

# THE HONG KONG POLYTECHNIC UNIVERSITY DEPARTMENT OF MANAGEMENT AND MARKETING

## Departmental Research Seminar

### Predicting Economic Decisions in the Presence of Imperfect Recall

By

**Prof. Ming Hsu**

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**Date : 17 Mar 2025 (Monday)**

**Time : 10:30 am – 12 noon**

**Venue : GH120c, PolyU**

#### **Abstract**

The past decade has seen substantial progress in our understanding of the neural basis of economic decision-making. Major gaps remain, however, in applying current neuroeconomic frameworks to understand decision-making in the real world. In particular, while everyday decision-making in the real world seldom happens without input from semantic memory, which provides the decision-maker (DM) with access to the world knowledge she has acquired, laboratory studies of decision-making to date have largely focused on valuation and have (often explicitly) limited contributions by semantic memory. We fill this gap by developing a computational approach that conceptualizes MB-C as the product of the interaction between processes involving memory (e.g., retrieval of eligible items from memory) and preference (e.g. valuation of the successfully retrieved items). Our findings reveal an important cognitive mechanism through which semantic memory influences and constrains value-based decision-making.

**Prof. Ming Hsu** is William Halford Jr. Professor at University of California, Berkeley, where he holds appointments at Haas School of Business and Helen Wills Neuroscience Institute. His lab takes an interdisciplinary approach to study the biological basis of economic and consumer decision-making at a number of different levels of analyses, including: (i) brain regions mediating computations involved in different aspects of decision-making, (ii) the underlying molecular and genetic mechanisms, and (iii) how real-world outcomes are associated with variations in these processes.

**All interested are welcome.**



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