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EDUCATION

- Ph.D. 1998 The University of Texas at Austin, Management Science and Information Systems
- B.B.A. 1991 Texas A&M University, Management Information Systems

ACADEMIC POSITIONS

- Clinical Associate Professor of Finance, University of Texas at Austin, 2008-present
 - Academic Director, Energy Management and Innovation Center, 2009 - present
 - Associate Director, Center for Energy Finance Education and Research, 2008
- Visiting Assistant Professor of Information and Operations Management, Tulane University, 2006 – 2008.
- Assistant Professor of Accounting and MIS, The Ohio State University 1999 – 2006.
- Visiting Assistant Professor of Accounting and MIS, The Ohio State University, 1998-1999
- Teaching Assistant, The University of Texas at Austin, 1991-1998

PUBLICATIONS

REFEREED ARTICLES

1. He, Y, J.S. Dyer and J.C. Butler, "A Decision Making Model with Utility from Anticipation and Disappointment," *Journal of Multi-Criteria Decision Analysis*, January 2019, 26, 35-50.
2. Morrice, D., P. Cronin, F. Tanrisever, J.C. Butler, "Supporting Hurricane Inventory Management Decisions with Consumer Demand Estimates," *Journal of Operations Management*, July 2016, 45, 86-100.
3. Wang, T., J.C. Butler and J.S. Dyer, "Modeling Correlated Discrete Uncertainties in Event Trees with Copulas," *Risk Analysis*, Feb 2016, 36(2): 396-410.
4. Merrick, J.R.W, D.J. Morrice, J.C. Butler, "Using Multiattribute Utility Theory to Avoid Bad Outcomes by Focusing on the Best Systems in Ranking and Selection," *Journal of Simulation*, August 2015, 9, 238-248.
5. He, Y, J.S. Dyer and J.C. Butler, "Decomposing a Utility Function Based on Discrete Distribution Independence," *Decision Analysis*, December 2014, Volume 11, No. 4, 233-249.
6. He, Y, J.S. Dyer and J.C. Butler, "On the Axiomatization of the Satiation and Habit Formation Utility Models," *Operations Research*, November-December 2013, Vol. 61, No. 6, 1399-1410.
7. Butler, J.C. and J. Grahovac, "Learning, Imitation, and the Use of Knowledge: A Comparison of Markets, Hierarchies, and Teams," *Organization Science*, September/October 2012 23 5 1249-1263.
8. Butler J.C., L. Lasdon, J. S. Dyer, L. Maiman, "Assigning Priests to Parishes in West Texas," *Interfaces*, Vol. 39, No. 2, March-April 2009, pp. 133-144.
9. Butler, J.C., J.S. Dyer, J. Jia, K. Tomak, "Enabling E-transactions with Multiattribute Utility Theory," *European Journal of Operational Research*, Volume 186, No. 2, April 2008 pp. 748-765.
10. Butler, J.C., J.S. Dyer and J. Jia, "Using Attributes to Predict Objectives in Preference Models," *Decision Analysis*, Volume 3, No. 2, June 2006, pp. 100-116.
11. Barki, R., E. Rolland, J.C. Butler and W. Fan, "Decision Support System Induced Guidance for Model Formulation and Solution," *Decision Support Systems*, Volume 40, No. 2, August 2005, pp. 269-281.

