

# John Alldredge Clithero

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## Academic Positions

<b>Lundquist College of Business, University of Oregon</b> Assistant Professor of Marketing	August 2018 - Present
<b>Pomona College</b> Assistant Professor of Economics	July 2014 - June 2018
<b>California Institute of Technology</b> Postdoctoral Scholar in Neuroeconomics	July 2011 - June 2014

## Visiting Positions

<b>The Wharton School, University of Pennsylvania</b> Visiting Assistant Professor of Marketing	March 2018 - June 2018
<b>Haas School of Business, UC-Berkeley</b> Visiting Scholar, Marketing Group	August 2017 - February 2018
<b>California Institute of Technology</b> Visiting Associate in Neuroeconomics	July 2014 - June 2016

## Education

<b>Duke University</b> Ph.D., <i>Economics</i>	May 2011
M.A., <i>Economics</i>	May 2007
<b>Pomona College</b> B.A., <i>Economics</i>	May 2005

## Working Papers

- [3] Chen N, **Clithero JA**, and Hsu M (Submitted). Demand Estimation and Forecasting Using Cognitive Models of Consumer Choice. [\[SSRN\]](#)
- [2] **Clithero JA**, Lee JJ, and Tasoff J (Submitted). Supervised Machine Learning for Eliciting Individual Demand. [\[arXiv\]](#) [\[SSRN\]](#)
- [1] Siegel JZ, van der Plas E, Heise F, **Clithero JA**, and Crockett MJ (Submitted). Resolving the Dilemma of Dirty Money: A Computational Account.

## Publications

\*equal contribution [\[Google Scholar Profile\]](#)

- [22] **Clithero JA**, Karmarkar UR, and Hsu M (2021). Toward an Integrative Conceptualization of Maladaptive Consumer Behavior. *Journal of the Association for Consumer Research*, 6(3). [\[doi:10.1086/714364\]](https://doi.org/10.1086/714364)

- [21] Yu, H, Siegel JZ, **Clithero JA**, and Crockett MJ (2021). How Peer Influence Shapes Value Computation in Moral Decision-Making. *Cognition*, 211, 104641. [doi:10.1016/j.cognition.2021.104641] [PsyArXiv]
- [20] DeStasio KL, **Clithero JA**, and Berkman ET (2019). Neuroeconomics, Health Psychology, and the Interdisciplinary Study of Preventative Health Behavior. *Social and Personality Psychology Compass*, 13(10), e12500. [doi:10.1111/spc3.12500]
- [19] **Clithero JA** (2018). Response Times in Economics: Looking Through the Lens of Sequential Sampling Models. *Journal of Economic Psychology*, 69, 61-86. [doi:10.1016/j.joep.2018.09.008]
- [18] Harris AM\*, **Clithero JA\***, and Hutcherson CA\* (2018). Accounting for Taste: A Multi-Attribute Neurocomputational Model Explains the Neural Dynamics of Choices for Self and Others. *Journal of Neuroscience*, 38(37), 7952-7968. [doi:10.1523/jneurosci.3327-17.2018]
- [17] **Clithero JA** (2018). Improving Out-of-Sample Predictions Using Response Times and a Model of the Decision Process. *Journal of Economic Behavior & Organization*, 148, 344-375. [doi:10.1016/j.jebo.2018.02.007]
- [16] Clay SN, **Clithero JA**, Harris AM, and Reed CL (2017). Loss Aversion Reflects Information Accumulation, Not Bias: A Drift-Diffusion Model Study. *Frontiers in Psychology*, 8(1708), 1-12. [doi:10.3389/fpsyg.2017.01708]
- [15] Li R, Smith DV, **Clithero JA**, Venkatraman V, Carter RM, and Huettel SA (2017). Reason's Enemy Is Not Emotion: Engagement and Disengagement of Cognitive Control Networks Explain Biases in Gain/Loss Framing. *Journal of Neuroscience*, 37(13), 3588-3598. [doi:10.1523/jneurosci.3486-16.2017]
- [14] Smith DV, **Clithero JA**, Boltuck SE, and Huettel SA (2014). Functional Connectivity with Ventromedial Prefrontal Cortex Reflects Subjective Value for Social Rewards. *Social Cognitive and Affective Neuroscience*, 9(12), 2017-2025. [doi:10.1093/scan/nsu005]
- [13] Smith DV, Utevsky AV, Bland AR, Clement N, **Clithero JA**, Harsch AEW, Carter RM, and Huettel SA (2014). Characterizing Individual Differences in Functional Connectivity Using Dual-Regression and Seed-Based Approaches. *NeuroImage*, 95(1), 1-12. [doi:10.1523/j.neuroimage.2014.03.042]
- [12] **Clithero JA** and Rangel A (2014). Informatic Parcellation of the Network Involved in the Computation of Subjective Value. *Social Cognitive and Affective Neuroscience*, 9(9), 1289-1302. [doi:10.1093/scan/nst106]
- [11] Winecoff A, **Clithero JA**, Carter RM, Bergman SR, Wang L, and Huettel SA (2013). Ventromedial Prefrontal Cortex Encodes Emotional Value. *Journal of Neuroscience*, 33(27), 11032-11039. [doi:10.1523/jneurosci.4317-12.2013]
- [10] Smith DV, **Clithero JA**, Rorden C, and Karnath HO (2013). Decoding the Anatomical Network of Spatial Attention. *Proceedings of the National Academy of Sciences of the USA*, 110(4), 1518-1523. [doi:10.1073/pnas.1210126110]
- [9] Levallois C\*, **Clithero JA\***, Wouters P, Smidts A, and Huettel SA (2012). Translating Upwards: Linking the Neural and Social Sciences via Neuroeconomics. *Nature Reviews Neuroscience*, 13(11), 789-797. [doi:10.1038/nrn3354]
- [8] Rangel A and **Clithero JA** (2012). Value Normalization in Decision Making: Theory and Evidence. *Current Opinion in Neurobiology*, 22(6), 970-981. [doi:10.1016/j.conb.2012.07.011]
- [7] Venkatraman V, **Clithero JA**, Fitzsimons GJ, and Huettel SA (2012). New Scanner Data for Market Segmentation: How Neuroscience Can Help Better Understand Differences in Brand Preferences. *Journal of Consumer Psychology*, 22(1), 143-153. [doi:10.1016/j.jcps.2011.11.008]
- [6] **Clithero JA**, Reeck C, Carter RM, Smith DV, and Huettel SA (2011). Nucleus Accumbens Mediates Relative Motivation in the Absence of Choice. *Frontiers in Human Neuroscience*, 5(87), 1-11. [doi:10.3389/fnhum.2011.00087]
- [5] **Clithero JA**, Smith DV, Carter RM, and Huettel SA (2011). Within- and Cross-Participant Classifiers Reveal Different Neural Coding of Information. *NeuroImage*, 56(2), 699-708. [doi:10.1016/j.neuroimage.2010.03.057]

