

## 1. Personal publications (partial list):

Brand, J. L. (July, 2013). Cognition of creativity. In E. G. Carayannis (Ed.), *Encyclopedia of Creativity, Invention, Innovation, and Entrepreneurship* (pp. 211-217). Heidelberg/Berlin, DE: Springer.

Brand, J. L. (October, 2009). Zoom in, zoom out: How global context and individual preferences impact workplace design. *Proceedings of NeoCon East*, Baltimore, MD.

Newsham, G. R., Brand, J. L., Donnelly, C. L., Veitch, J. A., Aries, M. B. C. & Charles, K. E. (2009). Linking indoor environment conditions to job satisfaction: A field study. *Building Research & Information*, 37(2), 129-147.

Brand, J. L. (2008). Office ergonomics: A review of pertinent research and recent developments (pp. 245-282). In C.M. Carswell (Ed.), *Reviews of human factors and ergonomics, Vol 4*. Santa Monica, CA: Human Factors and Ergonomics Society.

Newsham, G. R. & Brand, J. L. (September, 2007). Linking environmental quality and organizational outcomes. *Proceedings of IIDEX*, Toronto, Ontario, Canada.

Newsham, G. R. & Brand, J. L. (June, 2007). Linking environmental design with organizational productivity. *Proceedings of NeoCon*, Chicago, IL.

Brand, J. L. (May, 2007). The cognition of creativity: Organizational antecedents of creativity and innovation. *Proceedings of the American Institute of Architects 150<sup>th</sup> Anniversary Annual Meeting*, San Antonio, TX; also published on the AIA's SOLOSO website.

Orfield, S. J., Brand, J. L. & Pakkarainen, P. (2006). *Better lighting and daylighting solutions: Improving visual quality in office environments*. Washington, DC: ASID.

Lee, S. Y. & Brand, J. L. (2010). Can personal control over the physical environment ease distractions in office workplaces? *Ergonomics*, 53(3), 324-335.

Lee, S. Y. & Brand, J. L. (2005). Effects of control over office workspace on perceptions of the work environment and work outcomes. *Journal of Environmental Psychology*, 25, 323-333.

Orfield, S. J. & Brand, J. L. (2004). *Better sound solutions: Applying occupant and building performance measurement and design to improve office acoustics*. Washington, DC: ASID.

Brand, J. L. (May/June 2003). The architecture of change: New workplace trends drive office space changes. *Journal of Property Management*, 40-44.

Brand, J. L. (2002). Can pluralism be intolerant? *American Psychologist*, 57, 299-300.

Brand, J. L. (2002). Why chance is a good theory. *American Psychologist*, 57, 66-67.

Brand, J. L. (2001). God is a Libertarian? *American Psychologist*, 56, 78-79.

Brand, J. L. (July, 1999). Strategic space planning: The vital FM role in supporting corporate change & growth. *Today's Facility Manager*, 26-29.

Brand, J. L. (1999). Strategic facilities planning: Balancing cost-effectiveness with corporate change. *Proceedings of NeoCon '99* (pp. 1-4), Chicago, IL.

Brand, J. L. (1999). Strategic facilities planning: Balancing cost-effectiveness with support for corporate change. *Proceedings of Facility Forum '99* (pp. 113-116), Santa Clara, CA.

Brand, J. L. (1999). Rewarding knowledge worker productivity: Beyond the corner office. *Proceedings of Facility Forum '99* (pp. 192-196), Santa Clara, CA.

Brand, J. L., & Kishino, N. D. (1998). Aggressive rehabilitation for spinal surgery patients. *Proceedings of the 42<sup>nd</sup> Annual Meeting of the Human Factors & Ergonomics Society*. (Abstract)

Clegg, A. D., Haerich, P. E., & Brand, J. L. (1998). Reaction time and psychophysiological concomitants of chronic pain patients in a lexical decision task with pain-related and neutral words. *Psychophysiology*, 34, S24. (Abstract)

Brand, J. L. (1998). Theoretical psychology, yes; methodological egalitarianism, no! *American Psychologist*, 53, 66-67.

Brand, J. L., & Orenstein, H. B. (1998). Does display configuration affect information sampling performance? *Ergonomics*, 41, 286-301.