12. Butler, J.C., J.S. Dyer, J. Jia, "An Empirical Evaluation of the Assumptions of Risk-Value Models," *Journal of Risk and Uncertainty*, Volume 30, Issue 2, March 2005, pp. 133 - 156.
13. Butler, J.C., A.N. Chebeskov, J.S. Dyer, T. Edmunds, J. Jia, and V.I. Oussanov, "The United States and Russia Evaluate Plutonium Disposition Options with Multiattribute Utility Theory," *Interfaces*, Volume 35, No. 1., January-February 2005, pp. 88 - 101.
14. Butler, J.C., D.J. Morrice, P. Mullarkey, "A Multiple Attribute Utility Theory Approach to Ranking and Selection," *Management Science*, Volume 47, No. 6, June 2001, pp. 800-816.
15. Jia, J., J.S. Dyer and J.C. Butler, "Generalized Disappointment Models," *Journal of Risk and Uncertainty*, Volume 22, No. 1, January 2001, pp. 59-78.
16. Butler, J.C. and J.S. Dyer, "Optimizing Natural Gas Flows with Linear Programming and Scenarios," *Decision Sciences*, Volume 30, Number 2, Spring 1999, pp. 563-580.
17. Butler, J.C. and D. Olson, "Comparison of the Centroid and Simulation Approaches for Selection Sensitivity Analysis," *Journal of Multi-Criteria Decision Analysis*, Volume 8, No. 3, May 1999, pp. 146-161
18. Jia, J., J.S. Dyer and J.C. Butler, "Measures of Perceived Risk," *Management Science*, Vol. 45, No. 4, April 1999, pp. 519-532.
19. Dyer, J.S., T. Edmunds, J.C. Butler and J. Jia, "A Multiattribute Utility Analysis of Alternatives for the Disposition of Surplus Weapons-grade Plutonium," *Operations Research*, Vol. 46, No. 6, Nov-Dec 1998, pp. 749-762.
20. Butler, J.C., J. Jia and J.S. Dyer, "Simulation Techniques for the Sensitivity Analysis of Multi-criteria Decision Models," *European Journal of Operational Research*, Vol. 103, No. 3, Dec. 16, 1997, pp. 531-545.
21. Paul, D.A., J.C. Butler, K. Pearlson, A. Whinston, "Modeling Organizational Learning and Adaptability as Resource Allocation: An Artificial Adaptive Systems Approach," *Computational and Mathematical Organizational Theory*, Vol. 2, No. 4, Winter 1996, pp. 301-324.

BOOK CHAPTERS

1. Butler, J. C. and Dyer, J. S., "Introduction to Multiattribute Utility Theory," *Wiley Encyclopedia of Operations Research and Management Science*. 2014. 1-13.
2. Butler, J.C., A.N. Chebeskov, J.S. Dyer, T. Edmunds, J. Jia, and V.I. Oussanov, "The Adoption of Multi-attribute Utility Theory for the Evaluation of Plutonium Disposition Options in the United States and Russia" *Advances in Decision Analysis*. W. Edwards, D. von Winterfeldt and R. Miles, eds. Cambridge University Press, 2007.
3. Jia, J., J. S. Dyer, and J. Butler, "Axiomatic Definitions and Measures of Risk", in E. Melnick and B. Evertt, eds., *Encyclopedia of Quantitative Risk Assessment*, John Wiley and Sons, 2008.
4. Jia, J., J. S. Dyer, and J. Butler, "Axiomatic Models of Perceived Risk", in E. Melnick and B. Evertt, eds., *Encyclopedia of Quantitative Risk Assessment*, John Wiley and Sons, 2008.

PROCEEDINGS AND OTHER PUBLICATIONS

1. Morrice, D.J. and J.C. Butler, "Ranking and Selection with Multiple 'Targets'," *Proceedings of the 2006 Winter Simulation Conference*, 222-230.
2. Morrice, D.J., J.C. Butler, P. Mullarkey, and S. Gavarneni, "Sensitivity Analysis in Ranking and Selection for Multiple Performance Measures," *Proceedings of the 1999 Winter Simulation Conference*.
3. Morrice, D.J., J.C. Butler and P. Mullarkey, "An Approach to Ranking and Selection for Multiple Performance Measures," *Proceedings of the 1998 Winter Simulation Conference*.
4. Paul, D.A., J.C. Butler, "Virtual Organization Performance and Trust: A Computational Model," with David Paul, *INFORMS Conference on Information Systems and Technology*, May 1997.
5. Dyer, J.S., T. Edmunds, J.C. Butler and J. Jia, "The Analysis and Selection of Alternatives for the Disposition of Surplus Weapons-grade Plutonium," *International Workshop on Decision Analysis Applications*, Madrid, Spain, July 1997.

6. Dyer, J.S., T. Edmunds, J.C. Butler and J.Jia, "Analysis and Selection of Alternatives for the Disposition of Surplus Plutonium," Amarillo National Resource Center for Plutonium Technical Report 1997-1. <http://www.pu.org/main/reports/reports.html>
7. Dyer, J.S., T. Edmunds, J.C. Butler and J.Jia, "A Methodology for the Analysis and Selection of Alternatives for the Disposition of Surplus Plutonium," Amarillo National Resource Center for Plutonium Technical Report 1996-1. <http://www.pu.org/main/reports/reports.html>

WORK IN PROGRESS

1. He, Y, J.S. Dyer, J. Jia and J.C. Butler, "A Model of Decision Making Under Risk and Ambiguity," under review
2. He, Y, J.S. Dyer and J.C. Butler, "A Decision Making Model with Utility from Anticipation and Disappointment," being prepared to submit.

