

10:00

Tobias Kalenscher: Introduction

Heinrich-Heine-University Düsseldorf

10:30

Samuel McClure:

A role for dopamine in human working memory

Arizona State University, Tempe, USA

Coffee break 11:30

12:00

Wolfram Schultz:

A dopamine mechanism for reward maximisation

Cambridge University, UK

13:00

14:00

Valeria Gazzola and Christian Keysers:

A cross-species approach to the neural bases of empathy and prosociality

Netherlands Institute for Neuroscience, Amsterdam, NL

Coffee break **15:00** 

15:45

Hilke Plassmann:

Predicting Sales With Neuroforecasting -When Does it Add Value?

Decision Neuroscience and Marketing, INSEAD & Paris Brain Institute (ICM), Sorbonne University, Paris, FR



Our symposium is a hybrid event. Participation is free of charge, but registration is required. Please register by completing the form at https://tinyurl.com/DSDN2025Register, and indicate whether you plan to attend in person or virtually. If you choose virtual attendance, we will send you the access link after your registration is complete. For general information, please visit: https://tinyurl.com/DSDN2025Info

## **VENUE**

Haus der Universität, Schadowplatz 14, 40212 Düsseldorf Address:

From Düsseldorf Main Station you can catch any metro (directions: Subway:

U70: Krefeld, U74: Meerbusch, U75: Neuss, U76: Krefeld, U77: Am Seestern, U78: Arena/Messe Nord, U79: Duisburg) to Heinrich-Heine-Allee close to the Haus der Universität (3rd stop, around 3 minutes

walk)

Tram: The closest tram station is Schadowstraße (around 3 minutes walk),

Trams 701, 705, 706 are stopping there

The Haus der Universität is located in a pedestrian zone and cannot Car:

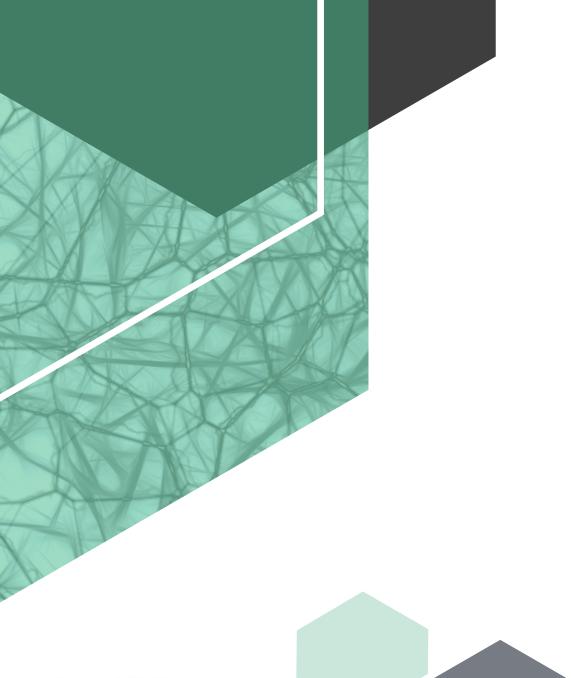
be reached by car directly.

Kö-Bogen: Königsallee 2; Schadow-Arkaden: Martin-Luther-Platz 26; Nearest

Wehrhahn-Center: Oststraße 10 car parks:

Access for taxis via Königsallee Nord, Theodor-Körner-Straße, Taxi:

Schadowstraße.





## SYMPOSIUM

DECISION NEURO SCIENCE **2025** SEPT. 26TH DUS

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