

Personal

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Education

- 1993 UNIVERSITY OF CALIFORNIA AT BERKELEY
Doctor of Philosophy in Economics
- 1987 CORNELL UNIVERSITY
Bachelor of Arts in Economics

Academic Positions

Chair, Department of Economics and Business, CCNY, August 2018 -
Professor, City College of New York and the Graduate Center, CUNY, 2016 -
Acting Chair, Department of Economics and Business, CCNY, March 2017 - July 2017
Academic Affiliate, Social and Behavioral Sciences Team, The White House, May 2016 - Dec 2016
Associate Professor, City College of New York and the Graduate Center, CUNY, 2015 - 2016
Director, Masters Program in Economics, City College of New York, Jan 2010 - June 2013
Associate Professor, City College of New York, 2008 - 2015
Assistant Professor, Lehman College/CUNY, 2003 - 2008

Research Fields Behavioral Economics, Applied Microeconomics, Industrial Organization

Articles in Refereed Journals

- 2016 “Lonely Highways: The Role of Social Capital in Rural Traffic Safety” (with N. Ward), *Eastern Economic Journal*, 42:1 (January 2016), 135-156.
- 2015 “Trading Off the Benefits and Costs of Choice: Evidence from Australian Elections”, *Journal of Economic Behavior & Organization*, 114 (June 2015), 1-12 (*lead article*).
- 2015 “Negative Externalities, Network Effects, and Compatibility”, *International Journal of Economics and Finance*, 7:6 (June 2015), 1-16 (*lead article*).
- 2014 “The Strategic Significance of Negative Externalities”, *Managerial and Decision Economics*, 35:4 (June 2014), 247-257 (*lead article*).
- 2013 “On the Rationalizability of Observed Consumers’ Choices When Preferences Depend on Budget Sets: Comment” (with R. H. Frank), *Journal of Economics*, 110:2 (October 2013), 187-198.

- 2013 “Does Social Capital Promote Safety on the Roads?”, *Economic Inquiry*, 51:2 (April 2013), 1218-1231.
- 2013 “Playing Well with Others: The Role of Social Capital in Traffic Accident Prevention”, *Eastern Economic Journal*, 39:2 (Spring 2013), 172-200.
- 2012 “The Use of Indicators for Unobservable Product Qualities: Inferences Based on Consumer Sorting” (with F. Kronenberg, E. J. Kennelly, B. Jiang, and C. Ma), *International Journal of Marketing Studies*, 4:6 (December 2012), 19-34.
- 2011 “Negative Externalities, Competition, and Consumer Choice”, *Journal of Industrial Economics*, 59:3 (September 2011), 396-421.
- 2011 “Pricing for a Credence Good: An Exploratory Analysis” (with F. Kronenberg, E. J. Kennelly, and B. Jiang), *Journal of Product & Brand Management*, 20:3 (2011), 238-249.
- 2008 “Funding Shocks and Optimal University Admissions and Financial Aid Policies”, *Atlantic Economic Journal*, 36:3 (September 2008), 345-358.
- 2007 “Understanding the Internet’s Relevance to Media Ownership Policy: A Model of Too Many Choices”, *The B.E. Journal of Economic Analysis & Policy (Topics)*, 7:1 (2007), Article 29.
- 2006 “An Exploratory Analysis of the Determinants of Cooperative Advertising Participation Rates”, *Marketing Letters*, 17:2 (April 2006), 91-102.
- 2006 “Regulation with an Agenda”, *Commentaries on Law & Economics*, 2:1 (2006), 111-138.
- 2006 “A Lemons ‘Mirage’: Erroneous Perceptions of Asymmetric Information in the Market for Arizona Ranchettes” (with D. E. Osgood), *Mountain Plains Journal of Business and Economics*, 7 (2006), 52-63.
- 2006 “Improving Judgmental Business Forecasts under Severe Organizational Constraints”, *Review of Business Research*, 6:2 (2006), 159-166.
- 1993 “Rather Bait Than Switch: Deceptive Advertising with Bounded Consumer Rationality”, *Journal of Public Economics*, 51:3 (July 1993), 359-378.

Book Chapters

- 2019 “Social Capital and Traffic Safety,” in *Traffic Safety Culture: Definition, Foundation, and Application*, eds. N. J. Ward, B. Watson, and K. Fleming-Vogl. Bingley, UK: Emerald Publishing.

Fiction

- 2018 “Eigenstaller’s Market”, *Economic Inquiry (Miscellany)*, 56:4 (October 2018), 2234-2241.

Working Papers

- ☞ “Gripping the Reins: Is There an Endowment Effect for Power?”, with Gigi Foster and D. J. Thornton.
- ☞ “Motivated Preferences”

- ☞ “Assisting Self-Persuasion: A Motivated Preference Theory of Advertising”
- ☞ “Motivated Preferences and Prices in a Competitive Market”
- ☞ “Competition with Price-Dependent Preferences”
- ☞ “An Economic Theory of Attitudes”

