

Russ McBride

Associate Professor | Management of Complex Systems | University of California, Merced

Director, Social Reality & Cognition Research Group (SORAC)

Director, Innovation & Design Entrepreneurship Hub

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Research profile

Business scholar working at the intersection of artificial intelligence, strategic judgment, entrepreneurship, and social ontology. Research on AI examines the capabilities and limitations of artificial systems in reasoning, prediction, strategic analysis, and organizational decision-making. Research on entrepreneurship examines how actors create resources, opportunities, firms, and new forms of economic action through agreements, rights, duties, authority, access, control, and other deontic structures.

Research areas

- Artificial intelligence, large language models, and strategic judgment
- Entrepreneurship, resource construction, and deontic engineering
- Social ontology of organizations, markets, and economic action
- Cognitive science, philosophy of mind, and prediction
- Computational research methods, uncertainty, and decision-making

Academic appointments

2016-present	Faculty member; current Associate Professor , Department of Management of Complex Systems, University of California, Merced. Assistant Professor prior to promotion
2020-2021	Visiting Professor , Department of Entrepreneurship & Strategy, University of Utah
2014-2016	Research Professor , Department of Entrepreneurship & Strategy, University of Utah
2014-2016	Adjunct Professor , Department of Philosophy, University of Utah
2011-2014	Postdoctoral Researcher , Department of Entrepreneurship & Strategy, University of Utah
1999-2012	Artificial Intelligence Instructor , SUPINFO International University, France
1994-1999	Instructor , College of Alameda and Laney College

Research, academic leadership, and entrepreneurship programs

2022-present	Director , Innovation & Design Entrepreneurship Hub, UC Merced
2021-2023	Faculty Advisor , Entrepreneurship Living-Learning Community, UC Merced
2016-present	Director , Social Reality & Cognition Research Group (SORAC), UC Merced
2016-2018	Advisor , UC Merced Venture Lab
2013-2016	Director , Utah Social Ontology Research Group
2011-2016	Director , University of Utah Foundry Startup Entrepreneurship Incubator
1995-1998	Artificial Intelligence Researcher , Lexington Institute

Education and advanced training

2009	Ph.D., Philosophy and Cognitive Science , University of California, Berkeley. Dissertation: The Homeostatic Mind: A Developmental Study of Object Cognition. Committee: John Searle, Hans Sluga, and George Lakoff
1994	A.M., Philosophy and Symbolic Systems , Stanford University
1990	B.A., Philosophy and Cognitive Science, with honors , University of California, Berkeley
Advanced training	Data Science and Financial Analysis , HTW Saar / PythonQuants

Publications

Peer-reviewed journal articles

- McBride, R. (2026). "Mean Articulation Machines." *Strategy Science*, 11(1), 31-54. <https://doi.org/10.1287/stsc.2025.0439>
- McBride, R., Packard, M. D., & Clark, B. B. (2024). "Rogue Entrepreneurship." *Entrepreneurship Theory and Practice*, 48(1), 392-417. <https://doi.org/10.1177/10422587221135763>
- McBride, R., Dastan, A., & Mehrabinia, P. (2022). "How AI Affects the Future Relationship Between Corporate Governance and Financial Markets: A Note on Impact Capitalism." *Managerial Finance*, 48(8), 1240-1249. <https://doi.org/10.1108/MF-12-2021-0586>
- McBride, R., & Dastan, A. (2022). "Ulcer Index 2.6: A Better Risk Measure?." *The Journal of Wealth Management*, 25(3), 59-71. <https://doi.org/10.3905/jwm.2022.1.190>
- McBride, R., & Wuebker, R. (2022). "Social Objectivity and Entrepreneurial Opportunities." *Academy of Management Review*, 47(1), 75-92. <https://doi.org/10.5465/amr.2017.0451>
- McBride, R. (2022). "Deontic Binding: Imposed, Voluntary, and Autogenic." *Social Epistemology*, 36(2), 218-237. <https://doi.org/10.1080/02691728.2021.1996657>
- McBride, R., & Touma, C. (2021). "Entrepreneurship without Borders." *International Journal of Business, Humanities and Technology*, 11(2). <https://doi.org/10.30845/ijbht.v11n2p2>
- McBride, R., & Packard, M. D. (2021). "On the Ontology of Action: Actors Are Not 'Abstractions'." *Academy of Management Review*, 46(1), 211-214. <https://doi.org/10.5465/amr.2020.0093>
- McBride, R. (2019). "Human-Like Implemented AI and Human Problem-Solving AI." *International Journal of Business, Humanities and Technology*, 9(3). <https://doi.org/10.30845/ijbht.v9n3p1>
- Alvarez, S. A., Barney, J. B., McBride, R., & Wuebker, R. (2017). "On Opportunities: Philosophical and Empirical Implications." *Academy of Management Review*, 42(4), 726-730. <https://doi.org/10.5465/amr.2016.0035>
- Alvarez, S. A., Barney, J. B., McBride, R., & Wuebker, R. (2014). "Realism in the Study of Entrepreneurship." *Academy of Management Review*, 39(2), 227-231. <https://doi.org/10.5465/amr.2013.0244>
- McBride, R. (2012). "A Framework for Error Correction Under Prediction." *Frontiers in Psychology*, 3, Article 411. <https://doi.org/10.3389/fpsyg.2012.00411>
- McBride, R. (1999). "Consciousness and the State/Transitive/Creature Distinction." *Philosophical Psychology*, 12(2), 181-196. <https://doi.org/10.1080/095150899105864>

