

Kruti Vekaria

PHD · GEORGETOWN UNIVERSITY

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I'm a behavioral scientist exploring how people make decisions — from the mundane to the extraordinary. My work bridges cognitive neuroscience, behavioral economics, and human-centered design to understand what drives generosity, health behavior, and financial well-being.

SELECTED WORK

Turning a missed payment into a resolved one

Discover Financial Services

\$75M+ estimated annual revenue protected

Role: Lead behavioral designer + researcher. End-to-end: framing research, prototype, A/B test design, measurement.

When congratulation backfired

Discover Financial Services

+7% / 2% click-through by segment

Role: Behavioral researcher + designer. Research, framing hypotheses, email copy, A/B test.

Matching people to places they actually want

Toyota Motor North America R&D

5 granted U.S. patents

Role: Behavioral scientist. Research, behavioral framework, IP contribution, pilot design.

PEER-REVIEWED PUBLICATIONS

01 Unselfish Traits and Social Decision-Making Patterns Characterize Six Populations of Real-World Extraordinary Altruists

Nature Communications, 2023

Rhoads, S.A., Vekaria, K.M., O'Connell, K., Elizabeth, H.S., Rand, D.G., Kozak Williams, M.N., & Marsh, A.A.

[doi:10.1038/s41467-023-37283-5](https://doi.org/10.1038/s41467-023-37283-5)

Altruism

Social Decision-Making

Personality

02 Beliefs About Humanity, Not Higher Power, Predict Extraordinary Altruism

Journal of Research in Personality, 2022

Amormino, P., O'Connell, K., Vekaria, K.M., Robertson, E.L., Meena, L.B., & Marsh, A.A.

[doi:10.1016/j.jrp.2022.104313](https://doi.org/10.1016/j.jrp.2022.104313)

Altruism

Beliefs

Religiosity

03 Reduced Multi-Voxel Pattern Similarity of Vicarious Neural Pain Responses in Psychopathy

Journal of Personality Disorders, 2020

Berluti, K., O'Connell, K., Rhoads, S.A., Brethel-Haurwitz, K.M., Cardinale, E.M., Vekaria, K.M., Robertson, E.L., Walitt, B., VanMeter, J.W., & Marsh, A.A.

[doi:10.1521/pedi.2020.34.5.628](https://doi.org/10.1521/pedi.2020.34.5.628)



- 04 **Activation in Bed Nucleus of the Stria Terminalis (BNST) Corresponds to Everyday Helping**
Cortex, 2020
Vekaria, K.M., O'Connell, K., Rhoads, S.A., Brethel-Haurwitz, K.M., Cardinale, E.M., Robertson, E.L., Walitt, B., VanMeter, J.W., & Marsh, A.A.
[doi:10.1016/j.cortex.2020.02.001](https://doi.org/10.1016/j.cortex.2020.02.001)
BNST Caregiving Neuroimaging Prosocial
- 05 **The Role of Prosocial in Altruistic Bone Marrow Donation Decisions**
Health Psychology, 2020
Vekaria, K.M., Hammell, A.E., Vincent, L., Smith, M., Rogers, T., Switzer, G.E., & Marsh, A.A.
[doi:10.1037/hea0000819](https://doi.org/10.1037/hea0000819)
Prosocial Health Behavior Bone Marrow
- 06 **Increased Similarity of Neural Responses to Experienced and Empathic Distress in Costly Altruism**
Scientific Reports, 2019
O'Connell, K., Brethel-Haurwitz, K.M., Rhoads, S.A., Cardinale, E.M., Vekaria, K.M., Robertson, E.L., Walitt, B., VanMeter, J.W., & Marsh, A.A.
[doi:10.1038/s41598-019-47196-3](https://doi.org/10.1038/s41598-019-47196-3)
Machine Learning Empathy fMRI
- 07 **Extraordinary Altruists Exhibit Enhanced Self-Other Overlap in Neural Responses to Distress**
Psychological Science, 2018
Brethel-Haurwitz, K.M., Cardinale, E.M., Vekaria, K.M., Robertson, E.L., Walitt, B., VanMeter, J.W., & Marsh, A.A.
[doi:10.1177/0956797618779590](https://doi.org/10.1177/0956797618779590)
Self-Other Overlap Anterior Insula Pain Empathy
- 08 **Social Discounting and Distance Perceptions in Costly Altruism**
Nature Human Behaviour, 2017
Vekaria, K.M., Brethel-Haurwitz, K.M., Cardinale, E.M., Stoycos, S.A., & Marsh, A.A.
[doi:10.1038/s41562-017-0100](https://doi.org/10.1038/s41562-017-0100)
Social Discounting Kidney Donors Behavioral Economics

GRANTED U.S. PATENTS

- 01 **Systems and Methods for Vacant Property Identification and Display**
12,460,939 · November 4, 2025 · Toyota Motor Engineering & Manufacturing North America, Inc.
- 02 **Methods and Systems for Identifying Underused Properties and Utilizing Underused Properties by Leveraging Mobile Units**
12,314,993 · May 27, 2025 · Toyota Motor Engineering & Manufacturing North America, Inc.
- 03 **Method and System for Connection Handover from Telepresence Robot to Mobile Office**
12,047,833 · July 23, 2024 · Toyota Motor Engineering & Manufacturing North America, Inc.
- 04 **Mobility Unit Security System**

11,776,385 · October 3, 2023 · Toyota Motor Engineering & Manufacturing North America, Inc.

05

Methods, Systems, and Vehicles for Route Modification and Displaying Contents

11,748,781 · September 5, 2023 · Toyota Motor Engineering & Manufacturing North America, Inc.