Alexander Genevsky

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Academic and Research Appointments

2022 - present   *Associate Professor of Marketing*
Rotterdam School of Management, Erasmus University

2016 - 2022   *Assistant Professor of Marketing*
Rotterdam School of Management, Erasmus University

2017 - 2019   *Visiting Professor of Neuroeconomics*
Linköping University, School of Economics

Education

Ph.D. Psychology - Stanford University

M.A. Experimental Psychology – San Francisco State University

B.S. Computer Science - Binghamton University (SUNY)

Research Interests

Neuroforecasting, Consumer Decision Making, Decision Neuroscience, Affect, Market Prediction, Prosocial Behavior, Social Credit Systems

Book Chapters

Genevsky, A. & Boksem, M. (in press) "Applications in Consumer Neuroscience: Decoding and Neuroforecasting" in *Neuroeconomics: Core Topics and Current Directions*, D. Smith, P. Lockwood, D. Fareri, Eds. (Springer Nature)

Genevsky, A. & Yoon, C. (2022) "Neural basis of consumer decision making and neuroforecasting" in *APA Handbook of Consumer Psychology*, L. R. Kahle, T. M. Lowrey, J. Huber, Eds. (American Psychological Association), pp. 563–578.

Publications

Genevsky, A., Yoon, C., Lin, T., Shaw, S., Knutson, B. (2025) The impact of affective congruence on charitable giving. *Social Cognitive and Affective Neuroscience,* 20(1)

Genevsky, A., Tong, L., Knutson, B., (2025) Neuroforecasting reveals generalizable components of choice. *PNAS Nexus, 4(2)*

Genevsky, A., (2025) Social credit scores reduce interpersonal cooperation and trust. *PLoS One, 20(11)*

Scholz, C., Chan, H., Cooper, N., Doré, B., O'Donnell, M., Lieberman, M.D., Coronel, J., Genevsky, A., Knutson, B., Venkatraman, V., Vo, K., Boksem, M., Smidts, A., Falk, (2025) E. Neural Correlates of Out-of-Sample Message Effectiveness: A Mega-Analysis of 14 Datasets. *PNAS Nexus, 4(11)*

Asutay, E., Genevsky, A., Hamilton, J. P., & Västfjäll, D. (2022). Affective context and its uncertainty drive momentary affective experience. *Emotion*, 22(6), 1336–1346.

Asutay, E., Genevsky, A., Barrett, L. F., Hamilton, J. P., Slovic, P., & Västfjäll, D. (2021). Affective calculus: The construction of affect through information integration over time. *Emotion,* 21(1), 159–174.

Tong, L., Acikalin, Y., Genevsky, A., Shiv, B., Knutson, B., (2020) Brain activity forecasts video engagement in an internet attention market. *Proceedings of the National Academy of Sciences*, 117 (12) 6936-6941

Park, B. K., Genevsky, A., Knutson, B., & Tsai, J. (2020). Culturally valued facial expressions enhance loan request success. *Emotion*, *20*(7), 1137–1153.

Knutson, B., Genevsky, A., (2018) Neuroforecasting aggregate choice. *Current Directions in Psychological Science 27(2), 110-115.*

Genevsky, A., Yoon, C., Knutson, B., (2017) When brain beats behavior: Neuroforcasting crowdfunding outcomes. *Journal of Neuroscience* 37(36), 8625-8634.

Genevsky, A. & Knutson, B. (2015). Neural affective mechanisms predict market-level microlending. *Psychological Science,* 26(9), 1411-1422.

Genevsky, A., Vastfjall, D., Slovic, P., Knutson, B. (2013). Neural underpinnings of the identifiable victim effect: Affect shifts preferences for giving. *Journal of Neuroscience*, 33(43), 17188-17196.

Genevsky, A., & Gard, D.E., (2012). The effect of choice on motivational system activation: An affective startle modulation study. *International Journal of Psychophysiology*, 84(1), 80-85.

Gard, D. E., Cooper, S., Fisher, M., Genevsky, A., Mikels, J. A., & Vinogradov, S. (2011). Evidence for an emotion maintenance deficit in schizophrenia. *Psychiatry Research*, 187(1), 24-29.

Genevsky, A., Garrett, C.T., Alexander, P.P., Vinogradov, S. (2010). Cognitive Training in Schizophrenia: A Neuroscience-Based Approach. *Dialogues in Clinical Neuroscience* 12(3), 416-421.