Kishino, N. D., Brand, J. L., & Davamony, D. I. (1996). Empowering chronic spinal disorder patients through functional restoration. *QME Quarterly*, 1, 11-16.

Brand, J. L., Davamony, D. I., Kishino, N., & Dennis, E. B. (1997). Letters. *Spine*, 22, 358-359.

Brand, J. L. (1999). Fundamentalism. In D. G. Benner & P. C. Hill (Eds.), *Baker Encyclopedia of Psychology*, 2<sup>nd</sup> ed. Grand Rapids, MI: Baker Publishing House.

Brand, J. L. (1998). Driver out of the loop? *Ergonomics in Design*, 6, 26-31.

Brand, J. L. (1997). Challenges for a Christian psychology from cognitive science. *Journal of Psychology and Christianity*, 16, 233-246.

Brand, J. L. (1996). Can we decide between logical positivism and social construction views of reality? *American Psychologist*, 51, 652-653.

Brand, J. L. (1995). Does contemporary cognitive psychology favor or oppose psychoanalytic theory? *American Psychologist*, 50, 799-800.

Brand, J. L., and Judd, K. W. (1994). Angle of hard copy and text editing performance. *Human Factors*, 35, 57-69.

Brand, J. L., Holding, D. H., and Jones, P. D. (1987). Conditioning and blocking of the McCollough effect. *Perception and Psychophysics*, 41, 313-17.

Brand, J. L., and Holding, D. H. (1984). Effects of different probability ratios on effortful choices. In A. Mital (Ed.), *Trends in ergonomics/human factors I*. Amsterdam: North-Holland, 131-136.

### **Unpublished Seminars/Workshops**

Brand, J. L. (June, 2010). A personal journey from science to faith: can science be reconciled with Biblical Christianity? *The Nature of Evidence: Restoring the Foundation for Faith and Trust in an Era of Scientific Hubris*. Michigan camp meeting, Cedar Lake, MI.

Brand, J. L. (June, 2010). Can science be trusted to provide evidence for the Bible? *The Nature of Evidence: Restoring the Foundation for Faith and Trust in an Era of Scientific Hubris*. Michigan camp meeting, Cedar Lake, MI.

Brand, J. L. (June, 2010). Why science and the Bible are natural, philosophical soul mates: the quandary of postmodernism. *The Nature of Evidence: Restoring the Foundation for Faith and Trust in an Era of Scientific Hubris*. Michigan camp meeting, Cedar Lake, MI.

Brand, J. L. (June, 2010). Does science provide evidence for continuous improvement—contrary to the Biblical view of the ‘Fall of man’? *The Nature of Evidence: Restoring the Foundation for Faith and Trust in an Era of Scientific Hubris*. Michigan camp meeting, Cedar Lake, MI.

Brand, J. L. (June, 2010). How to witness to scientifically literate neighbors, friends & children. *The Nature of Evidence: Restoring the Foundation for Faith and Trust in an Era of Scientific Hubris*. Michigan camp meeting, Cedar Lake, MI.

Brand, J. L. (June, 2007; 2008). Some quantum mysteries. *Scientific Evidence for God – Marvels of His Creation*. Michigan camp meeting, Cedar Lake, MI; Grand Rapids Central SDA Church.

Brand, J. L. (June, 2007; 2008). The cosmos as His tapestry, I & II. *Scientific Evidence for God – Marvels of His Creation*. Michigan camp meeting, Cedar Lake, MI; Grand Rapids Central SDA Church; Gobles-Pinedale SDA Church.

Brand, J. L. (June, 2007; 2008). Some secrets of life. *Scientific Evidence for God – Marvels of His Creation*. Michigan camp meeting, Cedar Lake, MI; Grand Rapids Central SDA Church.

Brand, J. L. (June, 2007; 2008). Vision, consciousness, and the mind-body problem. *Scientific Evidence for God – Marvels of His Creation*. Michigan camp meeting, Cedar Lake, MI; Gobles-Pinedale SDA Church.

Brand, J. L. (April, 2008). *The heavens declare the glory of God*. Gobles-Pinedale SDA Church, MI.

