

The Neural Correlates of Risk Taking and Personality in MBA Students
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The goal of this study is to define and quantify the relationship between ethical decision making, moral consistency, risk-taking, and personality dimensions in a cohort of MBA students at the Wharton School. This fMRI approach will be correlated with two empirically valid measures of ethical behavior, the Defining Issues Test (DIT) and the Moral Judgment Test (MJT).

Working with a team from the Center for Functional Neuroimaging at the University of Pennsylvania, I am the principal investigator. We are finalizing our IRB this week and expect to collect data in the fall. Our study will take part in two stages. The first stage is an online survey (MJT) aimed at all first-year MBA students. From the survey results we will identify approximately 24 students to participate in the brain scan stage of the study, as well as to take the DIT and NEO-PI (personality) instruments. The Center for Functional Neuroimaging will support the cost of the brain scans.

The intended output of the study is twofold: a published article in a scholarly neuroscience article and a published article in a scholarly business journal.