

**Brandon Soltwisch**  
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## Education

PhD, Southern Illinois University-Carbondale, 2013.  
Area of Study: Business Administration

MBA, Southern Illinois University, 2007.  
Area of Study: Business Administration

## Licensures and Certifications

Business Ethics: Educational and Organizational Best Practices, UNM. (November 17, 2014 - Present).

## RESEARCH, SCHOLARSHIP, AND CREATIVE WORKS

### Publications

#### Juried

Journal Article

Published

Soltwisch, B. W., Brannon, D., Iyer, V. V. (2019). The Ethics of Maximizing or Satisficing: How Decision-Making Style and Ethical Ideology Impact Moral Judgement. *Business and Professional Ethics Journal*.

Krahnke, K., Wanasika, I., Soltwisch, B. (2018). The spirit of Shinise: what we can learn from long-lived Japanese companies. *Global Business and Organizational Excellence*, 38(1), 6-14. <https://onlinelibrary.wiley.com/doi/full/10.1002/joe.21895>. DOI: 10.1002/joe.21895

Harraf, a., Soltwisch, B. W., Salazar, S. P. (2018). Business Ecosystems and Innovation. *Graziadio Business Review*, 21(1). <https://gbr.pepperdine.edu/2018/07/business-ecosystems-and-innovation/>

Soltwisch, B., Krahnke, K. (2017). Maximizing Decision Making Style and Managerial Effectiveness: Understanding How Maximizing and Locus of Control Impact Managers' Performance on the Job. *Managing Global Transitions*, 15.

Brannon, D. C., Soltwisch, B. W. (2017). If it has lots of bells and whistles, it must be the best: how maximizers and satisficers evaluate feature-rich versus feature-poor products. *Marketing Letters*, 28(4). <https://link.springer.com/content/pdf/10.1007%2Fs11002-017-9440-7.pdf>

Harraf, A., Soltwisch, B. (2016). Antecedents of Organizational Complacency: Identifying and Preventing Complacency in the Work Environment. *International Journal of Managing Global Transitions*, 14(4), 385-401.

Soltwisch, B., Krahnke, K. (2016). Maximizing or Satisficing Decision Making Styles and Emotional Intelligence: An Empirical Investigation. *International Journal of Business and Applied Sciences*, 5(2), 7-16. <http://baasana.org/c/journals/>

Soltwisch, B. (2015). The Paradox of Organizational Rigidity: A Contingency Model for Information Processing During Times of Opportunity and Threat. *Journal of Leadership and Organizational Studies*, 22(4), 395 - 403.. DOI: 10.1177/1548051815594884

Soltwisch, B. (2015). The influence of anticipatory emotions, risk perceptions, and managerial experience on escalation of commitment decisions. *International Journal of Management and Decision Making*, 14(2), 97-111.

Soltwisch, B. (2013). Applying an Organizational Lens to the Study of Financial Crisis: An Analysis of the U.S. Housing Bubble. *Journal of Business and Economics in Times of Crisis*.

#### Submitted

Soltwisch, B., Ma, D. When 'good enough' is not enough: The Role of Maximizing or Satisficing Decision-Making Styles, Innovation Behavior, and Entrepreneurial Alertness in the Pursuit of New Business Opportunities. *Entrepreneurship Research Journal*.

#### Conference (Abstract) Proceeding

##### Published

Soltwisch, B. (2019). *Exploring Opportunities Through Innovation and Launching New Ventures: The Role of Maximizing or Satisficing Decision-Making Styles*. Decision Sciences Institute.

Iyer, V. V., Manshad, M., Soltwisch, B., Brannon, D. (2018). Managing Our Classrooms in a Digital Age: Opportunities and Challenges in Learning Through Engagement. *The model developed in this manuscript would lend itself to additional manuscripts..* Sharjah, UAE: SGBED International Research Symposium.

