Brenden Eum

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Employment	
Rotman School of Management, University of Toronto POSTDOCTORAL FELLOW, MARKETING • Principal Investigator: Ryan Webb	Toronto, ON 2024 - 2026 (expected)
Education	
California Institute of Technology PHD SOCIAL & DECISION NEUROSCIENCE • Advisor: Antonio Rangel • Committee: Colin Camerer, Michael Woodford, Charlie Sprenger	Pasadena, CA 2019 - 2024
Columbia University MA ECONOMICS • Advisor: Brendan O'Flaherty	New York, NY 2016 - 2017
New York University BA ECONOMICS, MINOR IN MATHEMATICS • Magna Cum Laude	New York, NY 2014 - 2016
Chapman University BA POLITICAL SCIENCE, ECONOMICS (TRANSFERRED OUT) • Accelerated 4+1 MBA Program	Orange, CA 2012 - 2014
Awards, Fellowships, & Grants	
 Graduate Fellowship, A. Michael and Ruth C. Lipper Graduate Fellowship Fund Kanel Scholarship, The John and Ursula Kanel Charitable Foundation Chen Graduate Innovator Grant, T&C Chen Center for Social & Decision Neuroscience Brass Division Teaching Award, Humanities and Social Sciences, Caltech Chen Graduate Fellowship, T&C Chen Center for Social & Decision Neuroscience Predoctoral Fellowship, Joint Micro- & Macroeconomics, Columbia Business School NYU Founder's Day Scholar Award, New York University Parliamentary Debate Gold Medalist, Pacific Southwest Collegiate Forensics Tourna 	\$ 1,500 \$ 95,700 \$ 105,400
Publications	

Eum, B., Dolbier, S., & Rangel, A. (2023). Peripheral Visual Information Halves Attentional Choice Biases. *Psychological Science*, 34(9), 984-998. https://doi.org/10.1177/09567976231184878

WORK IN PROGRESS

- **Eum, B.**, Gonzalez, S., & Rangel, A. Attention in Aversive Choice: Sequential Sampling Over Reference-Dependent Value Signals.
- **Eum, B.**, Onderdonk, E., Schroder, E., & Rangel, A. Sequential Integration in Risky Choices From Experience: Linking Preferences for Information Structures to Response Caution.
- **Eum, B.**, Knutson, B., Hakimi, S., Daviet, R., & Webb, R. Interpretable Neuroforecasting: Demand Forecasting for Electric Vehicles Using Adversarial Latent Autoencoders and Neural Data.

- **Eum, B.** Attention and the Price Elasticity of Demand.
- Smith, S. & **Eum, B.** Attention to Aversive Attributes.
- Eum, B., Hutcherson, C., Oprea, R., & Webb, R. Response Times Make Markets Allocationally Efficient.
- **Eum, B.**, Hutcherson, C., Oprea, R., & Webb, R. A Neuroeconomic Test of the Walrasian Hypothesis: Price-Taking Behavior and Theory of Mind.

Presentations ____

INVITED TALKS

- **Eum, B.**, Gonzalez, S., & Rangel, A. "Attentional Over-Weighting in Gains, Attentional Under-Weighting in Losses" 2023. Society for Neuroeconomics, Vancouver, Canada.
- **Eum, B.**, Dolbier, S., & Rangel, A. "Looking at Attention in Value-Based Decision Making" 2023. Brownbag Seminars, Rotman School of Management, University of Toronto.
- **Eum, B.**, Dolbier, S., & Rangel, A. "Looking at Attention in Value-Based Decision Making" 2023. Shenhav Lab, Brown University.
- **Eum, B.**, Enkavi, Z., O'Doherty, J., & Rangel, A. "Value signals in the orbitofrontal cortex incorporate reference-dependent news utility" 2023. Caltech Brain Imaging Center, California Institute of Technology.
- **Eum, B.**, Enkavi, Z., O'Doherty, J., & Rangel, A. "Value signals in the orbitofrontal cortex incorporate reference-dependent news utility" 2023. Chen Institute Symposium, California Institute of Technology.
- **Eum, B.**, Dolbier, S., & Rangel, A. "Peripheral visual information halves attentional choice biases" 2022. Computational Cognitive Neuroscience Lab, University of California, Irvine.