Dale, C. L., Findlay, A.M., Adcock, A., Vertinski, M., Fisher, M., Genevsky, A., Aldebot, S., Subramaniam, K., Luks, T.L., Simpson, G.V., Nagarajan, S.S., Vinogradov, S. (2010). Timing is everything: Neural response dynamics during syllable processing and its relation to higher-order cognition in schizophrenia and healthy comparison subjects. *Intl. Journal of Psychophysiology*, 72(2), 183-193.

Adcock, R.A., Dale, C., Fisher, M., Aldebot, S., Genevsky, A., Simpson, G.V., Nagarajan, S., Vinogradov, S. (2009). When top-down meets bottom-up: auditory training enhances verbal memory in schizophrenia. *Schizophrenia Bulletin*, 35(6), 1132-1141.

Gard, D., Fisher, M., Garrett, C., Genevsky, A., Vinogradov, S. (2009). Motivation and its relationship to neurocognition, social cognition, and functional outcome in schizophrenia. *Schizophrenia Research*, 115(1), 74-81.

Dale, C. L., A. M. Findlay, R. A. Adcock, A. Genevsky, M. Vertinski, T. L. Luks, G. V. Simpson, S. S. Nagarajan, and S. Vinogradov. (2009) Perceptual interference exacerbates Voice Onset Time-dependent syllable discrimination and alters performance-related MEG response dynamics in patients with schizophrenia. *Neuroimage*, 47, S158.

Working Papers and Research in Progress

Lin, T., van Dolder, D., van den Assem, M. J. Genevsky, A ., Smidts, A., and Boksem, M., Impact and Responsibility in Giving Behavior: A Replication and Extension (June 26, 2025). Available at SSRN: http://dx.doi.org/10.2139/ssrn.5325790

Genevsky, A., Social Credit: Social credit systems decrease cooperation and trust

Genevsky, A., Dupont, L., Chan, H., Knutson, B., Huber, J., Deconstructing consumer decision-making in conjoint analysis using neuroimaging.

Dupont, L., Genevsky, A., The neural mechanisms of social status and cooperation

Srirangarajan, T., Schley, D., Genevsky, A., The reliability of behavioral tasks in the fMRI scanner

Christiano, D., Genevsky, A., Identification of cultural superforecasters.

Genevsky, A., Friedderich, F., Martinovici, A., Quantifying the Importance of Factors that Drive Charitable Giving

Genevsky, A., Friedderich, F., How features of stock market time series data that impact investment decisions and prediction accuracy

Invited and Conference Talks

Association for Consumer Research (ACR) Annual Meeting (2025)

NeuroBusiness conference (Best Paper award), Dubrovnik (2025)

Fox School of Business, Temple University. Marketing seminar series (2025)

Marques annual meeting on Intellectual Property and Copyright, Stockholm, Sweden (2024)

Association for Consumer Research (ACR) Annual Meeting (2023)

Amsterdam Dance Event (session on Neuroforecasting and AI), Amsterdam, Netherlands (2023)

University College Dublin Annual Marketing Camp, Keynote presentation. Dublin, Ireland (2023)

Association for Consumer Research (ACR) Annual Meeting (2022)

Linkoping University, Dept. of Economics seminar series, Linkoping, Sweden (2021)

Association for Consumer Research (ACR) Annual Meeting (2020)

Society for Neuroeconomics Annual Meeting (2020)

ISMS Marketing Science, Virtual Conference hosted by Fuqua School of Business, (2020)

FENS Forum of Neuroscience, Neuroeconomics preconference. Invited speaker. Glasgow, Scotland (2020)

Cognito Society, Cognitive Neuroscience Series, University of Amsterdam (2020)

Society for Neuroeconomics, Consumer Neuroscience preconference., Invited keynote speaker. Dublin, Ireland (2019)

8th Annual Compassion Week research seminar. Decision Research and the University of Oregon. Eugene, OR, USA (2019)

11th Triennial Invitational Choice Symposium, Chesapeake Bay, USA (2019)

Rotman School of Management Marketing Seminar, University of Toronto, Canada (2018)

Association for Consumer Research (ACR). Keynote speaker - Consumer neuroscience pre-conference, Dallas, TX, USA (2018)

