

Ryan K. Jessup, PhD
Abilene Christian University
Department of Management Sciences
(325) 674-2569
Email: ryan.jessup@acu.edu

Education

PhD, Indiana University Bloomington, 2008.
Major: Cognitive Science, Cognitive Psychology

MS, Abilene Christian University, 2003.
Major: Psychology

BBA, Abilene Christian University, 1997.
Major: Marketing
Supporting Areas of Emphasis: Biblical Text

Professional Positions

Academic - Post-Secondary

Associate Professor of Management Sciences, Abilene Christian University. (2017 - Present).

Assistant Professor of Management Sciences, Abilene Christian University. (2011 - 2017).

Teaching Assistant, California Institute of Technology. (2011).

Post-Doctoral Scholar in Neuroscience, California Institute of Technology. (2010 - 2011).

Post-Doctoral Fellow, Trinity College Dublin. (2008 - 2010).

Guest Lecturer, Trinity College Dublin. (2009).

Teaching Assistant, Indiana University. (2008).

Coordinator, Indiana University. (2004 - 2008).

Guest Lecturer, Indiana University. (2007).

Guest Lecturer, Indiana University. (2007).

Research Assistant, Indiana University. (2007).

Teaching Assistant, Indiana University. (2007).

Instructor, Indiana University. (2006).

Teaching Assistant, Indiana University. (2004).

Guest Lecturer, Indiana University. (2003).

Teaching Assistant, Indiana University. (2003).

Research Assistant, Abilene Christian University. (2002 - 2003).

Research Assistant, Abilene Christian University. (2001 - 2002).

Professional

District Sales Manager, L L Sams Incorporated. (1999 - 2001).

Director of Corporate Communications, L L Sams Incorporated. (1998 - 1999).

Owner/Director, Ryan Jessup's Soccer Camp. (1994 - 1997).

Door-to-Door Book Salesman, Thomas Nelson Incorporated. (1995).

Licensures and Certifications

Certificate in Mediation, Abilene Christian University. (2003 - Present).

Professional Memberships

Judgment and Decision Making. (2003 - Present).

American Marketing Association. (2011 - 2012).

Society for Neuroscience. (2008 - 2011).

Society for Neuroeconomics. (2006 - 2011).

Association for Psychological Science. (2008 - 2010).

Cognitive Neuroscience Society. (2006 - 2008).

Development Activities Attended

Focus Group, "Library Focus Group," ACU Adams Center. (March 2015).

Workshop, "Mentoring Undergraduate Researchers," ACU Adams Center. (October 2014).

Seminar, "Faculty Research Spotlight," ACU Adams Center. (September 2014).

Awards and Honors

Monthly Leading Salesman, L L Sams Incorporated. (1999).

Weekly Sales Award, Varsity Division, Thomas Nelson, Incorporated. (1995).

TEACHING

Teaching Experience

Abilene Christian University

BUSA 550, Foundations of Analytics, 7 courses.

HON 402, HCol: Bees, Brains, & Behavior, 1 course.

HON 406, HCol: Bees, Brains, & Behavior, 1 course.

HON 407, HCol: Existence of God, 1 course.
HON 412, HCol: Bees, Brains, & Behavior, 1 course.
HON 416, HCol: Bees, Brains, & Behavior, 1 course.
HON 417, HCol: Existence of God, 1 course.
IS 322, Business Statistics, 3 courses.
IS 432, Data Mining, 11 courses.
MKTG 341, Marketing Research, 20 courses.
MKTG 342, Consumer Behavior, 16 courses.
MKTG 432, Data Mining, 14 courses.

Directed Student Learning

Undergraduate Honors Thesis Committee Chair. (May 2017).

Advised: Barrett Corey

Undergraduate Research Mentor. (May 2016 - May 2017).

Advised: Kaleigh Borge

Undergraduate Research Mentor. (May 2014 - December 2015).

Advised: Allison Phillips

Undergraduate Honors Thesis Committee Member. (May 2015).

Advised: Allison Phillips

Undergraduate Research Mentor. (May 2013 - May 2015).

Advised: Levi Ritchie

Undergraduate Honors Thesis Committee Chair. (December 2013).

Advised: Lily Assaad

Undergraduate Research Mentor. (May 2012 - December 2013).

Advised: Lily Assaad

Awards and Honors

University Teacher of the Year, Abilene Christian University. (2017).

