



# Dr Sebastiano Massaro

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Associate Professor (Reader)

PhD in Management Science - Organizational Behaviour (UCL); MSc in Neuroimaging for Research (Edinburgh); MRes in Neuroscience (International School for Advanced Studies and University of Trieste); BSc in Healthcare Biotechnology (University of Padova)

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By appointment

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## Academic and research departments

Surrey Business School, Centre of Digital Economy, Surrey Institute for People-Centred Artificial Intelligence (PAI), Future of Work.

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TEACHING	PUBLICATIONS

## About

### Biography

Sebastiano is Associate Professor (Reader) at the Surrey Business School, a faculty member of the Centre of Digital Economy, Centred of Future of Work and a Surrey Fellow at the Institute for People-Centred Artificial Intelligence.

Before joining Surrey, he co-directed the Global Research Priority in Behavioural Science of the University of Warwick, where he worked as an Assistant Professor of Behavioural Science at the Warwick Business School. A pioneer in the field of Organizational Neuroscience, Sebastiano has co-founded and chaired the Interest Group in Organizational Neuroscience (NEU) at the Academy of Management.

Sebastiano was awarded the inaugural PhD in Management Science from the UCL School of Management and he also graduated in Neuroscience at the University of Trieste and the International School of Advanced Studies, and in Neuroimaging at the University of Edinburgh.

Sebastiano's research has been published in top-journal across fields, such as Nature Biotechnology, The Lancet, Journal of Personality and Social Psychology, and Organizational Research Methods, among others. His research is theoretically and methodologically focused on mapping the scholarly boundaries of the emerging field of organizational neuroscience; empirically, he investigates the interplay between affect and cognition in various kinds of decision-making, such as moral, interpersonal, and strategic; his context of choice is healthcare, where he applies AI methods.

Sebastiano has received several awards for both his teaching and research and his work has appeared in several international media.



## Areas of specialism

organizational neuroscience; behavioural science; research methods; healthcare

## My qualifications

### **PhD Management Science**

*UCL School of Management*

### **MSc Neuroimaging for Research**

*University of Edinburgh*

### **MRes Neuroscience**

*International School for Advanced Studies and University of Trieste*

### **BSc Healthcare Biotechnology**

*University of Padova*

## Previous roles

### **Assistant Professor of Behavioral Science**

*Warwick Business School*

### **Deputy Academic Lead Global Research Priority in Behavioral Science**

*University of Warwick*

## Visiting Scholar

*Boston University*

## Affiliations and memberships

### **Academy of Management**

Organizational Neuroscience (NEU); Organizational Behaviour (OB); Research Methods (RM); Health Care Management (HCM)

## News



17 DEC 2025

**Why neurodiversity might be the hidden engine of entrepreneurial success**



28 OCT 2025

**Organisations may soon monitor staff through wearable devices – but should they?**



13 MAY 2025

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## Research

### Research interests

organizational neuroscience; behavioral science; research methods; healthcare



### Indicators of esteem

- ◆ 2023 Conference Chair, Organizational Neuroscience Conference, AOM NEU & Rotterdam School of Management, Erasmus University Netherlands.
- ◆ 2019-present External Examiner (MBA/EMBA Programmes), London Business School



# Supervision

## Postgraduate research supervision

I am interested to hear from prospective PhD students whose interests are aligned with my research interests. Examples of current and complete PhD students are:

PhD students currently supervised at the Surrey Business



# Teaching

Sebastiano's teaching in 2022/23 is:

**Leadership and Management** (MSc - MANM484)

**Advanced Quantitative Methods II** (PhD - MAND031)



# Publications

## Highlights

Cohen-Chen, S., Brady, G. L., Massaro, S., & van Kleef, G. A. (2022). Meh, whatever: The effects of indifference expressions on cooperation in social conflict. *Journal of*

*Personality and Social Psychology*, 123(6), 1336–1361.

<https://doi.org/10.1037/pspi0000392>

Massaro, S., Drover, W., Cerf, M. & Hmieleski, K.M. (in press). Using functional neuroimaging to advance entrepreneurial cognition research. *Journal of Small Business*

*Management*. <https://doi.org/10.1080/00472778.2020.1824527>

Scarpazza, C., Zangrossi, A., Huang, Y., Sartori, G., & Massaro, S. (2022). Disentangling Interoceptive Abilities in Alexithymia. *Psychological Research*, 86, 844–857.

Massaro, S., & Lorenzoni, G. (2021). Nanomedicine: A Socio-Technical System. *Technological Forecasting & Social Change*, 173(10), 121066

Massaro, S., & Pecchia, L. (2019). Heart Rate Variability (HRV): A Methodology for Organizational Neuroscience. *Organizational Research Methods*, 22(1), 354-393.

Tay, E., Vlaev, I., Massaro, S. (2022). The Behavioral Factors that Influence Person-centered Social Care: A Literature Review and Conceptual Framework. *International Journal of Environmental Research and Public Health*, 19(70), 4334.

Nikolaou, V., Massaro, S., Fakhimi, M., & Garn, W. (2022). Using Machine Learning to Detect Theranostic Biomarkers Predicting Respiratory Treatment Response. *Life*, 12(6), 775.

Tay, E., & Massaro, S. (2020). A behavioural understanding of patient involvement in healthcare. *British Journal of General Practice*

Porumb, M., Iadanza, E., Massaro, S., & Pecchia, L. (2020). A Convolutional Neural Network Approach to Detect Congestive Heart Failure. *Biomedical Signal Processing and Control*, 55(1), 101597.

<https://doi.org/10.1016/j.bspc.2019.101597>

Nikolaou, V., Massaro, S., Fakhimi, M., Stergioulas, L., & Price, D. (2020). COPD phenotypes and machine learning cluster analysis: A systematic review and future research agenda. *Respiratory medicine*, 171, 106093

<https://doi.org/10.1016/j.rmed.2020.106093>