POSTERS

- **Eum, B.**, Gonzalez, S., & Rangel, A. "Attentional Over-Weighting in Gains, Attentional Under-Weighting in Losses" 2023. Society for Judgement and Decision Making, San Francisco, California.
- **Eum, B.**, Gonzalez, S., & Rangel, A. "Attentional Over-Weighting in Gains, Attentional Under-Weighting in Losses" 2023. Association for Consumer Research, Seattle, Washington.
- **Eum, B.**, Gonzalez, S., & Rangel, A. "Attentional Over-Weighting in Gains, Attentional Under-Weighting in Losses" 2023. Interdisciplinary Symposium on Decision Neuroscience, Fox School of Business, Temple University.
- **Eum, B.**, Gonzalez, S., & Rangel, A. "Attentional Over-Weighting in Gains, Attentional Under-Weighting in Losses" 2023. Neuroeconomics Summer School, University of Pennsylvania.
- **Eum, B.**, Enkavi, Z., O'Doherty, J., & Rangel, A. "Value signals in the orbitofrontal cortex incorporate reference-dependent news utility" 2023. Curiosity, Creativity, Complexity. Columbia University.
- **Eum, B.**, Dolbier, S., & Rangel, A. "Peripheral visual information halves attentional choice biases" 2022. Society for Judgement and Decision Making, San Diego, California.
- **Eum, B.**, Dolbier, S., & Rangel, A. "Peripheral visual information halves attentional choice biases" 2022. Society for Neuroeconomics, Arlington, Virginia.
- **Eum, B.**, Dolbier, S., & Rangel, A. "Peripheral visual information halves attentional choice biases" 2022. Cognitive Computational Neuroscience, San Francisco, California.
- **Eum, B.**, Dolbier, S., & Rangel, A. "Peripheral visual information halves attentional choice biases" 2022. Chen Institute Retreat, Pasadena, California.
- **Eum, B.**, Dolbier, S., & Rangel, A. "Peripheral visual information halves attentional choice biases" 2022. The Neurobiology of Reward and Decision-Making, Lake Arrowhead, California.

Teaching Experience _ Rotman Commerce Coding Cafe, Instructor, Machine Learning in Python and R 2024-2025 2020-2023 Certificate of Practice in University Teaching, from Caltech Teaching, Learning, & Outreach Bayesian Statistics, Teaching Assistant for Antonio Rangel (Avg. Evaluation: 4.86/5) 2021-2023 2020-2023 Social & Decision Neuroscience Bootcamp, Instructor, Microeconomics & Statistics 2020 Introduction to Economics, Teaching Assistant for Charlie Plott (Avg. Evaluation: 4.58/5) Mentoring_ 2025 Lu Huang, TDMDAL Research Assistant, Co-Mentor with Ryan Webb 2023 Ella Onderdonk, Caltech SURF Program, Co-Mentor with Antonio Rangel 2021 Trinity Pruitt, WAVE Fellowship Program, Co-Mentor with Antonio Rangel Professional Experience _ Economic Research Assistant, Haver Analytics 2014-2015 White Collar Criminal Justice Legal Assistant, Varghese & Associates, PC 2014 Personal Injury Legal Clerk, Law Offices of Day, Day, & Brown 2013 Intern to Market Analyst, Harvey & Company LLC

Professional Development _____

REVIEWING

Conference on Cognitive and Computational Neuroscience (2022), Nature Communications (2025)

ORGANIZER

Sole Organizer, Online Webcam Eye-Tracking in Behavioral Studies, with Guest Speaker Dr. Alexandra Papoutsaki (2023) Lead Organizer, Social & Decision Neuroscience Bootcamp (2020-2023) Co-Founder & Managing Editor, NYU Economics Review (2016)

SERVICE

Mentor & Moderator, American Statistical Association DataFest @ UofT (2025)

2012 Business Law Intern, Paragon Law Center, PC

Instructor, Python Workshop for Rotman Commerce Women in Business (2025)

Volunteer, Caltech Y Youth Outreach (2023)

Graduate Student Representative, Caltech Graduate Student Council (2021-2022)

Question Curator for Prof. Colin Camerer and Prof. Dean Mobbs, Chen Institute Seminar (2020)

TRAINING COURSES ATTENDED

Neuroeconomics Summer School at the University of Pennsylvania (2023)

Summer School on the Cognitive Foundations of Economic Behavior in Vitznau, Switzerland (2022)

MEDIA COVERAGE

NOMIS Foundation (2023), Peripheral visual information affects choice Caltech HSS Year in Review (2023), Peripheral Visual Information Affects Choice The Caltech News (2023), Peripheral Visual Information Affects Choice

MEMBERSHIPS

Society for Neuroeconomics
Society for Judgement and Decision Making

Association for Consumer Research Phi Beta Kappa

CODING

R, Python (+PsychoPy), Julia, ŁTEX

SELECTED PROJECTS I PROVIDED RESEARCH ASSISTANCE FOR

Backus, M., Blake, T., Larsen, B., & Tadelis, S. (2020). Sequential Bargaining in the Field: Evidence from Millions of Online Bargaining Interactions. *The Quarterly Journal of Economics*.

Backus, M., Blake, T., & Tadelis, S. (2019). On the Empirical Content of Cheap-Talk Signaling: An Application to Bargaining. *Journal of Political Economy*.

Backus, M. & Little A. T. (2020). I Don't Know. American Political Science Review.

Sicherman, N., Charite, J., Eyal, G., Janecka, M., Loewenstein, G., Law, K., Lipkin, PH., Marvin, AR., Buxbaum, JD. (2021). Clinical signs associated with earlier diagnosis of children with autism Spectrum disorder. *BMC Pediatrics*.

HOBBIES

rock climbing, snowboarding, hiking, music production