RESEARCH

Published Intellectual Contributions

Book Chapters

Ahn, W.-Y., Jessup, R. K., Busemeyer, J. R. (2013). Building bridges between neuroscience and complex decision making behavior. In L. Yuejia & Z.-L. Lu (Eds.), *Progress in Cognitive Science: From Cellular Mechanisms to Computational Theories*. Peking University Press.

Busemeyer, J. R., Jessup, R. K., Dimperio, E. (2009). The dynamic interactions between situations and decisions. In P. Robbins & M. Aydede (Eds.), *The Cambridge Handbook of Situation Cognition* (pp. 307-321). Cambridge University Press.

Busemeyer, J. R., Dimperio, E., Jessup, R. K. (2007). Integrating emotional processes into decision making models. In W. D. Gray (Ed.), *Integrated Models of Cognitive Systems* (pp. 213-229). Oxford University Press.

Busemeyer, J. R., Johnson, J. G., Jessup, R. K. (2006). Preferences constructed from dynamic micro-processing mechanisms. In S. Lichtenstein & P. Slovic (Eds.), *The Construction of Preference* (pp. 220-234). Cambridge.

Conference Proceedings

Pope, D. N., Jessup, R. K. (2018). *Application of Sports Ranking Models to Quality Management Cause-Effect Analysis*. Southwest Decision Sciences Institute/FBD Conference.

Prather, J. R., Nix, R., Jessup, R. K. (2017). *Trust management for cheating detection in distributed massively multiplayer online games* (pp. 3). Network and Systems Support for Games (NetGames), 2017 15th Annual Workshop on. <http://ieeexplore.ieee.org/abstract/document/7991547/>

Refereed Journal Articles

Jessup, R. K., Homer, J. D., Ritchie, L. E. (2020). Hurry up and decide: Empirical tests of the choice overload effect using cognitive process models. *Decision*, 7(2), 137-152.

Jessup, R. K., Assaad, L. B., Wick, K. J. (2018). Why Choose Wisely if you have Already Paid? Sunk Costs Elicit Stochastic Dominance Violations. *Judgment & Decision Making*, 13(6), 575-586.

Verschuere, B., Meijer, E. H., Jim, A., McCarthy, R. J., Hoogesteyn, K., Skowronski, J. J., Jessup, R. K., Lynn, M. L., Wick, K. J. (2018). Registered Replication Report: Mazar, N., Amir, O., & Ariely, D. (2008), "The Dishonesty of Honest People: A Theory of Self-Concept Maintenance, *Journal of Marketing Research*, 45, 633-644. *Advances in Methodologies and Practices in Psychological Science*.

McCarthy, R. J., Skowronski, J. J., Hoogesteyn, K., Verschuere, B., Meijer, E. H., Jim, A., Jessup, R. K., Lynn, M. L., Wick, K. J. (2018). Registered Replication Report: Srull, T. K., & Wyer, R. S. (1979). The Role of Category Accessibility in the Interpretation of Information about Persons: Some Determinants and Implications. *Journal of Personality and Social Psychology*, 37, 1660-1672. *Advances in Methodologies and Practices in Psychological Science*.

Clements, C. E., Jessup, R. K., Neill, J. D., Wertheim, P. E. (2018). The Relationship Between Director Tenure and Director Quality. *International Journal of Disclosure and Governance*, 15(3), 142-161.

Dobryakova, E., Jessup, R. K., Tricomi, E. (2017). Modulation of ventral striatal activity by cognitive effort. *Neuroimage*, 147, 330-338.

Jessup, R. K., O'Doherty, J. P. (2014). Distinguishing informational from value-related encoding of rewarding and punishing outcomes in the human brain. *European Journal of Neuroscience*, 39, 2014-2026.

Prevost, C., McNamee, D., Jessup, R. K., Bossaerts, P., O'Doherty, J. P. (2013). Evidence for model-based computations in the human amygdala during Pavlovian conditioning. *PLoS Computational Biology*, 9, e1002918.

Prevost, C., McCabe, J. A., Jessup, R. K., Bossaerts, P., O'Doherty, J. P. (2011). Differentiable contributions of human amygdalar subregions in the computations underlying reward and avoidance learning. *European Journal of Neuroscience*, 34, 134-145.