- [4] Raposo A, Vicens L, **Clithero JA**, Dobbins IG, and Huettel SA (2011). Contributions of Frontopolar Cortex to Judgments About Self, Others, and Relations. *Social Cognitive and Affective Neuroscience*, 6(3), 260-269. [[doi:10.1093/scan/nsq033](https://doi.org/10.1093/scan/nsq033)]
- [3] **Clithero JA**, Carter RM, and Huettel SA (2009). Local Pattern Classification Differentiates Processes of Economic Valuation. *NeuroImage*, 45(4), 1329-1338. [[doi:10.1016/j.neuroimage.2008.12.074](https://doi.org/10.1016/j.neuroimage.2008.12.074)]
- [2] **Clithero JA\***, Tankersley D\*, and Huettel SA (2008). Foundations of Neuroeconomics: From Philosophy to Practice. *PLoS: Biology*, 6(11), 2348-2353. [[doi:10.1371/journal.pbio.0060298](https://doi.org/10.1371/journal.pbio.0060298)]
- [1] **Clithero JA** and Pealer N (2006). Is There a Housing Bubble in Irvine, California? A Repeat-Sales Analysis Using a New Data Set. *International Real Estate Review*, 8(1), 110-127.

## Chapters & Commentaries

- [3] Rangel A and **Clithero JA** (2014). The Computation of Stimulus Values in Simple Choice. In *Neuroeconomics: Decision-Making and the Brain, 2nd Edition*. Editors: Glimcher P & Fehr E.
- [2] Smith DV and **Clithero JA** (2009). Manipulating Executive Function with Transcranial Direct Current Stimulation. *Frontiers in Integrative Neuroscience*, 3(26), 1-3. [[doi:10.3389/neuro.07.026.2009](https://doi.org/10.3389/neuro.07.026.2009)]
- [1] **Clithero JA** and Smith DV (2009). Reference and Preference: How Does the Brain Scale Subjective Value? *Frontiers in Human Neuroscience*, 3(11), 1-3. [[doi:10.3389/neuro.09.011.2009](https://doi.org/10.3389/neuro.09.011.2009)]

## Funding

COVID-19 Impact Grant, University of Oregon, 2020  
 Kageyama Research Award (2x), University of Oregon, 2019, 2021  
 Award to Host Oregon Decision Neuroscience Symposium, 2019  
 Curriculum Development Grant (2x), Pomona College, 2014, 2016  
 Ruth L. Kirschstein Predoctoral National Research Service Award, NIMH, 2009-2011

## Honors & Awards

Wig Distinguished Professor Award for excellence in teaching, Pomona College, 2017  
 Abstract Travel Award, Organization for Human Brain Mapping, 2013  
 Student Assistant, Duke University SSRI Faculty Fellows, 2009-2010  
 Conference Travel Award (2x), Duke University Graduate School, 2009-2010  
 Summer Institute in Cognitive Neuroscience, UC - Santa Barbara, 2007  
 Lorne D. Cooke Memorial Award in Economics, Pomona College, 2005