Book chapters, dissertation, and digital scholarship

- McBride, R. (2018). "Applying Philosophy to Entrepreneurship and the Social Sciences." In A. Fayolle, S. Ramoglou, M. Karatas-Ozkan, & K. Nicolopoulou (Eds.), *Philosophical Reflexivity and Entrepreneurship Research* (pp. 16-30). Routledge. <https://doi.org/10.4324/9781315625454-2>
- Gordon, B., & McBride, R. (2018). "Toward a Unified Account of the Firm: Deontic Architecture." In A. Fayolle, S. Ramoglou, M. Karatas-Ozkan, & K. Nicolopoulou (Eds.), *Philosophical Reflexivity and Entrepreneurship Research*. Routledge.
- McBride, R. (2009). "The Homeostatic Mind: A Developmental Study of Object Cognition." *Doctoral dissertation, University of California, Berkeley*. Committee: John Searle, Hans Sluga, and George Lakoff.
- Horn, R. E., Yoshimi, J., Deering, M., & McBride, R. (1998). "Can Computers Think? The History and Status of the Debate." *MacroVU Press*. Seven large-format argument maps and an accompanying handbook. Bainbridge Island, WA.

Manuscripts under review

- McBride, R., Clark, B. B., & Packard, M. D. "The Association Telescope and Rogue Entrepreneurship." Under review at *Entrepreneurship Theory and Practice*.
- McBride, R. "What the Best Theory of Cognition Implies for AI." Under review at *Journal of Business Venturing*.
- McBride, R. "Bio-Chauvinism or Empirically Grounded Prudence? Why We Should Doubt Machine Consciousness Until Proven Otherwise." Under review at *Consciousness and Cognition*.
- McBride, R., Castro, S., Packard, M. D., & Futrell, M. "What Do We Think of When We Think of Entrepreneurship? Some Surprises." Under review at *Entrepreneurship Theory and Practice*.
- Packard, M. D., Bylund, P. L., & McBride, R. "The Deontic Origination of Resources." Under review at *Academy of Management Review*.

Works in progress

- McBride, R., & Sergeeva, A. Deontic Engineering. Article in preparation.
- McBride, R., Packard, M. D., Bylund, P. L., & Barney, J. B. Must Resources Be Subjective to Gain Competitive Advantage?
- McBride, R. Pragmatic Entrepreneurship. Book manuscript in preparation.
- McBride, R. Have Large Language Models Solved the Frame Problem? Article in preparation.
- Packard, M. D., Clark, B. B., & McBride, R. Process Uncertainty. Article in preparation.

- McBride, R., & Mangan, B. Psychological and Cognitive Aspects of Contradiction: The Law of Non-Contradiction and Excluded Middle. Article in preparation.

