

# Rahul Bhui

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CONTACT INFORMATION	MIT Sloan School of Management 100 Massachusetts Ave, E62-535 Cambridge, MA USA 02142	rbhui@mit.edu <a href="https://mitmgmtfaculty.mit.edu/rbhui/">https://mitmgmtfaculty.mit.edu/rbhui/</a>
ACADEMIC APPOINTMENTS	Massachusetts Institute of Technology, Cambridge, MA, USA	
	Associate Professor of Marketing, Sloan School of Management	2025 – present
	Affiliate Faculty, Institute for Data, Systems, and Society	2023 – present
	Class of 1958 Career Development Assistant Professor	2022 – 2025
	Assistant Professor of Marketing, Sloan School of Management	2020 – 2025
EDUCATION AND TRAINING	Harvard University, Cambridge, MA, USA	
	Postdoctoral Fellow	2016 – 2020
	Departments of Psychology and Economics & Center for Brain Science	
	Advisors: Samuel J. Gershman and Andrei Shleifer	
	California Institute of Technology, Pasadena, CA, USA	
	PhD, Computation and Neural Systems	2013 – 2017
	MS, Behavioral and Social Neuroscience	2011 – 2013
	Advisor: Colin F. Camerer	
	The University of British Columbia (UBC), Vancouver, BC, Canada	
	BA (Honours), Economics	2005 – 2010
	Advisor: Joseph Henrich	
PREVIOUS POSITIONS	Data Science Intern, Adaptly, NY	2013
	Research Assistant to Colin F. Camerer, Caltech	2010 – 2011
	Research Assistant to Joseph Henrich, UBC	2008 – 2010
	Research Assistant to Elizabeth Dunn, UBC	2007 – 2008
PUBLICATIONS (* = EQUAL AUTHORSHIP)	Orchinik, R., Bhui, R., & Rand, D.G. Replicability and generalizability of the repeated exposure effect on moral condemnation of fake news. (in press). <i>Nature Communications</i> .	
	Schulz, L., Streicher, Y., Schulz, E., Bhui, R., & Dayan, P. Mechanisms of mistrust: A Bayesian account of misinformation learning. (2025). <i>PLOS Computational Biology</i> , 21(5), e1012814.	
	Cologna, V., Mede, N. G., Berger, S., et al. (2025). Trust in scientists and their role in society across 68 countries. <i>Nature Human Behaviour</i> , 9, 713–730.	
	Mede, N. G.*, Cologna, V.*, Berger, S., et al. (2025). Perceptions of science, science communication, and climate change attitudes in 68 countries: The TISP dataset. <i>Scientific Data</i> , 12(114).	
	Orchinik, R., Dubey, R., Gershman, S.J., Powell, D., & Bhui, R. (2024). Learning from and about scientists: Consensus messaging shapes perceptions of climate change and climate scientists. <i>PNAS Nexus</i> , 3(11), 485.	

