

Daniel E. Gaygen, Ph.D.

University of South Dakota
Beacom School of Business

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Education

AACSB Post-Doctoral Bridge to Business Program Warrington College of Business
Administration University of Florida 2008 – Marketing Track

Modules include Problems and Methods in Marketing, Organizational Behavior, Business to Business Marketing, and Strategic Management

Ph.D. in Cognitive Psychology University at Buffalo, State University of New York 1998

Dissertation Topic: Effects of phonotactic probability on the recognition of words in continuous speech (spoken word recognition by humans). I found that the probabilities of adjacent speech sounds across word boundaries contribute to the listener's ability to divide up the continuous speech stream to facilitate individual word perception.

B.A. in Psychology University at Buffalo, State University of New York 1980

Experience

Visiting Assistant Professor, Marketing, Beacom School of Business at the University of South Dakota August 2008 – May 2009

I teach Principles of Marketing, Personal Selling, Consumer Behavior, and Promotions Management, all upper level courses with the last three cross-listed with the graduate school. I am continuing the research I began at Cornell adapted to marketing.

Post-Doctoral Associate, Design and Environmental Analysis Department at Cornell University December 2005 – August 2008

I conducted research investigating the effects of indoor air quality on human cognitive performance in office environments. The research took place in the laboratory and in the field and consisted of study design, data collection and analysis, and writing experimental reports. Additionally, I calibrated and maintained the data collection equipment.

Assistant Professor, Psychology Department at Ithaca College August 1999 – May 2005

I completed six consecutive one-year, full time appointments.

Courses Taught:

Research Methods in Psychology (8 semesters – 12 sections)

General Psychology (12 semesters – 24 sections)

General Psychology Laboratory (2 semesters – 2 class sections, 20 lab sections taught by student teaching assistants under my direction)

Cognitive Psychology (8 semesters – 9 sections)

Cognitive Psychology Laboratory (8 semesters – 14 sections)

Additional Responsibilities:

Independent Study Advisor (1 semester)

Academic Advisor (12 semesters)

Graduate Student Teaching, Department of Psychology, University at Buffalo

I taught Psycholinguistics and Cognition and Language. I designed the Cognition and Language course as a survey of cognition with an emphasis on the connections between language and perception, memory, attention, and thinking.

Chief Research Assistant and Laboratory Manager, Language Perception Laboratory, University at Buffalo September, 1998 – August, 1999

I supervised and trained undergraduate research assistants. Their training included signal processing (preparation of stimuli), scheduling and running subjects, statistical analysis of data, literature research methods, subject pool maintenance, and hardware/software troubleshooting. I was the direct supervisor of the laboratory's computer programmer.

Grants

Beacom Opportunity Fund. \$4250.00 for business research.

Other Positions Held

Hotel Management, Hotel Sales, Photo lab Management, direct sales, various manufacturing positions

Patent

United States Patent US 6,893,019 B2 5/2005 Gaygen

Betting Game Using One Die of One Color and Two Die of Another Color and Giving Special Status to a Roll of One on the Single Die

Miscellaneous

I attended a summer 2003 workshop given by the National Center for Case Study Teaching in Science.

I attended the New York Auctioneer School in 2005.

Memberships

American Marketing Association
Association for Psychological Science
Mensa

Publications

Gaygen, D. E., & Hedge, A., (in press, *Chemical Senses*). Effect of acute exposure to a complex fragrance on lexical decision performance.

Hedge, A. & Gaygen, D.E., (submitted). Office environmental conditions and computer work performance.

Hedge, A. & Gaygen, D. E., (submitted). Air temperature effects on office worker productivity.

Gaygen, D.E., & Luce, P.A., (1998). Effects of modality on subjective frequency estimates and processing of spoken and printed words. *Perception & Psychophysics*, 60, 465-483.

Gaygen, D.E., & Luce, P.A., (unpublished manuscript). Troughs and Bursts: Probabilistic phonotactics and lexical activation in the segmentation of spoken words in fluent speech.