Current research programs and infrastructure

Program	Focus	Status
Point-in-Time AI / Business-PIT-4B	Temporally controlled models and evaluation infrastructure for prediction, belief updating, information choice, and intervention testing.	In development
VentureForesight	Prediction and decision benchmark for entrepreneurship, strategy, technological change, organizations, industries, and economic forecasting.	In development
Low-Correlation AI Model Portfolios	Error correlation, joint-failure probability, marginal rescue rates, model-by-harness interaction, and efficient model combinations.	Research program
Pragmatic Entrepreneurship	Theory, curriculum, and field program focused on constructing novel social agreements and strategically generative agreement structures.	Book and field program
Deontic Engineering	Research on how rights, duties, permissions, authority, access, and control constitute resources and organized economic action.	Theory development

Grants and sponsored programs

Funded

2022-2025 **Co-Principal Investigator**, Blackstone Entrepreneurship and Development Grant. \$200,000

Submitted proposal

Under review **Principal Investigator**, Pragmatic Entrepreneurship, Templeton grant proposal. \$4.4 million requested

Invited presentations

May 2026	<i>Superfecund Agreements</i> . University of Bath School of Management, United Kingdom.
Sep 2025	<i>How Far Can LLMs Interpolate Beyond Their Training Data?</i> University of Bristol Business School, United Kingdom.
Aug 2025	<i>Mean Articulation Machines</i> . Strategy Science special-issue invitational conference, Sundance, Utah.
Jun 2025	<i>Mean Articulation Machines</i> . University of Bath School of Management, United Kingdom.
Sep 2024	<i>101 Recipes for Entrepreneurship</i> . Blackstone Talk Series, UC Merced.
Apr 2024	<i>Current and Future Prospects for Large Language Models in AI</i> . Innovation & Design Entrepreneurship Hub, UC Merced.
Mar 2023	<i>Functional Entrepreneurship: A Different Approach to Training Entrepreneurs</i> . RiHub Entrepreneurship Accelerator, Rijeka, Croatia.
Jan 2022	<i>Human-Like AI and Human Problem-Solving AI</i> . Department of Management, National University of Singapore.
Nov 2020	<i>Ontological Consciousness and Eudemic Consciousness</i> . Integrated Mind Research Institute Global Consciousness Summit.
Mar 2020	<i>The Central Challenge to Building Real AI</i> . Management of Complex Systems Speaker Series, UC Merced.
Feb 2020	<i>Functional Entrepreneurship</i> . Management of Complex Systems Speaker Series, UC Merced.
Dec 2019	<i>The Central Challenge to Building Real AI</i> . Caraga State University, Butuan, Philippines.
Dec 2019	<i>Why Has Defining 'Entrepreneurship' Been So Difficult?</i> Caraga State University, Butuan, Philippines.
Dec 2019	<i>Understanding the Core of Entrepreneurship</i> . University of Science and Technology of Southern Philippines, Cagayan de Oro, Philippines.
Dec 2019	<i>The Central Challenge to Building Real AI</i> . University of Science and Technology of Southern Philippines, Cagayan de Oro, Philippines.
Dec 2019	<i>AI and the Function of the Mind</i> . Central Philippine University, Iloilo, Philippines.
Dec 2019	<i>What Does It Take to Be an Entrepreneur?</i> Central Philippine University, Iloilo, Philippines.
Dec 2019	<i>Understanding the Core of Entrepreneurship</i> . Saint Louis University, Baguio, Philippines.
Dec 2019	<i>The Central Challenge to Building Real AI</i> . Saint Louis University, Baguio, Philippines.
Dec 2019	<i>What Does It Take to Be an Entrepreneur?</i> Technological Institute of the Philippines, Manila.
Dec 2019	<i>AI and the Function of the Mind</i> . Technological Institute of the Philippines, Manila.
Dec 2019	<i>What Does It Take to Be an Entrepreneur?</i> Technological Institute of the Philippines, Quezon City.
Dec 2019	<i>The Central Challenge to Building Real AI</i> . Technological Institute of the Philippines, Quezon City.
Oct 2019	<i>What Makes the Social World Possible? A Foundation for the Social Sciences and an Alternative Path for Entrepreneurship</i> . VinUniversity, Hanoi, Vietnam.
Oct 2019	<i>Some Results from Teaching Hands-On Entrepreneurship</i> . University of the Thai Chamber of Commerce, Bangkok.
Oct 2019	<i>Why Has Defining 'Entrepreneurship' Been So Difficult?</i> Sasin School of Management, Bangkok.
Jul 2019	<i>The Physical-Social Divide and the Creation-Discovery Debate</i> . Sasin School of Management, Bangkok.
Apr 2019	<i>What Does It Take to Become an Entrepreneur?</i> Financial Planning and Entrepreneurship Day, UC Merced.
Mar 2019	<i>Finding Discriminating Alignment in Artificial Intelligence</i> . University of Deusto, San Sebastian, Spain.