## 2. Scholarly & professional presentations:

Brand, J. L. (July, 2013). *Reflection on diversity*. Orientation, LEAD, Andrews University.

Brand, J. L. & Nagy, G. (2013). *Using high technology to assess workplace collaboration*. NeoCon, Chicago, IL.

Nagy, G. & Brand, J. L. (2012). *Social network analysis in workplace research*. CoreNet Global seminar, London, UK.

Brand, J. L. (June, 2012). *Linking office design to organizational performance: An HQ renovation*. NeoCon, Chicago, IL.

Brand, J. L. (June, 2011). *A room with a view: A scientific analysis of an HQ renovation*. NeoCon, Chicago, IL.

Brand, J. L. (September, 2010). *Frameworks for linking design with meaningful organizational outcomes: Toward sustained innovation*. Google, Mountain View, CA.

Brand, J. L. & Augustin, S. (June, 2010). *Generational design: a cautionary tale*. NeoCon, Chicago, IL.

Brand, J. L. (2010). *The cognition of creativity*. ASID, Haworth, Philadelphia, PA.

Brand, J. L. (May, 2010). *Occupant-centered design for sustainable organizations*. IIDA/ASID, OEC, Louisville, KY.

Brand, J. L. (April, 2010). *Quantitative and qualitative methods: partners in the search for truth*. Faculty Colloquium, Behavioral Sciences Department, Andrews University.

Brand, J. L. (March, 2010). *The cognition of creativity*. ASID, Tucson, AZ.

Brand, J. L. (March, 2010). *Of brains and buildings*. Facilitec, Phoenix, AZ.

Brand, J. L. (October, 2009). *Zoom in, zoom out: How global context and individual preferences impact workplace design*. NeoCon East, Baltimore, MD. ([www.neoconeast.com](http://www.neoconeast.com))

O'Neill, M., Brand, J. L. & Hayner, M. (September, 2009). *X, Y, Boom! The impact of the economy on 4 generations at work*. CoreNet Global, Atlanta, GA.

Brand, J. L. (August, 2009). *Strategic workplace: Mobile worker impacts on corporate offices*. Metrocon, Dallas, TX.

Brand, J. L. (May, 2009). *Mobile worker impacts on corporate office design*. American Institute of Architects annual convention, San Francisco, CA.

Holmes, M., Quick, S. L. & Brand, J. L. (April, 2009). *Oxygenz – envisioning the Gen Y workplace*. CoreNet Global, Dallas, TX.

Stephenson, K., Whitson, B. A., Levin, A. & Brand, J. L. (April, 2009). *Interior design—coming of age?* Panel discussion chaired by B. Powell, OfficeInsight, New York, NY.

Brand, J. L. (April, 2009). *We need quantitative and qualitative methods to model reality.* Student-faculty colloquium, School of Education & Psychology, Southern Adventist University.

Brand, J. L. (January, 2009). *Are Gen-Y's brains modular or unconscious?* Paper presented to New Ways of Working Symposium, Palo Alto, CA.

Brand, J. L. (October, 2008). *Office design as applied management: Myths and realities.* A&D forum, Haworth HQ, Holland, MI.

Brand, J. L. (September, 2008). *The cognition of creativity.* Invited address, Annual meeting, New Jersey ASID, Princeton, NJ.

Brand, J. L. (July, 2008). *The strategic workplace: Mobile worker impacts on corporate offices.* Keynote speaker, AIA/IIDA/ASID seminar, San Antonio, TX.

Brand, J. L. (June, 2008). *The cognition of creativity.* Keynote speaker, NE/IA ASID chapter, Council Bluffs, IA.

Brand, J. L. (June, 2008). *Does daylight relate to workspace mobility?* NeoCon, Chicago, IL.

Brand, J. L. (September, 2007). *Universities as "Knowledge Worker" environments: Institutional context, mediating variables and organizational outcomes.* Stanford University, Palo Alto, CA.

Newsham, G. R. & Brand, J. L. (September, 2007). *Linking environmental quality with organizational productivity.* IIDEX, Toronto, Ontario.

Creighton, J., Brand, J. L., & Richert, E. (September, 2007). *Alternative officing in response to new ways of working.* Silicon Valley IFMA chapter meeting, Santa Clara, CA.

