Rahul Bhui

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Academic Appointments

Massachusetts Institute of Technology (MIT), Cambridge, MA, USA

- Sarofim Family Career Development Associate Professor — 2025 – present
- Associate Professor of Marketing, Sloan School of Management — 2025 – present
- Affiliate Faculty, Institute for Data, Systems, and Society, Schwarzman College of Computing — 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 (Caltech), Pasadena, CA, USA

- PhD, Computation and Neural Systems — 2013 – 2016
- 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

Funding, Honors, and Awards

- *Innovator Grant* ($169,672; role: Co-PI, with Rebecca Saxe), MIT Health and Life Sciences Collaborative — 2025 – 2026
- *Junior Faculty Research Assistance Program Award* ($30,000), MIT Sloan — 2025, 2026
- *Elected to Board of Directors*, Society for Neuroeconomics — 2024
- *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
- *Early-Career Scholars Camp Fellow*, ISMS — 2023
- *Junior Faculty Research Assistance Program Award* ($28,162), MIT Sloan — 2023
- *Research Exchange Grant* (27,860€; role: Co-PI, with Charley Wu), University of Tübingen — 2023
- *Rising Star*, 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^{th} *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

Publications (* = equal authorship)

Orchinik, R., Martel, C., Rand, D.G., & Bhui, R. Adaptive intuitions shape susceptibility to misinformation. (forthcoming). *Management Science*.

Dorfman, H.M., & Bhui, R. Ambiguity and confirmatory reward learning. (2026). *Cognition, 274*, 106588.

Mede, N. G., Cologna, V., Berger, S., et al. (2025). Public communication about science in 68 countries: Global evidence on how people encounter and engage with information about science. *Science Communication*, 10755470251376615.

Orchinik, R., Bhui, R., & Rand, D.G. Replicability and generalizability of the repeated exposure effect on moral condemnation of fake news. (2025). *Nature Communications, 16*, 7206.

Schulz, L., Streicher, Y., Schulz, E., Bhui, R., & Dayan, P. Mechanisms of mistrust: A Bayesian account of misinformation learning. (2025). *PLOS Computational Biology, 21*(5), e1012814.

Cologna, V., Mede, N. G., Berger, S., et al. (2025). Trust in scientists and their role in society across 68 countries. *Nature Human Behaviour, 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. *Scientific Data, 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. *PNAS Nexus, 3*(11), 485.

Bhui, R., & Dubey, R. (2024). Why context should matter. *Decision, 11*(4), 557–567.

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. *Scientific Reports, 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.) *Goal-Directed Decision Making: Computations and Neural Circuits* (pp. 67–103).

Refereed Conference Proceedings

White, J.P., Bhui, R., Cushman, F., Tenenbaum, J., & Levine, S. (2024). Moral flexibility in applying queuing norms can be explained by contractualist principles and game-theoretic considerations. *Proceedings of the 46th Annual Meeting of the Cognitive Science Society.*

Orchinik, R., Dubey, R., Gershman, S.J., Powell, D., & Bhui, R. (2023). Learning about scientists from climate consensus messaging. *Proceedings of the 45th Annual Meeting of the Cognitive Science Society.*

Hattersley, M., Orchinik, R., Ludvig, E., & Bhui, R. (2023). Preferences for descriptiveness and co-explanation in complex explanations. *Proceedings of the 45th Annual Meeting of the Cognitive Science Society.*

Bhui, R. (2022). Order effects in choice are selectively modulated by cognitive load. *Proceedings of the 44th Annual Meeting of the Cognitive Science Society.*

Xia, F., Nobandegani, A.S., Schultz, T.R., & Bhui, R. (2022). A resource-rational process-level account of violation of stochastic dominance. *Proceedings of the 44th Annual Meeting of the Cognitive Science Society.*

Consortium Papers

Cologna, V., Meiler, S., Kropf, C.M., et al. (2025). Extreme weather event attribution predicts climate policy support across the world. *Nature Climate Change.*

Commentaries

White, J.P., & Bhui, R. (2026). Minds, morality, and the Red Hand Rule: Facilitating resource-rational agreement through policy. *Behavioral and Brain Sciences, 49*, e158.