## Seminars & Presentations

**2020:** ASSA Annual Meeting (Talk), Annual Meeting of the Society for Neuroeconomics (Poster)  
**2019:** Oregon Decision Neuroscience Symposium (Talk), Air Force Academy (Economics), CU-Boulder (Leeds), Triennial Invitational Choice Symposium (Talk)  
**2018:** University of Pennsylvania (Wharton)  
**2017:** Queen's University (Economics/Psychology), Economic Science Association World Meeting (Talk), Consumer Neuroscience Symposium (Poster), Annual Meeting of the Society for Neuroeconomics (Talk)  
**2016:** UC - Berkeley (Haas), UC - Riverside (Economics), Annual Meeting of the Western Economic Association International (Talk)  
**2015:** University of Zurich (Economics), Claremont Behavioral & Experimental Economics Workshop (Talk), Annual Meeting of the Society for Judgment and Decision Making (Poster)  
**2014:** University of Southern California (Economics LABEL), University of Oregon (Economics), Pomona College (Economics), Columbia University (Economics), University of Wisconsin (Business School),

*Annual Interdisciplinary Symposium on Decision Neuroscience (Talk), Annual Meeting of the Society for Neuroeconomics (Poster), Claremont Graduate University (Economics)*  
**2013:** *North American Economic Science Association Conference (Talk), Annual Meeting of the Organization for Human Brain Mapping (Talk), Annual Meeting of the Society for Judgment and Decision Making (Poster)*  
**2012:** *John Dickhaut Memorial Conference (Discussant), Annual Meeting of the Society for Neuroeconomics (Poster)*  
**2011:** *Pomona College (Economics), Annual Meeting of the Society for Neuroeconomics (Poster)*  
**2010:** *Georgia Tech (Center for Advanced Brain Imaging), California Institute of Technology (Neuroeconomics Group Meeting), Annual Meeting of the Society for Neuroeconomics (Poster)*

## Professional Service

**Program Committee:** Society for Neuroeconomics (2019, 2020, 2021)

**Peer Review, Economics and Business:** *American Economic Review, American Journal of Agricultural Economics, Econometrica, Economic Inquiry, Economica; Experimental Economics, Journal of the Association for Consumer Research, Journal of Consumer Research, Journal of Economic Behavior & Organization, Journal of Economic Psychology, Journal of Health Economics, Journal of Interactive Marketing, Journal of Marketing Research, Journal of Political Economy, Management Science, Quarterly Journal of Economics, Review of Financial Studies*

**Peer Review, Psychology and Neuroscience:** *Biological Psychiatry-Cognitive Neuroscience and Neuroimaging; Cerebral Cortex; Cognitive Science; eNeuro; Human Brain Mapping; Journal of Experimental Psychology: General; Journal of Neuroscience; Journal of Neuroscience, Psychology, and Economics; Motivation Science; Nature Communications; Nature Human Behaviour; NeuroImage, PLoS-Computational Biology; PLoS-ONE; Psychological Review; Social Cognitive and Affective Neuroscience; Social Psychological and Personality Science; WIREs Cognitive Science*

**Grant Review:** NSF, Swiss NSF, SRNDNA (Small Grants)

## Institutional Service

MBA Academic Committee, University of Oregon	2019 - Present
Research Committee, Pomona College	2015 - 2017
Research Computing Committee, Pomona College	2017
Co-Organizer, Pomona College Economics Seminar Series	2016 - 2017
Faculty Advisor, United Way Chapter of Pomona College	2015 - 2017
Co-Organizer, Pomona College Economics Club	2014 - 2016
Co-Organizer, Duke Center for Neuroeconomics Speaker Series	2009 - 2011
Co-Organizer, Duke Neuroeconomics Journal Club	2009 - 2010

## Mentoring

### Graduate students, committee member

Eric Setten, (2019-2020, dissertation, *Marketing*), University of Oregon  
 Krista DeStasio, (2018-2019, prelim, *Psychology*), University of Oregon  
 Jae Joon Lee, (2018-2019, dissertation, *Economics*), Claremont Graduate University

## Teaching Experience

*Primary Instructor [Fall, Winter, Spring, \*original course, UG, MBA, PhD]*

### Lundquist College of Business, University of Oregon

Economic Aspects of Sport (MBA)	F2018, F2019, F2020
Financing Sports Business (UG)	F2018, F2019, F2020
Marketing Management (UG)	W2019, W2020, W2021

**The Wharton School, University of Pennsylvania**

Special Topics in Consumer Neuroscience (UG, MBA)

S2018

**Pomona College**

Behavioral Economics\* (UG)

F2014, S2016, S2017

Intermediate Microeconomics (UG)

F2014, S2015, F2015, F2016

Senior Seminar: Experimental Economics\* (UG)

S2015, S2016

Advanced Behavioral and Experimental Economics\* (UG)

S2017

## Other Information

**Citizenship:** United States

**Memberships:** American Economic Association, American Marketing Association, Association for Consumer Research, Economic Science Association, Society for Judgment and Decision Making, Society for Neuroeconomics

**Programming:** Python, Bash, FSL, Stata,  $\LaTeX$