



Paul Zak

“O-factor: How to Build Trust and Profits Using Neuroscience”

About Paul Zak

Paul J. Zak is a scientist, prolific author, entrepreneur, TV personality, and public speaker. He is the founding Director of the Center for Neuroeconomics Studies and Professor of Economics, Psychology and Management at Claremont Graduate University. Dr. Zak also serves as Professor of Neurology at Loma Linda University Medical Center, and is a Senior Researcher at UCLA. He has degrees in mathematics and economics from San Diego State University, a Ph.D. in economics from University of Pennsylvania, and post-doctoral training in neuroimaging from Harvard. He is credited with the first published use of the term “neuroeconomics” and has been a vanguard in this new discipline. He organized and administers the first doctoral program in neuroeconomics in the world at Claremont Graduate University. Dr. Zak is a recognized expert in oxytocin. His lab discovered in 2004 that oxytocin allows us to determine who to trust. His current research is showing that oxytocin is responsible for virtuous behaviors, working as the brain’s “moral molecule.” This knowledge is being used to understand the basis for civilization and modern economies, improve negotiations, and treat patients with neurologic and psychiatric disorders. See also http://en.wikipedia.org/wiki/Paul_J._Zak