Nov 2018	<i>Untangling the Opportunity Debate</i> . David Eccles School of Business, University of Utah.
Nov 2018	<i>Why Has Defining 'Entrepreneurship' Been So Hard?</i> University of Nevada, Reno.
Jun 2018	<i>The Homeostatic Mind and the Prediction Machine Theory</i> . Institut Jean Nicod, Paris.
Jun 2018	<i>Are Opportunities Objective?</i> University of Klagenfurt, Austria.
May 2018	<i>Entrepreneurial Opportunities and Social Objectivity</i> . University of Vienna.
May 2018	<i>Deontic Binding: Imposed, Voluntary, and Autogenic</i> . University of Vienna.
May 2018	<i>Why Has Defining 'Entrepreneurship' Been So Difficult?</i> University of Oslo.
May 2018	<i>Entrepreneurial Opportunities and Social Objectivity</i> . Anglia Ruskin University, Cambridge.
May 2018	<i>Where Does Uncertainty Come From?</i> Invitational Conference on Uncertainty in Management and Entrepreneurship, University of Pittsburgh.
Feb 2018	<i>Making Entrepreneurship Happen</i> . Innovation & Entrepreneurship Series, UC Merced.
Dec 2017	<i>Deontic Binding: Imposed, Voluntary, and Autogenic</i> . Mind, Technology, and Society Series, UC Merced.
Apr 2017	<i>Deontic Field Simulation Semantics</i> . UC Berkeley Social Ontology Research Group.
Apr 2017	<i>Advances in Entrepreneurship</i> . UC Merced Engineering Advisory Board.
Feb 2017	<i>A Homeostatic Theory of Mind</i> . Cognition and Information Sciences Graduate Group, UC Merced.
Oct 2016	<i>Myths of Entrepreneurship</i> . Entrepreneurship Week, UC Merced.
Jul 2016	<i>When an Opportunity Grows Up It Wants to Be a Real Business</i> . China Europe International Business School, Shanghai.
Feb 2016	<i>An Empirical Basis for the Structure of the Concept of 'Entrepreneurship'</i> . Holmenkollen Invitational Research Meeting, Norway.
Feb 2016	<i>When an Opportunity Grows Up It Wants to Be a Real Business</i> . Bergen University College, Norway.
Jan 2016	<i>A Symmetrical Account of Action and Perception in the Homeostatic Theory of Mind</i> . University of California, Merced.
Jan 2016	<i>When an Opportunity Grows Up It Wants to Be a Real Business</i> . Management of Complex Systems, UC Merced.
Feb 2015	<i>What Is Entrepreneurial Enrollment?</i> Innovation, Technology, Entrepreneurship, and Marketing Group, Eindhoven University of Technology.
Feb 2015	<i>Are Entrepreneurial Opportunities Objective?</i> Department of Entrepreneurship and Innovation, Bergen University College.
Feb 2015	<i>Deontic Binding: Imposed, Voluntary, and Autogenic</i> . Centre for the Study of Mind in Nature, University of Oslo.
Dec 2014	<i>Embodied Cognition and Homeostatic Models</i> . Panel on Robustness and Plasticity in Living Systems, Indiana University.
Oct 2014	<i>The Promises-to-Presidents Gap</i> . UC Berkeley Social Ontology Research Group.
Jun 2014	<i>Toward a Foundation for the Study of Entrepreneurship</i> . University of Oslo.
Mar 2014	<i>The Ontology of Entrepreneurial Opportunity</i> . Exemplars Invitational Conference, Keystone, Colorado.
Mar 2014	<i>An Ordinary Language Analysis of Entrepreneurship</i> . Exemplars Invitational Conference, Keystone, Colorado.
Mar 2014	<i>Action in Entrepreneurship (with Robert Wuebker)</i> . Exemplars Invitational Conference, Keystone, Colorado.
Oct 2013	<i>The Homeostatic Mind</i> . University of Helsinki, Department of Philosophy.
Jul 2013	<i>An Analysis of Entrepreneurial Opportunity</i> . IESE Business School, Barcelona.
Mar-Apr 2012	<i>The Homeostatic Mind</i> . University of Utah, Departments of Psychology and Philosophy.
2000	<i>Turing's Claim and the Status of Artificial Intelligence</i> . University of California, San Francisco.

