

Ryan Webb

PERSONAL INFORMATION	Room 564 - 105 St. George St. Rotman School of Management University of Toronto Toronto, Ontario, M5S 3E6	<i>Phone:</i> (416) 978-4418 <i>E-mail:</i> ryan.webb@utoronto.ca
TEACHING AND RESEARCH FIELDS	Neuroeconomics, Experimental Economics, Discrete Choice Econometrics	
CURRENT POSITIONS	University of Toronto , Toronto, Ontario <i>Assistant Professor</i> <i>Rotman School of Management and Department of Economics</i>	July, 2014 - Current
PREVIOUS POSITIONS	California Institute of Technology , Pasadena, California <i>Visiting Associate</i> <i>Department of Humanities and Social Sciences</i>	Jan, 2017 - May, 2017
	New York University , New York, NY <i>Postdoctoral Fellow at Center for Neuroeconomics</i> Principal Investigator: Paul W. Glimcher	May, 2011 - May, 2014
EDUCATION	Queen's University , Kingston, Ontario, Canada Ph.D., Economics; September, 2006 - June, 2011 <i>Thesis:</i> Towards a Neural Measure of Value and the Modelling of Choice in Strategic Games <i>Supervisors:</i> Christopher Ferrall (Dept. of Economics) Michael C. Dorris (Dept. of Physiology) M.A., Economics; October, 2005 University of British Columbia , Vancouver, BC, Canada B.A. with Honours, Economics; June, 2004	
REFEREED PUBLICATIONS	Webb, R. (2018). "The (Neural) Dynamics of Stochastic Choice," <i>Management Science</i> . Louie, K., Glimcher, P.W., Webb, R. (2015). Adaptive neural coding: from biological to behavioral decision-making, <i>Current Opinion in Behavioral Science</i> , Vol. 5, pp. 91-99. Telpaz, A., Webb, R. Levy, D. (2015). Using EEG measurements to predict consumers' future choices, <i>Journal of Marketing Research</i> , Vol. 52, No. 4, pp. 511-529. Louie, K., LoFaro, T., Webb, R., Glimcher, P.W. (2014). Dynamic divisive normalization predicts time-varying value coding in decision-related circuits, <i>Journal of Neuroscience</i> , Vol. 34, No. 48, pp. 16046-16057. LoFaro, T., Louie, K., Webb, R., Glimcher, P.W. (2014). The temporal dynamics of cortical normalization models of decision-making, <i>Letters in Biomathematics</i> , Vol. 1, pp. 209-220. Thevarajah, D.*, Webb, R.*, Ferrall, C., and Dorris, M.C. (2010). Modelling the Value of Strategic Actions in the Superior Colliculus, <i>Frontiers in Behavioral Neuroscience</i> , Vol 3., No. 57, pp. 1-14.	

WORKING PAPERS Webb, R., Glimcher, P.W., and Louie, K., (2016). "Rationalizing Context-Dependent Preferences: Divisive Normalization and Neurobiological Constraints." *Revision Requested at Management Science*.

Kurtz, V., Persitz, D., Webb, R. and Levy, D., (2018). "A Neural Mechanism for Inconsistent Choices." *Revision Requested at Nature Communications*.

Webb, R., Glimcher, P.W., Lazzaro, S.C., Rutledge, R.B., Levy, I. (2016). "Neural Random Utility: Relating Cardinal Neural Observables to Stochastic Choice Behaviour" *Revision Requested at Journal of Neuroscience, Economics, and Psychology*.

Webb, R., Mehta, N., and Levy, I., (2018). "Assessing Consumer Demand in a Random Utility Model with Noisy Neural Measurements."

Landry, P. and Webb, R., (2018) "Pairwise Normalization: A Theory of Multi-Attribute Choice."

Webb, R., Dorris, M.C., (2014). "The stochastic neural decision process and modelling choice in a mixed strategy game."

Camerer, C., Landry, P., Webb, R. "Incorporating Habit in to Consumer Demand Theory: A Neuroeconomic Approach", In Preparation.

CONFERENCE AND SEMINAR PRESENTATIONS

2018 Sloan-Nomis Workshop on Attention and Choice (NYU), Foundations of Utility and Risk, Economic Science Association (Berlin), Sloan-Nomis Workshop on the Cognitive Foundations of Economic Behavior

2017 Stanford GSB, Simon Fraser University, Cosyne, CalTech, Maastricht University, University of Zurich, Interdisciplinary Symposium on Decision Neuroscience (Stanford University), Marketing Science (USC), Barcelona GSE Summer Forum, Brookings Institute Conference in Honor of Nobel Laureate Daniel McFadden (USC)

2016 10th Triennial Invitational Choice Symposium, Society for Neuroeconomics, McGill Marketing Camp 2016, Economics Science Association - North America

2015 Paris School of Economics, Ohio State University, University of Toronto - Psychology, Canadian Economics Association, Marketing Science, French Experimental Economics Association, Economic Science Association (North America)

2014 Northwestern University, University of New South Wales, Maastricht University, Simon Fraser University, Aix Marseille University, Université Catholique de Louvain, University of Melbourne, University of Toronto, The 16th Conference of the Foundations of Utility and Risk, Canadian Economics Association

2013 Harvard University, Society for Neuroeconomics, Canadian Economics Association

2012 Maastricht University, University of Zurich, Economic Science Association (International), Society for Neuroeconomics, Society for Neuroscience, Economic Science Association (North America)

2011 University of Victoria, Economic Science Association (North America), Canadian Economics Association

2010 New York University, Canadian Economics Association

	2009	Canadian Economics Association
MEDIA COVERAGE		UofT Magazine, Winter (2018), <u>(Mind Games) Why Do We Make Bad Shopping Decisions?</u> Rotman Insights (2018), <u>A Closer Look Into the Mind of the Consumer</u> The Atlantic, August (2016), <u>What a Bad Decision Looks Like in the Brain?</u>
GRANTS AND AWARDS	2017	Connaught New Researcher Award
	2015	Rotman School of Management Teaching Award
	2010	Best Paper, University of Amsterdam Summer School in Neuroeconomics
REFEERING		Quarterly Journal of Economics, Management Science, Marketing Science, Games and Economic Behavior, Journal of Economic Behavior and Organization, Journal of Mathematical Psychology, Journal of Consumer Psychology, Current Opinions in Behavioral Science, Operations Research, European Journal of Marketing, Israel Science Foundation, Fund for Scientific Research - Belgium