

## **MATTHEW G. NAGLER**

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### **Current**

Professor and Acting Chair, Department of Economics and Business, The City College of New York and Professor, Graduate Program in Economics, The Graduate Center, City University of New York (since 3/17)

### **Previous Professional Positions**

Professor of Economics, The City College of New York and The Graduate Center, City University of New York (8/16-3/17)  
Associate Professor of Economics, The City College of New York (8/08-8/16)  
Academic Affiliate, Social and Behavioral Sciences Team, Office of Science and Technology Policy, The White House (5/16-12/16)  
Associate Professor of Economics, The Graduate Center, City University of New York (5/15-8/16)  
Director, M.A. Program in Economics, The City College of New York (1/10-6/13)  
Assistant Professor of Economics and Business, Lehman College/CUNY (9/03-8/08)  
Senior Manager, Global Market Strategy, Loral Skynet, Bedminster, NJ (2001-2003)  
Director, Product Innovation, zREP, Summit, NJ (2000-2001)  
Manager, Strategic Planning, Loral Skynet, Bedminster, NJ (1998-2000)  
Staff Economist, Federal Communications Commission, Washington, DC (1997-1998)  
Economist, Princeton Economics Group, Princeton, NJ (1993-1996)

### **Education**

Ph.D. Economics, University of California at Berkeley, 1993  
B. A. Economics, Cornell University, 1987

### **Research Fields**

#### General Research Areas

Behavioral Economics, Social Economics, Applied Microeconomics

#### Recent Specific Topic Areas

Attitudes/adjustment, effects of social capital on traffic safety, network effects of negative externalities (e.g., traffic safety-related), effect of choice complexity on decision-making.

### **Publications in Refereed Journals**

“Lonely Highways: The Role of Social Capital in Rural Traffic Safety,” *Eastern Economic Journal*, 42:1 (January 2016), 135-156; with Nicholas J. Ward.

- “Trading Off the Benefits and Costs of Choice: Evidence from Australian Elections,” *Journal of Economic Behavior and Organization*, 114 (June 2015), 1-12. (Lead article.)
- “Negative Externalities, Network Effects, and Compatibility,” *International Journal of Economics and Finance*, 7:6 (June 2015), 1-16. (Lead article.)
- “The Strategic Significance of Negative Externalities,” *Managerial and Decision Economics*, 35:4 (June 2014), 247-257. (Lead article.)
- “On the Rationalizability of Observed Consumers’ Choices When Preferences Depend on Budget Sets: Comment,” *Journal of Economics*, 110:2 (October 2013), 187-198; with Robert H. Frank.
- “Does Social Capital Promote Safety on the Roads?” *Economic Inquiry*, 51:2 (April 2013), 1218-1231.
- “Playing Well with Others: The Role of Social Capital in Traffic Accident Prevention,” *Eastern Economic Journal*, 39:2 (Spring 2013), 172-200.
- “The Use of Indicators for Unobservable Product Qualities: Inferences Based on Consumer Sorting,” *International Journal of Marketing Studies*, 4:6 (December 2012), 19-34; with Fredi Kronenberg, Edward J. Kennelly, Bei Jiang, and Chunhui Ma.
- “Negative Externalities, Competition, and Consumer Choice,” *Journal of Industrial Economics*, 59:3 (September 2011), 396-421.
- “Pricing for a Credence Good: An Exploratory Analysis,” *Journal of Product & Brand Management*, 20:3 (2011), 238-249; with Fredi Kronenberg, Edward J. Kennelly, and Bei Jiang.
- “Funding Shocks and Optimal University Admissions and Financial Aid Policies,” *Atlantic Economic Journal*, 36:3 (September 2008), 345-358.
- “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.
- “An Exploratory Analysis of the Determinants of Cooperative Advertising Participation Rates,” *Marketing Letters*, 17:2 (April 2006), 91-102.
- “A Lemons ‘Mirage’: Erroneous Perceptions of Asymmetric Information in the Market for Arizona Ranchettes,” *Mountain Plains Journal of Business and Economics*, 7 (2006), 52-63; with Daniel Edward Osgood.
- “Regulation with an Agenda,” *Commentaries on Law & Economics*, 2:1 (2006), 111-138.
- “Improving Judgmental Business Forecasts under Severe Organizational Constraints,” *Review of*

*Business Research*, 6:2 (2006), 159-166.

“Rather Bait Than Switch: Deceptive Advertising with Bounded Consumer Rationality,”  
*Journal of Public Economics*, 51 (July 1993), 359-378.

*Working Papers*

“Assisted Self-Persuasion: Advertising with Consumer Adjustment to Choice”

“Differentiated Product Equilibrium with Adjustment to Choice” (Also as: “Equilibrium with  
Consumer Adjustment to Choice,” Working paper #10, CUNY Graduate Center.)

