

Crystal L. C. Reeck
Fox School of Business, Temple University
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ACADEMIC EXPERIENCE

2015 - 2023-	FOX SCHOOL OF BUSINESS, TEMPLE UNIVERSITY Associate Professor, Marketing Associate Director, Center for Applied Research in Decision Making Affiliated Faculty, Center for Sustainable Communities Affiliated Faculty, Center for Ethics, Diversity, and Workplace Culture Peter Liacouras Research Fellow	Philadelphia, PA
2015-2023	Assistant Professor, Marketing	
2013 - 2015	COLUMBIA BUSINESS SCHOOL, COLUMBIA UNIVERSITY Postdoctoral Research Scholar & Adjunct Assistant Professor Decision Making and Negotiations Cross Disciplinary Area	New York, NY
2006 - 2008	STANFORD MEMORY LABORATORY Research Assistant & Laboratory Manager Advisor: Anthony Wagner	Stanford, CA
2004 - 2006	STANFORD PSYCHOPHYSIOLOGY LABORATORY Research Assistant Advisor: James Gross	Stanford, CA

EDUCATION

2008 - 2013	DUKE UNIVERSITY PhD in Psychology & Neuroscience	Durham, North Carolina May 2013
	Certificate in Cognitive Neuroscience Thesis: Affective Modulation of Executive Control Committee: James Bettman, Tobias Egner, Scott Huettel, Kevin LaBar, & Elizabeth Marsh	May 2013
2002 - 2006	STANFORD UNIVERSITY MA Psychology	Stanford, California June 2006
	BA Psychology & English Thesis: Implicit Beliefs about Emotion: A Laboratory Study Advisor: James Gross	June 2006

HONORS & AWARDS

Finalist, AMA-EBSCO-RRBM Annual Award for Responsible Research in Marketing, 2023
Experiential Learning Teaching Award, Fox School of Business, 2023
First Place & People's Choice Awards, 3 Minute Research Competition, Fox School of Business, 2022
Best Paper Award Honorable Mention, Behavioral Science and Policy Association, 2022
Excellence in Practice Research Award, Fox School of Business, 2021
Rising Star Award, Department of Marketing, Temple University, 2021
Excellence in Case-based Research Award, Fox School of Business, 2020
Association for Psychological Science Rising Star, 2019
Teaching Award, Department of Marketing, Temple University, 2017 & 2018
High Achievement in Sponsored Research, Fox School of Business, 2017 & 2018
Research Award, Department of Marketing, Temple University, 2016 & 2018
Innovation Award, Social and Affective Neuroscience Society, 2014
Graduate with Distinction, Stanford University, 2006
Psi Chi, 2006
Phi Beta Kappa, 2005
Valedictorian, Flintridge Preparatory School, 2002

GRANTS[†]

Science of Organizations Grant, National Science Foundation, 2020-2023, \$498,477, Co-PI
Research Grant, Environmental Defense Fund, 2018-2020, \$23,690, PI
Temple Brain Research Initiative Plus-up Funding, 2018-2019, \$80,000, Co-PI
Temple Brain Research Initiative Targeted Small Grant, 2018-2019, \$10,000, PI
Research Grant, Environmental Defense Fund, 2016-2018, \$107,807, PI
Scientific Research Network on Decision Neuroscience and Aging Grant, 2017-2018, \$32,194, Co-PI
Secure and Trustworthy Cyberspace Grant, National Science Foundation, 2016 – 2017, \$140,000, Co-PI
Young Scholars Award, Temple University, Multiple 2015-2021
Travel Award, Interdisciplinary Symposium on Decision Neuroscience, 2013
American Psychological Association Dissertation Research Award, 2012-2013
Preparing Future Faculty Fellow, Duke University, 2012-2013
Duke University Conference Travel Fellowship, Multiple 2010-2013
James B. Duke Fellowship Award, 2008-2013
Travel Award, Determinants of Executive Function & Dysfunction Conference, 2011 & 2012
National Science Foundation Graduate Research Fellow, 2009-2012
Fellow, Summer Institute in Cognitive Neuroscience, 2011
Travel Fellowship, Michigan Training Course in fMRI, 2009
Undergraduate Research Program Quarterly Grant, Stanford University, 2006
Summer Research College Grant, Stanford University, 2004 & 2005

[†] Total external funding since joining Temple University in 2015: **\$802,168**

PUBLICATIONS[‡]