- Jessup, R. K., O'Doherty, J. P. (2011). Human dorsal striatal activity during choice discriminates reinforcement learning behavior from the gambler's fallacy. *Journal of Neuroscience*, 31, 6296-6304.
- Jessup, R. K., O'Doherty, J. P. (2010). Decision neuroscience: Choices of description and experience. *Current Biology*, 20, R881-883.
- Jessup, R. K., Busemeyer, J. R., Brown, J. W. (2010). Error effects in anterior cingulate cortex reverse when error likelihood is high. *Journal of Neuroscience*, 30, 3467-3472.
- Jessup, R. K., O'Doherty, J. P. (2009). It was nice not seeing you today: Perceptual learning about rewards in the absence of awareness. *Neuron*, 61, 649-650.
- Jessup, R. K., Veinott, E. S., Todd, P. M., Busemeyer, J. R. (2009). Leaving the store empty-handed: Testing explanations for the too much effect using decision field theory. *Psychology and Marketing*, 26(299-320).
- Jessup, R. K. (2009). Transfer of high domain knowledge to a similar domain. *American Journal of Psychology*, 122, 63-73.
- Jessup, R. K., Bishara, A. J., Busemeyer, J. R. (2008). Feedback produces divergence from Prospect Theory in descriptive choice. *Psychological Science*, 19, 1015-1022.
- Busemeyer, J. R., Jessup, R. K., Johnson, J. G., Townsend, J. T. (2006). Building bridges between neural models and complex decision making behavior. *Neural Networks*, 19, 1047-1058.
- Beck, R. A., Jessup, R. K. (2004). A multidimensional assessment of Quest motivation. *Journal of Psychology and Theology*, 32, 283-294.

Presentations Given

- Lynn, M. L., Easter, S. G., Jessup, R. K., Straughn, G. B., "Harmonizing Work: Meaning and Meaning Making in Christian Hymnody," Academy of Management, Vancouver, British Columbia. (August 2020).
- Wick, K., Jessup, R., Homer, J. D., Stevens, L., Rodriguez, E., "Marriage Games: A Game Theory Exploration of Marital Cooperation," Southwestern Psychological Association, San Antonio, TX. (April 2020).
- Straughn, G. B., Lynn, M. L., Easter, S. G., Jessup, R. K., "Work and Faith Harmonized: Views of Labor in Christian Hymns from 1500-2000," Adams Center for Teaching Excellence, Abilene Christian University, Abilene, Texas. (February 2020).
- Lynn, M. L., Easter, S. G., Jessup, R. K., Straughn, G. B., "Work and Faith Harmonized: Views of Labor in Christian Hymns from 1500-2000," Christian Business Faculty Association, Siloam Springs, AR. (October 2019).
- Wick, K., Jessup, R. K., Tippens, K., Studer, E., "What is in a name? Bias in academic abstract evaluation," Southwestern Psychological Association, Albuquerque, New Mexico. (April 6, 2019).
- Jessup, R. K., Phillips, A., Homer, J. D., Busemeyer, J. R., "Decision field theory with learning: Learning through experience to choose in an uncertain world," Society for Judgment and Decision Making, New Orleans, LA. (November 2018).

