

## Ryan Webb

---

PERSONAL INFORMATION	Room 564 - 105 St. George St. Rotman School of Management University of Toronto Toronto, Ontario, M5S 3E6	Phone: (416) 978-4418 E-mail: ryan.webb@utoronto.ca
RESEARCH FIELDS	Neuroeconomics, Discrete Choice Quantitative Methods	
CURRENT POSITIONS	<b>University of Toronto</b> , Toronto, Ontario <i>Assistant Professor</i> <i>Rotman School of Management and Department of Economics</i>	<b>July, 2014 - Current</b>
PREVIOUS POSITIONS	<b>California Institute of Technology</b> , Pasadena, California <i>Visiting Associate</i> <i>Department of Humanities and Social Sciences</i>	<b>Jan, 2017 - May, 2017</b>
	<b>New York University</b> , New York, NY <i>Postdoctoral Fellow at Center for Neuroeconomics</i> Principal Investigator: Paul W. Glimcher	<b>May, 2011 - May, 2014</b>
EDUCATION	<b>Queen's University</b> , Kingston, Ontario, Canada Ph.D., Economics; September, 2006 - June, 2011 <i>Thesis: Towards a Neural Measure of Value and the Modelling of Choice in Strategic Games</i> <i>Supervisors: Christopher Ferrall (Dept. of Economics)</i> <i>Michael C. Dorris (Dept. of Physiology)</i> M.A., Economics; October, 2005  <b>University of British Columbia</b> , Vancouver, BC, Canada B.A. with Honours, Economics; June, 2004	
REFEREED PUBLICATIONS	Webb, R., Glimcher, P.W., and Louie, K., (forthcoming). "The Normalization of Consumer Valuations: Context-Dependent Preferences from Neurobiological Constraints." <i>Management Science</i> .  Webb, R., Mehta, N., and Levy, I., (forthcoming). "Assessing Consumer Demand with Noisy Neural Measurements." <i>Journal of Econometrics</i> .  Kurtz-David, V., Persitz, D., Webb, R. and Levy, D. (2019). "The Neural Computation of Inconsistent Choice Behavior." <i>Nature Communications</i> , 10(1):1583.  Smith, S., Krajbich, I. Webb, R. (2019). "Estimating the dynamic role of attention via random utility." <i>Journal of Economic Science Association</i> , <a href="https://doi.org/10.1007/s40881-019-00062-4">https://doi.org/10.1007/s40881-019-00062-4</a> .  Webb, R. (2019). The (Neural) Dynamics of Stochastic Choice. <i>Management Science</i> , 65(1), 230–255.  Webb, R., Levy, I., Lazzaro, S.C., Rutledge, R.B., Glimcher, P.W. (2019). Neural Random Utility: Relating Cardinal Neural Observables to Stochastic Choice Behaviour. <i>Journal of Neuroscience, Economics, and Psychology</i> , 12(1), 45–72.	

Louie, K., Glimcher, P.W., Webb, R. (2015). Adaptive neural coding: from biological to behavioral decision-making. *Current Opinion in Behavioral Science*, Vol. 5, 91–99.

Telpaz, A., Webb, R. Levy, D. (2015). Using EEG measurements to predict consumers' future choices. *Journal of Marketing Research*, Vol. 52, No. 4, 511–529.

Louie, K., LoFaro, T., Webb, R., Glimcher, P.W. (2014). Dynamic divisive normalization predicts time-varying value coding in decision-related circuits. *Journal of Neuroscience*, 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. *Letters in Biomathematics*, 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. *Frontiers in Behavioral Neuroscience*, Vol 3., No. 57, pp. 1–14.

BOOK CHAPTERS Camerer, C. F., Landry, P., and Webb, R. (forthcoming). "The NeuroEconomics of Habit" In A. Kirman, M. Tedeschi (eds), *The State of Mind in Economics* (Oxford University Press).

WORKING PAPERS Landry, P. and Webb, R., (2019). "Pairwise Normalization: A Neuroeconomic Theory of Multi-Attribute Choice."

Chiong, K., Shum, M., Webb, R. and Chen, R., (2019). "Forced Attention in the Field: Combining Choices and Response Times for Mobile Advertisements."

Daviet, R., Webb, R. (2019). "Double Decoy and A Possible Parameterization: Empirical Analyses of Pairwise Normalization"

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

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

CONFERENCE AND SEMINAR PRESENTATIONS

2019 Berkeley (Haas), Carnegie Mellon, Paris School of Economics - Roy Seminar, Erasmus, LMU Munich, Virginia Tech, McGill, Sloan-Nomis Workshop on the Cognitive Foundations of Economic Behavior, 11th Triennial Choice Symposium, 3rd Conference on Structural Dynamic Models (U Chicago), ESA (North America) Choice Process Workshop, Wharton (planned)

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

2017 Stanford GSB, CalTech, University of Zurich, Simon Fraser University, Maastricht University, Cosyne, 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 McGill, 10th Triennial Choice Symposium, Society for Neuroeconomics, Economics Science Association (N.A.)

2015	Paris School of Economics, Ohio State University, University of Toronto - Psychology, Canadian Economics Association, Marketing Science, French Experimental Economics Association, Economic Science Association (N.A.)
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	University of Zurich, Maastricht University, 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, Society for Neuroeconomics (poster)
2010	New York University, Canadian Economics Association, Society for Neuroeconomics (poster)
2009	Canadian Economics Association

MEDIA COVERAGE

UofT Magazine, Winter (2018), [\(Mind Games\) Why Do We Make Bad Shopping Decisions?](#)

Rotman Insights (2018), [A Closer Look Into the Mind of the Consumer](#)

The Atlantic, August (2016), [What a Bad Decision Looks Like in the Brain?](#)

GRANTS AND AWARDS	2019	SSHRC Insight Development Grant (w/ P. Landry, M. Osborne, C. Camerer)
	2018	ISDN Award
	2017	Connaught New Researcher Award
	2015	Rotman School of Management Teaching Award
	2010	Best Paper, University of Amsterdam Summer School in Neuroeconomics

SERVICE

- Guest Editor for the Proceedings of the National Academy of Sciences
- Peer reviewer for Quarterly Journal of Economics, Journal of Political Economy, Management Science, Marketing Science, Journal of European Economic Association, Games and Economic Behavior, Journal of Economic Behavior and Organization, Journal of Economic Theory, Journal of Economic Science Association, Journal of Mathematical Psychology, Journal of Consumer Psychology, PLOS Computational Biology, Current Opinions in Behavioral Science, Operations Research, European Journal of Marketing, Israel Science Foundation, Fund for Scientific Research - Belgium
- Co-chair for the Symposium on Consumer Neuroscience (2017, held at Rotman School of Management, University of Toronto)