- Reeck, C.,** Guo, X.[∞], Dimoka, A., & Pavlou, P. (in press). Uncovering the Neural Processes of Privacy: A Neurally-informed Behavioral Intervention to Protect Information Privacy. *Information Systems Research*. Fox A Journal.
- Reeck, C.,** Posner, N.A., Mrkva, K., & Johnson, E.J. (2023). Nudging app adoption: Choice architecture facilitates consumer uptake of mobile apps. *Journal of Marketing*, 87(4), 510-527. Fox A Journal.
- He, L., Wall, D., **Reeck, C.,** & Bhatia, S. (2023). Information Acquisition and Decision Strategies in Intertemporal Choice. *Cognitive Psychology*, 142, 101562.
- Buchanan, E.M.,..., **Reeck, C.,**..., & Primbs, M.A. (2023). The Psychological Science Accelerator's COVID-19 Rapid-Response Dataset. *Nature Scientific Data*, 10, 87.
- Reeck, C.,** Mullette-Gillman, O.A., McLaurin, R.E., & Huettel, S.A. (2022). Beyond money: Risk preferences across both economic and non-economic contexts predict financial decisions. *PLOS One*, 17(12): e0279125.
- Dorison, C.A., ..., **Reeck, C.,** ..., & Coles, N.A. (2022). In COVID-19 health messaging, loss framing increases anxiety with little-to-no concomitant benefits: Experimental evidence from 84 countries. *Affective Science*, 3, 577-602.
- Fareri, D.S., Hackett, K.[∞], Tepfer, L.J., Kelly, V., Henninger, N.[∞], **Reeck, C.,** Giovannetti, T., & Smith, D.V. (2022). Age-related differences in ventral striatal and default mode network function during reciprocated trust. *NeuroImage*, 256. Fox A Journal.
- Reeck, C.,** & Onuklu, N.N.Y.[∞] (2022). Interpersonal Emotion Regulation: Consequences for Brands in Customer Service Interactions. *Frontiers in Psychology*, 13, 1-18.
- Psychological Science Accelerator Self-Determination Theory Collaboration[§]. (2022). A Global Experiment on Motivating Social Distancing During the COVID-19 Pandemic. *Proceedings of the National Academy of Sciences*, 119(22), 1-11. Fox A Journal.
- Reeck, C.,** Gamma, K., & Weber, E.U. (2022). How We Decide Shapes What We Choose: Decision Modes Track Consumer Decisions that Help Decarbonize Electricity Generation. *Theory and Decision*, 92, 731-758.
- Wang, K., Goldenberg, A., ... **Reeck, C.,** ... & Moshontz, H. (2021). A multi-country test of brief reappraisal interventions on emotions during the COVID-19 pandemic. *Nature Human Behaviour*, 5, 1089-1110.

[‡] Google Scholar Citations retrieved July 2023. Total Citations **2,164**. H-index: **13**.

[∞] Denotes Temple University Doctoral Student.

[§] Full author on consortium publication.

PUBLICATIONS CONTINUED

- Mrkva, K., Posner, N.A., **Reeck, C.**, & Johnson, E.J. (2021). Do nudges reduce disparities? Choice Architecture Compensates for Low Consumer Knowledge. *Journal of Marketing*, 85, 67-84. Fox A Journal. Winner of Best Paper Award Honorable Mention, Behavioral Science and Policy Association, 2022. Finalist, AMA-EBSCO-RRBM Annual Award for Responsible Research in Marketing, 2023.
- Reeck, C.** *, Figner, B.F. *, Weber, E.U., Steffener, J., Krosch, A.R., Wager, T.D., and Johnson, E.J. (2021). Framing the Future First: Medial Temporal Lobe Activation Discriminates Delay and Acceleration Framing in Intertemporal Choice. *Journal of Neuroscience, Psychology, & Economics*, 14, 71-80.
- Mrkva, K., Posner, N.A., **Reeck, C.**, & Johnson, E.J. (2021). Design Systems with Your Most Vulnerable Users in Mind. *Harvard Business Review*, 1-5.
- Brough, A.R., Donnelley, G.E., Griskevicius, V., Markowitz, E.M., Raimi, K.T., **Reeck, C.**, Trudel, R., Waldman, K.B., Winterich, K.P., & Wolske, K. S. (2020). Understanding How Sustainable Initiatives Fail: A Framework to Aid Design of Effective Interventions. *Social Marketing Quarterly*, 26(4), 309-324.
- Kim, Y. ∞, & **Reeck, C.** (2019). Getting Everyone Onboard: Framing Collective Goal Progress Broadens Participation in Collective Marketing Campaigns. *Frontiers in Psychology*, 10, 1-10.
- Venkatraman, V., & **Reeck, C.** (2019). Decision Neuroscience: fMRI Insights into Choice Processes. In Shulte-Mecklenbeck, M., Kuhberger, A., & Johnson, J. (Eds.), *Handbook for Process Tracing Methods in Decision Making (2nd Edition)*. USA: Psychology Press.
- Reeck, C.**, Wall, D., & Johnson, E.J. (2017). Search predicts and changes patience in intertemporal choice. *Proceedings of the National Academy of Sciences*, 114, 11890-11895. Fox A journal.
- Shaver, K.G., Schjoedt, L., Passarelli, A., & **Reeck, C.** (2017). The cognitive neuroscience of entrepreneurial risk: Conceptual and methodological challenges. In Day, M., Boardman, M., & Krueger, N. (Eds.), *Handbook of Research Methodologies and Design in Neuro-entrepreneurship*. Cheltenham, UK: Edward Elgar.
- Ward, M., **Reeck, C.**, & Becker, W. (2017). A brief primer on using functional magnetic resonance imaging (fMRI) in entrepreneurship research. In Day, M., Boardman, M., & Krueger, N. (Eds.), *Handbook of Research Methodologies and Design in Neuro-entrepreneurship*. Cheltenham, UK: Edward Elgar.

* Authors contributed equally; listing order determined arbitrarily.