- Wick, K., Jessup, R. K., Shudde, R., "Replicating Ariely: Are We All Cheaters?," Southwestern Psychological Association, Houston, TX. (April 2018).
- Wick, K., Jessup, R. K., "Marriage Games: A Game Theory Exploration of Marital Relationships," Southwestern Psychological Association, San Antonio, TX. (March 31, 2017).
- Wertheim, P., Neill, J. D., Clements, C. E., Jessup, R. K., "Do Firm Specific Characteristics Impact the Relationship Between Director Tenure and Director Quality?," Academy of Business Research, San Antonio, TX. (November 2016).
- Neill, J. D., Wertheim, P., Clements, C. E., Jessup, R., "The Relationship Between Director Tenure and Director Quality," International Corporate Governance Society, Waltham, MA. (October 1, 2016).
- Jessup, R. K., "Posterior cingulate: Critical neural substrate for risky decision making," Southwestern Psychological Association Conference, Dallas, TX. (April 2016).
- Clements, C. E., Jessup, R. K., Neill, J. D., Wertheim, P., "The Relationship Between Director Tenure and Director Quality," Academic and Business Research Institute, San Antonio, Texas. (March 31, 2016).
- Clements, C. E., Jessup, R. K., Neill, J. D., Wertheim, P., "Measuring Corporate Governance Effectiveness at the Individual Director Level," International Vincentian Business Ethics Conference, St. John's University, New York. (October 2015).
- Jessup, R. K., Pope, D. N., "Google and sports: Forecasting outcomes of sporting events via the PageRank algorithm," Christian Scholars Conference, Abilene, Texas. (June 2015).
- Phillips, A. R., Jessup, R. K., Homer, J. D., "Choice is a tricky thing: Learning to choose in an uncertain world," Southwestern Psychological Association Conference, Wichita, Kansas. (April 2015).
- Phillips, A. R., Jessup, R. K., Homer, J. D., "Choice is a tricky thing: Learning to choose in an uncertain world," College of Business, Abilene, Texas. (March 2015).
- Phillips, A. R., Jessup, R. K., Homer, J. D., "Choice is a tricky thing: Learning to choose in an uncertain world," Abilene Christian University Undergraduate Research Festival, Abilene, Texas. (March 2015).
- Jessup, R. K., Ritchie, L. E., Homer, J. D., "Can there be too much choice? Empirical explorations of theoretical predictions," Society for Judgment and Decision Making, Long Beach, California. (November 2014).
- Assaad, L., Jessup, R. K., "Bayesian model determines effect of rating valence and volume on customer choice," Southwestern Psychological Association, San Antonio, Texas. (April 2014).
- Ritchie, L. E., Jessup, R. K., Homer, J. D., "Can there be too much choice? Empirical explorations of theoretical predictions," Southwestern Psychological Association, San Antonio, Texas. (April 2014).
- Shewmaker, J. A. W., Spain, C., Jessup, R. K., Ritchie, L. E., "The relationship between gendered toys and stereotype threat in girls," Southwestern Psychological Association, San Antonio, Texas. (April 2014).
- Ritchie, L. E., Jessup, R. K., Homer, J. D., "Can there be too much choice? Empirical

- explorations of theoretical predictions," College of Business, Abilene, Texas. (March 2014).
- Ritchie, L. E., Jessup, R. K., Homer, J. D., "Can there be too much choice? Empirical explorations of theoretical predictions," Abilene Christian University Undergraduate Research Festival, Abilene, Texas. (March 2014).
- Prevost, C., Jessup, R. K., McNamee, D. C., Bossaerts, P., O'Doherty, J. P., "Evidence for model-based computations in the human amygdala during Pavlovian conditioning," Society for Neuroscience, New Orleans, Louisiana. (2013).
- Garver, M. J., McCurley, L. E., Jessup, R. K., Geeslin, J. B., Priest, N. E., "Relationship between exercise knowledge and beliefs and physical function and activity in older adults," American College of Sports Medicine, Indianapolis, Indiana. (May 2013).
- D., B. J., Garver, M. J., McCurley, L. E., Kerrigan, D. J., Jessup, R. K., "Short-term, moderately-high, simulated altitude hypoxia does not evoke cardiac ischemia," American College of Sports Medicine, Indianapolis, Indiana. (May 2013).
- Assaad, L., Jessup, R. K., "Common senselessness: An exploration of factors affecting stochastic dominance violations in choice," Southwestern Psychological Association, Fort Worth, Texas. (April 2013).
- Assaad, L., Jessup, R. K., "Common senselessness: An exploration of factors affecting stochastic dominance violations in choice," Abilene Christian University Undergraduate Research Festival, Abilene, Texas. (April 2013).
- Prevost, C., Jessup, R. K., McNamee, D., Bossaerts, P., O'Doherty, J. P., "Evidence for model-based computations in the human amygdala during Pavlovian conditioning," Society for Neuroscience, New Orleans, Louisiana. (November 2012).
- Jessup, R. K., Cahill, D., O'Doherty, J. P., "Contribution of the human dorsal striatum to model-free reinforcement learning," Society for Neuroscience, San Diego, California. (November 2010).
- Prevost, C., McCabe, J., Jessup, R. K., Bossaerts, P., O'Doherty, J. P., "Differentiating the contributions of human amygdalar subregions in reward and avoidance learning with high-resolution fMRI," Society for Neuroscience, San Diego, California. (November 2010).
- Jessup, R. K., Rangel, A., O'Doherty, J. P., "BOLD correlates of evidence integration during value-based decision making," Society for Neuroeconomics, Evanston, Illinois. (October 2010).
- Prevost, C., McCabe, J., Jessup, R. K., Bossaerts, P., O'Doherty, J. P., "Differentiating the role of amygdalar sub-regions in emotional learning using high resolution fMRI," Organization for Human Brain Mapping, Barcelona, Spain. (June 2010).
- Jessup, R. K., O'Doherty, J. P., "Unique contributions of the ventromedial prefrontal cortex and striatum in irrational choice," Organization for Human Brain Mapping, Barcelona, Spain. (June 2010).
- Jessup, R. K., Busemeyer, J. R., Brown, J. W., "Neural Correlates of Behavioral Differences between Descriptive and Experiential Choice," Society for Judgment and Decision Making, Chicago, Illinois. (November 2008).
- Jessup, R. K., Busemeyer, J. R., Brown, J. W., "Neural correlates of decision field theory with learning: A model-based approach to fMRI," Psychonomic Society, Chicago, Illinois.