“Adjustment and the Dynamics of Choice”

“Competition with Price-Dependent Preferences”

“An Economic Theory of Attitudes”

**Book Chapters**

“Social Capital and Traffic Safety,” in *Traffic Safety Culture: Theory, Measurement and  
Application*, edited by Nicholas Ward and Barry Watson, Emerald Group, forthcoming.

**Grants, Fellowships, and Honors**

PSC-CUNY Research Award, for measuring the effect of social capital on crime by means of a  
natural experiment (\$3,500). 2016-2017.

PSC-CUNY Research Award, for developing a model of advertising and competition when  
consumers adjust to product choices (\$2,700). 2015-2016.

Colin L. Powell School for Civic and Global Leadership, Public Scholarship Program Award, for  
publicizing research relating to the economics of attitudes (\$2,000). 2013-2015.

Excellence in Teaching Award, Business and Economics Alumni Association of the City College  
of New York, 2013.

USDOT Research and Technology Administration (RITA) Grant, for measuring network effects  
in the market for motor vehicles using external costs elasticities of demand (\$30,000). 2011-  
2012.

PSC-CUNY Research Award, for measuring network effects in the market for motor vehicles  
using external costs elasticities of demand (\$3,990). 2010-2011.

PSC-CUNY Research Award, for studying consumer valuations for a credence good (\$3,990).  
2008-2009.

Faculty Development Program Award, Lehman College/CUNY, for studying consumer  
valuations for a credence good (in-kind, approx. \$6,630). 2008-2009.

NET Institute Grant, for studying compatibility incentives in markets exhibiting network externalities that arise from selective negative externalities (\$3,000). June 2008 – September 2008.

Faculty Fellowship Publications Program, CUNY, Spring 2007.

Faculty Development Program Award, Lehman College/CUNY, for studying perceptual distortions in real estate markets (in-kind, approx. \$6,630). 2006-2007.

CUNY Salute to Scholars Honoree, 2005-2006.

NET Institute Grant, for studying adverse network effects in the market for SUVs (\$4,500). June 2005 – September 2005.

PSC-CUNY Research Award, for studying choice framing on the Internet (\$4,990). 2004-2005.

George N. Shuster Research Award, Lehman College/CUNY, for studying cooperative advertising contracts (\$1,400). May 2004 – Sept. 2004.

Regents' Doctoral Fellowship, University of California at Berkeley, September 1990 – May 1991.

Regents' Doctoral Fellowship, University of California at Berkeley, September 1987 – May 1988.

Phi Beta Kappa, Cornell University, 1987.

Distinction in All Subjects, Cornell University, 1987.

### **Referee Service**

National Science Foundation  
*Journal of Industrial Economics*  
*International Journal of Industrial Organization*  
*Marketing Science*  
*Economic Inquiry*  
*Journal of Economics & Management Strategy*  
*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*

**Invited Seminars/Talks**

“Three Behavioral Research Areas with Federal Policy Implications,” Social and Behavioral Sciences Team, The White House, January 2016.

“Choosing and Adjusting.” Department of Economics, University of Washington, October 2015.

“Choosing and Adjusting.” Department of Economics, Vassar College, October 2015.

“Assisted Self-Persuasion: Choice, Complementary Adjustment, and the Role of Advertising.” Department of Business Economics, Rotman School of Management, University of Toronto, March 2015.

“Preferences for Freedom of, and from, Choice: Evidence from Australian Elections.” Department of Economics, Georgetown University, November 2014.

“A Cognitive ‘Thumb on the Scale’: Compensatory Thinking and Escalation of Commitment.” Department of Economics, Hunter College (CUNY), October 2014.

“Preferences for Freedom of, and from, Choice: Evidence from Australian Elections.” Department of Economics, University of Colorado Boulder, March 2014.

“Preferences for Freedom of, and from, Choice: Evidence from Australian Elections.” Department of Economics, University of Nevada Las Vegas, November 2013.

“Competition with Price-Dependent Preferences.” Department of Economics, LeBow College of Business, Drexel University, May 2013.

“Freedom of, and from, Choice: Evidence from Australian Elections.” Department of Economics, Bowdoin College, April 2013.

“An Economic Theory of Attitudes.” Department of Economics, Wesleyan University, March 2011.

“Attitudes, Economics and Policy.” Baruch College School of Public Affairs, March 2011.

“Network Externalities, Mutuality, and Compatibility.” Department of Economics, Wesleyan University, October 2008.

Interview for Lehman College (CUNY) “Science for You” Podcast Series on “Understanding the Internet’s Relevance to Media Ownership Policy: A Model of Too Many Choices,” released July 2007.