Conference presentations, professional development workshops, and guest lectures

Aug 2026	<i>Why LLMs Will Never Generate Strategic or Scientific Breakthroughs</i> . Academy of Management Annual Meeting.
Aug 2026	<i>Navigating Scylla and Charybdis for the Future of the Theory-Based View</i> . Academy of Management Annual Meeting.
Aug 2026	<i>Pragmatic Entrepreneurship</i> . Academy of Management Annual Meeting.
Feb 2026	<i>Pragmatic Entrepreneurship</i> . San Diego State University Entrepreneurship Conference.
Jun 2025	<i>Pragmatic Entrepreneurship</i> . Pathways to Value Creation Conference, University of Bath School of Management.
Aug 2021	<i>The Dirty Secrets of Consciousness and Neuroscience</i> . Panelist and presenter, Neuroentrepreneurship? Promise and Peril, Academy of Management Annual Meeting.
Aug 2021	<i>Knight's Uncertainty and Some Limitations</i> . Panelist and presenter, 100 Years of Knight caucus session, Academy of Management Annual Meeting.
Aug 2019	<i>Building a Foundation for Social Theories</i> . Organizer and presenter, Professional Development Workshop, Academy of Management Annual Meeting, Boston.
Aug 2018	<i>Deontic Binding</i> . Social Ontology 2018 Conference, Boston.
Aug 2018	<i>Social Ontology and Social Theories</i> . Organizer and presenter, Professional Development Workshop, Academy of Management Annual Meeting, Chicago.
Aug 2017	<i>Social Ontology: The Rising Tide</i> . Organizer and presenter, Professional Development Workshop, Academy of Management Annual Meeting, Atlanta.
Sep 2016	<i>The Missing DNA of Social Reality</i> . World Interdisciplinary Network for Institutional Research, Boston.
Oct 2015	<i>The Homeostatic Mind: Toward a Unified Theory of Mind, Body, and Behavior</i> . Situating Cognition: Agency, Affect, and Extension, Warsaw.
Sep 2015	<i>Deontic Binding: Imposed, Voluntary, and Autogenic</i> . Fourth Conference of the European Network on Social Ontology, Palermo.