PUBLICATIONS CONTINUED

- Reeck, C., Ames, D.A., & Ochsner, K. N.** (2016). The social regulation of emotion: An integrative, cross-disciplinary model. *Trends in Cognitive Sciences*, 20, 47-63.
- Reeck, C., & Egner, T.** (2015). Emotional Task Management: Neural correlates of switching between affective and non-affective task-sets. *Social, Cognitive, & Affective Neuroscience*, 10, 1045-1053.
- Reeck, C., & Egner, T.** (2015). Interactions between Attention and Emotion. In Arthur W. Toga (Ed.). *Brain Mapping: An Encyclopedic Reference* (pp. 269-274). Elsevier.
- Stanton, S.J.*, **Reeck, C.***, Huettel, S.A., & LaBar, K.S. (2014). Effects of induced moods on economic choices. *Judgment and Decision Making*, 9, 167-175.
- Carter, R.M., Bowling, D.L., **Reeck, C.**, & Huettel, S.A. (2012). A distinct role of the temporal-parietal junction in predicting socially guided decisions. *Science*, 337, 109-111.
- Reeck, C., LaBar, K.S., & Egner, T.** (2012). Neural mechanisms mediating contingent capture of attention by affective stimuli. *Journal of Cognitive Neuroscience*, 24(5), 1113-1126. Fox A journal.
- Reeck, C., & Egner, T.** (2011). Affective privilege: Asymmetric interference by emotional distracters. *Frontiers in Psychology*, 2(232), 1-7.
- Clithero, J.A., **Reeck, C.**, Carter, R.M., Smith, D.V., & Huettel, S.A. (2011). Nucleus accumbens mediates relative motivation for rewards in the absence of choice. *Frontiers in Human Neuroscience*, 5(87), 1-11.
- Venkatraman, V.*, Ritchey, M.*, & **Reeck, C.*** (2009). Post-choice reevaluation of hedonic preferences: Insights from functional imaging. *Frontiers in Human Neuroscience*, 3(18), 1-3.
- Mauss, I.B., **Cook, C.L.**, Cheng, J.Y.J., & Gross, J.J. (2007). Individual differences in cognitive reappraisal: Experiential and physiological responses to an anger provocation. *International Journal of Psychophysiology*, 66, 116-124.
- Mauss, I.B., **Cook, C.L.**, & Gross, J.J. (2007). Automatic emotion regulation during an anger provocation. *Journal of Experimental Social Psychology*, 43, 698-711.

MANUSCRIPTS UNDER REVIEW

- Forster, H.A., Bottesini, J.G., **Reeck, C.**, & Weber, E.U. (invited for fourth round review, February 2023). Assessing how we decide: Psychometric development of a decision modes scale. *Journal of Behavioral Decision Making*.

MANUSCRIPTS UNDER REVIEW CONTINUED

Reeck, C., & LaBar, K.S. (invited for third round review, due February 2024). Reining in regret: Strategic orientations modulate regret in decision making. *Cognition & Emotion*.

Reeck, C. & LaBar, K.S. (under second round review, submitted May 2023). Executive control over remembering and forgetting emotional memories. *Cognition & Emotion*.

Smith, D.V., Ludwig, R.M., Dennison, J.B. [∞], **Reeck, C.**, and Fareri, D. (under review). Social Reward Processing and Decision Making in Younger and Older Adults. *Nature Scientific Data*.

SELECTED MANUSCRIPTS IN PREPARATION

Reeck, C., Lee, B.C., Krefeld-Schwalb, A., Xu, S., & Johnson, E.J. (in preparation). Two processes of patience: Information search shapes consumer patience. *Target: Journal of Marketing Research*.

Reeck, C., Mazar, N., Ariely, D., Ludwig, R., & Mason, M.F. (in preparation). Neural mechanisms promoting righteousness in conflicts of interest. *Target: Organizational Behavior and Human Decision Processes*.

Reeck, C., Mazar, N., & Ariely, D. (in preparation). Disengagement of Morality: Dishonest behavior can transition to continuous ethical transgressions. *Target: Journal of Experimental Psychology: General*.

Reeck, C. & LaBar, K.S. (in preparation). Neural mechanisms for resolving interference in emotional memory. *Target: NeuroImage*.

BUSINESS CASES PUBLISHED

Bartel, A., & **Reeck, C.** (2019). ABC Coalition Game: Relationships and Bargaining.

Mason, M., **Reeck, C.**, & Wiley, E. (2014). BrainSnap Acquisition.

SELECTED MEDIA COVERAGE

AAAS News, ABC, Boston Herald, Bloomberg Businessweek, CBS, Daily Mail, The News & Observer, Philadelphia Inquirer, Philly Magazine, Science Daily, Scientific American, The Sydney Morning Herald.

Fox School of Business Knowledge Hub, "[Encouraging App Adoption is as Simple as 1,2,3](#)," May 2023

Fox School of Business Knowledge Hub, "[Understanding People's Financial Decisions Beyond Money](#)," May 2023

SELECTED MEDIA COVERAGE CONTINUED

- Fox School of Business Brief, [“Fox faculty participate in first ever 3MR competition.”](#)
November 2022
- Fox School of Business Knowledge Hub, [“Motivating Social Distancing During a Pandemic.”](#)
November 2022
- Philadelphia Inquirer, [“Why the Phillies’ and Eagles’ successes might have you feeling happier, even if you’re not a fan.”](#) October 2022
- Temple Now, [“Temple experts discuss the impact of a Phillies World Series from multiple angles.”](#) October 2022
- Fox School of Business Catalyst Podcast, [“The Root of Decision-Making.”](#) April 2022
- Fox School of Business Knowledge Hub, [“The value of positive thinking during the pandemic.”](#)
March 2022
- Fox School of Business Knowledge Hub, [“A nudge in the right direction.”](#) August 2021
- Philadelphia Inquirer, [“Returning to the office stirs anxiety among workers.”](#) June 2021
- Philadelphia Inquirer, [“Pandemic trauma affects our memory. Here’s why we should think about our COVID-19 story.”](#) March 2021
- Philadelphia Inquirer, [“This is why the wait is so hard right now.”](#) January 2021
- Fox School of Business Knowledge Hub, [“What to do when sustainability initiatives fail.”](#)
December 2020
- The Daily News, [“To go out or not to go out – that is the question.”](#) May 2020
- ABC, [“Residents stocking up on guns amid COVID-19 outbreak.”](#) March 2020
- Philadelphia Magazine, [“Your family needs a coronavirus plan. Here’s how to make one.”](#)
March 2020
- CBS, [“Study Finds One Important Ingredient for Good Decision Making.”](#) December 2017
- On the Verge, [“Decision Neuroscience.”](#) Fall 2015
- Scientific American, [“Brain Bluffs Humans Differently Than Machines.”](#) July 2012
- AAS News, [“Science: Poker Study Sheds Light on Social Decision Making.”](#) July 2012

