

Dr. Jesús Rosales-Ruiz, PhD

Dr. Jesús Rosales-Ruiz is currently an Associate Professor in the Department of Behavior Analysis at the University of North Texas. He obtained his Ph.D. from the University of Kansas in 1995 under the direction of Dr. Donald Baer. He serves on several editorial boards, including the European Journal of Behavior Analysis and the International Journal of Psychology and Psychological Therapy.

Dr. Rosales-Ruiz began his studies in Psychology because he was interested in improving the services of people with mental retardation and children culturally disadvantaged in Mexico. His areas of interest now include antecedent control of behavior, generalization, behavioral cusps, fluency-based teaching, treatment of autism, teaching of academic behavior, animal training, and rule- and contingency- shaped behavior.

Dr. Rosales-Ruiz is the faculty advisor of ORCA (the Organization for Reinforcement Contingencies With Animals), a student animal training research organization at University of North Texas. ORCA is the only university student organization in existence to conduct research with animals in their natural life settings explicitly for the benefit of the animals and their caregivers.

