

Current Position

University of California, Berkeley	
<i>Associate Professor</i> , Haas School of Business	2016-
William Halford Jr. Family Chair in Marketing	2018-
Barbara and Gerson Bakar Faculty Fellow	2019-
<i>Associate Professor</i> , Helen Wills Neuroscience Institute	2016-

Previous Academic Positions

University of California, Berkeley	
<i>Assistant Professor</i> , Haas School of Business	2009-2016
<i>Assistant Professor</i> , Helen Wills Neuroscience Institute	2010-2016
University of California, San Francisco	2015
<i>Visiting Assistant Professor</i> , Department of Neurology	
University of Illinois at Urbana-Champaign	2008-2009
<i>Assistant Professor</i> , Department of Economics	
<i>Assistant Professor</i> , Beckman Institute for Advanced Science and Technology	
<i>Assistant Professor</i> , Neuroscience Program	
University of Illinois at Urbana-Champaign	2006-2008
<i>Beckman Fellow</i> , Beckman Institute for Advanced Science and Technology	

Education

<i>PhD in Economics</i> , California Institute of Technology	2006
<i>BA in Political Science</i> , University of Arizona	2001

Publications

1. Kobayashi, Kenji, Joseph Kable, Ming Hsu, & Adrianna Jenkins. "Neural representations of others' traits predict social decisions". Proceedings of the National Academy of Sciences, 2022.
2. Berger Jonah, Grant Packard, Reihane Boghrati, Ming Hsu, Ashlee Humphreys, Andrea Luangrath, Sarah Moore, Gideon Nave, Christopher Olivola, & Matthew Rocklage. "Marketing insights from text analysis". Marketing Letters, 2022.
3. Samira Maboudian, Ming Hsu, & Zhihao Zhang. "Visualizing and Quantifying Longitudinal Changes in Verbal Fluency Using Recurrence Plots". Frontiers in Aging Neuroscience, 2022.
4. Hunter, Lindsay, Elana Meer, Claire Gillan, Ming Hsu, & Nathaniel Daw. "Increased and biased deliberation in social anxiety". Nature Human Behavior, 2021.
5. Zhang, Zhihao, Shichun Wang, Maxwell Good, Siyana Hristova, Andrew Kayser, and Ming Hsu. "Retrieval-Constrained Valuation: Toward Prediction of Open-Ended Decisions". Proceedings of the National Academy of Sciences. 2021.
6. Clithero, John, Ming Hsu, & Uma Karmarkar. "Toward an Integrative Conceptualization of Maladaptive Consumer Behavior". Journal of the Association for Consumer Research, 2021.

