



Dr Siyang Luo

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Biography

Dr Siyang Luo is Associate Professor at Sun Yat-sen University. He is director of the Laboratory of Social Culture and Affective Neuroscience.

Dr Luo's research interests include: 1) Computational culture neuroscience: the coevolution of natural environment, genetic basis and sociocultural environment, sociocultural change and its impact on social behavior; 2) Social affective neuroscience and negative psychology: the neural mechanisms of complex emotional processes and behaviors such as empathy, trust and betrayal, conformity, lying, and fear of death, and their representations in special populations; 3) Neuromanagement and neuromarketing: combining multi-dimensional big data (genes, neuroimaging, and social networks) to predict interpersonal decision-making, brand preference and consumption behaviors of individuals. Currently, he serves as the deputy editor of *Culture and Brain*, editorial board member of *Social Cognitive and Affective Neuroscience*, and Project Director of Fusion Science Department, Cross Science Department, National Natural Science Foundation of China.