

# HILKE PLASSMANN

**NATIONALITY / COUNTRY OF ORIGIN:**

Germany

**BIO:**

PhD on Decision Neuroscience from Münster University; Post-doctoral scholar at the Department of Economics at Stanford, and Humanities and Social Sciences at Caltech. Now the Octapharma Chaired Professor of Decision Neuroscience at INSEAD.

**IDEAS:**

Research focusing on consumer decision-making and the brain. Pioneer in uncovering the neurobiology underlying how marketing works and how individual differences in their neurobiology can help explaining why – or why not – consumers make ‘good’ decisions.

**CONTENT:**

Published in premier scientific journals including PNAS, Nature Communications, and Journal of Marketing Research: [tinyurl.com/HPlassmann-cites](http://tinyurl.com/HPlassmann-cites).

**WEBSITE:**

[insead.edu/faculty-research/faculty/hilke-plassmann/personal-site](http://insead.edu/faculty-research/faculty/hilke-plassmann/personal-site)

**SOCIAL MEDIA:**