Aug 2015	<i>Is the Concept of Entrepreneurial Opportunity Unusably Complex?</i> Academy of Management Annual Meeting, Vancouver.
Aug 2015	<i>Two Pieces for a Foundation of Neuroentrepreneurship.</i> Academy of Management Annual Meeting, Vancouver.
Aug 2015	<i>Social Ontology: Applications for Entrepreneurship.</i> Professional Development Workshop organizer, Academy of Management Annual Meeting, Vancouver.
Sep 2014	<i>Social Emergence and the Cognitive Divide.</i> Collective Intentionality Conference, Indiana University.
Aug 2014	<i>Social Ontology as a Lens for Entrepreneurship.</i> Professional Development Workshop organizer, Academy of Management Annual Meeting, Philadelphia.
Aug 2014	<i>An Ordinary Language Analysis of 'Entrepreneurship'.</i> Academy of Management Annual Meeting, Philadelphia.
Aug 2014	<i>Simulation Semantics and Neuroentrepreneurship.</i> Professional Development Workshop panel, Academy of Management Annual Meeting, Philadelphia.
Aug 2014	<i>Entrepreneurial Action (with Jana Thiel and Robert Wuebker).</i> Academy of Management Annual Meeting, Philadelphia.
Jun 2014	<i>From Micro-Foundations to Social Emergence (with Robert Wuebker).</i> Strategic Management Society Conference, Copenhagen.
Jan 2014	<i>An Introduction to Social Ontology.</i> University of Utah Business Discovery class.
Aug 2013	<i>The Ontology and Epistemology of Entrepreneurial Opportunity.</i> Academy of Management Annual Meeting, Orlando.
Feb 2013	<i>The Three Errors of Technology Prediction.</i> University of Utah Tech Ventures class.
2009	<i>The Homeostatic Mind.</i> Doctoral dissertation talk, University of California, Berkeley.
1999	<i>Analysis of Higher-Order Approaches to Conscious Experience.</i> Berkeley-Stanford Graduate Student Conference.
1997	<i>Consciousness and the Tripartite Distinction.</i> Toward a Science of Consciousness Conference, Tucson.
1996	<i>Rosenthal's Higher-Order Theory of Consciousness.</i> Poster presentation, Toward a Science of Consciousness Conference, Tucson.

Teaching experience

University of California, Merced

Fall 2026	Financial Trading and Analysis
Fall 2026	Data Science & Analytics Capstone
2025-2026	Sabbatical
Spring 2025	Introduction to Entrepreneurship - AI-intensive redesign. Entire course devoted to the use and critical evaluation of contemporary AI tools across entrepreneurial research, venture development, communication, and execution
Fall 2024	Thinking Like a Programmer: Logic and Data Science in Python
Spring 2024	Financial Trading and Analysis
Spring 2024	Introduction to Entrepreneurship
Spring 2024	Innovation and Entrepreneurship, Master of Management
Spring 2023	Introduction to Entrepreneurship
Fall 2022	Introduction to Entrepreneurship - Spark, Entrepreneurship Living-Learning Community
Fall 2022	Social Reality and Cognition, Ph.D. seminar
Spring 2022	Introduction to Entrepreneurship
Spring 2021	Introduction to Entrepreneurship
Spring 2021	Entrepreneurship for the Master of Management (with Bob Tinker)
Spring 2021	Financial Trading and Analysis
Spring 2020	Introduction to Entrepreneurship
Spring 2020	Social Reality and Cognition, Ph.D. seminar
Spring 2019	Introduction to Entrepreneurship
Spring 2019	Innovation and Entrepreneurship (with Tea Lempiala)
Fall 2017	Introduction to Entrepreneurship for Engineers
Spring 2017	Social Reality and Cognition, Ph.D. seminar

University of Utah

Spring 2016	Philosophy of Social Science, Ph.D. seminar
Spring 2015	Behavioral Economics
Spring 2015	Social Ontology, Ph.D. seminar
Spring 2014	Introduction to Entrepreneurship
Spring 2014	Bridges to Contemporary Cognitive Science
Fall 2013	Introduction to Entrepreneurship
Spring 2013	Introduction to Entrepreneurship

SUPINFO International University, France

Spring 2012	Artificial Intelligence
Fall 2011	Artificial Intelligence
Fall 2010	Artificial Intelligence

Fall 2009 Artificial Intelligence**University of California, Berkeley - Teaching Assistant**

2007	Linguistics and Cognitive Science , with George Lakoff, Department of Linguistics
2006	The Nature of Mind , with John Campbell, Department of Philosophy
2006	Cognitive Science , with Bill Prinzmetal, Department of Psychology
2000	Introductory Logic , with Paolo Mancosu, Department of Philosophy
1999	Philosophy of Science , with Thomas Ryckman, Department of Philosophy
1998	Philosophy of Mind , with John Searle, Department of Philosophy

Laney College and College of Alameda

1995-1999	Introduction to Philosophy , Laney College. Four offerings
1994-1999	Introductory Logic , College of Alameda. Eleven offerings
1995-1998	Introduction to Philosophy , College of Alameda. Four offerings

Curriculum development and teaching fields

Entrepreneurship courses have emphasized hands-on venture creation and measurable student outcomes. The Spring 2025 course made contemporary AI tools the working environment for the entire course rather than a single supplementary topic. Additional teaching fields include sustainability, naturalized approaches to ethics, simulation semantics, control systems theory, consciousness studies, pragmatism, and developmental psychology.