Brand, J. L. & Newsham, G. R. (June, 2007). *Linking environmental design with organizational productivity.* NeoCon, Chicago, IL.

Brand, J. L. (May, 2007). *The cognition of creativity.* The American Institute of Architects' Annual Convention, San Antonio, TX.

Orfield, S. J. & Brand, J. L. (March, 2007). *Better lighting and daylighting solutions for the office: Improving visual quality for office employees.* Intersect West 2007, Las Vegas, NV.

Jacobs, T., Brand, J. L. & Gundrum, D. (November, 2006). *The new workplace: Cutting-edge trends in how corporate America is redesigning the workplace.* International Society of Pharmaceutical Engineers Annual Meeting, Orlando, FL.

Brand, J. L. (October, 2006). *Demonstrating the value of office design through an ROI framework.* World Workplace, San Deigo, CA.

Brand, J. L. (October, 2006). *The cognition of creativity*. Arizona State University School of Design, Phoenix, AZ.

Brand, J. L. (August, 2006). *The cognition of creativity*. Morris Architects, Houston, TX.

Brand, J. L. (August, 2006). *The cognition of distraction: Acoustics in corporate office design*. CORENET, Beijing, China; Kuala Lumpur, Malaysia; Shanghai Creativity Center, China.

Brand, J. L. (June, 2006). *Office design as applied management: Myths & realities*. NeoCon, Chicago, IL.

Brand, J. L. (May, 2006). *The cognition of creativity*. Environmental Design Research Association, Atlanta, GA.

Brand, J. L. (May, 2006). *The important role of enclosure in the open versus closed office debate: A quasi-experimental case study*. Environmental Design Research Association, Atlanta, GA.

Brand, J. L. (April, 2006). *Demonstrating the value of corporate real estate and FM strategies to C-level executives*. TFM Show, Chicago, IL.

Brand, J. L. (March, 2006). *The cognition of creativity*. NeoCon West/ASID, Los Angeles, CA.

Brand, J. L. (March, 2006). *Occupancy quality: The goal of design?* American Institute of Architects Board of Directors meeting, St. Petersburg, FL.

Brand, J. L. (December, 2005). *The cognition of creativity*. ASID/IIDA CEU Seminar, Louisville, KY.

Brand, J. L. (December, 2005). *Office design as applied management: Myths and realities*. ASID/IIDA CEU Seminar, Cincinnati, OH.

Brand, J. L. (September, 2005). *Office design as applied management: Myths and realities*. ASID/IIDA CEU Seminar, West Palm Beach, FL.

Brand, J. L. & Smith, T. K. (September, 2005). *Effects of reducing enclosure on perceptions of occupancy quality, job satisfaction & job performance in open-plan offices*. Human Factors and Ergonomics Society 49<sup>th</sup> Annual Meeting; Orlando, FL.

Brand, J. L. (August, 2005). *Cognition of creativity*. AIA-North Carolina Annual Convention, Richmond, VA.

Brand, J. L. (June, 2005). *Office design as applied management: Myths & realities*. NeoCon, Chicago, IL.

Berens, M. & Brand, J. L. (June, 2005). *Better lighting and daylight solutions for the office*. NeoCon, Chicago, IL.

Brand, J. L. & Smith, T. J. (March, 2005). *The dialectic of corporate office design: Adding value with occupancy research*. OPWG Conference with TFM Show, Chicago, IL.

Brand, J. L. (March, 2005). *Office design as applied management: Myths and realities*. TFM Show, Chicago, IL.

Orfield, S. J. & Brand, J. L. (March, 2005). *Better lighting and daylight solutions for the office*. NeoCon West, Los Angeles, CA.

Orfield, S. J., Brand, J. L. & Smith, T. K. (October, 2004). *Do you hear what I hear? Office acoustics design*. World Workplace, Salt Lake City, UT.

Orfield, S. J., Smith, T. K. & Brand, J. L. (October, 2004). *Sound solutions .02: Applying office acoustics to occupancy quality*. NeoCon East, Baltimore, MD (scheduled).