PRESENTATIONS

INVITED TALKS & CONFERENCE TALKS

- Reeck, C., Mazar, N., Ariely, D., Ludwig, R., & Mason, M.F.** (2021). Neural mechanisms promoting righteousness in conflicts of interest. *Association for Consumer Research.*
- Reeck, C., Mazar, N., & Ariely, D.** (2021). Disengagement of Morality: Dishonest behavior can transition to continuous ethical transgressions. *Association for Consumer Research.*
- Reeck, C., Posner, N.A., Mrkva, K., & Johnson, E.J.** (2021). Nudging app adoption: Novel choice architecture interventions to promote consumer uptake of Digital COVID-19 contact tracing. *Association for Consumer Research.*
- Mrkva, K., Posner, N.A., Reeck, C., & Johnson, E.J.** (2021). Do nudges reduce disparities? Choice Architecture Compensates for Low Financial Literacy. *Boulder Summer Conference on Consumer Financial Decision Making.*

PRESENTATIONS CONTINUED

- Reeck, C., Lee, B.C., & Johnson, E.J. (2021).** Two Processes of Patience: Information Search Shapes Consumer Patience. *Society for Consumer Psychology*.
- Reeck, C., Posner, N., Mrkva, K., & Johnson, E.J. (2021).** Choice Architecture Facilitates Adoption of COVID-19 Digital Contact Tracing. JHU-LSE Conference on Behavioral Economics Experiments and Insights on COVID-19.
- Mrkva, K., Posner, N., **Reeck, C., & Johnson, E.J. (2020).** Do nudges reduce disparities? Choice architecture compensates for low knowledge and SES. *Society for Judgment and Decision Making*.
- Lee, B.C., **Reeck, C., & Johnson, E.J. (2019).** When \$5 is Not \$5: Search Strategies and Relative Thinking about Money. *Association for Consumer Research*.
- Reeck, C., Lee, B., & Johnson, E.J. (2019).** Search Strategies Moderate Patience in Intertemporal Choice. *Subjective Probability, Utility, and Decision Making Conference*.
- Griskevicius, V., Trudel, R., **Reeck, C.,** Winterich, K., Markowitz, E., Waldman, K., Donnelly, G., Reczek, R., Brough, A., Wolske, K., Raimi, K. (2019). Climate Change, Sustainability, and Environmentally Significant Choice: Setting the Agenda for Future Research in Environmental Decision-Making. *Triennial Invitational Choice Symposium*.
- Fareri, D.S., Kelly, V., Henninger, N.M. [∞], Hackett, K. [∞], DeSalme, D., Muzekari, B., Katta, S., **Reeck, C.,** Giovanetti, T., & Smith, D.V. (2019). The influence of close relationships on shared reward processing in older and younger adults. *Social and Affective Neuroscience Society Annual Meeting*.
- Reeck, C., Appelt, K., Gardner, E., Johnson, E.J., & Weber, E.U. (2018).** Green or grey, I'll do whatever you say: Implied endorsement mediates the effects of defaults on green energy choice regardless of disclosure or perceptions of the choice architect. *Society for Judgment and Decision Making Annual Conference*.
- Reeck, C., Lee, B., & Johnson, E.J. (2018).** Search Predicts and Changes Patience in Intertemporal Choice. *Association for Consumer Research*.
- Reeck, C., Gamma, K., & Weber, E.U. (2018).** How We Decide Shapes What We Decide: Decision Modes Predict Consumer Decisions About Environmentally-friendly Electrical Utility Options. *Behavior, Energy, & Climate Change Conference*.
- Reeck, C., Dimoka, A., Pavlou, P., Resnick, A., & Guo, X. [∞] (2018).** Consumer Privacy Tradeoffs: Neural mechanisms underlying privacy calculus. *Consumer Neuroscience Satellite Symposium*.

