

Ming Hsu

William Halford Jr. Family Chair in Marketing | Associate Professor of Business Administration at University of California, Berkeley

Berkeley, CA, US

Leading expert in neuromarketing and the application of biological methods to understand consumer behavior

About

Ming Hsu is an associate professor at the University of California, Berkeley. He holds appointments in the Haas School of Business and the Helen Wills Neuroscience Institute. Hsu's research involves using neuroscientific and computational tools to understand the biological basis of economic and consumer decision-making, as well as how brain-based methods can be used to generate and validate insights into customers' thoughts, feelings, and behavior. Prior to joining Berkeley, he was assistant professor of economics and neuroscience at University of Illinois at Urbana-Champaign.

Areas of Expertise

Consumer Neuroscience, Neuroeconomics, Behavioral Economics, Neuromarketing

Positions Held

At Haas since 2009

2016 - present, Associate Professor, Haas School of Business and Helen Wills Neuroscience Institute 2009 – 2016, Assistant Professor, Haas School of Business and Helen Wills Neuroscience Institute 2008 – 2009, Assistant Professor, Department of Economics and Neuroscience Program, University of Illinois at Urbana-Champaign 2006 – 2008, Beckman Fellow, Beckman Institute, University of Illinois at Urbana-Champaign

Education

California Institute of Technology

PhD Economics

University of Arizona

BA, Summa Cum Laude Political Science

Honors & Awards

Barbara and Gerson Bakar Faculty Fellow

2019-2021

UCSF-UC Berkeley Sabbatical Exchange Program

2016

Society for Neuroeconomics Early Career Award
2015

Hellman Faculty Fund Award
2012

Kavli Fellow
2008

Beckman Fellow
2006-2008

[Please click here to view the full profile.](#)

This profile was created by [Expertfile.](#)