



IAS Distinguished Scholar Prof. Rita Z. Goldstein, PhD

LECTURE - SCHOOL OF PSYCHOLOGICAL SCIENCES

# FROM SALIENCE TO SELF-CONTROL

*Prefrontal Cortex Mechanisms, Naturalistic  
Measures and Treatment-Induced  
Plasticity in Human Drug Addiction*

Drug addiction is a chronically relapsing disorder marked by compulsive drug use despite severe personal consequences. In this talk, I will present findings from multimodal human neuroimaging studies that probe key dimensions of addiction, including drug cue reactivity, reward processing, and inhibitory control.

**MONDAY, MAY 18TH 2026**

**12:15-13:45**

**ROOM 214, SHARETT BUILDING**

## SPEAKER

**Prof. Rita Z. Goldstein, PhD**

Mount Sinai Professor in Neuroimaging of Addiction. Departments of Psychiatry and Neuroscience. Icahn School of Medicine at Mount Sinai (ISMMS), New York, USA

Rita Z. Goldstein, PhD, is Mount Sinai Professor in Neuroimaging of Addiction at the Icahn School of Medicine at Mount Sinai. She is an international leader in addiction neuroscience, known for the iRISA model integrating brain imaging, cognition, and behavior to understand impaired self-regulation and salience processing in addiction. Her work advances translational neuroimaging biomarkers for risk, recovery, and treatment response.

- The lecture will be delivered in English
- The lecture is open to the public
- Academic Host: **Prof. Nira Liberman**

Scan for the full abstract and speaker bio >

