Ming Hsu

William Halford Professor | Haas School of Business & Helen Wills Neuroscience Institute 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 William Halford Professor at the University of California, Berkeley, with 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

2023 - present, Professor, Haas School of Business and Helen Wills Neuroscience Institute 2016 - 2023, 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

University of Arizona
BA

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

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