PRESENTATIONS CONTINUED

- Reeck, C., Gamma, K., & Weber, E.U. (2018).** Feeling Green: Decision modes promoting environmentally-friendly consumer utility choices. *European Conference on Behaviour and Energy Efficiency.*
- Reeck, C., Dimoka, A., Pavlou, P., Resnick, A., & Guo, X. (2018).** Consumer Privacy Tradeoffs: Neural mechanisms underlying privacy calculus. *Interdisciplinary Symposium on Decision Neuroscience.*
- Reeck, C. (2018).** The psychology of going green: Influences on consumer decisions to engage in environmentally-friendly behavior. *Society for Consumer Psychology Annual Conference.* Other speakers: David Hardisty, Rainer Romero-Canyas, and Sarah Whitley.
- Reeck, C., Appelt, K., Gamma, K., Gardner, E., Johnson, E.J., & Weber, E.U. (2018).** Decision modes predict consumer decisions about environmentally-friendly electrical utilities. *Society for Consumer Psychology Annual Conference.*
- Fine, J., **Reeck, C., Appelt, K., Johnson, E.J., Olkhov, Y., & Weber, E.U. (2017).** How Consumers Make Decisions About Time-of-use Electricity Pricing Plans. *Behavior, Energy, and Climate Change Conference.*
- Wu, X. (2017), Morrin, M., & **Reeck, C. (2017).** Is anthropomorphism effective in helping consumers cope with embarrassing experiences? *Society for Consumer Psychology Summer Conference.*
- Reeck, C., Gamma, K., & Weber, E.U. (2017).** Feeling green: Decision modes promoting environmentally-friendly consumer utility choices. *Society for Consumer Psychology Annual Conference.*
- Reeck, C., Wall, D., & Johnson, E.J. (2016).** Seek, and ye shall find patience: Information search strategies both reveal and shape intertemporal choice. *Society for Judgment and Decision Making Annual Conference.*
- Reeck, C., Wall, D., & Johnson, E.J. (2016).** Seek, and ye shall find patience: Information search strategies both reveal and shape intertemporal choice. *Society for Neuroeconomics.*
- Reeck, C., Wall, D., & Johnson, E.J. (2016).** Something in the eyes: Information search strategies both reveal and shape intertemporal choice. *Interdisciplinary Symposium on Decision Neuroscience.*
- Castelo, N., **Reeck, C., Jachimowicz, J.M., Johnson, E.J., & Weber, E.U. (2015).** Informed Nudges: Preference-consistent choice architecture and disclosure. *Society for Judgment and Decision Making Annual Conference.*
- Reeck, C., & Hsu, M. (Co-organizers, 2015).** Understanding Prosocial Behavior Across Levels of Analysis: From the Brain to the Field. *Association for Consumer Research North American Conference.* Other speakers: Alexander Genevsky, Ming Hsu, Alexander Imas.

PRESENTATIONS CONTINUED

- Reeck, C., Mazar, N., Ariely, D., Ludwig, R., & Mason, M.F. (2015).** Neural Mechanisms Promoting Selflessness in Potential Conflicts of Interest. *Association for Consumer Research North American Conference.*
- Reeck, C., & Homan, A.C. (Co-organizers, 2015).** Emotion regulation: Responding to and effectively managing others' emotions. *Academy of Management Annual Meeting.* Other speakers: Ivona Hideg, Astrid Homan, Kathryn Lively, Karen Niven.
- Reeck, C., & Ames, D.R. (2015).** Interpersonal emotion regulation in negotiations. *Academy of Management Annual Meeting.*
- Reeck, C. (2015).** Organizational neuroscience: A discussion among interdisciplinary scholars. *Academy of Management Annual Meeting.* Other speakers: William Becker, Richard Boyatzis, Anthony Jack, Angela Passarelli.
- Reeck, C. (2015).** The ethics of organizational neuroscience and the neuroscience of organizational ethics. *Academy of Management Annual Meeting.* Other speakers: Thomas Maak, Sebastiano Massaro, Angela Passarelli, Diana Robertson, Steven Stanton, Christian Voegtlin.
- Figner, B.F., **Reeck, C.,** Weber, E.U., Steffener, J., Krosch, A.R., Wager, T.D., and Johnson, E.J. (2015). Framing the Future First: Neural Mechanisms of Increased Consumer Patience. *INFORMS Marketing Science Conference.*
- Castelo, N., Jachimowicz, J.M., **Reeck, C.,** Appelt, K., Weber, E.U., & Johnson, E.J. (2015). The ripples of disclosure: Choice architecture transparency influences future behaviors. *Association for Psychological Science Annual Convention.*
- Reeck, C., Ariely, D., Mazar, N., Ludwig, R., & Mason, M.F. (2014).** Resisting Ethical Temptations in Conflicts of Interest: Neural and Behavioral Insights into Individual Differences. *Society for Judgment and Decision Making Annual Conference.*
- Reeck, C., & Mason, M.F. (Co-organizers, 2014).** Managing competing motivations: How multiple interests shape ethical decisions in organizations. *Academy of Management Annual Meeting.* Other speakers: Jason Dana, Sunita Sah, Oliver Sheldon, Adam Waytz.
- Reeck, C., Ariely, D., Mazar, N., Ludwig, R., & Mason, M.F. (2014).** Doing What's Best Instead of What's Best for You: Resisting Temptation in Conflicts of Interest. *Academy of Management Annual Meeting.*
- Reeck, C. (Chair, 2014).** It's Not You, It's Me – The Effects of Self Concept. *Academy of Management Annual Meeting.*
- Reeck, C., Ariely, D., Mazar, N., Ludwig, R., & Mason, M.F. (2014).** Doing What's Best Instead of What's Best for You: Resisting Temptation in Conflicts of Interest. *Interdisciplinary Symposium on Decision Neuroscience.*

PRESENTATIONS CONTINUED

Reeck, C., Ariely, D., Ludwig, R., & Mason, M.F. (2014). Doing Your Best or What's Best for You: Behavioral and Neural Correlates of Mixed Motivations. *Society for Consumer Psychology Annual Conference.*

Reeck, C., Lai, C.G., & LaBar, K.S. (2013). Reining in regret: Strategic orientations modulate regret in decision making. *Society for Judgment and Decision Making Annual Conference.*

Stanton, S.J., Mullette-Gillman, O.A., Reeck, C., Mabe, C., LaBar, K.S., & Huettel, S.A. (2013). Sex hormones and economic decisions: The effect of testosterone on financial risk depends on social context. *Association for Consumer Research North American Conference.*

Reeck, C. (2013). Constructs in Consumer Neuroscience: Emotion/Affect. *Interdisciplinary Symposium on Decision Neuroscience.*

Reeck, C. (2013). Minding matters: Cognitive and affective influences on behavior. Management Speaker Series, Fuqua School of Business, Duke University.

