

ABILENE CHRISTIAN UNIVERSITY

Educating Students for Christian Service and Leadership Throughout the World

College of Business Administration

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To whom it may concern:

John Homer is an intelligent and dedicated academic who I count as a friend. Despite being in different fields, I in marketing and John in computer science, John and I have interacted in a variety of different ways while on faculty together at ACU.

First, John and I have eaten lunch together on a weekly basis for approximately two years. These informal weekly meals have prompted many congenial discussions over a variety of topics, ranging from job-related subjects through interesting books and ideas, to other disciplines like psychology, philosophy, and theology, among others. By my count, I have read at least three books at his recommendation (one was a gift from him). These discussions have paid tangible dividends, leading to the second way in which we have interacted: research. Discovered via our wide-ranging conversations was the fact that our research interests occasionally intersect. So, together with an undergraduate student, we conducted research on the too much choice effect, research presented at an academic conference that won multiple awards for the undergraduate presenter, Levi Ritchie. Additionally, John is in the midst of programming a task for my research next year even though he is not formally involved in the effort. Third, due to our friendship and familial similarities, our whole families regularly interact, whether attending birthday parties of each other's children, or merely gatherings at the park or zoo.

In sum, John is definitely an asset to the ACU faculty and interaction with me and others outside his department has helped to make our university a more enriching place. Please feel free to contact me via email ryan.jessup@acu.edu or phone (325-674-2569) if you have any further questions.

Sincerely,

Ryan K. Jessup, PhD
Assistant Professor of Management Sciences
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