PROFESSIONAL PRESENTATIONS

1. "Individual Learning and Imitation and Organizational Knowledge," with J. Grahovac; Academy of Management Annual Meeting, August 2010.
2. "Assigning Priests to Parishes in West Texas" with L. Lasdon, J.S. Dyer and L. Maiman; INFORMS Annual Meeting, November, 2006.
3. "Fundamental Objectives and Proxy Attributes in Preference Models," with J. Dyer and J. Jia; IFORS 2005, July, 2005.
4. "An Empirical Investigation of Risk Value Theory," with J. Dyer and J. Jia; INFORMS College on Simulation, November, 2001.
5. "A Fully Compensatory Model for Ranking and Selection for Multiple Performance Measures," with D.J. Morrice, and P. Mullarkey; INFORMS College on Simulation, November, 2000.
6. "Linking Preference with Information Retrieval," INFORMS Decision Analysis Track, May 2000.
7. "Sensitivity Analysis in Ranking and Selection for Multiple Performance Measures," (co-author) with D.J. Morrice, P. Mullarkey and S. Gavarneni; INFORMS College on Simulation, November, 1999.
8. "Measures of Risk for Preference Models," UCI GSM Micro-Conference on Operations and Decision Technologies, April 1998.
9. "Comparison of the Centroid and Simulation Approaches for Sensitivity Analysis of Multi-criteria Decision Models," (co-author) MCDM conference, Charlottesville, VA April, 1998.
10. "Evaluation of Alternatives for the Disposition of U.S. Surplus Plutonium," Invited Presentation, DSI Annual Conference, November, 1997.
11. "A Multiattribute Utility Analysis of Alternatives for Plutonium Disposition," INFORMS Decision Analysis Cluster, October, 1997.
12. "Selecting the Best of K Configurations of a System When Performance is Measured by Multiple Attributes," (co-author) INFORMS College on Simulation, October, 1997.
13. "Generalized Disappointment Models," (co-author), FUR VII 8th International Conference on the Foundations & Applications of Utility, Risk and Decision Theory, Mons, Belgium, July 1997.
14. "Reducing the Cognitive Load and Recognizing Judgmental Error in Applications of Multiattribute Utility Theory Using Simulation," Invited Presentation, Choice Engineering Cluster, INFORMS, May 1997.
15. "Measures of Perceived Risk," with Jianmin Jia and James Dyer, INFORMS Decision Analysis Track, May 1997.
16. "Introduction to Decision Analysis" and "Introduction to Real-options and Option Pricing," with James Dyer, Schlumberger seminar on OR/MS, April & May, 1997
17. "A Methodology for the Analysis and Selection of Alternatives for the Disposition of Surplus Plutonium," (co-author) American Nuclear Society 1996 Annual Meeting - June 21, 1996.

18. "A Proposed Methodology for the Analysis and Selection of Alternatives for the Disposition of Surplus Plutonium," (co-author) International Meeting on Military Conversion and Science "Utilization of the Excess Weapon Plutonium: Scientific, Technological and Socio-Economic Aspects" - Villa Olmo, Como, Italy - March 20, 1996.

STUDENT SUPERVISION

Ph.D. Committee Membership

1. Emre Yucel, expected graduation, Spring 2018
2. Seung-Jae Park, expected graduation, Summer 2013
3. Ying He, "Decomposition of multiple attribute preference models", here is the link of the dissertation" placed at University of Southern Denmark
4. Rob Dees
5. Tianyang Wang, "Multivariate Real Options Valuation," placed at Colorado State University
6. Saurabh Bansal, "Optimal Assortments of Vertically Differentiated Products: Analytical Solution and Properties," placed at Pennsylvania State University
7. Dale Stoel, "Antecedents and Consequences of Shared Understanding: An Empirical Investigation," placed at Miami (of Ohio) University
8. James Wolf, "Friction and Trust in Electronic Markets," placed at Illinois State University
9. Zhuo Cheng, "Essays in Electronic Direct Market Entry and Inter-Industry Effects," placed at Hong Kong Polytechnic University
10. Neeraj Mittal, "Efficiency Enhancing Effects of IT Investment on Other Factor Inputs and Accounting Identity Approach to the Value of IT," placed with India National Service
11. Gautam Ray, "Information Systems and Competitive Advantage: A Process-oriented Theory," placed at The University of Texas at Austin, 2000