Soltwisch, B. (2018). *Understanding Maximizers and Future Research Directions*. Decision Sciences Institute.

Soltwisch, B. (2018). *Two Thumbs Up: Using Movies to Improve Learning*. Academy of Management.

Soltwisch, B., Brannon, D., Iyer, V. V. (2018). *The Ethics of Maximizing or Satisficing: How Decision-Making Style Impacts Moral Judgement*. Western Decision Sciences Institute.

#### Conference (Full Paper) Proceeding

##### Accepted

Iyer, V. V., Brannon, D., Soltwisch, B., Martinez, R. (2018). In Omer Benli (Ed.), *Developing/Establishing Classroom Culture Using Safe Spaces* (Spring 2018 ed., pp. 4). Long Beach, CA: Western Decision Sciences Institute.

- Rush, D. E., Soltwisch, B., Iyer, V. V. (2017). *IT's My Choice: How Personality, Emotional Intelligence and Decision Making Impact Technology Adoption in the Classroom*. Vancouver: Proceedings of the Forty-Sixth Annual Meeting of the Western Decision Sciences Institute.
- Iyer, V. V., Soltwisch, B., Rush, D. E., Dickey, G. (2017). *The Connection: How can we Effectively Connect Emotional Learning, Emotional Intelligence and Personality types in Our Classrooms for Maximum Learning Impact*. Western Decision Sciences Institute. <http://www.wdsinet.org/default.html>
- Soltwisch, B., Krahnke, K. (2016). *Understanding Maximizers: Factors That Influence a Maximizing Decision Making Style and Future Research Directions*. Annual Meeting of the Midwest Academy of Management.
- Iyer, V. V., Sedbrook, T. A., Soltwisch, B., Payan, J. (2015). *Modeling Stakeholder Experience and Emotions to Inform Business Reengineering Designs*. Western Decision Science Institute.
- Soltwisch, B. (2010). *Asset Bubbles and Interdependence: An Organizational Theory of Financial Crisis*. Midwest Academy of Management.

#### Published

- Soltwisch, B., Krahnke, K. (2017). *Understanding how Maximizing and Locus of Control Impact Managers' Performance on the Job*. Midwest Academy of Management.
- Soltwisch, B., Iyer, V. V. (2016). *Success Factors in Student Exchange Programs: How Emotional Intelligence Improves Intercultural Flexibility*. Western Decision Sciences Institute.
- Soltwisch, B., Krahnke, K. (2015). *The Influence of Emotional Intelligence on Maximizer or Satisficer Decision Making Style*. The Institute for Business and Finance Research.
- Soltwisch, B. (2014). *The Influence of Anticipatory Emotions and Risk Perceptions on Escalation of Commitment Decisions*. Midwest Academy of Management.
- Soltwisch, B. (2014). *The Emotionally Intelligent Investor: The Influence of Emotional Intelligence on Investment Decisions*. The Institute for Business and Finance Research.
- Soltwisch, B. (2014). *Information Sharing in a Service Supply Chain with Perishable Commodities*. Western Decision Science Institute.
- Soltwisch, B., Frolova, Y. (2013). *An Exploratory Study on Measuring the Level of Emotional Intelligence of Young People Studying Business in the U.S.A.*. Human and Social Sciences at the Common Conference.
- Soltwisch, B. (2013). *Decision Making Limitations under Conditions of Opportunity: A Reverse Threat Rigidity Effect*. Midwest Academy of Management.
- Soltwisch, B. (2012). *The Role of Emotional Intelligence in Building Rapport and Spreading Emotions in Groups*. Midwest Academy of Management.
- Soltwisch, B. (2011). *Positive Effects of Cyberloafing Behavior: Potential Gains in Productivity from Using the Internet While at Work*. Midwest Academy of

Management.

Panel Session

Accepted

Soltwisch, B. (2017). *Teaching with Television Media*. Academy of Management.

