

Rahul Bhui

CONTACT INFORMATION	MIT Sloan School of Management 100 Massachusetts Ave, E62 Cambridge, MA USA 02142	rbhui@mit.edu rahulbhui.com
ACADEMIC APPOINTMENT	Massachusetts Institute of Technology, Cambridge, MA, USA Class of 1958 Career Development Assistant Professor Assistant Professor of Marketing Sloan School of Management	2022 – present 2020 – present
EDUCATION AND TRAINING	Harvard University, Cambridge, MA, USA Postdoctoral Fellow Departments of Psychology and Economics & Center for Brain Science Advisors: Samuel J. Gershman and Andrei Shleifer	2016 – 2020
	California Institute of Technology, Pasadena, CA, USA PhD, Computation and Neural Systems MS, Behavioral and Social Neuroscience Advisor: Colin F. Camerer	2013 – 2016 2011 – 2013
	The University of British Columbia, Vancouver, BC, Canada BA (Honours), Economics Advisor: Joseph Henrich	2005 – 2010
PREVIOUS POSITIONS	Data Science Intern, Adaptly, NY Research Assistant to Colin F. Camerer, Caltech Research Assistant to Joseph Henrich, UBC Research Assistant to Elizabeth Dunn, UBC	2013 2010 – 2011 2008 – 2010 2007 – 2008
PUBLICATIONS	Bhui, R., & Jiao, P. (forthcoming). Attention constraints and learning in categories. <i>Management Science</i>	
	Bhui, R., Lai, L., & Gershman, S.J. (2021). Resource-rational decision making. <i>Current Opinion in Behavioral Sciences</i> , 41, 15–21.	
	Bhui, R., & Gershman, S.J. (2020). Paradoxical effects of persuasive messages. <i>Decision</i> , 7(4), 239–258.	
	Gershman, S.J., & Bhui, R. (2020). Rationally inattentive intertemporal choice. <i>Nature Communications</i> , 11, 3365.	
	Bhui, R., Chudek, M., & Henrich, J. (2019). Work time and market integration in the original affluent society. <i>Proceedings of the National Academy of Sciences</i> , 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. <i>Proceedings of the National Academy of Sciences</i> , 116(28), 13903–13908. * = equal contribution	

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).

REFEREED
CONFERENCE
PROCEEDINGS

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*.

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).

PREPRINTS

Bhui, R., & Xiang, Y. A rational account of the repulsion effect.

FUNDING,
HONORS,
AND AWARDS

Junior Faculty Research Assistance Program Award (\$28,162), MIT Sloan	2023
Research Travel Grant (27,860€; role: Co-PI), University of Tübingen	2023
Rising Star Award, Association for Psychological Science	2022
Research Grant (\$449,705; role: PI), Office of Naval Research	2021 – 2024
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, UBC (\$5,625)	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
SEMINARS AND PRESENTATIONS	University of Basel, Society & Choice Research Seminar (invited)	2023
	CMU Tepper, Marketing Seminar (invited)	
	Chicago Booth, Marketing Seminar (invited)	
	Yale SOM, Marketing Seminar (invited)	2022
	63rd Annual Meeting of the Psychonomic Society (& MathPsych pre-meeting; poster)	
	43rd Annual Conference of the Society for Judgment and Decision Making	
	Stanford GSB, Marketing Seminar (invited)	
	Third International Symposium on the Mathematics Of Neuroscience (invited)	
	19th Annual Meeting of the Society for Neuroeconomics (poster spotlight)	
	IIM Bangalore, Marketing Seminar (invited)	
	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)	
	HBS/IMS Data Science in a Digital World Workshop (invited)	
	KAIST College of Business (invited)	
	Rutgers University Cognitive Science Club (invited)	
	MIT CSAIL, Disinformation Seminar (invited)	
	University of St Andrews, Mathematical Biology Seminar (invited)	
	MIT Media Lab, Computational Social Science Seminar (invited)	
	MIT Institute for Data, Systems, and Society Seminar (invited)	
	42nd Annual Conference of the Society for Judgment and Decision Making	
	UC Berkeley Haas School of Business, Shansby Seminar (invited)	
	Computational Political Psychology Network Seminar (invited)	2021
	21st EdukCircle International Convention on Business (invited)	
	University of Melbourne, Brain, Mind and Markets Lab Seminar (invited)	
	62nd Annual Meeting of the Psychonomic Society	
	Northeast Marketing Consortium	
	28th Biennial Subjective Probability, Utility, and Decision Making Conference	
	19th Annual Meeting of the Society for Neuroeconomics	
	MIT Sloan, Marketing Seminar	
	54th Annual Meeting of the Society for Mathematical Psychology	
	Association for Psychological Science 2021 Virtual Convention	
	CREED/TI Miniworkshop on Modeling and Measuring Attention (invited)	
	42nd Annual Meeting of the Cognitive Science Society, Workshop on Decision Making and Information Theory (invited)	2020
	53rd Annual Meeting of the Society for Mathematical Psychology	
	Massachusetts Institute of Technology, Sloan School of Management (invited)	2019
	Harvard Mind Brain Behavior Lunch Seminar	
	KAIST-Harvard Joint Workshop on Neuroscience-Inspired AI (invited)	
	4th Multidisciplinary Conference on Reinforcement Learning and Decision Making (RLDM), Workshop on Variability in Learning and Decision Making (invited)	

