

Curriculum vitae

Klucharev Vasily, PhD

Field of studies/research: Neuroeconomics;
social, emotional and cognitive neuroscience.

Methods: fMRI, EEG, depth and scalp ERP,
TMS, MEG

Date of birth: 28 April, 1972

Education and scientific activity

1994 High School Diploma

Major: Physiologist, Dept. of Higher Nervous Activity, Faculty of Biology, Saint Petersburg State University, Russia

1996 – 2000 Postgraduate student of the Russian Academy of Sciences, Institute of the Human Brain, Saint Petersburg, Russia

12.06.2000 PhD in Neuroscience, Saint Petersburg State University

Thesis Title: Neurobiological mechanisms of emotions.

Supervisor: Dr Prof. Natalia Bechtereva, Full Member of the Academy of Russian Sciences, MD

2000 – 2004 Researcher (Postdoc) at Helsinki University of Technology, Lab. of Computational Engineering

2004 –2009 Researcher at Donders Institute for Brain, Cognition and Behaviour (Nijmegen) and Erasmus Research Institute Management (Rotterdam)

from 2009 – senior researcher and lecturer at the University of Basel, Economic Psychology Group



Key Publications

Shestakova A, Rieskamp J, Tugin S, Ossadtchi A, Krutitskaya J, Klucharev V Electrophysiological precursors of social conformity. *Soc Cogn Affect Neurosci.* (2013, in print) Advance Access published July 4, 2012

Klucharev V, Munneke MA, Smidts A, Fernandez G (2011) Downregulation of the posterior medial frontal cortex prevents social conformity. *J Neurosci* 31:11934-11940

Klucharev V, Hytönen K, Rijpkema M, Smidts A, Fernández G Reinforcement learning signal predicts social conformity. *Neuron.* 2009 Jan 15;61(1):140-51.

Klucharev V, Smidts A, Fernández G. Brain mechanisms of persuasion: how 'expert power' modulates memory and attitudes. *Soc Cogn Affect Neurosci.* 2008 Dec;3(4):353-66.

Professional activities and societies

- Member, Society for Neuroeconomics
- Member, Society for Neuroscience
- Invited reviewer, Psychological Science
- Invited reviewer, Neuron
- Invited reviewer, Social Cognitive & Affective Neuroscience
- Invited reviewer, Frontiers Neuroscience
- Invited reviewer, Human Brain Mapping
- Invited reviewer, Neuroimage

Teaching/student supervision

from year 2005– an expert for Tempus educational projects in Russia (The Trans-European mobility scheme for university studies)

from year 2009 – Member of the executive board of Russian National Educational Network in Neurosciences <http://neurobiotech.ru/>

from year 2006 – member of the executive board of Master program in neuroscience “From Neuron to Cognition”, Saint Petersburg State University

2007 – 2012 – visiting professor, Faculty of Biology, Saint Petersburg State University

PhD Thesis: supervision of Rafael Huber (University of Basel), Kaisa Hytönen (Erasmus University, Rotterdam), Mirre Slallen (RSM, Rotterdam), Jari Kätsyri (HUT, Helsinki)

MSc Thesis: supervision of Gitty Smith (University of Nijmegen); Nina Pflirter, Oliver Schürmann, Laurent Muller, Leslie Hoffmann & Sylvia Walukiewicz (University of Basel)

BSc Thesis: supervision of Ivan Zubarev (Saint Petersburg State University); Lucius Caviola, Flurina Hain & Leslie Hoffmann (University of Basel)

Courses:

Intensive course “Neuroeconomics: how the brain makes decisions” 13-19.02.2013, at New Economic School, Moscow Russia

Annual seminar: “Conflict and cooperation: interdisciplinary approach” 2 KP .University of Basel, 2010-2013.

Annual seminar: “Neuroeconomics: neuroscience of social and financial decision-making “2 KP. University of Basel, 2010-2013.

Project Seminar 4KP, University of Basel, 2010-2011

Course “Neuroeconomics: how the brain makes decisions”, Rotterdam School of Management, Department of Marketing Management, 15 ECTS, 2009.

Annual intensive course (2006-2008) “Introduction to affective neuroscience” (in English) – 16 hours, Saint Petersburg State University.

