

# MSOM/MSEM Lunch and Learn Webinar Series

Thursday, August 31<sup>st</sup>, 12 PM CST

## Do Decision Traps and Cognitive Biases Affect Your Judgments?

Presenter: Greg Parnell, Research Professor

This presentation introduces decision traps and cognitive biases that can affect our judgments. Decision traps are barriers to sound decision-making. Cognitive biases are mental errors caused by simplified information processing strategies. A cognitive bias is a mental error that is consistent and predictable. If we can recognize these decision traps and cognitive biases, we can learn to avoid them and make sounder judgments.



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### About the Presenter



Dr. Gregory S. Parnell is a Research Professor, Department of Industrial

Engineering, University of Arkansas and is Director, M.S. in Operations Management and the M.S. in Engineering Management programs. His research focuses on decision and risk analysis. He is editor of *Trade-off*

*Analytics: Creating and Exploring the System Tradespace* (2017), lead editor of *Decision Making for Systems Engineering and Management*, (2<sup>nd</sup> Ed, 2011), and lead author of the *Handbook of Decision Analysis* (2013). He is a fellow of the International Committee for Systems Engineering, the Institute for Operations Research/ Management Science, and the Military Operations Research Society. He received the Frank P. Ramsey Medal (2014) for distinguished contributions to the field of decision analysis, the MORS Wanner (2013) and Thomas (2002) Awards. He previously taught at West Point, the U.S. Air Force

Academy, the Virginia Commonwealth University, and the Air Force Institute of Technology. He has a PhD from Stanford University and is a retired Air Force Colonel.