Orfield, S. J., Smith, T. K. & Brand, J. L. (June, 2004). *Sound solutions .02*. ASID Seminar, NeoCon, Chicago, IL.

Smith, T. K., Brand, J. L., Orfield, S. J. & Raetzman, R. A. (June, 2004). *Can science build a better cubicle?* NeoCon, Chicago, IL.

Orfield, S. J., Brand, J. L. & Smith, T. K. (April, 2004). *Sound solutions .02*. ASID Seminar, NeoCon West, Los Angeles, CA.

Smith, T. K., Orfield, S. J. & Brand, J. L. (March, 2004). *Occupancy quality: A new agenda for sustainable design*. EnvironDesign8, Minneapolis, MN.

Brand, J. L. (October, 2003). *The cognition of creativity*. AIA, IIDA & IFMA CEU seminar; Atlanta, GA.

Brand, J. L. (May, 2003). *Does a conceptual bridge linking design research & practice exist? If not, can we build it?* Panel discussion, OPWG's Corporate Consortium VIII; Minneapolis, MN.

Brand, J. L. (May, 2003). *The cognition of creativity*. Keynote address, IIDA, Portland, OR.

Brand, J. L. (June, 2002). *Office environments to support future organizations*. NeoCon, Chicago, IL.

Brand, J. L. (June, 2002). *A case study in custom design: Support for collaboration in cross-functional teams*. NeoCon, Chicago, IL.

Brand, J. L. (April, 2001). *Office design/space management: Plan ahead*. Invited panel participant, Facility Forum 2001, Dallas, TX.

Brand, J. L. (April, 2001). *Do open plan offices work?* Facility Forum 2001, Dallas, TX.

Augustin, S., & Brand, J. L. (August, 2000). *Impact of the physical environment on knowledge worker performance*. APA's 108<sup>th</sup> Annual Convention, Washington, DC.

Brand, J. L., Hohne, J. J., Ku, Y. E., Lee, H. C., Luna, B., & Montgomery, L. D. (July, 2000). *Hemodynamic, performance and subjective preference comparisons of three commercially available office chairs*. Human Factors and Ergonomics Society 44<sup>th</sup> Annual Meeting, San Diego, CA.

Brand, J. L. (June, 2000). *Cognitive resonance: Mind/task/environment harmony*. NeoCon 2000, Chicago, IL.

Brand, J. L. (March, 2000). *'Cognitive resonance' and office design*. Keynote address, IDEC (Interior Design Educators' Council), Calgary, Alberta, Canada.

Brand, J. L. (March, 2000). *Office environments to support future organizations*. Invited address, Facilities Forum 2000, Atlanta, GA.

Brand, J. L. (November, 1999). *Strategic blueprint: An office design strategy that balances cost-effectiveness with corporate change & flexibility*. Nokia's international facilities management conference, Dallas, TX.

Brand, J. L. (October, 1999). *Strategic blueprint: Balancing cost-effectiveness with support for corporate change & flexibility*. Invited IFMA address, New York, NY.

Raetzman, R., Orfield, S., & Brand, J. L. (October, 1999). *The third millennium: New paradigm for creative thinking and designing*. design.y.c, New York, NY.

Brand, J. L. (September, 1999). *Strategic facilities management: Balancing cost effectiveness with support for corporate change & flexibility*. Invited IFMA address Dallas, TX.

Brand, J. L. (Chair; Discussant), Subotincic, N., Israel, T., Forrest, C. R., & Painter, S. L. (August, 1999). *Symposium on Design Psychology: A Clinical Approach to the Person-Environment Relationship*. APA's 107<sup>th</sup> Annual Convention, Boston, MA.

Brand, J. L. (October, 1999). *Strategic blueprint: A facilities planning model that balances cost effectiveness with corporate change & flexibility*. World Workplace '99, Los Angeles, CA.

Brand, J. L. (May, 1999). *Strategic facilities planning: A design model that integrates cost-effectiveness with support for corporate change & flexibility*. IFMA, Charlotte, NC.

Brand, J. L. (March, 1999). *Rewarding knowledge worker productivity: Beyond the corner office*. Facilities Forum '99, Santa Clara, CA.

