

M. Leonor Neto

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Education

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

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 (*cum laude*), 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