Reeck, C. (2013). Minding matters: Cognition mitigates emotional influences on behavior. Management Division, Columbia Business School, Columbia University.

Carter, R.M., Bowling, D.L., Reeck, C., Scott, A.C., & Huettel, S.A. (2012). What makes a decision social? Evidence for selective neural predictors of socially guided decisions. *Society for Neuroscience Abstracts.*

Reeck, C. (2012). Risky business: Domain-specific and domain-general aspects of risk attitudes. Duke Center for Interdisciplinary Decision Science Regional Conference.

Reeck, C. (2011). Fuhgeddaboudit: Mnemonic inhibition of affective stimuli. Duke University Center for Cognitive Neuroscience Retreat.

Reeck, C. (2010). Neural mechanisms underlying exogenous affective guidance of spatial attention. Duke University Center for Cognitive Neuroscience talk series.

Reeck, C.L. (2010). How your mood can change your mind: Incidental affect imparts long-term changes in decision making. Duke University Center for Neuroeconomics Retreat.

Reeck, C.L. (2009). Affective modulation of mnemonic selection. Memory at Duke Presentation Series, Department of Psychology & Neuroscience, Duke University.

CONFERENCE POSTERS

Reeck, C., Lee, B.C., & Johnson, E.J. (2020). Two processes of patience: Information search shapes patient choice. *Society for Judgment and Decision Making.*

PRESENTATIONS CONTINUED

- Henninger, N.M. [∞], Tepfer, L.J., Kelly, V., Hackett, K. [∞], Katta, S., **Reeck, C.**, Giovannetti, T., Beard, E.C., Dennison, J., Muzekari, B., DeSalme, D.F., Kinmartin, R., Lang, A., Cipriaso, J.M., Hunter, E., Morrison, C., Fareri, D.S., & Smith, D.V. (2019). Age-related reductions in functional connectivity in social brain systems during an economic trust task. *Society for Neuroscience Annual Meeting*.
- Henninger, N.M. [∞], Katta, S., Kelly, V., Hackett, K. [∞], Muzekari, B., **Reeck, C.**, Giovannetti, T., Fareri, D.S., & Smith, D.V. (2019). Aging is associated with reductions in functional connectivity in social brain systems. *Interdisciplinary Symposium on Decision Neuroscience*.
- Forster, H.A., **Reeck, C.**, Bottesini, J.G., & Weber, E.U. (2018). Development of a Decision Modes Scale. *Behavior, Energy, and Climate Change Conference*.
- Reeck, C.**, Dimoka, A., Pavlou, P., Resnick, A., & Guo, X. [∞] (2018). Consumer Privacy Tradeoffs: Neural mechanisms underlying privacy calculus. *Society for Neuroeconomics Annual Meeting*.
- Onuklu, N.N. [∞], & **Reeck, C.** (2018). Interpersonal emotion regulation: Consequences for brands in customer service interactions. *Society for Consumer Psychology Annual Conference*.
- Reeck, C.**, Appelt, K., Olkhov, Y.M., Johnson, E.J., & Weber, E.U. (2017). What we all want? Defaults promote green energy choices via implied endorsement. *Society for Judgment and Decision Making*.
- Reeck, C.**, Dimoka, A., Pavlou, P., Resnick, A., & Guo, X. [∞] (2017). Sharing more than we mean to bare: Neural mechanisms underlying the privacy paradox. *Society for Neuroeconomics Annual Meeting*.
- Reeck, C.**, Dimoka, A., Pavlou, P., Resnick, A., & Guo, X. [∞] (2017). Sharing more than we mean to bare: Neural mechanisms underlying the privacy paradox. *Consumer Neuroscience Symposium*.
*Also highlighted with a talk in the main program.
- Castelo, N., Reeck, C., & Johnson, E.J. (2016). Who gets nudged? How choice architecture interventions interact with preferences. *Association for Consumer Research*.
- Kim, Y. [∞], & **Reeck, C.** (2016). Proudly going green: Emotional appeals influence outcomes for environmental marketing challenges. *Association for Consumer Research*.
- Reeck, C.**, Wall, D., & Johnson, E.J. (2016). Seek, and ye shall find patience: Information search strategies both reveal and shape intertemporal choice. *Consumer Neuroscience Satellite Symposium*.
*Also highlighted with a talk in the main program.