- Bhui, R., & Dubey, R. (2024). Why context should matter. *Decision*, 11(4), 557–567.
- Schulz, L., & Bhui, R. (2024). Political reinforcement learners. *Trends in Cognitive Sciences*, 28(3), 210–222.
- Schurr, R.\*, Reznick, D.\*, Hillman, H., Bhui, R., & Gershman, S.J. (2024). Dynamic computational phenotyping of human cognition. *Nature Human Behaviour*, 8, 917–931.
- Dubey, R., Hardy, M., Griffiths, T.L.\*, & Bhui, R.\* (2024). AI-generated visuals of car-free US cities help improve support for sustainable policies. *Nature Sustainability*, 7, 399–403.
- Bhui, R., & Jiao, P. (2023). Attention constraints and learning in categories. *Management Science*, 69(9), 5394–5404.  
Winner: 2024 Vernon L. Smith Excellence Award
- Bhui, R., Lai, L., & Gershman, S.J. (2021). Resource-rational decision making. *Current Opinion in Behavioral Sciences*, 41, 15–21.
- Bhui, R., & Gershman, S.J. (2020). Paradoxical effects of persuasive messages. *Decision*, 7(4), 239–258.
- Gershman, S.J., & Bhui, R. (2020). Rationally inattentive intertemporal choice. *Nature Communications*, 11, 3365.
- Bhui, R., Chudek, M., & Henrich, J. (2019). Work time and market integration in the original affluent society. *Proceedings of the National Academy of Sciences*, 116(44), 22100–22105.
- Schulz, E.\*, Bhui, R.\*, Love, B.C., Brier, B., Todd, M.T., & Gershman, S.J. (2019). Structured, uncertainty-driven exploration in real-world consumer choice. *Proceedings of the National Academy of Sciences*, 116(28), 13903–13908.
- Bhui, R., Chudek, M., & Henrich, J. (2019). How exploitation launched human cooperation. *Behavioral Ecology and Sociobiology*, 73(78), 1–14.
- Bhui, R. (2019). Testing optimal timing in value-linked decision making. *Computational Brain & Behavior*, 2(2), 85–94.
- Dorfman, H.M., Bhui, R., Hughes, B.L., & Gershman, S.J. (2019). Causal inference about good and bad outcomes. *Psychological Science*, 30(4), 516–525.
- Bhui, R. (2019). A statistical test for the optimality of deliberative time allocation. *Psychonomic Bulletin & Review*, 26(3), 855–867.
- Bhui, R. (2019). Falling behind: Time and expectations-based reference dependence. *Decision*, 6(3), 287–303.
- Bhui, R., & Gershman, S.J. (2018). Decision by sampling implements efficient coding of psychoeconomic functions. *Psychological Review*, 125(6), 985–1001.

	Martin, C.F., Bhui, R., Bossaerts, P., Matsuzawa, T., & Camerer, C. (2014). Chimpanzee choice rates in competitive games match equilibrium game theory predictions. <i>Scientific Reports</i> , 4(5182).
BOOK CHAPTERS	Bhui, R. (2018). Case-based decision neuroscience: Economic judgment by similarity. In R.W. Morris, A.M. Bornstein, & A. Shenhav (Eds.) <i>Goal-Directed Decision Making: Computations and Neural Circuits</i> (pp. 67–103).
REFEREED CONFERENCE PROCEEDINGS	<p>White, J.P., Bhui, R., Cushman, F., Tenenbaum, J., &amp; Levine, S. (2024). Moral flexibility in applying queuing norms can be explained by contractualist principles and game-theoretic considerations. <i>Proceedings of the 46th Annual Meeting of the Cognitive Science Society</i>.</p> <p>Orchinik, R., Dubey, R., Gershman, S.J., Powell, D., &amp; Bhui, R. (2023). Learning about scientists from climate consensus messaging. <i>Proceedings of the 45th Annual Meeting of the Cognitive Science Society</i>.</p> <p>Hattersley, M., Orchinik, R., Ludvig, E., &amp; Bhui, R. (2023). Preferences for descriptiveness and co-explanation in complex explanations. <i>Proceedings of the 45th Annual Meeting of the Cognitive Science Society</i>.</p> <p>Bhui, R. (2022). Order effects in choice are selectively modulated by cognitive load. <i>Proceedings of the 44th Annual Meeting of the Cognitive Science Society</i>.</p> <p>Xia, F., Nobandegani, A.S., Schultz, T.R., &amp; Bhui, R. (2022). A resource-rational process-level account of violation of stochastic dominance. <i>Proceedings of the 44th Annual Meeting of the Cognitive Science Society</i>.</p>
CONSORTIUM PAPERS	Cologna, V., Meiler, S., Kropf, C.M., et al. (2025). Extreme weather event attribution predicts climate policy support across the world. <i>Nature Climate Change</i> .
COMMENTARIES	White, J.P., & Bhui, R. (in press). Minds, morality, and the Red Hand Rule: Facilitating resource-rational agreement through policy. <i>Behavioral and Brain Sciences</i> .
WORKING PAPERS	<p>Bhui, R., &amp; Xiang, Y. A rational account of the repulsion effect. (revision at <i>Marketing Science</i>)</p> <p>Orchinik, R.*, Martel, C.*, Rand, D.G., &amp; Bhui, R. Uncommon errors: Adaptive intuitions in high-quality media environments increase susceptibility to misinformation. (minor revision at <i>Management Science</i>)</p> <p>Orchinik, R., Rand, D.G., &amp; Bhui, R. The not so illusory truth effect: A rational foundation for repetition effects.</p> <p>Orchinik, R., Bhui, R., &amp; Rand, D.G. Repetition does not increase belief in claims from distrusted politicians.</p> <p>Levari, D.E., Martel, C., Orchinik, R., Bhui, R., Seli, P., Pennycook, G., &amp; Rand, D.G. Blatantly false news increases belief in news that is merely implausible.</p>