Working Papers

Ambuehl, S., Bhui, R., & Thysen, H.C. Mental models of causal structure in economics and psychology. (minor revision at *Journal of Political Economy Microeconomics*)

Orchinik, R., Rand, D.G., & Bhui, R. The not so illusory truth effect: A rational foundation for repetition effects. (major revision at *Psychological Science*)

Bhui, R., & Xiang, Y. A rational account of the repulsion effect. (major revision at *Journal of Experimental Psychology: General*)

Bhui, R., Dorst, K., FeldmanHall, O., Fleming, S.M., Gottlieb, J., Hartley, C.A., Lejarraga, T., Müller-Trede, J., Radulescu, A., & Rosati, A.G. The roots of rationality.

Orchinik, R., Bhui, R., & Rand, D.G. Repetition does not increase belief in claims from distrusted politicians.

Levari, D.E., Martel, C., Orchinik, R., Bhui, R., Seli, P., Pennycook, G., & Rand, D.G. Blatantly false news increases belief in news that is merely implausible.

Zeng, T.C., Kroupin, I., Bhui, R.*, & Henrich, J.* The cultural evolution of analytic and holistic thought: How information ecologies shape Bayesian reasoning.

Martin, C.F., & Bhui, R. Assessing dynamic predictability in LLM strategic behavior.

Other Writing

Bhui, R. (2021) Working too much? *Psychology Today.*

Bhui, R. (2020) Glimpsing the future. *Nature Behavioural and Social Sciences.*

Invited Talks

BU Questrom, Marketing 2025
Harvard Business School, Marketing
NYU ISDM, Neuroeconomics Colloquium
UCSD Rady, Marketing
Maastricht University, Marketing and Supply Chain Management 2024
University of Tübingen, Cognitive Science Colloquium
University of Zurich, Center for Neuroeconomics, Marlene Porsche Memorial Keynote Lecture
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 and Other Presentations	McGill Precision Convergence Webinar (panelist for Paul Rosenbloom)	2025
	Tufts NeuroNetwork Career Panel	
	McGill Precision Convergence Webinar (panelist for Michael Platt)	2024
	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

Instructor:

Marketing Innovation, MIT 2021SP, 2022SP, 2023SP, 2025SP, 2026SP
Consumer Cognition (PhD Seminar), MIT 2025SP
Marketing & AI, MIT Sloan Global Programs 2024SU
Principles of Rationality (PhD Seminar), MIT 2022FA

Guest Lecturer/Other:

Psychology and Economics (Undergrad/Grad), MIT Economics 2026
Frontiers of Innovation and Entrepreneurship Workshop, MIT Sloan 2026
Explorations in Management (Undergrad Seminar), MIT Sloan 2025
Topics in Theory of Knowledge (PhD Seminar), MIT Philosophy 2023
Social and Engineering Systems (PhD Seminar), 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, 13th Consumer Neuroscience Symposium 2026
Co-organizer, 12th Consumer Neuroscience Symposium and 1st 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 Psychology* ∘ *Cognitive Science* ∘ *Communications Psychology* ∘ *Computational Brain & Behavior* ∘ *Decision* ∘ *eLife* ∘ *Ethics and Behavior* ∘ *Frontiers in Neuroscience* ∘ *Games* ∘

Journal of Behavioral Decision Making ∘ *Journal of Consumer Research* ∘ *Journal of Experimental Psychology: General* ∘ *Journal of Marketing Research* ∘ *Journal of Neuroscience, Psychology, and Economics* ∘ *Management Science* ∘ *Marketing Science* ∘ *Nature Communications* ∘ *Nature Human Behaviour* ∘ *Nature Sustainability* ∘ *PLOS Computational Biology* ∘ *PLOS One* ∘ *Political Psychology* ∘ *PNAS* ∘ *PNAS Nexus* ∘ *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*

Professional Development Workshops	Neuro4Pros Neuroscience Leadership Training	2025
	Faculty Success Program, NCFDD	2022
	Teaching With Simulations, Harvard Business School	2022
	Teaching With Cases, Harvard Business School	2022

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"