7. Furman, Daniella, Zhihao Zhang, Christopher Chatham, Maxwell Good, David Badre, Ming Hsu, & Andrew Kayser. "Augmenting frontal dopamine tone enhances maintenance over gating processes in working memory". Journal of Cognitive Neuroscience, 2020.
8. Zhang, Zhihao, Saksham Chandra, Andrew Kayser, Ming Hsu, & Joshua L. Warren. "A hierarchical Bayesian implementation of the experience-weighted attraction model". Computational Psychiatry, 2020.
9. Gillen, Benjamin, Masayoshi Hirota, Ming Hsu, Charles Plott, & Brian Rogers. "Divergence and Convergence in Scarf Cycle Environments: Experiments and Predictability in the Dynamics of General Equilibrium Systems". Economic Theory, 2020.
10. Beagle, Alexander, Ali Zahir, Mia Borzello, Andrew Kayser, Ming Hsu, Bruce L. Miller, Joel Kramer, & Winston Chiong. "Information insensitivity during intertemporal choice in dementia reflects dorsomedial prefrontal atrophy". Cortex. 2020.
11. Kobayashi, Kenji, & Ming Hsu. "Common Neural Code for Reward and Information Value". Proceedings of the National Academy of Sciences. 2019.
12. Zhu, Lusha, Yaomin Jiang, Donatella Scabini, Robert T. Knight, & Ming Hsu. "Patients with basal ganglia damage show preserved learning in an economic game". Nature Communications. 2019.
13. Berry, Anne, William Jagust, & Ming Hsu. "Age-related variability in decision making: insights from neurochemistry". Cognitive, Affective, & Behavioral Neuroscience. 2018.
14. Castrellon, Jaime, Kendra Seaman, Jennifer Crawford, Jacob Young, Christopher Smith, Linh Dang, Ming Hsu, Ronald Zald, and Gregory Samanez-Larkin. "Individual differences in dopamine are associated with reward discounting in clinical groups but not in healthy adults". Journal of Neuroscience. 2018.
15. Jenkins, Adrianna, Pierre Karashchuk, Lusha Zhu, & Ming Hsu. "Predicting human behavior toward members of different social groups". Proceedings of the National Academy of Sciences. 2018.
16. Saez, Ignacio, Jack Lin, Arjen Stolk, Edward Chang, Josef Parvizi, Gerwin Schalk, Robert T. Knight, and Ming Hsu. "Encoding of multiple reward-related computations in transient and sustained high-frequency activity in human OFC". Current Biology. 2018.
17. Gao, Xiaoxue, Hongbo Yu, Ignacio Saez, Philip R. Blue, Lusha Zhu, Ming Hsu, Xiaolin Zhou. "Distinguishing neural correlates of context-dependent advantageous and disadvantageous inequity aversion". Proceedings of the National Academy of Sciences. 2018.
18. Lui, Ming, and Ming Hsu. "Viewing sexual images is associated with reduced physiological arousal response to gambling loss". PLoS ONE. 13: e0195748, 2018.
19. Seaman, Kendra, Nickolas Brooks, Teresa Karrer, Jaime Castrellon, Scott Perkins, Linh Dang, Ming Hsu, David Zald, and Gregory Samanez-Larkin. "Subjective Value Representations during Effort, Probability, and Time Discounting across Adulthood". Social Cognitive and Affective Neuroscience. 13: 449–459, 2018.
20. Hsu, Ming. "Customer-Based Brand Equity: Insights from Consumer Neuroscience," in *Moran Cerf, Manuel Garcia, eds.* (2018) Consumer Neuroscience. MIT Press.
21. Lieder, Falk, Thomas Griffiths, and Ming Hsu. "Over-representation of extreme events in decision-making reflects rational use of cognitive resources". Psychological Review. 125: 1-32, 2017.
22. Hsu, Ming. "Neuromarketing: Inside the mind of the consumer." California Management Review. 59:4, 5022, 2017.
23. Kobayashi, Kenji, and Ming Hsu. "Neural mechanisms of updating under reducible and irreducible uncertainty". Journal of Neuroscience. 37: 6972-6982, 2017.
24. Jenkins, Adrianna, and Ming Hsu. "Dissociable contributions of imagination and willpower to the malleability of human patience." Psychological Science. 28: 894-906, 2017.

