

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 Assistant Professor of Marketing Sloan School of Management	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 (Hon.), 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., 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. <i>Behavioral Ecology and Sociobiology</i> , 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.

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).

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).

PREPRINTS

Bhui, R., & Jiao, P. (in revision). Attention constraints and learning in categories.

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

Bhui, R. Order effects in choice are selectively modulated by cognitive load.

FUNDING

Office of Naval Research Grant (\$449,705; role: Principal Investigator)	2021 – 2024
Jeptha H. and Emily V. Wade Award (\$75,000)	2021
Harvard Mind/Brain/Behavior Young Investigator Research Award (\$5,000)	2020
Harvard Foundations of Human Behavior Initiative Research Grant (\$5,000)	2018
Harvard Mind/Brain/Behavior Postdoctoral Fellowship Award (\$125,000)	2016
Russell Sage Foundation Small Grant in Behavioral Economics (\$4,161)	2016
Joseph-Armand Bombardier Canada Graduate Scholarship (\$105,000)	2012
Quinn Research Assistantship Award (\$5,625)	2008

AWARDS AND SCHOLARSHIPS

SSHRC Fellow at the 5 th Lindau Meeting of Nobel Laureates in Economics	2014
Linde Institute Travel Grant	2012
Quan Memorial Scholarship	2010
Margaret Lawrence Scholarship in Arts	2009
Economics Undergraduate Scholarship	2009
William M Mercer Memorial Scholarship in Arts and Science	2009
Trek Excellence Scholarship for Continuing Students	2009
Frank Eastham Memorial Scholarship	2008
Harold B and Nellie Boyes Memorial Scholarship	2008
Trek Excellence Scholarship for Continuing Students	2008
Goel Family Charitable Foundation Academic Excellence Award	2007
Harold Scanlon Foley Memorial Scholarship	2007

SEMINARS AND PRESENTATIONS	Computational Political Psychology Network Seminar (invited)	2021
	21st EdukCircle International Convention on Business (invited)	
	Brain, Mind and Markets Lab Seminar, University of Melbourne (invited)	
	62nd Annual Meeting of the Psychonomic Society	
	Northeast Marketing Consortium	
	28th Biennial Subjective Probability, Utility, and Decision Making (SPUDM) Conference	
	18th 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
	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)	
	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 ($\times 2$)	2011	
Social Decision Making Conference: Bridging Economics and Evolutionary Biology		
TEACHING AND MENTORING	Marketing Innovation, MIT Sloan – Instructor	2021
	Sloan School of Management, MIT – UROP supervisor	2020
	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
Reviewer: *Cognition* ◦ *Cognitive, Affective, and Behavioral Neuroscience* ◦ *Cognitive Science* ◦ *eLife* ◦ *Frontiers in Neuroscience* ◦ *Games* ◦ *Journal of Experimental Psychology: General* ◦ *Management Science* ◦ *PLOS Computational Biology* ◦ *Political Psychology* ◦ *Psychological Review* ◦ *Psychonomic Bulletin & Review* ◦ *Quarterly Journal of Economics* ◦ *Scientific Reports* ◦ *Conference on Cognitive Computational Neuroscience* ◦ *Cognitive Science Conference Proceedings* ◦ *New Frontiers in Research Fund (NFRF) Exploration Grants* ◦ *Natural Sciences and Engineering Research Council of Canada (NSERC) Discovery Grants*

MEDIA COVERAGE BBC, USA Today, LA Times, Scientific American, Science News, Pacific Standard, KCRW NPR, Business Insider, Christian Science Monitor, Huffington Post, NY Mag