PRESENTATIONS CONTINUED

- Reeck, C., Wall, D., & Johnson, E.J.** (2015). Framing the future first: Cognitive processes in intertemporal choice. *Society for Judgment and Decision Making Annual Conference.*
- Reeck, C., Gamma, K., & Weber, E.U.** (2015). Tipping the affective scales: Decision modes alter the integration of emotional information when confronting tradeoffs. *Society for Judgment and Decision Making Annual Conference.*
- Johnson, E.J., Jachimowicz, J., Zaval, L., **Reeck, C.**, Castelo, N., Appelt, K., & Weber, E.U. (2015). Does the public know how they're being nudged? Assessing the need for disclosure. *Society for Judgment and Decision Making Annual Conference.*
- Reeck, C., Mazar, N., Ariely, D., Ludwig, R., & Mason, M.F.** (2015). Neural mechanisms promoting selflessness in potential conflicts of interest. *Society for Neuroeconomics Annual Meeting.*
- Figner, B.*, **Reeck, C.***, Weber, E.U., Steffener, J., Krosch, A.R., Wager, T.D., & Johnson, E.J. (2015). Framing the Future First: Neural mechanisms of increased consumer patience. *Interdisciplinary Symposium on Decision Neuroscience.*
- Reeck, C., & Weber, E.U.** (2014). Tipping the affective scales: Decision modes alter the integration of emotional information. *Society for Judgment and Decision Making Annual Conference.*
- Reeck, C., Mullette-Gillman, O.A., McLaurin, R.E., & Huettel, S.A.** (2014). Not just about money: Risk attitudes in diverse contexts predict financial risk taking. *Boulder Summer Conference on Consumer Financial Decision Making.*
- Reeck, C., Abbott-Frey, A., & Egner, T.** (2014). Emotional Task Management: Frontostriatal mechanisms of switching between affective and non-affective task-sets. *Abstracts of the Cognitive Neuroscience Society.*
- Reeck, C., & LaBar, K.S.** (2013). Ventral anterior cingulate cortex facilitates affective mnemonic interference resolution. *Abstracts of the Cognitive Neuroscience Society.*
- Reeck, C., & LaBar, K.S.** (2012). Neural mechanisms supporting affective mnemonic interference resolution. *Society for Neuroscience Abstracts.*
- Reeck, C., & LaBar, K.S.** (2012). Executive control of emotional memory: Affective mnemonic selection and inhibition. *Abstracts of the Cognitive Neuroscience Society.*
- Reeck, C., & LaBar, K.S.** (2012). Executive control of emotional memory: Affective mnemonic selection and inhibition. *Determinants of Executive Function & Dysfunction Annual Conference.*

* Authors contributed equally; listing order determined arbitrarily.

PRESENTATIONS CONTINUED

- Reeck, C.C., LaBar, K.S., & Egner, T. (2011).** Neural mechanisms underlying exogenous affective guidance of spatial attention. *Determinants of Executive Function & Dysfunction Annual Conference.*
- Reeck, C.C., LaBar, K.S., & Egner, T. (2010).** Neural mechanisms underlying exogenous affective guidance of spatial attention. *Society for Neuroscience Abstracts.*
- Reeck, C.L.C., & LaBar, K.S. (2010).** Affective modulation of mnemonic selection. *North Carolina Cognition Group Meeting.*
- Clithero, J.A., Reeck, C.C., Carter, R.M., Smith, D.V., Venkatraman, V., Meyer, J.R., Skene, J.H.P., Platt, M.L., & Huettel, S.A. (2009).** Individual differences in anticipation of distinct reward categories. *Society for Neuroeconomics Abstracts.*
- Cook Reeck, C.L., Preston, A.R., Lawson, G.M., & Wagner, A.D. (2007).** Encoding predictors of graded source recollection: A high-resolution fMRI study of conjunctive encoding in the medial temporal lobe. *Society for Neuroscience Abstracts.*
- Cook Reeck, C.L., Preston, A.R., Lawson, G.M., & Wagner, A.D. (2007).** Encoding predictors of graded source recollection: A high-resolution fMRI study of conjunctive encoding in the medial temporal lobe. *Bay Area Memory Meeting.*
- Preston, A.R., Cook, C.L., Lawson, G.M., & Wagner, A.D. (2007).** Encoding items and conjunctions: A high-resolution fMRI study of medial temporal lobe contributions to full and partial event encoding. *Abstracts of the Cognitive Neuroscience Society.*

TEACHING EXPERIENCE

- 2015 - **FOX SCHOOL OF BUSINESS, TEMPLE UNIVERSITY****
Customer Data Analytics (Achieved Student Evaluation 4.9/5.0)
Integrative Perspectives on Business Knowledge (Guest Lecturer)
Quantitative Research Methods II (Achieved Student Evaluation 5.0/5.0)
- 2022 **THE WHARTON SCHOOL OF THE UNIVERSITY OF PENNSYLVANIA**
Guest Lecturer, Marketing Special Topics: Consumer Neuroscience
- 2013 - 2015 **COLUMBIA BUSINESS SCHOOL, COLUMBIA UNIVERSITY**
Managerial Negotiations (Achieved Student Evaluation 4.7/5.0)
- 2012 - 2013 **MARTHA & SPENCER LOVE SCHOOL OF BUSINESS, ELON UNIVERSITY**
Guest Lecturer, Human Resource Management
Guest Lecturer, Principles of Management and Organizational Behavior

** Completed Fox Online Teaching Certificate 2020

TEACHING EXPERIENCE CONTINUED

- 2009 - 2012 **DEPARTMENT OF PSYCHOLOGY & NEUROSCIENCE, DUKE UNIVERSITY**
Introduction to Statistical Methods in Psychology (4.8/5.0)
Teaching Assistant, Functional Magnetic Resonance Imaging (Graduate Level)
Teaching Assistant, Biological Bases of Behavior
Teaching Assistant, Introduction to Statistical Methods in Psychology
Teaching Assistant, Neurobiology of Pain
- 2005 - 2006 **DEPARTMENT OF PSYCHOLOGY, STANFORD UNIVERSITY**
Teaching Assistant, Introductory Psychology
- 2004 - 2006 **PROGRAM IN WRITING, STANFORD UNIVERSITY**
Peer Writing Tutor

PROFESSIONAL MEMBERSHIPS

Association for Consumer Research
Society for Consumer Psychology
Society for Judgment and Decision Making
Society for Neuroeconomics