25. Seaman, Kendra, Marissa Gorlick, Kruti Vekaria, Ming Hsu, David Zald, Gregory Samanez-Larkin. "Adult age differences in decision making across domains: Increased discounting of social and health-related rewards." Psychology and Aging. 31: 737-746, 2016.
26. Jenkins, Adrianna, Lusha Zhu, and Ming Hsu. "Cognitive neuroscience of honesty and deception: A signaling framework." Current Opinions in Behavioral Sciences. 11:130-137, 2016.
27. Yim, Onn-Siong, Xing Zhang, Idan Shalev, Mikhail Monakhov, Songfa Zhong, Ming Hsu, Soo Hong Chew, Poh San Lai, and Richard P. Ebstein. "Delay discounting, genetic sensitivity, and leukocyte telomere length." Proceedings of the National Academy of Sciences. 113:2780-2785, 2016.
28. Zhong, Songfa, Robin Chark, Ming Hsu, and Soo Hong Chew. "Computational Substrates of Social Norm Enforcement by Unaffected Third Parties." NeuroImage, 129:95-104, 2016.
29. Kitayama, Shinobu, Anthony King, Ming Hsu, and Israel Liberzon. "Dopamine-System Genes and Cultural Acquisition: The Norm Sensitivity Hypothesis." Current Opinion in Psychology, 8: 67-174, 2016.
30. Hsu, Ming and Winston Chiong. "From Laboratory to Clinic and Back: Connecting Neuroeconomic and Clinical Measures of Decision-Making Dysfunctions," in *Michael Diefenbach, Deborah Bowen, and Suzanne M. Miller, eds.* (2016) Handbook of Health Decision Science. Springer.
31. Chiong, Winston, Kristie Wood, Alexander Beagle, Ming Hsu, Andrew Kayser, Bruce Miller, and Joel Kramer. "Neuroeconomic dissociation of semantic dementia and behavioral variant frontotemporal dementia." Brain, 139: 578-87, 2015.
32. Hsu, Ming and Carolyn Yoon. "The Neuroscience of Consumer Choice." Current Opinions in Behavioral Sciences, 5: 116-121, 2015.
33. Hsu, Ming and Adrianna Jenkins. "Character studies." Nature Neuroscience, 18: 1198-1199, 2015.
34. Chen, Yu-Ping, Leif Nelson, and Ming Hsu. "From "Where" to "What": Distributed Representations of Brand Associations in the Human Brain." Journal of Marketing Research, 52: 453-466, 2015.
35. Lieder, Falk, Ming Hsu, and Thomas Griffiths. "Utility-weighted sampling in decisions from experience." Proceedings of the 2nd Multidisciplinary Conference on Reinforcement Learning and Decision Making.
36. Saez, Ignacio, Eric Set, Lusha Zhu, Andrew Kayser, and Ming Hsu. "Dopaminergic modulation of human egalitarianism". Current Biology, 25, 912-919, 2015.
37. Hsu, Ming and Kerstin Preuschoff. "Uncertainty," in *Arthur W. Toga, ed.* (2015) Brain Mapping: An Encyclopedic Reference. *Academic Press*.
38. Zhu, Lusha, Adrianna Jenkins, Eric Set, Donatella Scabini, Robert Knight, Pearl H. Chiu, Brooks King-Casas, and Ming Hsu. "Damage To Dorsolateral Prefrontal Cortex Affects Tradeoffs Between Honesty And Self-Interest." Nature Neuroscience, 17: 1319-1321, 2014.
39. Saez, Ignacio, Eric Set, and Ming Hsu. "From Genes to Behavior: Placing Cognitive Models in the Context of Biological Pathways." Frontiers in Neuroscience, 2014.
40. Set, Eric, Ignacio Saez, Lusha Zhu, Daniel Houser, Noah Myung, Songfa Zhong, Richard Ebstein, Soohong Chew, and Ming Hsu. "Dissociable Contribution Of Prefrontal And Striatal Dopaminergic Genes To Learning In Economic Games." Proceedings of the National Academy of Sciences, 111: 9615-9620, 2014.
41. Bertoux, Maxime, Florian Cova, Mathias Pessiglione, Ming Hsu, Bruno Dubois and Sacha Bourgeois-Gironde. "Behavioral variant frontotemporal dementia patients do not succumb to the Allais paradox." Frontiers in Neuroscience, 8, 2014.
42. Lieder, Falk, Ming Hsu, and Thomas Griffiths. "The high availability of extreme events serves resource-rational decision-making." Proceedings of the 36th Annual Conference of the Cognitive Science Society. July, 2014.
43. Smidts, Ale, Ming Hsu, Alan Sanfey, Maarten Boksem, Richard Ebstein, Scott Huettel, Joe Kable, Uma Karmarkar, Shinobu Kitayama, Brian Knutson, Israel Liberzon, Terry Lohrenz, Mirre Stallen, and