OTHER WRITING	Bhui, R. (2021) Working too much? <i>Psychology Today</i> .	
	Bhui, R. (2020) Glimpsing the future. <i>Nature Behavioural and Social Sciences</i> .	
FUNDING, HONORS, AND AWARDS	Junior Faculty Research Assistance Program Award (\$30,000), MIT Sloan	2025
	Next Generation Grant (\$10,000), Harvard Law School Program on Negotiation	2024
	Early Career Award, Society for Neuroeconomics	2024
	Vernon L. Smith Excellence Award, Society for Experimental Finance	2024
	Best 40-Under-40 Business School Professors, Poets&Quants	2024
	Research Grant (\$449,705; role: PI), Office of Naval Research	2021 – 2024
	ISMS Early-Career Scholars Camp Fellow	2023
	Junior Faculty Research Assistance Program Award (\$28,162), MIT Sloan	2023
	Research Exchange Grant (27,860€; role: Co-PI), University of Tübingen	2023
	Rising Star Award, Association for Psychological Science	2022
	Jeptha H. and Emily V. Wade Award (\$75,000), MIT	2021
	Mind Brain Behavior Young Investigator Research Award (\$5,000), Harvard	2020
	Foundations of Human Behavior Initiative Research Grant (\$5,000), Harvard	2018
	Mind Brain Behavior Postdoctoral Fellowship Award (\$125,000), Harvard	2016
	Small Grant in Behavioral Economics (\$4,161), Russell Sage Foundation	2016
	Invited Fellow at 5 <sup>th</sup> Lindau Meeting of Nobel Laureates in Economics, SSHRC	2014
	Linde Institute Travel Grant (\$2,000), Caltech	2012
	Joseph-Armand Bombardier Canada Graduate Scholarship (\$105,000), SSHRC	2012
	Quan Memorial Scholarship, UBC	2010
	Margaret Lawrence Scholarship in Arts, UBC	2009
	Economics Undergraduate Scholarship, UBC	2009
	William M Mercer Memorial Scholarship in Arts and Science, UBC	2009
	Trek Excellence Scholarship for Continuing Students, UBC	2009
	Quinn Research Assistantship Award (\$5,625), UBC	2008
	Frank Eastham Memorial Scholarship, UBC	2008
	Harold B and Nellie Boyes Memorial Scholarship, UBC	2008
	Trek Excellence Scholarship for Continuing Students, UBC	2008
	Academic Excellence Award, Goel Family Charitable Foundation	2007
	Harold Scanlon Foley Memorial Scholarship, UBC	2007
INVITED TALKS	UCSD Rady, Marketing	2025
	Maastricht University, Marketing and Supply Chain Management	2024
	University of Tübingen, Cognitive Science Colloquium	
	University of Zurich, Center for Neuroeconomics, <u>Marlene Porsche Memorial</u>	
	<u>Keynote Lecture</u>	
	Goethe University Frankfurt, Hans Strothoff Marketing Seminar	
	Columbia Business School, Quant Marketing Lab	
	NYU Stern, Marketing Brown Bag	
	Princeton University, CoLab Meeting	
	University of Birmingham, Psychology	2023
	Harvard Business School, NERD Lab	
	MPI for Biological Cybernetics, RLDM Seminar	
	University of Basel, Society & Choice Research Seminar	
	CMU Tepper, Marketing	
	Chicago Booth, Marketing	
	Yale SOM, Marketing	2022
	Stanford GSB, Marketing	