- (November 2008).
- Bussemeyer, J. R., Dimperio, E., Jessup, R. K., "Integrating sophisticated choice models with basic learning processes to more fully account for complex choice behavior," Society for Mathematical Psychology, Washington, District of Columbia. (July 2008).
- Jessup, R. K., Bussemeyer, J. R., "Feedback Engenders Underweighting of Small Probabilities in Decisions from Description," Society for Judgment and Decision Making, Long Beach, California. (November 2007).
- Veinott, E. S., Jessup, R. K., Todd, P. M., "Leaving the store empty-handed Decision Field Theory and choice," Cognitive Science Society, Nashville, Tennessee. (August 2007).
- Jessup, R. K., Bussemeyer, J. R., "Decision field theory as a bridge between neural models and complex decision making behavior," Cognitive Neuroscience Society, New York, New York. (May 2007).
- Jessup, R. K., Bussemeyer, J. R., "Decision field theory as a bridge between neural models and complex decision making behavior," Society for Judgment and Decision Making, Houston, Texas. (November 2006).
- Veinott, E. S., Jessup, R. K., "Simulating the too-much-choice effect: A comparison of explanations derived from Decision Field Theory," Society for Judgment and Decision Making, Houston, Texas. (November 2006).
- Jessup, R. K., Bussemeyer, J. R., "Decision field theory as a bridge between neural models and complex decision making behavior," Society for Neuroeconomics, Park City, Utah. (September 2006).
- Jessup, R. K., Veinott, E. S., Todd, P. M., "Simulating the too-much-choice effect: A comparison of explanations derived from Decision Field Theory," Behavioral Decision Research in Management, Santa Monica, California. (June 2006).
- Jessup, R. K., "Simulating the too-much-choice effect: A comparison of explanations derived from Decision Field Theory," Clinical Science Colloquium, Bloomington, Indiana. (April 2006).
- Jessup, R. K., "Descriptive vs. Experiential Decisions: A fMRI Proposal," IU Neuroimaging Group, Bloomington, Indiana. (December 2005).
- Jessup, R. K., "Interacting effects of gamble variance and learning on preference reversals: A model comparison," Cognitive Lunch Seminar, Bloomington, Indiana. (December 2005).
- Jessup, R. K., "Interacting effects of gamble variance and learning on preference reversals: A model comparison," Society for Judgment and Decision Making, Toronto, Canada. (November 2005).
- Jessup, R. K., "Modeling the too-much-choice effect: A comparison of explanations derived from Decision Field Theory," Hoosier Mental Life Conference, Bloomington, Indiana. (April 2005).
- McDonald, A., Jessup, R. K., Grippando, M., Crosby, L., "Flashbulb memories: The Columbia space shuttle explosion and the September 11th attacks," American Psychological Association, Honolulu, Hawaii. (July 2004).
- Jessup, R. K., Johnson, J. G., Bussemeyer, J. R., "A systematic examination of preference reversals," Hoosier Mental Life Conference, Columbus, Ohio. (June 2004).

McKelvain, W. R., Jessup, R. K., Woods, C., Phillips, S., "Exploring the construct of Trust: An assessment study," Southwestern Psychological Association Conference, New Orleans, Louisiana. (April 2003).

Jones, B. V., Jessup, R. K., "Maturity and tarnished innocence and their effect on just world expectations," Southwestern Psychological Association Conference, New Orleans, Louisiana. (April 2003).

Jessup, R. K., "The effects of high domain knowledge on memory in an unknown, yet similar domain: Can domain knowledge transfer?," Southwestern Psychological Association Conference, New Orleans, Louisiana. (April 2003).

