

## **Crystal L. C. Reeck**

Fox School of Business, Temple University  
1801 Liacouras Walk, Alter 516, Philadelphia, PA  
19122 Email: crystal.reeck@temple.edu

### **ACADEMIC EXPERIENCE**

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

### **EDUCATION**

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

### **HONORS & AWARDS**

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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, Temple University, 2016 &  
2018

## HONORS & AWARDS CONTINUED

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Research Award, Department of Marketing, Temple University, 2016 & 2018  
Innovation Award, Social and Affective Neuroscience Society, 2013  
Graduate with Distinction, Stanford University, 2006  
Psi Chi, 2006  
Phi Beta Kappa, 2005  
Valedictorian, Flintridge Preparatory School, 2002

## GRANTS

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Science of Organizations Grant, National Science Foundation, 2020-2022  
Research Grant, Environmental Defense Fund, 2018-2020  
Temple Brain Research Initiative Plus-up Funding, 2018-2019  
Temple Brain Research Initiative Targeted Small Grant, 2018-2019  
Scientific Research Network on Decision Neuroscience and Aging Grant, 2017-2018  
Secure and Trustworthy Cyberspace Grant, National Science Foundation, 2016 - 2017  
Young Scholars Award, Temple University, Multiple 2015-2020  
Research Grant, Environmental Defense Fund, 2016-2018  
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

## PUBLICATIONS<sup>†</sup>

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**Reeck, C. \***, Figner, B.F. \*, Weber, E.U., Steffener, J., Krosch, A.R., Wager, T.D., and Johnson, E.J. (in press). Framing the Future First: Medial Temporal Lobe Activation Discriminates Delay and Acceleration Framing in Intertemporal Choice. *Journal of Neuroscience, Psychology, & Economics*.

Mrkva, K., Posner, N.A., **Reeck, C.**, & Johnson, E.J. (in press). Do nudges reduce disparities? Choice Architecture Compensates for Low Consumer Knowledge. *Journal of Marketing*, 1-52.

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<sup>†</sup> Google Scholar Citations retrieved November 2020.

## PUBLICATIONS CONTINUED

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- 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 (2<sup>nd</sup> Edition)*. USA: Psychology Press. Times Cited: 1.
- 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. JVC A journal. Times Cited: 31.
- 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. Times Cited: 2.
- 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. Times Cited: 2.
- 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. Under petition to add to JVC A list. Times Cited: 146.
- 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. Times Cited: 13.
- Reeck, C.**, & Egner, T. (2015). Interactions between Attention and Emotion. In Arthur W. Toga (Ed.). *Brain Mapping: An Encyclopedic Reference* (pp. 269-274). Elsevier. Times Cited: 8.
- 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. Times Cited: 49.

## **PUBLICATIONS CONTINUED**

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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. Times Cited: 168.

**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. JVC A journal. Times Cited: 25.

**Reeck, C.**, & Egner, T. (2011). Affective privilege: Asymmetric interference by emotional distracters. *Frontiers in Psychology*, 2(232), 1-7. Times Cited: 30.

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. Times Cited: 59.

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. Times Cited: 2.

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. Times Cited: 434.

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. Times Cited: 355.

## **MANUSCRIPTS UNDER REVIEW AND IN PREPARATION**

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**Reeck, C.**, Mazar, N., & Ariely, D. (invited for second round review). What the hell: Continuous temptations and escalation of dishonesty. *Target: Organizational Behavior and Human Decision Processes*.

**Reeck, C.**, & Onuklu, N.N. (under review). Interpersonal Emotion Regulation: Consequences for Brands in Customer Service Interactions. *Target: International Journal of Research in Marketing*.

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

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\* Authors contributed equally; listing order determined arbitrarily.