Soltwisch, B. (2016). *Using Video Media in the Classroom*. Annual Meeting of the Midwest Academy of Management.

## Professional Presentations

### Not Invited

Juried

Brannon, D. C. (Author & Presenter), Soltwisch, B. W. (Author), Association for Consumer Research, "If it has lots of bells and whistles, it must be the best: how maximizers and satisficers evaluate feature-rich versus feature-poor products." (October 28, 2017).

Soltwisch, B., Academy of Management Annual Meeting, "Teaching with Television Media," Academy of Management, Atlanta. (August 2017).

Wanasika, I. (Author & Presenter), Soltwisch, B. (Author & Presenter), Entrepreneurship and Collaboration Conference, "Incentive Alignment and Soft Contracting in the Sharing Economy," CU - Boulder, Boulder. (February 16, 2017).

Soltwisch, B., Midwest Academy of Management, "Understanding Maximizers: Factors That Influence a Maximizing Decision Making Style and Future Research Directions." (October 2016).

Soltwisch, B., Midwest Academy of Management Annual Meeting, "The Influence of Anticipatory Emotions and Risk Perceptions on Escalation of Commitment Decisions," Midwest Academy of Management, Minneapolis, MN. (October 2014).

Soltwisch, B. (Author & Presenter), Institute for Business and Finance Research Annual Meeting, "The Emotionally Intelligent Investor: The Influence of Emotional Intelligence on Investment Decisions," Institute for Business and Finance Research. (May 2014).

Soltwisch, B., Western Decision Science Institute, "Information Sharing in a Service Supply Chain with Perishable Commodities," Decision Sciences, Napa. (April 2014).

Soltwisch, B., Midwest Academy of Management, "Decision Making Limitations under Conditions of Opportunity: A Reverse Threat Rigidity Effect," Midwest Academy of Management. (2013).

Soltwisch, B., Midwest Academy of Management, "The Role of Emotional Intelligence in Building Rapport and Spreading Emotions in Groups," Midwest Academy of Management. (2012).

Soltwisch, B., Symposium of the Journal of Business and Economics in Times of Crisis, "Organizational Causes for Financial Crises," Symposium of the Journal of Business and Economics in Times of Crisis, Munich, Germany. (2012).

Soltwisch, B., Midwest Academy of Management, "Positive Effects of Cyberloafing Behavior: Potential Gains in Productivity from Using the Internet While at Work," Midwest Academy of Management. (October 2011).

Soltwisch, B., Midwest Academy of Management, "Asset Bubbles and Interdependence: An Organizational Theory of Financial Crisis," Midwest Academy of Management. (2010).

## **Research in Progress**

"Maximizing Decision Making Style and Entrepreneurship: Understanding the Causal Connection" (On-Going).

## **CONTRACTS, FELLOWSHIPS, GRANTS AND SPONSORED RESEARCH**

### **Funded**

Soltwisch, B., "Summer Research Grant," Sponsored by UNCO, University of Northern Colorado, \$1,200.00. (June 2015 - August 2015).

## **TEACHING**

## **Teaching Experience**

### **University of Northern Colorado**

Courses Taught:

BAMG 350, Management and Organizational Behavior, 31 courses. 3.00 credit hours.

BAMG 353, Human Resources Management, 7 courses. 3.00 credit hours.

BAMG 354, Organizational Behavior, 3 courses. 3.00 credit hours.

BAMG 355, Fundamentals of Entrepreneurship, 6 courses. 3.00 credit hours.

BAMG 422, Directed Studies, 1 course. 1.00 credit hours.

BAMG 456, Strategic Management, 3 courses. 3.00 credit hours.

New Programs Developed/Major Program Revision: 1 course.  
Entrepreneurship Track

## **Academic Advising**

Fall 2019: 33 undergraduate students advised.

Spring 2019: 40 undergraduate students advised.

Fall 2018: 40 undergraduate students advised.

Spring 2018: 62 undergraduate students advised.