Jessup, R. K., "A multidimensional assessment of Quest motivation," Southwestern Psychological Association Conference, Corpus Christi, Texas. (April 2002).

Contracts, Grants and Sponsored Research

Fellowship

Jessup, R. K., "Clinical Science Research Training Grant," Sponsored by National Institute of Mental Health, Federal, \$40,000.00. (2004 - 2006).

Grant

Jessup, R. K., "Game Theory of Relationships," Sponsored by Cullen, Abilene Christian University, \$5,159.00. (2020 - Present).

Jessup, R. K., "Game Theory of Relationships," Sponsored by Office of Undergraduate Research, Abilene Christian University, \$5,941.00. (2020 - Present).

Jessup, R. K., "Game Theory of Relationships," Sponsored by Cullen, Abilene Christian University, \$2,500.00. (2017).

Borge, K. (Supporting), "Game Theory of Relationships," Sponsored by Office of Undergraduate Research, Abilene Christian University, \$6,500.00. (2017).

Jessup, R. K., "Neural underpinnings of the behavioral differences between decisions from description and decisions from experience," Sponsored by Cullen, Abilene Christian University, \$5,000.00. (2015).

Jessup, R. K., Phillips, A. R. (Supporting), "Testing an integrated model of learning and decision making," Sponsored by Pursuit, Abilene Christian University, \$8,000.00. (2014 - 2015).

Jessup, R. K., Ritchie, L. E. (Supporting), "Exploring the too much choice effect: A model comparison," Sponsored by Pursuit, Abilene Christian University, \$8,000.00. (2013 - 2014).

Jessup, R. K., "Uncovering factors contributing to gambler's fallacy behavior," Sponsored by Cullen, Abilene Christian University, \$6,000.00. (2012).

Jessup, R. K., Assaad, L. (Supporting), "Uncovering factors contributing to gambler's fallacy behavior," Sponsored by Office of Undergraduate Research, Abilene Christian University, \$1,000.00. (2012).

Jessup, R. K., "Travel Grant for Batsheva Symposium on Reward and Decision Making in the Brain," Sponsored by Hebrew University, Jerusalem, Israel. (2010).

Awards and Honors

Dean's Award for Research, Abilene Christian University. (2020).

Dean's Award for Research, Abilene Christian University. (2014).

Cognitive Science Program Student Research Achievement Award, Indiana University. (2009).

Cognitive Science Program Summer Fellowship Award, Indiana University. (2008).

Department of Psychological and Brain Sciences J R Kantor Award for Excellence in Graduate Research, Indiana University. (2008).

Summer Institute on Bounded Rationality in Psychology and Economics participant, Max Planck Institute for Human Development, Berlin, Germany. (2006).

Department of Psychological and Brain Sciences Commendation on Qualifying Examination, Indiana University. (2005).

Cognitive Science Program Summer Fellowship Award, Indiana University. (2004).

Graduate Research Paper Contest, Quantitative Division, 2nd place, Abilene Christian University. (2003).

Graduate Research Paper Contest, Quantitative Division, 3rd place, Abilene Christian University. (2003).

Graduate Research Paper Contest, Quantitative Division, 1st place, Abilene Christian University. (2002).

Wells-Kirkland Scholarship, Abilene Christian University. (2002).

Alpha Chi Award for the Highest Grade Point Average, Abilene Christian University. (1997).

College of Business Administration Outstanding Student, Abilene Christian University. (1997).

Valedictorian, Abilene Christian University. (1997).

Who's Who Among American College Students. (1997).

National Dean's List. (1995).

Salutatorian Scholarship, Abilene Christian University. (1994).

Scholarship, National Office Products Association. (1994).

Scholarship, Wal-Mart. (1994).

Trustee Scholarship, Abilene Christian University. (1994).

University Scholarship, Abilene Christian University. (1994).

SERVICE

University Service

Committee Member, ACU Board Trustees - Long Term Planning Committee. (September 1, 2018 - Present).

Committee Member, Accreditation and Assessment Committee. (August 1, 2018 - Present).

Chairperson, Analytics Task Force. (August 1, 2018 - Present).

Marketing Lead Faculty. (2016 - Present).

Committee Member, Office of Undergraduate Research. (August 2012 - Present).

Judge, Undergraduate Research Festival. (2012 - Present).

Committee Member, AACSB Continuing Improvement Working Group. (January 1, 2016 - January 2019).