Presentations

Gaygen, D. E., & Hedge, A., (August, 2007). The effects of VOC exposure on lexical access. Poster presented at the Science Advisory Committee meeting of the Environmental Protection Agency in Syracuse, NY.

Hedge, A., Gaygen, D., & Smith, J., (August, 2007). Effect of indoor environmental quality on work productivity. Talk given at the Science Advisory Committee meeting of the Environmental Protection Agency in Syracuse, NY.

Gaygen, D. E., & Hedge, A. (May, 2007). Results of a field installation: Effects of IEQ variables on productivity in the workplace. Talk given to the Ithaca Chapter of the American Society of Heating, Refrigerating and Air Conditioning Engineers in Ithaca, NY.

Gaygen, D. E., & Hedge, A., (May, 2007). An indoor air quality detection unit: Taking a lunchbox to work. Talk given to the Ithaca Chapter of the American Society of Heating, Refrigerating and Air Conditioning Engineers in Ithaca, NY.

Hedge, A., Gaygen, D., & Smith, J., (August, 2006). Effect of indoor environmental quality on work productivity. Talk given at the Science Advisory Committee meeting of the Environmental Protection Agency in Syracuse, NY.

Hedge, A., Gaygen, D., & Smith, J., (April, 2006). Effect of indoor environmental quality on work productivity. Talk given at the Strategically Targeted Academic Research Center for Environmental Quality Systems at Syracuse University.

Gaygen, D.E., (May, 2003). A test of the orthographic recoding hypothesis. Poster presented at the annual meeting of the American Psychological Society in Atlanta, GA.

Gaygen, D.E., (April, 2003). A test of the orthographic recoding hypothesis. Poster presented at the annual meeting of the Acoustical Society of America, Nashville, TN.

Gaygen, D.E., & Luce, P.A., (June, 1999). Detecting spoken words in fluent speech using probabilistic phonotactics. Hot Topic talk given at the annual convention of the American Psychological Society, Denver, CO.

Gaygen, D.E., & Luce, P.A., (October, 1998). Effects of phonotactic probability on the recognition of words in continuous speech. Talk given at the annual meeting of the Acoustical Society of America, Norfolk, VA.

Gaygen, D.E., & Luce, P.A., (June, 1997). Effects of phonotactic probability on the recognition of words in continuous speech. Poster presented at the annual meeting of the Acoustical Society of America, State College, PA.

Luce, P.A., Vitevitch, M.S., Gaygen, D.E., & Lyons, E.A., (December, 1996). Representational specificity of lexical form: Implications for models of spoken word recognition. Invited paper presented at the Third Joint Meeting of the Acoustical Society of America and the Acoustical Society of Japan, Honolulu, HI.

Gaygen, D.E., & Luce, P.A., (December, 1996). Effects of phonotactic probability on the recognition of words in continuous speech. Poster presented at

the Third Joint Meeting of the Acoustical Society of America and the Acoustical Society of Japan, Honolulu, HI.

Gaygen, D.E., & Luce, P.A., (July, 1996). Effects of modality on subjective frequency estimates and processing of spoken and printed words. Poster presented at the annual meeting of the Cognitive Science Society, San Diego, CA.

Gaygen, D.E., & Luce, P.A., (May, 1995). Effects of modality on subjective frequency estimates and processing of spoken and printed words. Poster presented at the annual meeting of the Acoustical Society of America, Washington, D.C.

College Service

Hosted movie nights for Psi Chi, the student psychology club

Organized the Psychology Games, an event open to the public where student teams created and displayed fully playable games with a psychology theme

Small group moderator for Cornell's New Student Reading Project for incoming freshmen (*The Great Gatsby*)

Professional Service

Ad-hoc reviewer, *Journal of Memory and Language*

Ad-hoc reviewer, Cognitive Science Society – submitted talks for annual meeting

Departmental Service

Committee member, curriculum revision

Conducted departmental computer inventories

Community Service

Collected funds for the American Institute for Cancer Research

Teach courses at a home school cooperative in Ithaca, NY

Blood donor – American Red Cross