TEACHING EXPERIENCE

COURSES TAUGHT

- The University of Texas @ Austin
 - Advanced Valuation and Financial Modeling, MBA & MSF
 - Corporate Finance, MSF
 - Energy Finance Practicum, MBA
 - Financial Strategies (Energy Focus), MBA
 - Financial Valuation, UG & MSF
 - MIS304, Introduction to Programming/C++, UG
 - STA309, Introduction to the Practice of Statistics, UG
- Tulane University
 - Advanced Spreadsheet Modeling (Excel & VBA), MBA
 - Business Modeling (Excel), UG
 - Introduction to Operations Management / Process Management, UG
- The Ohio State University
 - Fundamentals of Business Information Systems, UG
 - Introduction to MIS, MBA & Evening MBA
 - Introduction to Accounting and MIS, UG & Honors UG
 - Decision Support Systems, UG

TEACHING ASSISTANT

- Two semesters of support for Ph.D. seminars and electives in decision analysis. Spring 1994 and Spring 1995

- Two semesters instructing executive MBA students in mathematical analysis. Fall 1993 and Fall 1994
- Two semesters teaching labs in introduction to business statistics for both undergraduates and MBAs. In addition, helped develop a textbook covering the use of the statistical package MINITAB. Fall 1991, Spring 1992

AWARDS AND HONORS

- MBA Applause Award (student nominated for contribution to teaching), Fall 2008, Fall 2011.
- Finalist for 2004 INFORMS Franz Edelman Award for Outstanding Practice
- Honorable Mention (2nd place) 2000 Practice Award INFORMS Decision Analysis Society
- Fred Moore Award for Outstanding Instruction by a graduate student, University of Texas

GRANTS AND FELLOWSHIPS

- US Department of Energy "Decision Analysis Methods for Analysis of Nuclear Terrorism Threats with Imperfect Information", Fall 2012
- Dean's Summer Research Fellowship, Ohio State University, 2004
- *Investigator*: NSF sponsored research on risk-value structures of preferences - Summer 1999, 2000
- *Project Manager*: A Methodology for the Selection of Alternatives for the Disposition of Surplus Plutonium. Amarillo National Resource Center for Plutonium in cooperation with the Office of Fissile Materials Disposition/Department of Energy. \approx \$1,000,000
- Department of Management Science and Information Systems departmental fellowship. Fall 1994 - Summer 1995
- Lechner Fellowship, Texas A&M University, Awarded 1986

SERVICE

- Editorial Board Member *Decision Analysis*, 2006 – present.
- Editorial Board Member *Decision Support Systems*, 2000 – 2009.
- Ad hoc reviewer for *Management Science*, *Information Systems Research*, *Operations Research*, *INFORMS Journal of Computing*, *Decision Analysis*, *Marketing Science*, *IEEE Transactions*, *Journal of Multicriteria Decision Analysis*, *Society for Petroleum Engineering*.
- INFORMS related service
 - Secretary/Treasurer, INFORMS Decision Analysis Society, 2006 – 2011.
 - Co-chair, IFORS Decision Analysis Track, Honolulu, HI, July 2005.
 - INFORMS Decision Analysis Society Council Member, 2001 - 2003.
 - Judge for Decision Analysis Society Student Paper Competition, 2003.
 - Chair of Decision Analysis Society Student Paper Competition, 2001 and 2002.
 - Co-chair, INFORMS Decision Analysis Track, San Antonio, November 2000.
 - Co-chair INFORMS Session "Information Systems and Decision Analysis", Salt Lake City, May 2000.
 - Maintain World Wide Web Sites for Decision Analysis Presentations, 1999–present.
 - Education and Working Papers Editor, Decision Analysis Society, Maintain World Wide Web storehouse of decision analysis syllabi and course teaching materials, 1996 – present
- Undergraduate Programs Committee, Ohio State University.
 - Review programmatic changes to undergraduate program and discuss possible improvements. Participated in sub-panel on role of electronic commerce in college with faculty from MS/OM and Marketing. 1999 – 2006

- Served on university wide Graduate Research Committee at University of Texas. Tasks included defining university policy on intellectual property, particularly issues related to disputes between professors and graduate students, Fall 1995 and Spring 1996.