	Third International Symposium on the Mathematics Of Neuroscience	
	IIM Bangalore, Marketing	
	HBS/IMS Data Science in a Digital World Workshop	
	KAIST College of Business, Economics	
	Rutgers University Cognitive Science Club	
	University of St Andrews, Mathematical Biology	
	UC Berkeley Haas, Shansby Marketing Seminar	
	Computational Political Psychology Network	2021
	21st EdukCircle International Convention on Business	
	University of Melbourne, Brain, Mind and Markets Seminar	
	CREED/TI Miniworkshop on Modeling and Measuring Attention	
	42nd Annual Meeting of the Cognitive Science Society, Workshop on Decision Making and Information Theory	2020
	MIT Sloan, Marketing	2019
	KAIST-Harvard Joint Workshop on Neuroscience-Inspired AI	
	4th Multidisciplinary Conference on Reinforcement Learning and Decision Making (RLDM), Workshop on Variability in Learning and Decision Making	
	Radboud University Nijmegen, Behavioural Science Institute	
	University of Zurich, Center for Neuroeconomics	
	Harvard Business School, NERD Lab	
	MIT, Computational Cognitive Science Lab Meeting	
	MPI for Human Development, Center for Adaptive Rationality	
	LSE, Psychological and Behavioural Science	
	Sloan-Nomis Workshop on the Cognitive Foundations of Economic Behavior	
	Tufts University, NeuroCognition of Language Lab	2018
	Harvard University, Schacter Memory Lab	2017
	Brown University, Social and Affective Neuroscience Lab	
	12th Annual Yale Whitebox Advisors Graduate Student Conference on Behavioral Science	2016
	University of Alberta, Economics	
	Harvard University, Center for Brain Science	2015
CONFERENCE	Tufts NeuroNetwork Career Panel	2025
AND OTHER	McGill Precision Convergence Webinar (panelist)	2024
PRESENTATIONS	Zero Impact Aviation Alliance	
	MIT Brain and Cognitive Sciences, CogLunch	
	MIT Climate & Sustainability Consortium	2023
	43rd Annual Conference of the Society for Judgment and Decision Making (poster)	
	12th Triennial Invitational Choice Symposium	
	56th Annual Meeting of the Society for Mathematical Psychology (virtual)	
	29th Biennial Subjective Probability, Utility, and Decision Making Conference	
	Econ @ Sloan Workshop	
	63rd Annual Meeting of the Psychonomic Society (poster)	2022
	MathPsych pre-meeting at Psychonomics (poster)	
	43rd Annual Conference of the Society for Judgment and Decision Making	
	19th Annual Meeting of the Society for Neuroeconomics (poster spotlight)	
	55th Annual Meeting of the Society for Mathematical Psychology (virtual)	
	Advances in Decision Analysis Conference	
	5th Multidisciplinary Conference on Reinforcement Learning and Decision Making (RLDM; poster)	
	MIT CSAIL, Disinformation Seminar	

MIT Media Lab, Computational Social Science Seminar	
MIT Institute for Data, Systems, and Society	
42nd Annual Conference of the Society for Judgment and Decision Making	
62nd Annual Meeting of the Psychonomic Society	2021
Northeast Marketing Consortium (NEMC)	
28th Biennial Subjective Probability, Utility, and Decision Making Conference	
19th Annual Meeting of the Society for Neuroeconomics	
54th Annual Meeting of the Society for Mathematical Psychology	
Association for Psychological Science Virtual Convention	
53rd Annual Meeting of the Society for Mathematical Psychology	2020
Harvard Mind Brain Behavior Lunch Seminar	2019
Harvard Center for Brain Science, Neurolunch Seminar	
16th Annual Meeting of the Society for Neuroeconomics (poster spotlight)	2018
Harvard Cognition, Brain, and Behavior Seminar	
Conference on Cognitive Computational Neuroscience (poster)	
New England Research on Decision-Making Conference	
Interdisciplinary Symposium on Decision Neuroscience (data blitz)	
Context and Episodic Memory Symposium	
Computational and Systems Neuroscience Meeting (Cosyne; poster)	
Context and Episodic Memory Symposium (poster)	
Economic Science Association North American Conference	
Consilience Conference: Evolution in Biology, the Human Sciences, and the Humanities (poster)	2012
Economic Science Association International Conference (×2)	2011
Caltech NeuroLunch Seminar	
Social Decision Making Conference: Bridging Economics and Evolutionary Biology	