Brand, J. L. (June, 1999). *Strategic blueprint: A facility planning model that balances cost effectiveness with corporate change and flexibility*. Facilities Forum '99, Santa Clara, CA; NeoCon, Chicago, IL.



Brand, J. L. (October, 1998). *Aggressive rehabilitation for spinal surgery patients*. Human Factors & Ergonomics Society's Annual Meeting, Chicago, IL.

Clegg, A. D., Haerich, P. E., & Brand, J. L. (1998). *Reaction time and psychophysiological concomitants of chronic pain patients in a lexical decision task with pain-related and neutral words*. 37<sup>th</sup> Annual Meeting of the Society for Psychophysiological Research, Denver, CO.

Brand, J. L. (September, 1998). *Ergonomics--evaluating functional restoration rehabilitation*. Invited address, 1998 River City Occupational Safety & Health Conference & Expo, Baton Rouge, LA.

Brand, J. L. (August, 1998; March, 1999). *Cognitive resonance: Mind/task/environment harmony*. alt.office West, San Jose, CA; NeoCon South, Miami, FL.

Brand, J. L. (May, 1998). *Cognitive resonance*. National Ergonomics Conference & Exposition, New York, NY.

Brand, J. L. (May, 1998). *Designing office environments to improve attention?* Invited address, IFMA, Madison, WI; and Blue Cross/Blue Shield Annual Travel & Safety Conference, New Orleans, LA.

Brand, J. L. (May, 1998). *Facilities strategies to support corporate change & flexibility*. ASID/IIDA CEU course, Orlando, FL; Holland, MI.

Brand, J. L. (May, 1998). *"Extreme density:" Maximize or minimize?* Invited address, Facilities Forum '98, Orlando.

Brand, J. L. (March, 1998). *Ergonomics/human factors in the office: Designing workstations for productivity & performance*. Invited address, Los Alamos National Laboratories, Santa Fe, NM.

Brand, J. L. (March, 1998). *Cognitive ergonomics: Environmental design with affordances of the mind*. Presented to internal/external constituencies, Haworth, Inc.

Brand, J. L. (December, 1997). *Ergonomics/human factors in the office: Designing workstations for productivity and performance*. CE approved workshop, ASID and IIDA for architects, interior designers, facilities managers and health & safety personnel.

Brand, J. L. (August, 1997). *Human factors/ergonomics: Beyond the machine metaphor*. Petro Canada; Haworth, Inc.; Holland, MI.

Brand, J. L. (August, 1997). *Human factors/ergonomics: Impact on your bottom line*. Chubb Insurance; Haworth, Inc.; Holland, MI.

Brand, J. L. (August, 1997). *Human factors/ergonomics: Implications for office systems*. Blue Cross/Blue Shield; Haworth, Inc.; Holland, MI.

Brand, J. L. (August, 1997). *Human factors/ergonomics: More than cumulative trauma disorders*. Vincam Group; Haworth, Inc.; Holland, MI.

Brand, J. L. (August, 1997). *Human factors/ergonomics: When physical anthropometry isn't enough*. Franklin Resources; Haworth, Inc.; Holland, MI.

Brand, J. L. (June, 1997). *Computer augmentation of work groups: More organization, or too much information?* Invited panel discussion member, NeoCon; Chicago, IL.

Brand, J. L. (April, 1997). *Implications from cognitive science for office systems*. Invited address, the Ideation Group, Haworth, Inc., Holland, MI.

Brand, J. L. (February, 1997). *Theoretical foundations of cognitive-behavioral approaches to behavior change*. Invited address, School of Public Health, Loma Linda University, CA.

Brand, J. L. (June, 1996). *Functional restoration predictors of return to work outcomes*. Invited address, Management of Industrial Back Injury III, Palm Springs, CA.

Brand, J. L. (November, 1995). *Changing views of the monism/dualism distinction as an approach to the mind/body problem*. Invited address, Behavioral Science Department Colloquia Series, Pacific Union College, Angwin, CA.

Brand, J. L., Hale, J., Rice, S., & Sarni, C. (March, 1995). *Perception of gender differences in responding to friends' problems*. Western Psychological Association, Los Angeles, CA.