- Carolyn Yoon. "Advancing Consumer Neuroscience." Marketing Letters, 25: 257-267, 2014.
44. Preuschoff, Kerstin, Peter Mohr, and Ming Hsu. "Decision making under uncertainty." Frontiers in Neuroscience 7:218, 2013.
 45. Chiong, Winston, Ming Hsu, Danny Wudka, Bruce Miller, and Howard Rosen, "Financial errors in dementia: Testing a neuroeconomic conceptual framework." NeuroCase, 2013.
 46. Hsu, Ming and Lusha Zhu. "Commentary: Ambiguity Decisions in the Human Brain," in *Tom Zentall and Phil Crowley, eds. (2013) Comparative Decision Making Analysis. Oxford University Press.*
 47. Zhu, Lusha, Daniel Walsh, and Ming Hsu. "Neuroeconomic Measures of Social Decision-Making Across the Lifespan." Frontiers in Neuroscience, 6: 1-7, 2012.
 48. Hsu, Ming and Lusha Zhu. "Learning in Games: Neural computations underlying strategic learning." Louvain Economic Review, 78: 47-72, 2012.
 49. Zhu, Lusha, Kyle Mathewson, and Ming Hsu. "Dissociable neural representations of reinforcement and belief prediction errors underlie strategic learning." Proceedings of the National Academy of Sciences, 109: 1419-1424, 2012.
 50. Amaldoss, Wilfred, Alexander Brown, Yan Chen, Tony Cui, Alberto Galasso, Teck-Hua Ho, Tanjim Hossain, Ming Hsu, Noah Lim, Mo Xiao, and Botao Yan (order alphabetical). "Behavioral models of managerial decision-making." Marketing Letters, 23: 405-421, 2012.
 51. Rastad, Mahdi, Lusha Zhu, Roger Koenker, Jesse Spencer-Smith, and Ming Hsu. "Incorporating Action Unit Co-movement in Classification of Dynamic Facial Expressions Using LASSO." International Conference on Pattern Recognition, 2010.
 52. Kang, Min-Jeong, Ming Hsu, Ian Krajbich, George Loewenstein, Samuel McClure, Joseph Wang, and Colin Camerer. "The Wick in the Candle of Learning: Epistemic curiosity activates reward circuitry and enhances memory." Psychological Science, 20: 963-973, 2009.
 53. Sokol-Hessner, Peter, Ming Hsu, Nina Curley, Mauricio Delgado, Colin Camerer, and Elizabeth Phelps. "Thinking like a trader selectively reduces individuals' loss aversion." Proceedings of the National Academy of Sciences 106: 5035-5040, 2009.
 54. Hsu, Ming, Ian Krajbich, Chen Zhao, and Colin Camerer. "Neural Response to Anticipated Reward under Risk is Nonlinear in Probabilities." Journal of Neuroscience, 29: 2231-2237, 2009.
 55. Hsu, Ming, Hung-Tai Lin, and Paul McNamara. "The Neuroeconomics of Decision-Making in the Aging Brain: The Example of Long-Term Care," in *Kevin McCabe and Daniel Houser, eds. (2008) Advances in Health Economics and Health Services Research.* Amsterdam, Elsevier.
 56. Bossaerts, Peter, Kerstin Preuschoff, and Ming Hsu. "The Neurobiological Foundations of Valuation in Human Decision Making under Uncertainty," in *Paul Glimcher, Colin Camerer, Ernst Fehr, and Russell Poldrack, eds. (2008) Neuroeconomics: Decision Making and the Brain.* Amsterdam, Elsevier.
 57. Hsu, Ming, Cédric Anen, and Steven Quartz. "The Right and the Good: Distributive Justice and Neural Encoding of Equity and Efficiency." Science. 320: 1092-1095, 2008.
 58. Schultz, Wolfram, Kerstin Preuschoff, Colin Camerer, Ming Hsu, Christopher Fiorillo, Philippe Tobler, and Peter Bossaerts. "Explicit Neural Signals Reflecting Reward Uncertainty." Philosophical Transactions of the Royal Society B. 363: 3801-3811, 2008.
 59. Camerer, Colin, Meghana, Bhatt, and Ming Hsu. "Neuroeconomics: Illustrated by fMRI and Lesion-Patient Evidence of Ambiguity-Aversion," in *Bruno Frey and Alois Stutzer, eds. (2007) Economics and Psychology: a Promising New Cross-Disciplinary Field.* Cambridge, MIT Press.
 60. Hsu, Ming, Meghana Bhatt, Ralph Adolphs, Daniel Tranel, and Colin Camerer. "Neural Systems Responding to Degrees of Uncertainty In Human Decision Making." Science, 310: 1624-1625, 2005.
 61. Thomas, Kevin, Ming Hsu, Holly Laurance, Lynn Nadel, and W. Jake Jacobs. "Place learning in virtual space III: Investigation of spatial navigation training procedures and their application to fMRI and clinical neuropsychology." Behavior Research Methods, Instruments, & Computers 33:1, 2001.

62. Hsu, Ming, Lee Ryan, Lynn Nadel, Kevin Thomas, and W. Jake Jacobs. "Functional neuroimaging of place learning in a computer-generated space." *NeuroImage*, 11:5, 2000.

Popular Writing

- Hsu, Ming, Zhihao Zhang, and Andrew Kayser. "What Marketers Often Miss When Measuring the Value of Being Top of Mind." *NMSBA Insights*, 2021.
- Hsu, Ming. "Neuromarketing: Mere Bundles of Mental States?" *Peer Sphere: The CMO Council Journal*, 2:36–37, 2012.
- Hsu, Ming. Preface to "Investing and the Irrational Mind", Robert Koppel, *McGraw-Hill*, 2011.
- Hsu, Ming. Review of *Midbrain Mutiny: The Picoeconomics and Neuroeconomics of Disordered Gambling* by D. Ross, C. Sharp, R. Vuchinich, & D. Spurrett, *Journal of Economic Literature*, XLVII, 2009.

