumer Research (Talk) | 2023 |
| Society for Judgment and Decision Making (Talk) | 2023 |

Payment or Donation? Leveraging Reciprocity when Nonprofits Give Back to their Donors

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| Association for Consumer Research (Talk) | 2024 |
| European Marketing Academy Conference (Talk) | 2024 |
| Society for Consumer Psychology (Talk) | 2024 |
| Society for Judgment and Decision Making (Poster), Student Poster | 2023 |

Award

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 Judgment and 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

2017 – 2018

Undergraduate Researcher

CO2 [Cognition in Context] Research Group

Teaching Experience

Teaching Fellow, Consumer Behavior
Graduate, Prof. David Bosch

Fall 2025

Teaching Fellow, Tech & The City
MBA, Prof. Arun Sundararajan

Spring 2025

Teaching Fellow, Storytelling in Business
MBA, Prof. Ron Shachar

Summer 2024

Course Instructor, Introduction to Marketing
Undergraduate
Instructor: 5/5 rating

Summer 2024

Teaching Fellow, Introduction to Marketing
Undergraduate, Prof. Runshan Fu

Spring 2024

Teaching Fellow, Consumer Behavior
Undergraduate, Prof. Jared Watson

Spring 2024

Teaching Fellow, 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 | |
| American Marketing Association Marketing and Public Policy Conference | |
| Coordinator, NYU Stern School of Business, Marketing Behavioral Lab | 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, NYU Stern School of Business, Marketing | 2024 – present |
| Organized a seminar for behavioral PhD students to discuss research methods and key topics | |
| Staff, 14th European Conference on Psychological Assessment | 2016 |