Fall 2017: 48 undergraduate students advised.

Spring 2015: 30 undergraduate students advised, approximately 200 hours spent per year.

Fall 2014: 30 undergraduate students advised, approximately 200 hours spent per year.

Fall 2014: 25 undergraduate students advised.

## **Non-Credit Instruction**

International Graduate School, VSE Prague, 40 participants. (May 2015 - May 2017).

## **SERVICE**

### **University Service**

Deputy Marshal, Deputy Marshal – Commencement Ceremony. (December 2019).

Committee Member, Liberal Arts Council. (August 2017 - August 2018).

### **College Service**

Faculty Advisor, Entrepreneurship Club - Bear Collegiate Entrepreneurship Organization.  
(August 2019 - Present).

Committee Member, Global Committee. (August 2019 - Present).

Board Member, Midwest Academy of Management. (October 15, 2012 - October 2018).

Faculty Advisor, Management Professional Society. (October 2013 - August 2018).

Committee Member, Accreditation Committee. (August 2016 - August 2017).

Committee Member, Technology Committee. (August 2016 - August 2017).

Committee Member, Assurance of Learning. (September 1, 2013 - August 2016).

Committee Member, Search Committee - Marketing Department. (August 2015 - October 2015).

Committee Member, Ad Hoc AACSB Committee. (September 1, 2013 - August 31, 2014).

Organizer and Judge of Preliminary Challenge, E-Challenge. (January 2014).

Committee Member, Impact Committee. (September 2013 - December 2013).

### **Department Service**

Committee Member, Search Committee Management Department. (August 2019 - September 2019).

Committee Member, Search Committee - Recruiting at AOM Conference. (August 2018).

Committee Member, Search Committee. (August 2017 - December 2017).

Committee Member, Search Committee - Management Department. (July 2017 - December 2017).

Committee Member, Graduate Planning Committee. (September 2009 - December 2012).

## **Professional Service**

Reviewer, Ad Hoc Reviewer, Business and Professional Ethics Journal. (July 2019 - Present).

Program Board, Management International Conference. (August 2017 - Present).

Reviewer, Conference Paper, Midwest Academy of Management. (October 2010 - Present).

Committee Member, Midwest Academy of Management Membership Committee. (October 2012 - October 2018).

Session Chair, Midwest Academy of Management. (October 2010 - October 2018).

Reviewer, Ad Hoc Reviewer, Journal of Business and Economic Research. (January 2014 - August 2018).

Board of Advisors of a Company, Omorown Entertainment, Greeley, Colorado. (November 2013 - August 2018).

Reviewer, Ad Hoc Reviewer, Journal of Leadership and Organization Studies. (July 2014 - July 2017).

Track Organizer, Midwest Academy of Management, Columbus, Ohio. (October 2014 - October 2015).

## **Consulting**

For Profit Organization, Omerown Entertainment, Greeley, CO. (October 2013 - August 2018).

For Profit Organization, Rover Enterprises, Carbondale, IL. (May 15, 2009 - August 15, 2011).

## **DEVELOPMENT ACTIVITIES ATTENDED**

Conference Attendance, "AACSB Continuous Improvement Seminar," Tampa, Florida, USA. (2014).

Conference Attendance, "Midwest Academy of Management Annual Meeting," Midwest Academy of Management, Minneapolis, Minnesota, USA. (October 2014).

## **AWARDS AND HONORS**

### **Scholarship/Research**

Scholar of the Year (Honorable Mention), University of Northern Colorado. (May 2018).

### **Service**

Best in Session, Institute of Business and Finance Research. (May 2015).

### **Teaching**

ASFOR Best Professional Development Workshop, Academy of Management. (August 2017).

## **PROFESSIONAL MEMBERSHIPS**

Western Decision Science Institute. (2014 - Present).

Midwest Academy of Management. (October 1, 2009 - Present).

Academy of Management. (August 2009 - Present).