A lecture (2007-2009) “Decision making and the brain” for the course “Marketing Decision Making and Decision”, Rotterdam School of Management, Erasmus University, Rotterdam

A lecture (2007-2008) “Social influence: from neuroeconomics and neuromarketing perspectives” for the Masters Program in Neuroscience, Utrecht University

Invited lecture “Neuro-Marketing” at Bèta-gamma Bachelor (IIS) – University of Amsterdam, 2006

Course & practicum (in English) “Emotions and communication” 2000-2004 – 28 hours, Helsinki University of Technology

Major Funds

Saint Petersburg State University’s grant for innovative multidisciplinary research on decision making: Psychological and neural mechanisms . RUB 15.000.000, 2012-2015

FACI (Federal Agency for Science and Innovation, Russia), 2012-2013. 2-year project grant: MEG study of social influence. RUB 1 800 000. 2012-2013.

Swiss National Science Foundation (SNSF) New light on Social Influence: Psychological and neural mechanisms CHF 200 000. 2011-2013

FACI (Federal Agency for Science and Innovation, Russia), 2-year grant: Neuroscience of social influence. RUB 1 500 000. 2010-2011.

European Commission Tempus IV programme, 2010.€ 984 000. Co-applicants: K. Kaila, (Helsinki U.), I. Pavlov (UCL), A. Shestakova (St. Petersburg U.), Y. Shtyrov (MRC CBU) et al.

Postgraduate training network in biotechnology of neurosciences: 4-year project grant, 2010-2013.

European Commission Tempus III programme, 2010.€ 500 000. Co-applicants: I. Pavlov (UCL), A. Shestakova (St. Petersburg U.), Y. Shtyrov (MRC CBU) et al. English Speaking Master Program in Neuroscience at S-Petersburg University, Russia 3-year project grant, 2004-2007.

Other merits

- Reviewer for The Netherlands Organisation for Scientific Research (NWO)
- Expert of Dutch WRR(Wetenschappelijke Raad voor het Regeringsbeleid = Scientific Council for Government Policy).
- Certified FACS (Facial Action Coding System) coder
- A member of “Radboud Faces Database” Project <http://facedb.blogspot.com/>

Selected Publications in Mass Media:

- **BBC TV**
<http://www.youtube.com/watch?v=RroitCYmeLg>

- **Financial Times**

http://psycho.unibas.ch/uploads/x4epersdb/files/Crowd_behaviour_United_they_stand_-_FT_01.pdf

- **The Telegraph**

<http://www.telegraph.co.uk/science/science-news/8739376/Scientists-find-they-can-control-how-people-react-to-group-pressure.html>

- **CNN video**

<http://www.youtube.com/watch?v=qWeh8EhfdeE>

Publication list (Vasily Klucharev)

Peer-reviewed articles (original publications)

Huber R., Klucharev V., Rieskamp J. The neural underpinnings of Informational Cascades - An fMRI study of probability updating in a social context. (in preparation)

Klucharev V., Andraszewicz S, Rieskamp J. Neurobiological mechanisms of the depletion of natural resources: "Tragedy of the Commons". (submitted)

Shestakova A, Rieskamp J, Tugin S, Ossadtchi A, Krutitskaya J, Klucharev V Electrophysiological precursors of social conformity. *Soc Cogn Affect Neurosci.* (2013, in print) Advance Access published July 4, 2012

Klucharev V, Munneke MA, Smidts A, Fernandez G (2011) Downregulation of the posterior medial frontal cortex prevents social conformity. *J Neurosci* 31:11934-11940

Stallen, M; Smidts, A; Rijpkema, M, Klucharev V, Fernández G Celebrities and shoes on the female brain: The neural correlates of product evaluation in the context of fame. *Journal of Economic Psychology*, 2010 31(5): 802-811

Klucharev V, Hytönen K, Rijpkema M, Smidts A, Fernández G Reinforcement learning signal predicts social conformity. *Neuron.* 2009 Jan 15;61(1):140-51.

Klucharev V, Smidts A, Fernández G. Brain mechanisms of persuasion: how 'expert power' modulates memory and attitudes. *Soc Cogn Affect Neurosci.* 2008 Dec;3(4):353-66.

