



## RESEARCH SEMINAR

*NIDA Business School cordially invites you to*  
**Beyond Micro and Macro: Employing Neuroscience to Understand  
Organizations, Beauty, Culture and Mega-Cities**



by  
**George Christopoulos**  
*Nanyang Technological University*  
**22 August 2016 (Monday)**  
**4:00PM – 5:30PM**  
*NIDA Business School ♦ Room 812*

### **Abstract / Synopsis**

Traditional methods in business and social sciences employ observational methods, interviews, focus groups and surveys. Whereas these methods are indispensable for understanding human behavior, they arguably can uncover only a small part of human decision mechanisms. New methods of cognitive science and neuroscience allow us to access processes that are inaccessible even to the decision maker herself; monitor the human brain in action; understand the underlying mechanisms and represent them computationally; record mass (“big”) data; and quantify complex concepts such as learning and emotions. This presentation will review a wide range of such methods while presenting how I applied them to understand decision making across very different domains. Firstly, I will present neuroimaging studies and models explaining how decision making is distorted when social information is included – specifically we examine how competition / cooperation is represented in the human brain; how trust is a form of “social risk”; and how power could affect brain signals related to attention. In the second part I will present studies examining how facial emotion and facial beauty are processed by Asian consumers. We demonstrate that a simple manipulation could drastically alter aesthetic judgments. Subsequently, I will present more recent work and a future program examining the impact of urbanization and Mega-Cities on human behavior, cross-cultural interactions and psychology. I will finish with a call for the establishment of a multi-disciplinary network of Asian-based researchers aiming in understanding of the interaction between the built environment, culture and human decision making.

### **About the Speaker**

George Christopoulos is an Assistant Professor at Nanyang Business School, Nanyang Technology University. He is also the Research Director of the Culture Science Institute at Nanyang Business School, Research Director for the Decision, Environmental & Organizational Neuroscience Lab (DEON Lab). George’s research aims to uncover, explain, predict and improve human decision making in dynamic and complex environments. Methodologically, he employs behavioral methods derived from psychology; computational methods stemming from game theory and microeconomics; and biological measurements such as human neuroimaging using functional Magnetic Resonance Imaging (fMRI) and electroencephalogram (EEG). He has published in several high impact journals such as Journal of Business Ethics, Journal of Economic Psychology, Journal of Neuroscience, Nature Neuroscience, and NeuroImage. He also recently contributed a chapter to the Oxford University Handbook of Cultural Neuroscience. Prior to joining Nanyang Business School, George worked at Baylor College of Medicine and Virginia Tech at the Laboratory for Interpersonal Decision Making. George holds a PhD from University of Cambridge in Cognitive Neuroscience.

### **Registration**

*Kindly make your reservation by 19 August 2016 at [ijedsadapitak@gmail.com](mailto:ijedsadapitak@gmail.com) or by calling 02-727-3937.*

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