Technical and entrepreneurial experience

2006-2013	Founder , Psyex Software & Consulting
2007-2012	Programmer , University of California, Berkeley Information Technology
2011-2016	Director , University of Utah Foundry Startup Entrepreneurship Incubator
2025	Co-Founder , 10xEfficiency.com AI Startup

Technical capabilities

- Python for data analysis, quantitative research, research automation, and prototyping, including VectorBT-Pro, pandas, Plotly, DuckDB, TensorFlow, and many more tools.
- Shell scripting in Bash and Zsh.
- Web and application development with WebObjects, Ruby on Rails, Vue.js and Nuxt;
- Current work with local open-weight models, model quantization and deployment workflows, LLM benchmarking, agent and harness evaluation, dataset design, retrieval and structured-knowledge workflows, and AI-assisted software development.

Editorial and review service**Editorial board service**

- European Management Review
- Social Epistemology

Ad hoc reviewing and conference service

- Academy of Management Review
- Cognitive Science Society Annual Conference
- Frontiers in Psychology
- Journal of Business Venturing
- Journal of Social Ontology
- The Journal of Wealth Management
- Organization Science
- Strategic Entrepreneurship Journal
- Strategic Management Journal
- Strategy Science

University and professional service**University of California, Merced**

- MCS hybrid meeting audiovisual solution designer (2021-present)

- Data Science and Analytics Major Committee (2020-2023)
- Justice, Equity, Diversity, and Inclusion Committee (2020-2022)
- Campus IT Slack consultant (2020)
- Graduate Recruitment Fellowship Committee (2020)
- MCS Speaker Series Director (2016-2018; 2019-2020)
- Faculty Search Committees (2016-2017; 2019)
- Master of Management curriculum development (2016-2019)
- Ph.D. student recruitment (2018-2019)
- Master of Management student review and selection (2018-2021)
- Innovation and Entrepreneurship Symposium organizer (2018)
- iRise Advisory Committee
- Ph.D. degree program development committee
- Management minor degree program development committee
- MIST master's degree program development committee
- UC Merced reimbursements business-process revision lead
- UC Merced Proof of Concept Venture Fund, Co-Chair (2018)
- UC Merced Venture Lab Advisory Committee (2016-2019)
- School of Engineering Knowledge Base, Co-Chair
- Entrepreneurship Week steering committees (2016, 2017)
- UC Merced IT Advisory Committee

University of Utah

- School of Business data-analytics liaison to the Center for High Performance Computing
- Entrepreneurship minor, major, and certificate programs steering committee
- University program content steering committee
- Social entrepreneurship programs advisor
- Utah Social Ontology Research Group speaker series chair (2013-2016)

University of California, Berkeley

- Berkeley Social Ontology Research Group (2012-present)
- Neural Theory of Language Research Group (2003-2009)

Selected media and public scholarship

2021	AMR Origins interview with Richard Makadok on "Social Objectivity and Entrepreneurial Opportunities". Link
2021	WalletHub expert contribution: 2021's Best and Worst States to Start a Business. Link
2020	UC Merced feature: Whirlwind Tour Introduces Filipino Students to Functional Entrepreneurship. Link
2020	Functional Entrepreneurship, Management of Complex Systems Speaker Series. Link
1999	Thomas Metzinger, "Teaching Philosophy with Argumentation Maps," review of Can Computers Think?. Link

Honors and awards

2013	Working Teaching Grant, University of Utah
2003-2004	Dean's Fellowship, Normative Time, University of California, Berkeley
1998	Who's Who Among American Teachers
Honors	Graduated cum laude, University of California, Berkeley
Honors	Golden Key International Honour Society, University of California, Berkeley
Honors	Faculty Scholarship, Pepperdine University
Honors	Seaver Scholarship, Pepperdine University

Professional memberships and affiliations

- Academy of Management
- American Philosophical Association
- European Network on Social Ontology
- International Social Ontology Society

Languages

- English (native); French (working knowledge, not fluent).