Alexandrov YI, Klucharev V, Sams M Effect of emotional context in auditory-cortex processing. *Int J Psychophysiol.* 2007 Sep;65(3):261-71.

Khaslavskaja S, Klucharev V, Chen AC, Sinkjaer T. The effect of repetitive electrical stimulation on the motor evoked hemodynamic responses. *Int J Neurosci.* 2006 Mar;116(3):331-49.

Shestakova A, Brattico E, Soloviev A, Klucharev V, Huotilainen M. Orderly cortical representation of vowel categories presented by multiple exemplars. *Brain Res Cogn Brain Res.* 2004 Nov;21(3):342-50.

Klucharev V., Sams M. Interaction of gaze direction and facial expressions processing: ERP study. *Neuroreport* March 22, 2004, Volume 15, Issue 4, p. 621-626

Klucharev V. Möttönen R., Sams M. Electrophysiological indicators of phonetic and non-phonetic multisensory interactions during audiovisual speech perception *Brain Res Cogn Brain Res.* 2003 Dec;18(1):65-75.

Sandstrom M, Lyskov E, Hornsten R, Hansson Mild K, Wiklund U, Rask P, Klucharev V, Stenberg B, Bjerle P. Holter ECG monitoring in patients with perceived electrical hypersensitivity. *Int J Psychophysiol.* 2003 Sep;49(3):227-35.

- Klucharev V., Lyskov E., Sandström M and Mild K. Monitor jitter and human-computer interaction *Displays* 2000, Volume 21, Issue 5, Pages 173-177.
- Nechaev, V. B. Klucharev, V. A. Kropotov, . Yu. D, Ponomarev V. A. Evoked potentials of the cerebral cortex during the comparison of visual stimuli/ *Human Physiology*, Vol. 26, No. 2, 2000 January–February, p. 136-141. *In Russian*
- Kliucharev V. Nikishena, A., I. Lyskov, . E. B. Sandstrem, M. and Hansson Mild Ch. The influence of weak electromagnetic fields on the stability of a computer monitor image: possible consequences for an operator/ *Human Physiology*, Vol. 26, No. 2, 2000 January–February, p. 296-300. *In Russian*
- Kliucharev, V. Nikulin . V. and Ponomarev V. The influence of emotionally significant visual stimuli on cortical evoked potentials/ *Human Physiology*, Vol. 26, No. 1, 2000 January–February, p.1-8. *In Russian*
- Bekhtereva NP, Starchenko MG, Kliucharev VA, Vorob'ev VA, Pakhomov SV, Medvedev SV. Study of the brain organization of creativity. Part II. Positron emission tomography. *Fiziol Cheloveka*. 2000 Sep-Oct;26(5):12-8. *In Russian*
- Starchenko MG, Vorob'ev VA, Kliucharev VA, Bekhtereva NP, Medvedev SV . The cerebral organization of creativity. I. The development of a psychological test *Fiziol Cheloveka*. 2000 Mar-Apr;26(2):5-9. *In Russian*.
- Kliucharev VA, Bekhtereva NP, Dan'ko SG. Electrophysiological correlates of trigger mechanisms of emotional reactions in the temporal lobe of the human brain. *Fiziol Cheloveka*. 1998 Mar-Apr;24(2):5-15. *In Russian*

Book contributions

- Klucharev V., Smidts A. “Are we designed to be irrational? The neurobiology of decision making” in WRR(Wetenschappelijke Raad voor het Regeringsbeleid = Scientific Council for Government Policy).(in Dutch)
- Shestakova A., Osadchij A, Kravcenuk O., Klucharev V. “Magnitoecephalography and Optical imaging” in “From Neuron to Cognition”, S-Petersburg State University 2009, p 320 (, in Russian)

Selected Lectures, talks, posters

- Colloquium lecture, “Big brother in the brain: neural mechanisms of social influence” Ecole Normale Supérieure, Département d'Études Cognitives, Paris (4.02.2013)
- Poster, Klucharev, V., Andraszewicz, S., Huber, R., & Rieskamp R.. Neurobiological mechanisms of the “tragedy of commons.” Annual Conference on Neuroeconomics, Miami, Florida, USA (2012)
- Presentation (talk) “A general mechanism of social influence” 3rd International Conference on Neuroeconomics and Neuromanagement HangZhou, China Oct.27-28, (2012)
- Presentation (talk) Klucharev, V Neurobiological mechanisms of social influence 1st Conference of the European Society for Cognitive and Affective Neuroscience (2012).
- Colloquium lecture "Neural Mechanisms of Social Conformity" Brain & Cognition Seminar, Neuroscience Center, Université de Genève (8.03.2012)

