

Hang-Yee Chan 陳恆義

PhD Candidate in Marketing
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The Netherlands

Research Interests

Neuromarketing

neural decoding of consumer experience,
neuroforecasting, social network
analysis

Data analysis

pattern analysis, machine learning

Judgment and decision-making

trust in artificial intelligence,
probability perception

Skills

General programming

Python, Java, Javascript

Neuroimaging analysis

PyMVPA, SPM, FSL, AFNI,
Freesurfer

Machine learning and statistics

Scikit-learn, Scipy, Numpy, R, SPSS

Data visualization

Seaborn, Matplotlib, Caret, Mango

Behavioral experiment and
front-end design

MTurk, Qualtrics, Presentation,
HTML5, JQuery

Languages

Native / near-native

Cantonese, Mandarin, English

Advanced / intermediate

French (DELF B2)

Japanese (JLPT N1)

Beginner

Dutch

I employ data analytics to uncover the link between brain, behavior and market. I capture brain responses of consumer experience (e.g., reflecting on brand image, watching commercials, etc.) and use machine learning methods to examine if and how neural signals predict both individual responses and market outcomes in the real world.

Education and Work Experience

Fall 2018

Philadelphia, USA

University of Pennsylvania

Research visit at Prof Emily Falk's lab

Fall 2017

Stanford, USA

Stanford University

Research visit at Prof Brian Knutson's lab

2014 — present

Rotterdam,
The Netherlands

Rotterdam School of Management

PhD Candidate in Marketing (Consumer Neuroscience)

Supervisor: Prof Ale Smidts and Dr Maarten Boksem

2013 — 2014

Paris, France

École Normale Supérieure

Master of Research in Cognitive Sciences

2010 — 2013

Hong Kong, China

University of Hong Kong

Asst. Research Officer at Centre on Behavioral Health

2008 — 2010

Kyoto, Japan

Kyoto University

Master of Human and Environmental Studies

2003 — 2008

Hong Kong, China

University of Hong Kong

Research Assistant at Centre on Behavioral Health

1999 — 2002

Hong Kong, China

University of Hong Kong

Bachelor of Cognitive Science in First Class Honors

Publication

Chan, H. Y., Boksem, M., Smidts, A. (2018). Neural profiling of brands: Mapping brand image in consumers' brains with visual templates. *Journal of Marketing Research*, 55(4), 600-615. <https://doi.org/10.1509/jmr.17.0019>

Working Papers and Research Projects

Decoding neural signals of consumer experience

Chan, H. Y., Smidts, A., Schoots, V., Dietvorst, R., Boksem, M. "Neural similarity predicts group preference." *Under review at NeuroImage*.

Chan, H. Y., Schoots, V., Boksem, M., Smidts, A. "Decoding emotional responses during video watching." *In preparation for submission to NeuroImage*.

Extracting neural signals of productive evaluation

Genevsky, A., **Chan, H. Y.**, Knutson, B., Huber, J. "Neural signals during evaluation of multi-feature products: A comparison with conjoint analysis." *Data analysis in progress*.

Poster presentation 

Oral presentation 

References

Prof. Ale Smidts *Supervisor*
Professor of Marketing Research
Rotterdam School of Management
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Dr. Maarten Boksem *Supervisor*
Associate Professor of Marketing
Rotterdam School of Management
Erasmus University Rotterdam

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Dr. Alexander Genevsky *Collaborator*
Assistant Professor of Marketing
Rotterdam School of Management
Erasmus University Rotterdam

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Working Papers and Research Projects (cont.)

Individual factor affecting effectiveness of viral marketing

Chan, H. Y., Scholz, K., Falk, E. “Neural correlates of individual differences in information sharing.” *Data analysis in progress.*

Perception of and trust in artificial intelligence

Chan, H. Y., Gunadi, M., Schley, D. “Dynamic representation of probabilistic forecasts influences trust and betting behavior.” *7 studies completed.*

Conference Presentations

Predicting commercial success from neural response patterns

 Annual Conference of the Society for Neuroeconomics • *Miami, 2015*

 5th Annual Interdisciplinary Symposium on Decision Neuroscience • *Cambridge, 2015*

Neural profiling of brand image

 NeuroPsychoEconomics Conference • *Antwerp, 2017*

 Annual Conference of the Society for Neuroeconomics • *Berlin, 2016*

 6th Annual Interdisciplinary Symposium on Decision Neuroscience • *Philadelphia, 2016*

Brain synchronization predicts audience preference

 European Association for Consumer Research Conference • *Ghent, 2018*

 5th Consumer Neuroscience Symposium • *Berlin, 2016*

 4th Consumer Neuroscience Symposium • *Miami, 2015*

Teaching Experience

- Master’s Thesis Co-reader • 2017
Guidance and feedback on master’s thesis (3 MSc students per year)
- Bachelor’s Thesis Instructor (Evaluation: 9/10) • 2016, 2017, 2018
Supervision of bachelor’s thesis projects (30 undergraduate students per year)
- Neuromarketing Teaching Assistant (Evaluation: 4.3/5) • 2015, 2016, 2017
Provide tutorials on fMRI collection and analysis (50 students per year)

Professional and Administrative Service

- Student reviewer
Journal of Cognitive Neuroscience and Journal of Consumer Psychology
- Neuromarketing Cloud Computing Co-ordinator • 2015, 2016, 2017, 2018
Manage usage and configuration of cloud computing infrastructure

Scholarships and Awards

- ERIM Talent Placement Program • 2018
1-year contract extension of approx. €30,000
- Erasmus Trustfonds • 2017
Overseas visit support of approx. €700
- Alexandre Yersin Excellence Scholarship • 2013 – 2014
Consulate General of France in Hong Kong
1-year living allowance of approx. €12,000
- Monbukagakusho (MEXT) Scholarship • 2008 – 2010
Ministry of Education, Culture, Sports, Science and Technology of Japan
3-year living allowance of approx. ¥5,600,000

Selected Coursework

Big Data Analysis with Spark & Hadoop	<i>University of Amsterdam</i>
Shanghai Neuroeconomics Summer School	<i>Paul Glimcher, NYU Shanghai</i>
PyMVPA Workshop	<i>PyMVPA.org, Giessen University</i>
Eye-Tracking for Visual Marketing Workshop	<i>HEC Paris</i>
Introduction to Machine Learning in Neuroscience and Cognition Research	<i>Thérèse Collins, ENS</i>
Machine Learning	<i>Flavius Frasincar</i>
Applied Econometrics	<i>Marno Verbeek</i>
Behavioral Decision Theory	<i>Peter Wakker</i>