“The SUV Phenomenon in the United States: Trend or Vogue?” Workshop on Changing Automobility, Deutsches Haus, New York University, April 2007.

“When Too Much Is Not Enough: Choice Framing, the Internet, and the Media Ownership

Rules.” Baruch College School of Public Affairs, March 2005.

“Cooperative Advertising in the Distribution Channel: Why Cost Shares Vary Across Industries.” McClure School of Communications Management, Ohio University, February 2003.

“Cooperative Advertising in the Distribution Channel: Why Cost Shares Vary Across Industries.” Department of Technology Management, Polytechnic University, May 2002.

*At The City College of New York*

“Does Social Capital Save Lives on the Roads?” City College Business & Economics Alumni Association “Meet the Faculty” event, May 2013.

“Freedom of, and from, Choice: Evidence from Australian Elections.” March 2013.

“Playing Well with Others: The Role of Social Capital in Traffic Accident Prevention.” October 2011.

“Social Capital and Traffic Fatalities.” Joint sponsored, Division of Social Science and Department of Economics, November 2009.

“Network Externalities, Mutuality, and Compatibility.” March 2009.

“Paul Krugman’s Other Job: Remarks on the 2008 Nobel Prize in Economics.” Omicron Delta Epsilon Honor Society of CCNY and CCNY Finance Students Association, December 2008.

“Paul Krugman’s Other Job: Remarks on the 2008 Nobel Prize in Economics.” Series hosted by the Dean of Science, November 2008.

“Driving a Juggernaut: Risk-Related Network Effects in the Market for Sport Utility Vehicles and Pickup Trucks.” March 2007.

### **Conference Presentations**

“Choosing and Adjusting: A New Theory of Decision-Making under Uncertainty.” Social for the Advancement of Behavioral Economics (SABE) sessions, Western Economic Association International Conference, San Diego, June 2017 (forthcoming).

“Adjustment to Choice and the Dynamics of Behavior.” Social for the Advancement of Behavioral Economics (SABE) sessions, Western Economic Association International Conference, Portland, June 2016.

“Assisted Self-Persuasion: Choice, Complementary Adjustment, and the Effects of Advertising.” INFORMS Marketing Science Conference, Baltimore, June 2015.

“Lonely Highways: Rural Traffic Safety and the Role of Social Capital.” Western Economic Association International Conference, Seattle, June 2013.

- “Competition with Price-Dependent Preferences.” International Industrial Organization Conference, Boston, May 2013.
- “Freedom of, and from, Choice: Evidence from Australian Elections.” Western Economic Association International Conference, San Francisco, June 2012.
- “The Strategic Significance of Negative Externalities.” Western Economic Association International Conference, San Francisco, June 2012.
- “The Strategic Significance of Negative Externalities.” INFORMS Marketing Science Conference, Boston, June 2012.
- “The Use of Indicators for Unobservable Product Qualities: Hedonic Inferences Based on Consumer Sorting.” International Industrial Organization Conference, Boston, April 2011.
- “An Economic Theory of Attitudes.” Association for Social Economics Meetings, Eastern Economic Association Annual Conference, New York, February 2011.
- “The Economics of Attitudes.” Society for the Advancement of Behavioral Economics Conference, Cologne, Germany, September 2010.
- “Driving a Juggernaut? Negative Externalities and Network Effects in the Market for Light Trucks.” Western Economic Association International Conference, Portland, OR, June 2010.
- “Unobservable Qualities and Inept Consumer Appraisals.” INFORMS Marketing Science Conference, Ann Arbor, MI, June 2009.
- “Network Externalities, Mutuality, and Compatibility.” International Industrial Organization Conference, Boston, April 2009.
- “If You Can’t Beat ‘Em: Negative Externalities, Consumer Choice, and Competition.” Eastern Economic Association Annual Conference, New York, February 2009.
- “Network Externalities, Mutuality, and Compatibility.” Eastern Economic Association Conference, New York, February 2009.
- “Of White Flight and Bottled Water: Selective Negative Externalities, Competition and Welfare.” Eastern Economic Association Conference, Boston, March 2008.
- “A Lemons ‘Mirage’: Erroneous Perceptions of Asymmetric Information in the Market for Arizona Ranchettes.” Eastern Economic Association Conference, New York, February 2007.
- “Money Changes Everything: Funding Shocks and Optimal University Admissions and Financial Aid Policies.” Eastern Economic Association Conference, New York, February 2007.
- “Sharing, Hoarding or Looting? The Distribution of Regulatory Windfall under Carrier-of-Last-

Resort Obligations.” International Industrial Organization Conference, Boston, April 2006.