Lake Lucerne Neurofinance Conference (2018)

INSEAD Marketing Seminar, Fontainebleau, France (2018)

Frontiers in Marketing, Rotterdam School of Management, Rotterdam, Netherlands (2018)

Association for Consumer Research (ACR). Consumer neuroscience pre-conference, San Diego, CA, USA (2017)

6th Annual Compassion Week research seminar. Decision Research and the University of Oregon. Eugene, OR, USA (2017)

University of Wageningen Research Seminar Series, Wageningen, Netherlands (2017)

Association for Consumer Research (ACR), "Affective and Contextual Influences on Charitable Behavior", Berlin (2016)

Association for Consumer Research (ACR). "How consumer neuroscience adds additional value to our discipline", Berlin (2016)

Association for Consumer Research (ACR). "Conceptualizing Consciousness in Consumer Research", Berlin (2016)

10th Triennial Invitational Choice Symposium, Lake Louise, AB, Canada (2016)

The Wharton School, The University of Pennsylvania. Philadelphia, PA, USA (2015)

New York University Stern School of Business,. New York, NY, USA (2015)

Stanford Graduate School of Business. Stanford, CA, USA (2015)

Rotterdam School of Management, Erasmus University. Rotterdam, NL (2015)

Association for Consumer Research (ACR). New Orleans, USA (2015)

Society for Neuroeconomics (SfNE). Miami, USA (2015)

Interdisciplinary Symposium on Decision Neuroscience (ISDN). MIT Sloan School of Management (2015)

Society for Consumer Psychology (SCP). Phoenix, USA (2015)

Society for Consumer Psychology International Meeting. Vienna, Austria (2015)

Interdisciplinary Symposium on Decision Neuroscience (ISDN). Stanford Graduate School of Business (2014)

Compassion Week, Decision Research. Eugene, USA (2014)

Social and Affective Neuroscience Society (SANS). Denver, USA (2014)

Stanford Psychology Affective Science Seminar (2014)

Stanford Honors Professional Development Seminar speaker series (2013)

NIMH Predoctoral Program in Affective Science Workshop. Berkeley, USA (2013)

Cognitive Remediation in Schizophrenia Trials Network meeting. Chapel Hill, USA (2009)

Chaired Symposia

Association for Consumer Research (ACR), Berlin (2016)
"Affective and Contextual Influences on Charitable Behavior"
Speakers: Ayelet Gneezy, Grant Donnelly, Alixandra Barasch, Alexander Genevsky.

Society for Consumer Psychology (SCP). Phoenix, AZ (2015)
"Using neuroimaging to predict population-level consumer behavior".
Speakers: Vinod Venkatraman, Maarten Boksem, Christopher Cascio, Alexander Genevsky.

Fellowships and Awards

2024	Professor of the Year Award
2023	Professor of the Year Award
2021	Professor of the Year Award
2018	EUR Fellowship (€135K)
2015	Association for Consumer Research (ACR) Travel Award
2015	ISDN Annual Meeting Travel Award – MIT Sloan School of Management
2015	Center for Cognitive and Neurobiological Imaging Neuroventures Grant
2014	Summer Institute in Cognitive Neuroscience Fellow, UC Santa Barbara
2014	Stanford Center for Mind, Brain, and Computation Traineeship
2014	Norman Anderson Research Grant, Stanford University
2014	Center for Cognitive and Neurobiological Imaging Neuroventures Grant
2014	Community Engagement Grant – Stanford Office of Community Engagement
2014	Society for Personality and Social Psychology (SPSP) Student Travel Award
2011-14	NIH Predoctoral Training Fellowship in Affective Science
2013	RIKEN Brain Science Institute Summer Fellow

2013   Social Affective Neuroscience Society (SANS) Travel Award

2012   Center for Cognitive and Neurobiological Imaging Neuroventures Grant

2012   Phillip G. Zimbardo Excellence in Teaching Award

2012   The International Cultural Neuroscience Consortium (ICNC) Travel Award

2011   Center for Cognitive and Neurobiological Imaging Neuroventures Grant

2008   Society for Psychophysiological Research (SPR) Young Researcher Award

Selected Media Coverage

Decision Marketing – "No brainer: Marketers urged to tap into neuroforecasting" (2025)

iNVEST – "'Neuroforecasting' outperforms more common consumer behaviour predictions" (2025)