Brand, J. L. (April, 1995). *The challenge to faith from cognitive science*. Psychology and Religion Symposium, Pine Springs Ranch, CA.

Brand, J. L. (February, 1995). *A paradigm for psychology?* Invited address, Psychiatry's "Grand Rounds" Colloquia, Loma Linda University.

Brand, J. L. (December, 1994). *Decision strategies in mental workload*. Department of Psychology's "Brown bag" Colloquia, Loma Linda University.

Brand, J. L. (July, 1994). *Gender differences in sexual fantasies and concerns about sex, sexual deviance, and sex-role stereotypes*. American Psychological Society, Washington, D. C.

Brand, J. L., Whitter, K., Hake, S., & Scerbo, M. W. (August, 1994). *The COPE task and mental workload: Memory load and list length effects*. American Psychological Association, Los Angeles, California.

Brand, J. L., Wilhelmsen, T., Santos, L., & Holding, C. S. (April, 1994). *Perception of gender differences in conversational style*. Southern Society for Philosophy & Psychology, Atlanta, Georgia.

Brand, J. L. (March, 1994). *The COPE Task as a measure of mental workload*. Invited Address, Faculty/Administration Research Soup Session, La Sierra University.

Brand, J. L. (April, 1994). *Careers in psychology: What are your options?* Invited Address, La Sierra Academy's Annual Career Day, Riverside, CA.

Brand, J. L., and Scerbo, M. W. (April, 1993). *Effect of memory load on perceived workload in the COPE task.* Southern Society for Philosophy & Psychology, New Orleans.

Brand, J. L., and Swee, R. (April, 1993). *Perception of gender differences in conversational style.* Southern Society for Philosophy & Psychology, New Orleans.

Brand, J. L. (December, 1992). *Cognitive affordances and the design of office systems.* Invited address, Haworth, Holland, MI.

Brand, J. L. (April, 1992). *Should hard copy be normal to the line of sight or adjacent to the computer screen?* Southern Society for Philosophy & Psychology, Memphis, Tennessee.

Brand, J. L. (April, 1992). *Effect of display configuration on attentional sampling performance.* Aerospace Sensing Conference, International Society for Optical Engineering (SPIE), Orlando, Florida.

Brand, J. L., Judd, K. W., and Diaz, R. J. (September, 1991). *Text editing and angle of hard copy: A replication and extension.* Human Factors Society Meeting, San Francisco, California.

Brand, J. L. (August, 1991). *Another perspective on mental workload.* American Psychological Association, San Francisco, California.

Brand, J. L. (March, 1991). *The COPE Task as a measure of mental workload.* Southern Society for Philosophy & Psychology, Atlanta, Georgia.

Brand, J. L. (April, 1990). *Attentional strategies in partial report.* Southern Society for Philosophy & Psychology, Louisville, Kentucky.

Brand, J. L. (May, 1990). *The cost of separating attention.* Western Psychological Association, Anaheim, California.

Brand, J. L., and Holding, D. H. (May, 1985). *Overshadowing and blocking of the McCollough effect.* Southern Society for Philosophy & Psychology, New Orleans, Louisiana.

Brand, J. L., and Holding, D. H. (March, 1984). *Effects of different probability ratios on effortful choices.* 1st Mid-Central Ergonomics/Human Factors Conference, Cincinnati, Ohio.

Judd, K. W., and Brand, J. L. (May, 1990). *Text editing and angle of hard copy.* Western Psychological Association, Anaheim, California.

Judd, K. W., and Brand, J. L. (October, 1990). *Angle of hard copy and text editing performance.* Human Factors Society Meeting, Orlando, Florida.

LaLonde, A., and Brand, J. L. (April, 1993). *Do monetary incentives decrease intrinsic motivation? A test of Deci's cognitive evaluation model of work motivation*. Southern Society for Philosophy & Psychology, New Orleans.

Scerbo, M. W., Kapp, B., and Brand, J. L. (April, 1992). *The effects of knowledge of results on effortful choices and perceived workload*. Southern Society for Philosophy & Psychology, Memphis, Tennessee.

**3. Top three research interests:**

Creativity & Innovation (individual & organizational)

Philosophy of Science (Faith & Reason)

Situational & Contingency theories of Leadership