	Radboud University Nijmegen, Behavioural Science Institute (invited)	
	University of Zurich, Center for Neuroeconomics (invited)	
	Harvard Center for Brain Science Neurolunch Seminar	
	MPI for Human Development, Center for Adaptive Rationality (invited)	
	LSE, Department of Psychological and Behavioural Science (invited)	
	Sloan-Nomis Workshop on the Cognitive Foundations of Economic Behavior (invited)	
	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)	2017
	12th Annual Yale Whitebox Advisors Graduate Student Conference on Behavioral Science (invited)	2016
	University of Alberta, Department of Economics (invited)	
	Harvard University, Center for Brain Science (invited)	2015
	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
	Social Decision Making Conference: Bridging Economics and Evolutionary Biology	
TEACHING AND MENTORING	Principles of Rationality (Research Seminar in Marketing), MIT – Instructor	2022
	Sloan School of Management, MIT – Undergraduate Academic Advisor	2022 – 2023
	Marketing Innovation, MIT – Instructor	2021 – 2023
	Sloan School of Management, MIT – UROP supervisor	2020 – 2023
	Department of Psychology, Harvard – Senior thesis and RA supervisor	2016 – 2019
	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
ACADEMIC SERVICE	Co-creator of Harvard MBB Young Investigators’ Mini-Conference	2018
	Member of the Harvard MBB Postdoctoral Steering Committee	2017 – 2018
	Journal Reviewer: <i>Cognition</i> ◦ <i>Cognitive, Affective, and Behavioral Neuroscience</i> ◦ <i>Cognitive Science</i> ◦ <i>eLife</i> ◦ <i>Ethics and Behavior</i> ◦ <i>Frontiers in Neuroscience</i> ◦ <i>Games</i> ◦ <i>Journal of Behavioral Decision Making</i> ◦ <i>Journal of Experimental Psychology: General</i> ◦ <i>Management Science</i> ◦ <i>Nature Human Behaviour</i> ◦ <i>PLOS Computational Biology</i> ◦ <i>Political Psychology</i> ◦ <i>Psychological Review</i> ◦ <i>Psychonomic Bulletin & Review</i> ◦ <i>Quarterly Journal of Economics</i> ◦ <i>Scientific Reports</i>	
	Conference Reviewer: <i>Conference on Cognitive Computational Neuroscience</i> ◦ <i>Cognitive Science Conference Proceedings</i> ◦ <i>NeurIPS</i>	
	Grant Reviewer: <i>New Frontiers in Research Fund (NFRF) Exploration Grants</i> ◦ <i>Natural Sciences and Engineering Research Council of Canada (NSERC) Discovery Grants</i>	
MEDIA COVERAGE	BBC, USA Today, LA Times, Scientific American, Science News, Pacific Standard, KCRW NPR, Business Insider, Christian Science Monitor, Huffington Post, NY Mag	