TEACHING AND MENTORING	<i>Instructor:</i>	
	Marketing Innovation, MIT	2021SP, 2022SP, 2023SP, 2025SP
	Consumer Cognition (PhD Seminar), MIT	2025SP
	Marketing & AI, MIT Sloan Global Programs	2024SU
	Principles of Rationality (PhD Seminar), MIT	2022FA

*Guest Lecturer/Other:*

PhD Seminar on Topics in Theory of Knowledge, MIT Philosophy	2023
PhD Seminar in Social and Engineering Systems, MIT IDSS	2022 – 2023
Computational Cognitive Methods Group, Harvard – Regular speaker	2016 – 2018
Business Analytics, Caltech – Teaching assistant and guest lecturer	2012 – 2015
Behavioural Economics, UBC – Student coordinator (created course)	2009

*Supervision:*

Undergraduate Academic Advisor, MIT Sloan	2022 – present
PhD Qualifying Exam Committee (MIT Marketing)	2022 – present
PhD Thesis Committee (MIT Marketing; Harvard Neuroscience; Harvard Human Evolutionary Biology)	2021 – present
UROP supervisor, MIT Sloan	2020 – 2023
Senior thesis and RA supervisor, Harvard Psychology	2016 – 2019

ACADEMIC SERVICE	Co-organizer, 12th Consumer Neuroscience Symposium and Cognitive Economics Symposium	2025
	Board of Directors, Society for Neuroeconomics	2024 – present

Advisory Board, MIT Behavioral Research Lab	2023 – present
Transition to Faculty Life Panelist, MIT	2024
Faculty Search Committee, MIT Sloan	2024
International Faculty Fellow Mentor, MIT Sloan	2023
Faculty Reappointment Subcommittee, MIT Sloan	2022
Co-creator of Harvard MBB Young Investigators' Mini-Conference	2018
Member of the Harvard MBB Postdoctoral Steering Committee	2017 – 2018

Journal Reviewer: *American Economic Review* ◦ *Artificial Intelligence Review* ◦ *Cognition* ◦ *Cognitive, Affective, and Behavioral Neuroscience* ◦ *Cognitive Science* ◦ *Computational Brain & Behavior* ◦ *Decision* ◦ *eLife* ◦ *Ethics and Behavior* ◦ *Frontiers in Neuroscience* ◦ *Games* ◦ *Journal of Behavioral Decision Making* ◦ *Journal of Experimental Psychology: General* ◦ *Management Science* ◦ *Nature Communications* ◦ *Nature Human Behaviour* ◦ *PLOS Computational Biology* ◦ *PLOS One* ◦ *Political Psychology* ◦ *PNAS* ◦ *Psychological Review* ◦ *Psychological Science* ◦ *Psychonomic Bulletin & Review* ◦ *Quarterly Journal of Economics* ◦ *Science Advances* ◦ *Scientific Reports* ◦ *Trends in Cognitive Sciences*

Conference Reviewer: *Behavioral Decision Research in Management (BDRM)* ◦ *Cognitive Computational Neuroscience (CCN)* ◦ *Cognitive Science Society (CogSci)* ◦ *International Conference for Computational Social Science (IC2S2)* ◦ *Neural Information Processing Systems (NeurIPS)* ◦ *Society for Judgment and Decision Making (SJDM)* ◦ *Society for Neuroeconomics (SNE)*

Grant Reviewer: *National Research Agency (ANR), France* ◦ *European Research Council (ERC), EU* ◦ *Austrian Science Fund (FWF), Austria* ◦ *Natural Sciences and Engineering Research Council (NSERC), Canada* ◦ *National Science Foundation (NSF), USA* ◦ *Social Sciences and Humanities Research Council (SSHRC), Canada*

#### SELECTED MEDIA COVERAGE

Bloomberg CityLab, Times of India, BBC, USA Today, LA Times, Scientific American, Science News, Pacific Standard, KCRW NPR, Business Insider, Christian Science Monitor, Huffington Post, NY Mag, Discovery News, LiveScience, Science Daily, Gizmodo, CNET, Behavioral Grooves/Opinion Science Podcast “They Thought We Were Ridiculous: The Unlikely Story of Behavioral Economics”