Colloquium lecture “Neuroscience of social influence” Social Psychology Colloquium, University of Basel (13.10.2011)

Presentation (talk) “Downregulation of the posterior medial frontal cortex prevents social conformity”. 4th International Conference on Cognitive Science, Tomsk (2010)

Presentation (talk) “Mechanisms of Conformity” 8th Dutch Endo-Neuro-Psycho Meeting 2009, 05-06-2009

Presentation (talk) “Neural mechanisms of social decisions” at The Society For Neuroeconomics Annual Conference, Park City, Utah, USA (26.09.2008)

Presentation (talk) “Emotional mechanisms of social biases” Third International Conference on Cognitive Science, to be held in Moscow, Russia, June 20-25, (2008)

Presentation (talk) “An error of being different? Brain mechanisms of social norms ” The Conference of NeuroEconomics May 14-16, 2008 at the Copenhagen Business School, (2008)

Invited lecture “Persuasion and the brain” University of Bonn Life & Brain Centre (6.03.2008)

Poster “An error of being different? Brain mechanisms of social norms” The Society For Neuroeconomics Annual Conference, MS, USA (23.09.2007)

Poster “An error of being different? Brain mechanisms of social norms” Neural Systems of Social Behavior conference, TX, USA (20.06.2007)

Presentation (talk) “An error of being different? Brain mechanisms of social norms” 2007 NeuroPsychoEconomics Conference, Austria (6.10.2007)

Colloquium lecture “Explaining Human Decision Making: From Neuroimaging to Neuromarketing” at Buehler Colloquium in Dresden University of Technology, Institute of Psychology III (25.10.2006)

Presentation (talk) “Social context and decision making: fMRI study of advertising effects” (V Klucharev, A Smidts, G Fernandez) 29th European Conference on Visual Perception, St-Petersburg, Russia 20-25 August 2006 (06.06.2006)

Presentation (talk) “Brain mechanisms of persuasion: fMRI study of persuasive nature of advertising” (V Klucharev, A Smidts, G Fernandez) at The Society For Neuroeconomics Annual Conference, September 7-10, 2006 Park City, Utah, USA

Presentation (talk) “Why celebrities are effective: Brain mechanisms of social persuasion” (Ale Smidts, Vasily Klucharev, Guillen Fernandez) at European Marketing Academy Conference (EMAC2006), May 23-26, 2006 Athens, Greece

Presentation (talk) “Why are Celebrities Effective? An fMRI Study into Episodic Memory Effects of Presenter Context” (Ale Smidts, Vasily Klucharev, Guillen Fernandez) 2005 North American Conference of the Association for Consumer Research (ACR), San Antonio, Texas , Sep. 29 - Oct. 2, USA

Symposiums, conferences and schools:

member of the Program committee of the International Symposium on Functional Neuroimaging, 22 - 24, 2012, Moscow State University of Psychology and Education (MSUPE)

member of the Program committee of the 3^d, 4th and 5th International Conference on Cognitive Science, Kaliningrad (2012), Tomsk (2010), Moscow (2008)

organizer and chair of the symposium “Social Neuroscience” at 8th Dutch Endo-Neuro-Psycho Meeting 2009, 05-06-2009

organizer and co-chair (together with Daniel Kahneman) of the symposium – “Dual processing: interplay between emotion and cognition in decision making” Third International Conference on Cognitive Science, to be held in Moscow, Russia, June 20-25, 2008, 23-06-2008

co-organizer of the PENS-TEMPUS Spring School in Neuroscience “Models in Neuroscience” S-Petersburg April, 27 – May, 5 2008

organizer and co-chair (together with Hauke Heekeren, Max Planck Institute for Human Development) of the symposium “From perceptual to economic decisions” at 29th European Conference on Visual Perception, St-Petersburg, Russia 20-25 August 2006, 12-05-2004