Neuroscience News - "Brain Activity Can Predict Crowd Behavior" (2025)

Léa Camilleri Youtube program "The underside of fast fashion" (2024)

P3 Dystopia podcast – "Ultra fast fashion" (2024)

Zembla News program – "The fast fashion trap" television documentary (2021)

ARTE! TV – "Fast fashion - Fashion at low prices" full length documentary interview (2021)

ARTE! Magazine – "The virtual shopping frenzy" (2021)

Impact Magazine – "Crowd pleasers: Using Neuroscience to Identify Crowdfunding Success", (2018)

MarketWatch – "How scans of your brain could change the future of retail", (10/2017)

RSM Discovery – "Brain activity can forecast success of crowd-funded projects" (11/2017)

New Scientist – "Scanning your brain can predict what will happen in the future", (08/2017)

APS Minds for Business – "Microlending Success Starts with a Smile", (08/2015)

Stanford Report – "A smile boosts the chances of getting a microloan", Clifton Parker (08/2015)

Huffington Post - "The Neurology of Lending", Wray Herbert (06/2015)

Live Mint - "Need a loan? Smile", Leslie D'Monte (08/2015)

APS Online - "The Neurology of Lending", Wray Herbert (06/2015)

Forbes - "As Fitbits for Feelings Emerge, Whither Empathy?", Eri Gentry (05/2014)

Time Online - "The Selfish Reasons Behind Why We Give", Maia Szalavitz (10/2013)

London Free Press - Kelly Pedro (12/2013)

Greater Good Center - "Why We Give to Neighbors, Not Strangers", Hooria Jazaieri (12/2013)

SFGate - "Stanford studies monks' meditation, compassion", Bryce Johnson (06/2012)

WellRight - "The Giving Experiment", Michael Guercio (11/2014)

Counsel & Heal - "Giving is Rooted in Pleasure, Not Guilt", Cheri Cheng (10/2013)

Service & Mentorship

Society for Neuroeconomics (SNE) Program Committee (2024, 2025)

Society for Affective Neuroscience (SANS) Program Committee (2020)

Coordinator RSM MSc Thesis Awards (2019-20)

Marketing MSc Thesis Supervision (2016-2020)

Graduate Admissions Committee, Stanford Psychology Department (2011 & 2012)

Stanford Affective Science Seminar Series organizer (2011 & 2012)

Human Biology Internship Program Supervisor

Psych Summer Research Mentor

Stanford Symbolic Systems Research Intern Supervisor

Ad-hoc Reviewer

Journal of Consumer Research

Journal of Marketing Research

Journal of Neuroscience

Psychological Science

Marketing Science

Journal of Consumer Psychology

Proceedings of the National Academy of Science (PNAS)

Nature/Scientific Reports

Journal of Cognitive Neuroscience (JoCN)

Neuron

Social Cognitive and Affective Neuroscience (SCAN)

Teaching Experience

The Brain in Business – Neuroscience for Management (MBA)

Marketing Management (MBA)

Marketing Management (BA)

Neuroeconomics

MBA Living Management Project

Affective Neuroscience

The Brain and Decision Making

Psychology 1 – Teaching Fellow

Statistics in Psychology

Teaching Awards

Professor of the Year Award (2024)

Professor of the Year Award (2023)

Professor of the Year Award (2021)

COVID Response Teaching Award (2020)

Professor of the Year nominee (2017, 2018, 2019, 2020)

Phillip G. Zimbardo Award for Excellence in Graduate Teaching (2012)

Stanford Psychology Teaching Evaluator – Small Group Evaluations (2013)

Professional Experience

IPSOS Neuromarketing Advisory Board (2016 - 2019)

I.B.M. - IT Consultant - I.B.M. Global Services - New York, NY (2001-2003)

HotJobs.com Ltd. - Web Architect - New York, NY (2001)

Software/Programming Skills

R, Python, Matlab, Unix script, AFNI, Javascript, HTML, CSS, EPrime, SPSS, Acqknowledge

Professional Affiliations

Association for Consumer Research
Society for Consumer Psychology
Society for Personality and Social Psychology
Society for Neuroeconomics
NeuroPsychoEconomics Society
Society for Affective Science
Society for Neuroscience
Social Affective Neuroscience Society