PROFESSIONAL SERVICE

Associate Editor, *Frontiers in Cognition – Reason and Decision-Making*, 2023-
Ad Hoc Reviewer for: *Academy of Management*; *Association for Consumer Research*; *Cerebral Cortex*; *Cognition*; *Cognition & Emotion*; *Cognitive, Affective, and Behavioral Neuroscience*; *Columbia University Press*; *Emotion*; *Engaged Management Scholarship*; *EUMMAS*; *European Association for Consumer Research*; *Frontiers in Human Neuroscience*; *Frontiers in Psychology*; *Games*; *Human Brain Mapping*; *Interdisciplinary Symposium on Decision Neuroscience*; *International Journal of Environmental Research and Public Health*; *Journal of Behavioral Decision Making*; *Journal of Consumer Psychology*; *Journal of Consumer Research*; *Journal of Economic Psychology*; *Journal of Experimental Psychology: General*; *Journal of Experimental Psychology: Learning, Memory, and Cognition*; *Journal of Experimental Social Psychology*; *Journal of Marketing Research*; *Journal of Neuroscience, Psychology, and Economics*; *Management Information Systems Quarterly*; *Marketing Letters*; *Nature Sustainability*; *New Ideas in Psychology*; *Organizational Behavior and Human Decision Processes*; *PLOS One*; *Proceedings of the National Academy of Sciences*; *Psicologia*; *Research on Aging*; *SAGE Open*; *Social, Cognitive, and Affective Neuroscience*; *Society for Consumer Psychology*; *Society for Judgment and Decision Making*
Review Editor, *Frontiers in Cognition – Reason and Decision-making*, 2022-2023
Doctoral Dissertation Committee: Yaeun Kim (2020), Sangsuk Yoon (2018), Dennis Martin (DBA 2017), Gail Rosenbaum (2017)
Co-chair, American Marketing Association Sustainable Marketing Special Interest Group, 2023
Awards Committee, Behavioral Science and Policy Association, 2023-

PROFESSIONAL SERVICE CONTINUED

Diversity and Inclusion Committee, Society for Judgment and Decision Making, 2023-
Steering Committee, International Conference on Behavioral Science and Applied Psychology,
2022-
Faculty Fellow, Center for Ethics, Diversity and Workplace Culture, Fox School of Business,
Temple University, 2022-
Organizer and Founder, Marketing Summer Reading Group, Temple University, 2022-
Organizer, Marketing Seminar Series, Temple University, 2022-
Sustainability Research Working Group, Fox School of Business, Temple University, 2022-
Associate Director, Center for Applied Research in Decision Making, Temple University, 2019-
Affiliated Faculty, Center for Sustainable Communities, Temple University, 2019-
Temple University Brain Research Imaging Center Committee, Temple University, 2017-
Evaluation Committee, Young Scholars Interdisciplinary Forum, Fox School of Business,
Temple University, 2016-
Evaluation Committee, PhD Program Schoolwide Research Competition, Fox School of
Business, Temple University, 2016-
Organizing Committee, Interdisciplinary Symposium on Decision Neuroscience 2015-
Doctoral Admissions Committee, Decision Neuroscience Program, Temple University, 2015-
Doctoral Admissions Committee, Marketing Department, Temple University, 2015-
Doctoral Committee, Marketing Department, Temple University, 2015-
Best Student Poster Award Judge, Society for Judgment and Decision Making, 2013-
Review Panelist, National Science Foundation, 2017, 2019, 2021, 2022 & 2023
University Teaching Awards Committee, Marketing Department, Temple University, 2022
Evaluation Committee, Three-Minute Thesis Competition, Fox School of Business, Temple
University, 2022
Organizer and Founder, Consumer Behavior Reading Group, 2015-2021
Behavioral Science Subcommittee, Zero Waste and Litter Cabinet, City of Philadelphia, 2016-
2020
Co-Organizer, Virtual Conference on Decision Neuroscience, 2020
Associate Director, Center for Neural Decision Making, 2015-2019
Society for Consumer Psychology Job Market Mentorship Program, 2019
Organizer, Society for Neuroeconomics Reception at Society for Consumer Psychology Annual
Conference, 2018
Steering Committee, Environmental Summit, Temple University, 2017-2018
Merit Committee, Marketing Department, Temple University, 2016-2017
Faculty Review Committee, Marketing Department, Temple University, 2016-2017
Organizer, Neuroeconomics Social, Society for Judgment and Decision Making, 2015
Organizer, Columbia-NYU Conference on Hierarchy, 2013-2014
Best Student Poster Award Judge, Interdisciplinary Symposium on Decision Neuroscience, 2013
Planning Committee for Duke Center for Interdisciplinary Decision Science, “Science of Risk”
After Hours Event at Museum of Life and Science, 2013
Co-director, Brain Awareness Week, Duke University, 2013
Volunteer, Brain Awareness Week, Duke University, 2010-2013
Volunteer, Duke Law School Course in Neuroscience, Juries and Decision-making, 2012
Volunteer, Transcending the Boundaries Symposium on Free Will and Responsibility, 2011

PROFESSIONAL SERVICE CONTINUED

Organizer, Social Neuroscience Journal Club, Duke University, 2010-2011

Chair, Student Committee for Graduate Student Recruitment, Department of Psychology & Neuroscience, Duke University, 2009-2010

Organizer, Center for Neuroeconomics Journal Club, Duke University, 2009-2010

Organizer, Center for Cognitive Neuroscience Student Journal Club, Duke University, 2009

Student Committee, North Carolina Cognition Group Annual Meeting, 2009