Teaching Experience

Marketing Research, <i>MBA Course Instructor</i> .	Fa2010, Fa2013, Sp2014, Fa2014, Sp2016, Sp2017, Fa2017
Decision Making and the Brain, <i>Ph.D. Course Instructor</i>	Sp2009, Sp2012, Sp2014
Marketing Research, <i>Undergraduate Course Instructor</i> .	Sp2010, Sp2011, Fa2014, Sp2017
Core Marketing, <i>Undergraduate Course Instructor</i> .	Sp2012, Sp2013
Behavioral Economics, <i>Undergraduate Course Instructor</i> .	Sp2009

Mentoring

Postdoctoral Mentoring

Arthur Sangil Lee, <i>Ph.D. Psychology</i> , University of Pennsylvania	Nov 2020 –
Deborah Marciano, <i>Ph.D. Neuropsychology</i> , Hebrew University <i>Joint with Robert Knight</i>	Feb 2019 –
<i>Israeli Science Foundation Postdoc Fellowship</i>	
Zhihao Zhang, <i>Ph.D. Neuroscience</i> , Yale <i>Assistant Professor, Darden School of Business</i> (starting Jul 2022)	Aug 2017 – Jun 2022
Gil Sharvit, <i>Ph.D. Neuroscience</i> , University of Geneva	Aug 2017 – Aug 2018
Anne Berry, <i>Ph.D. Neuroscience</i> , University of Michigan <i>NIA K99/R00</i> (Primary Mentor: William Jagust) <i>Assistant Professor, Brandeis University</i>	Jan 2013 – Jun 2018
Ignacio Saez, <i>Ph.D. Neuroscience</i> , Baylor College of Medicine <i>NIMH K01</i> (co-mentor with Robert Knight) <i>Assistant Professor, University of California, Davis</i>	Oct 2012 – Jun 2018
Adrianna Jenkins, <i>Ph.D. Psychology</i> , Harvard <i>Assistant Professor, University of Pennsylvania</i>	

Doctoral Thesis Advisor

Brooke Staveland, <i>Psychology</i> . University of California, Berkeley <i>Joint with Robert Knight</i>	Aug 2020 –
Vincent Chen, <i>Haas School of Business</i> , University of California, Berkeley	Aug 2020 –
Nicholas Angelides, <i>Psychology</i> . University of California, Berkeley <i>Postdoc, University of Pennsylvania</i>	Aug 2015 – Aug 2020
Kenji Kobayashi, <i>Neuroscience</i> , University of California, Berkeley <i>Postdoc, University of Pennsylvania</i>	Aug 2011 – Jun 2016
Yuping Chen, <i>Haas School of Business</i> , University of California, Berkeley <i>Assistant Professor, National Taiwan University College of Management</i>	Aug 2010 – Jun 2015
Eric Set, <i>Economics</i> , University of Illinois at Urbana-Champaign <i>Assistant Professor, NYU Shanghai</i>	Aug 2009 – Apr 2017

Lusha Zhu, *Economics*, University of Illinois at Urbana-Champaign
Assistant Professor, Peking University Institute of Biological Sciences