Grants, Fellowships, and Honors

- 2018-19 PSC-CUNY Research Award: measuring choices affecting preferences by means of natural experiments (\$3,498).
- 2016-17 PSC-CUNY Research Award: measuring effect of social capital on crime by means of a natural experiment (\$3,500).
- 2015-16 PSC-CUNY Research Award: model of advertising and competition when consumers adjust to product choice (\$2,700).
- 2013-15 Public Scholarship Program Award, Colin L. Powell School CCNY: to publicize research relating to the economics of attitudes (\$2,000).
- 2013 Excellence in Teaching, CCNY.
- 2011-12 USDOT-RITA Grant: measuring network effects in the motor vehicle market using external cost elasticities of demand (\$30,000).
- 2010-11 PSC-CUNY Research Award: measuring network effects in the motor vehicle market using external cost elasticities of demand (\$3,990).
- 2008-09 PSC-CUNY Research Award: consumer valuations for a credence good (\$3,990).
- 2008-09 Faculty Development Program Award, Lehman College/CUNY: consumer valuations for a credence good (in-kind ~\$6,630)
- 2008 NET Institute Grant: compatibility incentives in markets exhibiting network externalities arising from selective negative externalities (\$3,000).
- 2007 Faculty Fellowship Publications Program, CUNY.
- 2006-07 Faculty Development Program Award, Lehman College/CUNY: perceptual distortions in real estate markets (in-kind ~\$6,630).
- 2005-06 CUNY Salute to Scholars Honoree.
- 2005 NET Institute Grant: adverse network effects in the market for SUVs (\$4,500).
- 2004-05 PSC-CUNY Research Award: choice framing on the Internet (\$4,990).
- 2004 George N. Shuster Research Award, Lehman College/CUNY: to study cooperative advertising contracts (\$1,400).
- 1990-91 Regents’ Doctoral Fellowship, University of California at Berkeley.
- 1987-88 Regents’ Doctoral Fellowship, University of California at Berkeley.
- 1987 Phi Beta Kappa, Cornell University.

1987 Distinction in All Subjects, Cornell University.

Referee Service

National Science Foundation, *Journal of Industrial Economics*, *International Journal of Industrial Organization*, *Marketing Science*, *Economic Inquiry*, *Journal of Economics & Management Strategy*, *Journal of Economic Behavior & Organization*, *Managerial and Decision Economics*, *Journal of Economics*, *Transportation Research Part A*, *Eastern Economic Journal*, *Journal of Product & Brand Management*, *Social Indicators Research*, *Journal of Applied Research in Quality of Life*, *International Journal of Business and Economics*, *International Journal of Urban Sciences*.

Invited Seminars and Talks

2019 Case Western Reserve University.
2018 Hunter College CUNY, University of New South Wales, QUT Business School, Monash University, RMIT University, University of Melbourne (Melbourne Institute), Australian National University (RSE).
2016 The White House (Social and Behavioral Sciences Team).
2015 University of Washington, Vassar College, University of Toronto (Rotman).
2014 Georgetown University, Hunter College CUNY, University of Colorado Boulder.
2013 University of Nevada Las Vegas, Drexel University, Bowdoin College, CCNY Business & Economics Alumni Association.
2011 Wesleyan University, Baruch College CUNY (School of Public Affairs).
2009 CCNY Division of Social Science.
2008 Wesleyan University, CCNY Dean of Science, Omicron Delta Epsilon Honor Society of CCNY, CCNY Finance Students Association.
2007 NYU Deutsches Haus
2005 Baruch College CUNY (School of Public Affairs).
2003 Ohio University (McClure School of Communications Management).
2002 Rutgers University (Bloustein School of Public Policy), Polytechnic University (Technology Management).

Conference Presentations

2019 WEAI in San Francisco.
2018 Midwest Theory Meetings at Drexel University in Philadelphia, WEAI in Vancouver.
2017 European Association for Research in Industrial Economics (EARIE) in Maastricht (The Netherlands), WEAI in San Diego.

- 2016 WEAI in Portland (Oregon).
- 2015 INFORMS Marketing Science in Baltimore.
- 2013 WEAI in Seattle, Conference of the Industrial Organization Society (IIOC) in Boston.
- 2012 WEAI in San Francisco, INFORMS Marketing Science in Boston.
- 2011 IIOC in Boston, Eastern Economic Association (EEA) in New York.
- 2010 Society for the Advancement of Behavioral Economics in Cologne, WEAI in Portland (Oregon).
- 2009 INFORMS Marketing Science Conference at Ross School of Business in Ann Arbor, IIOC in Boston, EEA in New York.
- 2008 EEA in Boston.
- 2007 EEA in New York.
- 2006 IIOC in Boston.
- 2005 International Atlantic Economic Conference in New York, EEA in New York.

Conference Service

- 2017 Session Chair, EARIE in Maastricht (The Netherlands).
- 2016 Session Organizer and Chair, Society for the Advancement of Behavioral Economics (SABE) sessions, WEAI in Portland.
- 2012 Session Chair, WEAI in San Francisco.
- 2009 Session Organizer and Chair, Eastern Economic Association, New York.
- 2008 Session Chair, Eastern Economic Association, Boston.
- 2006 Session Chair, IIOC in Boston.

Courses Taught

Microeconomic Theory, Ph.D. students – CUNY Graduate Center
Microeconomic Theory, Masters students – CCNY
Behavioral Economics, Masters students (independent study) – CCNY
Behavioral Economics, undergraduates – CCNY
Intermediate Microeconomics, undergraduates – CCNY
Intermediate Microeconomics, *hybrid/online*, undergraduates – CCNY
Consumer Behavior, undergraduates – CCNY and Lehman College/CUNY
Marketing Research, undergraduates – CCNY and Lehman College/CUNY
Seminar on Consumerism in America, undergraduates – CCNY
Principles of Management, undergraduates – Lehman College/CUNY
Human Resource Management, undergraduates – Lehman College/CUNY
Econometrics (core), graduate students – UC Berkeley (as graduate instructor)
Intermediate Microeconomics, undergraduates – UC Berkeley (as graduate instructor)

Thesis Supervision and Mentoring

Ph.D.: Ossama Elhadary (2018-2019)

Masters: Marlon Dunbar (2004), Sean Engelking (2015), Ahmed ElKhouly (2016), Constantine Christodoulou (2016)

Honors: Miguel Stewart (2007), Lik Chee Sim (2008), Danielle Carroll (2013)

High School Student Mentoring (Scarsdale HS): Henry Gray (2016), George Samwick (2017)