Faculty Advisor, ACU Men's Club Soccer Team. (August 2016 - August 2018).

Committee Member, Undergraduate Research Festival Planning Committee. (August 2014 - August 2018).

Committee Chair, Research (COBA). (September 1, 2012 - August 2018).

Committee Member, Faculty Senate. (September 1, 2015 - May 2018).

Faculty Observer, ACIMCO Board. (August 2015 - July 2016).

Committee Member, Research (COBA). (September 1, 2011 - August 31, 2012).

Professional Service

Reviewer, Journal Article, BioMed Central Neuroscience. (2020).

Reviewer, Journal Article, International Journal of Research in Marketing. (2020).

Reviewer, Journal Article, Journal of Experimental Psychology: General. (2020).

Reviewer, Journal Article, Transportation Research Part F: Traffic Psychology and Behaviour. (2020).

Reviewer, Journal Article, Marketing Education Review. (2019).

Reviewer, Journal Article, Cognitive Science. (2018 - 2019).

Reviewer, Journal Article, Decision. (2018 - 2019).

Reviewer, Journal Article, Journal of Experimental Psychology: Learning, Memory, and Cognition. (2018).

Reviewer, Journal Article, Quarterly Journal of Experimental Psychology. (2018).

Reviewer, Grant Proposal, Israel Science Foundation. (2017).

Reviewer, Journal Article, Journal of Experimental Psychology: Learning, Memory, and Cognition. (2017).

Reviewer, Journal Article, PLOS One. (2017).

Reviewer, Journal Article, Quarterly Journal of Experimental Psychology. (2017).

Reviewer, Journal Article, Cognition. (2016).

Reviewer, Journal Article, Cognitive Psychology. (2016).

Reviewer, Journal Article, Journal of Experimental Psychology: Learning, Memory, and Cognition. (2016).

Reviewer, Journal Article, BioMed Central Neuroscience. (2015 - 2016).

Reviewer, Journal Article, Decision. (2013 - 2016).

Reviewer, Journal Article, Cognitive, Affective, and Behavioral Neuroscience. (2015).

Reviewer, Grant Proposal, Israel Science Foundation. (2015).

Reviewer, Journal Article, PLOS One. (2015).

Reviewer, Journal Article, Journal of Mathematical Psychology. (2013 - 2014).

Reviewer, Journal Article, European Journal of Neuroscience. (2013).

Reviewer, Journal Article, Frontiers in Cognitive Science. (2013).

Reviewer, Journal Article, Journal of Applied Research in Memory and Cognition. (2013).

Reviewer, Journal Article, Social Cognitive and Affective Neuroscience. (2013).

Reviewer, Journal Article, Economics and Philosophy. (2012 - 2013).

Reviewer, Textbook, Andrews University Press. (2012).

Reviewer, Journal Article, Cognitive Science. (2012).

Reviewer, Journal Article, Transportation Research Part F: Traffic Psychology and Behaviour. (2012).

Reviewer, Grant Proposal, Israel Science Foundation. (2011).

Reviewer, Grant Proposal, National Science Foundation. (2011).

Reviewer, Conference Paper, Cognitive Science Annual Meeting. (2010).

Reviewer, Grant Proposal, Netherlands Organization for Scientific Research. (2010).

Reviewer, Journal Article, Neuroscience Research. (2010).

Reviewer, Journal Article, Organizational Behavior and Human Decision Processes. (2010).

Reviewer, Journal Article, Journal of the Royal Society Interface. (2009 - 2010).

Reviewer, Journal Article, Cognitive Psychology. (2009).

Reviewer, Journal Article, Neural Computation. (2009).

Reviewer, Journal Article, Neuroimage. (2009).

Reviewer, Journal Article, Journal of Behavioral Decision Making. (2008 - 2009).

Reviewer, Journal Article, Behavioral and Brain Sciences. (2006).

Reviewer, Journal Article, Judgment and Decision Making. (2006).

Reviewer, Journal Article, Psychonomic Bulletin & Review. (2006).

Public Service

Committee Member, Hillcrest Church of Christ Missions Committee, Abilene, TX. (2015 - Present).

Deacon, Hillcrest Church of Christ, Abilene, TX. (2015 - Present).

Coach, Big Country Soccer Association. (August 2013 - Present).

Teacher, Hillcrest Church of Christ, Abilene, TX. (2012 - Present).

Hillcrest Church of Christ: Life (University) Ministry. (2016 - 2019).