Aug 2008 – Jun 2012

Doctoral Student Mentoring

Yaomin Jiang, *Psychology*, Peking University

Thesis Committee, 2022

Eric Hu, *Neuroscience*, University of California, Berkeley

QE Committee, 2022

Jing-Jing Li, *Neuroscience*, University of California, Berkeley

Rotation Advisor, 2022

Dyana Muller, *Neuroscience*, University of California, Berkeley

Rotation Advisor, 2021

Samira Maboudian, *Neuroscience*, University of California, Berkeley

Rotation Advisor, 2020

Manon Ironside, *Psychology*, University of California, Berkeley

QE Committee, 2020

Vael Gates, *Neuroscience*, University of California, Berkeley

Thesis Reader, 2020

QE Committee, 2020

Julian Dishart, *Neuroscience*, University of California, Berkeley

Rotation Advisor, 2020

Jennifer Pearlstein, *Psychology*, University of California, Berkeley

Thesis Reader, 2019

Celia Ford, *Neuroscience*, University of California, Berkeley

QE Committee Chair, 2019

Maria Eckstein, *Psychology*, University of California, Berkeley

QE Committee, 2017

Thesis Reader, 2020

Zuzanna Balewski, *Neuroscience*, University of California, Berkeley

QE Committee Chair, 2017

Rotation Advisor, 2016

Molly Lapoint, *Neuroscience*, University of California, Berkeley

Rotation Advisor, 2016

Christine Tseng, *Neuroscience*, University of California, Berkeley

QE Committee, 2017

Elizabeth Johnson, *Psychology*, University of California, Berkeley

Thesis Reader, 2017

QE Committee, 2014

Feng-Kuei Chiang, *Psychology*, University of California, Berkeley

Thesis Reader, 2017

QE Committee, 2013

Craig Anderson, *Psychology*, University of California, Berkeley

Thesis Reader, 2016

Christopher Gagne, *Psychology*, University of California, Berkeley

QE Committee, 2016

Adam Krause, *Psychology*, University of California, Berkeley

QE Committee, 2016

Falk Lieder, *Neuroscience*, University of California, Berkeley

QE Committee Chair, 2015

Rotation Advisor, 2013

Mikel Delgado, *Psychology*, University of California, Berkeley

QE Committee, 2013

Michael Urbancic, *Economics*, University of California, Berkeley

Thesis Reader, 2012

Services

NIH IRG Member, *Human Complex Mental Function Study Section (HCMF)*

2022–

Speaker, *Berkeley-Haas Alumni Conference*

2022

Board Member, *Society for Neuroeconomics*

2020–

Review Panel, *NSF Graduate Fellowship Program*

2020–2021

Reviewer, *NSF Research Traineeship (NRT) Panel*

2018, 2021

Recruitment Outreach, *Annual Biomedical Research Conference for Minority Students*

2020

Committee on Diversity, Equity, and Campus Climate, *UC Berkeley*

2019–2020

Hellman Fellows Selection Committee, *UC Berkeley*

2019

Organizing Committee Co-Chair, *CRCNS Principal Investigators Meeting*

2018

Interview Committee, *Regents' and Chancellor's Scholarships*

2017, 2018

PhD Admissions Committee, *Helen Wills Neuroscience Institute*

2018

Mentor, *Berkeley Fiat Lux Scholar*

2017

Mentor, *Berkeley Regents' Scholar*

2015

Panelist, *Berkeley Summer Undergraduate Research Fellow Conference*

2015

Working Group on Open-Access Publication, *Society for Neuroscience*

2013

Selection Committee, *Berkeley-Haas Asia Business Center Wu Fellowship*

2012

Steering Committee, *Berkeley Center for Brain, Language and Thought* 2011

Honors

Wolfram Innovator Award 2021
 Best Poster Award, *145th Annual Meeting of the American Neurological Association* 2020
 Barbara and Gerson Bakar Faculty Fellow 2019
 UC Berkeley- UCSF Faculty Exchange Program 2016
 Society for Neuroeconomics Early Career Award 2015
 1st Prize Poster Award, *4th Interdisciplinary Symposium on Decision Neuroscience* 2014
 Hellman Faculty Fund Award 2012
 Kavli Fellow 2008
 Beckman Fellowship 2006
 Everhart Lecture Series Speaker 2006
 Li Ming Fellowship 2005
 Russell Sage Summer Institute for Behavioral Economics 2004

Grant Funding

Fisher Center for Business Analytics 2019 – 2020
Predicting Brand Equity and Top-of-Mind Awareness using Large-Scale Text Corpora

NSF DRMS Hsu, Jenkins & Camerer (PI) 9/1/2019 –
Collaborative Research: An Interdisciplinary Approach to Predicting Unequal Treatment 8/31/2022

NIMH R01 MH112775 Hsu (PI) 1/4/2019 –
Dopaminergic Mechanisms Underlying Human Social Behavior: A Multimodal Approach 1/3/2024

NIAAA R01 AA026587 Kayser (PI) 9/15/18 –
Behavioral and Neural Correlates of Social Function in Alcohol Use Disorders 6/30/23

NIA R01 AG058817 Chiong (PI) 9/1/2018 –
Decision-Making Abilities in Alzheimer's Disease and Related Dementias 4/30/2019