“Adverse Network Effects, Moral Hazard, and the Case of Sport-Utility Vehicles.” International Atlantic Economic Conference, New York, October 2005.

“When Too Much Is Not Enough: Choice Framing, the Internet, and the Media Ownership Rules.” Eastern Economic Association Conference, New York, March 2005.

### **Conference Service**

Session Organizer and Chair, “Advances in Behavioral Economic Theory,” Social for the Advancement of Behavioral Economics (SABE) sessions, Western Economic Association International Conference, Portland, June 2016.

Session Chair, “Common Resources, Public Goods, and Externalities,” Western Economic Association International Conference, San Francisco, June 2012.

Session Organizer and Chair, “Competition in Differentiated Product Markets: Theory and Evidence,” Eastern Economic Association Annual Conference, New York, February 2009.

Session Chair, “Welfare Economics and Externalities,” Eastern Economic Association Annual Conference, Boston, March 2008.

Session Chair, “Regulation and Universal Access,” International Industrial Organization Conference, Boston, April 2006.

### **Other Conference Participation**

Invited participant, workshop on happiness and well-being to launch *World Happiness Report 2013*, Columbia University, September 2013.

Annual participation at IO Day, the New York Commuter Industrial Organization Workshop hosted by New York University, 2004-2015 (September).

Annual participation at the NET Institute Conference on Network Economics, 2005-2012, 2015 (spring).

### **Professional Service**

*Service to the College and University*

Member, Standard V (Educational Effectiveness Assessment) Working Group, in preparation for Middle States Commission on Higher Education Decennial Evaluation, The City College of New York, March 2016 to Present.

Participation in team development of new Ph.D.-level Microeconomics core curriculum, The Graduate Center, CUNY, Spring 2015.

Mayor Harry LaRosiliere, Conversations in Leadership Series, Colin Powell School for Civic and Global Leadership, The City College of New York, March 12, 2015 (event organizer)

Reviewer, Nobel Challenge (Economics), CUNY, 2015.

Developed online/hybrid curriculum for undergraduate Intermediate Microeconomics course, The City College of New York, Fall 2014.

Member, Economics and Political Science Panel, University Committee on Research Awards, CUNY, 2009-2010, 2013-2017.

Member, Committee on Courses and Standing, Division of Social Sciences, The City College of New York, January 2010 – June 2013.

CUNY Baccalaureate Program, Faculty Mentor, 2006-2007, 2012-2013.

William E. Macaulay Honors College at CUNY, Faculty Mentor, 2007-2008.



Executive Vice Chancellor's Taskforce on Building Quantitative Competence, CUNY, 2007.  
 President's Advisory Committee on Redefining Access and Excellence at Lehman College, 2007.

### *Service to the Department*

Chair, Search Committee for Faculty Hire (Lecturer – Economics), The City College of New York, 2015-16.

Economics Department Coordinator for Academic Assessment (Middle States), The City College of New York, September 2013 – Present.

Economics Department Executive Committee, The City College of New York, May 2009 – Present.

Economics Department Scholarship Committee, The City College of New York, 2008-Present.

Economics Department Committee on Academic Assessment, The City College of New York, November 2009 – September 2013.

Director, M.A. Program in Economics, The City College of New York, January 2010 – June 2013.

Preparation of reappointment letters for junior faculty (on delegation from the Chair), The City College of New York, 2011-2012.

Search Committee for Faculty Hire, The City College of New York, 2008-2009, 2009-2010, 2014-15, 2016-17.

Economics Curriculum Committee, Lehman College/CUNY, Chair, 2005-2008.

Business Administration Curriculum Committee, Lehman College/CUNY, 2005-2008.

Business Administration Committee on AACSB Accreditation, Lehman College/CUNY, 2005-2008.

### **Courses Taught**

Microeconomic Theory, doctoral students – The CUNY Graduate Center

Behavioral Economics, masters students (independent study) – The City College of New York

Intermediate Microeconomics, undergraduates – The City College of New York

Intermediate Microeconomics, *hybrid/online*, undergraduates – The City College of New York

Consumer Behavior, undergraduates – The City College of New York and Lehman College/CUNY

Marketing Research, undergraduates – The City College of New York and Lehman College/CUNY

Seminar on Consumerism in America, undergraduates – The City College of New York

Principles of Management, undergraduates – Lehman College/CUNY

Human Resource Management, undergraduates – Lehman College/CUNY

Econometrics (core), graduate students – University of California, Berkeley (as graduate instructor)

Industrial Organization, undergraduates – University of California, Berkeley (as graduate instructor)

### **Professional Affiliations**

American Economic Association

Western Economic Association International

INFORMS Society for Marketing Science

Royal Economic Society