## MANUSCRIPTS UNDER REVIEW AND IN PREPARATION CONTINUED

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- Reeck, C.,** Mazar, N., Ariely, D., Ludwig, R., & Mason, M.F. (in preparation). Neural mechanisms promoting righteousness in conflicts of interest. *Target: Journal of Marketing Research.*
- Reeck, C.,** Guo, X., Dimoka, A., & Pavlou. P. (under review). Privacy Tradeoffs and Online Information Disclosure: Uncovering the Neural Mechanisms Underlying Privacy Calculus. *Target: Management Information Systems Quarterly.*
- Reeck, C.,** Gamma, K., & Weber, E.U. (under review). How to Decide Shapes What's Decided: Decision Modes Predict Consumer Decisions About Environmentally-friendly Electrical Utilities. *Target: Theory and Decision.*
- Lee, B.C.\*, **Reeck, C.\*,** & Johnson, E.J. (under review). Two processes of patience: Information search shapes consumer patience. *Target: Journal of Marketing Research.*
- Forster, H.A., Bottesini, J.G., **Reeck, C.,** & Weber, E.U. (in preparation). How do we decide? Psychometric development of a decision modes scale. *Target: Journal of Behavioral Decision Making.*
- Reeck, C.,** Mullette-Gillman, O.A., McLaurin, R.E., & Huettel, S.A. (invited for second round review). Beyond money: Risk preferences across both economic and non-economic contexts predict financial decisions. *Target: Journal of Neuroscience, Psychology, & Economics.*
- Reeck, C. & LaBar, K.S.** (in preparation). Neural mechanisms for resolving interference in emotional memory. *Target: NeuroImage.*
- Reeck, C. & LaBar, K.S.** (in preparation). Executive control of emotional memory: Affective mnemonic selection and inhibition. *Target: Cognition & Emotion.*

## BUSINESS CASES PUBLISHED

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- Bartel, A., & **Reeck, C.** (2019). ABC Coalition Game: Relationships and Bargaining.
- Mason, M., **Reeck, C.,** & Wiley, E. (2014). BrainSnap Acquisition.

## SELECTED MEDIA COVERAGE

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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.

## PRESENTATIONS

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### INVITED TALKS & CONFERENCE TALKS

- 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*.
- 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.
- 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*.

## PRESENTATIONS CONTINUED

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- Reeck, C., Dimoka, A., Pavlou, P., Resnick, A., & Guo, X. (2018).** Consumer Privacy Tradeoffs: Neural mechanisms underlying privacy calculus. *Consumer Neuroscience Satellite Symposium.*
- 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., 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.*

## PRESENTATIONS CONTINUED

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- 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.
- 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.



## PRESENTATIONS CONTINUED

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- 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*.
- 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).** Fuhgeddaboutit: 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.

## PRESENTATIONS CONTINUED

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**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*.

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., Cipriano, 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*.

## PRESENTATIONS CONTINUED

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- 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.
- 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*.

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\* Authors contributed equally; listing order determined arbitrarily.

## PRESENTATIONS CONTINUED

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- 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*.
- 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*.

## PROFESSIONAL MEMBERSHIPS

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

## TEACHING EXPERIENCE

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- 2015 - **FOX SCHOOL OF BUSINESS, TEMPLE UNIVERSITY**<sup>‡</sup>  
Customer Data Analytics (Achieved Student Evaluation 4.9/5.0)  
Quantitative Research Methods II (Achieved Student Evaluation 5.0/5.0)
- 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
- 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 SERVICE

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Ad Hoc Reviewer for: *Academy of Management; Association for Consumer Research; Cerebral Cortex; Cognition & Emotion; Cognitive, Affective, and Behavioral Neuroscience; Columbia University Press; Emotion; Engaged Management Scholarship; EUMMAS; 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 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; Organizational Behavior and Human Decision Processes; 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*

Doctoral Dissertation Committee: Yaeun Kim (2020), Sangsuk Yoon (2018), Dennis Martin (DBA 2017), Gail Rosenbaum (2017)

Associate Director, Center for Applied Research in Decision Making, 2019-

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<sup>‡</sup> Completed Fox Online Teaching Certificate 2020

## PROFESSIONAL SERVICE CONTINUED

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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-  
Behavioral Science Subcommittee, Zero Waste and Litter Cabinet, City of Philadelphia, 2016-  
2020  
Organizing Committee, Interdisciplinary Symposium on Decision Neuroscience 2015-  
Organizer, Consumer Behavior Reading Group, 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  
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  
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