

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

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

- Forthc. “Social Capital and Traffic Safety,” in: *Traffic Safety Culture: Theory, Measurement and Application*, edited by N. Ward and B. Watson, Emerald Group, forthcoming.

Fiction

- Forthc. “Eigenstaller’s Market”, *Economic Inquiry (Miscellany)*, forthcoming.

Working Papers

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

- ☞ “Consumer Adjustment to Competitive Offers”
- ☞ “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

- 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

- 2018 Midwest Theory Meetings at Drexel University in Philadelphia, Western Economic Association International (WEAI) in Vancouver (forthcoming).
- 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
Behavioral Economics, Masters students (independent study) – 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-)
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)