NSF IIS 1822572 Hsu, Theunissen, & Sommer (PI) 4/15/2018-
2018 CRCNS Principal Investigators Meeting 3/31/2019

Fisher Center for Business Analytics 2018 – 2019
Big Data Approaches to Understanding Brand Memory

NIMH R01 MH110477 Carver & Johnson (PI) 6/1/2017 –
Approach motivation, effortful control, and internalizing and externalizing problems 5/31/2022

NIMH R21 MH109851 Hsu & Knight (PI) 1/10/2017-
Cortical Oscillatory Dynamics and Human Decision-Making 12/31/2019

NIDA R01 DA 043196 Hsu & Gironde (PI) 9/1/2016-
CRCNS: Neurocomputational substrates of monetary exchange 7/31/2019

NIMH K01 MH108815 Saez (PI) 8/1/2016-
Electrocorticography of Human Prefrontal Cortex during Value-Based Decision-Making 7/31/2020

NINDS R01 NS074917 Ivry (PI) 5/1/2012 –
Neural Mechanisms Underlying Hand Choice for Unimanual Action 1/31/2017

NIA R01 AG044838 Zald (PI) 9/1/2012 –
Dopaminergic Modulation of Subjective Valuation across Adulthood 8/31/2015

NIMH R01 MH098023 Hsu (PI) 4/01/2013-
Neurobiological Substrates of Social Behavior: A Neuroeconomic Framework 03/31/2018

NUS/Berkeley Risk Management Institute 2010 – 2012
Psychophysiology of Bubbles and Crashes in Experimental Asset Markets

UC Berkeley Faculty Research Grant 2009 – 2010

Neural Computations underlying Strategic Learning

University of Illinois Research Board
Neuroscience of Economic Decision-Making

2008 – 2009

Professional Experience

Editorial Boards

Nature Scientific Reports: 2021 – present

New Mathematics and Natural Computation: 2012 – present

Frontiers in Neuroscience: 2010 – present

Journal of Neuroscience, Economics, and Psychology: 2011 – 2018

Ad Hoc Reviewer

Business, Economics, and Marketing:

American Economic Review; Behavioral Public Policy; California Management Review; Economics and Philosophy; European Economic Review; European Marketing Journal; Games and Economic Behavior; International Journal of Consumer Studies; International Journal of Research in Marketing; Journal of the Association for Consumer Research; Journal of Behavioral Decision Making; Journal of Consumer Policy; Journal of Consumer Psychology; Journal of Consumer Research; Journal of Economic Behavior and Organization; Journal of Interactive Marketing; Journal of Marketing Behavior; Journal of Marketing Research; Journal of Strategy and Management; Management Science; Marketing Science; MIS Quarterly; Organizational Behavior and Human Decision Processes

Biological Sciences:

Behavioral Brain Research; Cognition; Cognitive, Affective, & Behavioral Neuroscience; Cognitive Processing; Communications Biology; Computer Methods and Programs in Biomedicine; Current Biology; Current Opinions in Behavioral Sciences; Emotion; eLife; eNeuro; European Journal of Neuroscience; Frontiers in Neuroscience; Human Brain Mapping; Journal of Affective Disorders; Journal of Cognitive Neurosciences; Journal of Experimental Psychology: General; Journal of Neuroscience; Journal of Neuroscience, Economics, and Psychology; Journal of Personality and Social Psychology; Journal of Physiology–Paris; Journal of Theoretical Biology; Nature Aging; Nature Communications; Nature Human Behavior; Nature Neuroscience; NeuroImage; Neuron; Neuropsychologia; Neuropsychology; Neuroscience & Biobehavioral Reviews; Neuroscience Letters; Perspectives in Psychological Science; PLOS Biology; PLOS Computational Biology; PLOS One; Proceedings of the National Academy of Sciences; Progress in Neurobiology; Psychological Science; Review of Philosophy and Psychology; Science Advances; Social Cognitive & Affective Neuroscience; Social Neuroscience; Trends in Cognitive Science; Trends in Neurosciences

Others:

Dana Foundation; French National Center for Scientific Research; Human Frontier Science Program; Leverhulme Trust; Medical Research Council UK; MIT Press; National Institutes of Health; National Science Foundation; Palgrave Macmillan; Research Grants Council of Hong Kong; Social Sciences and Humanities Research Council of Canada; Swiss National Science Foundation