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**EDUCATION**

Ph.D., Economics, The Pennsylvania State University, August 1987.

A.B., Economics, Muhlenberg College, May 1982.

**TEACHING AND RESEARCH POSITIONS**

Professor, Department of Economics, Lehigh University, 2000-present.

Chair, Department of Economics, Lehigh University, 2005-2017.

Arthur F. Searing Professor, Department of Economics, Lehigh University, 2002-2006.

Associate Professor, Department of Economics, Lehigh University, 1993-2000.

Visiting Fellow, Center for Economic Research, Tilburg University, The Netherlands,  
February 1997-June 1997.

Assistant Professor, Department of Economics, Lehigh University, May 1989 -  
September 1993.

Assistant Professor, Department of Economics, The American University, August 1987 -  
May 1989.

Research Associate, The Institute for the Study of Business Markets, The Pennsylvania  
State University, May 1986 - August 1987.

**PUBLICATIONS**

James Dearden, Barry Ickes and Larry Samuelson, "To Innovate or Not to Innovate:  
Incentives in Hierarchies," *American Economic Review* 80, 1990, 1105-1124.

James Dearden and Gary Lilien, "On Optimal Salesforce Compensation in the Presence  
of Production Learning Effects," *International Journal of Research in Marketing*  
7, 1990, 179-188.

James Dearden and Thomas Husted, "Executive Budget Proposal, Executive Veto,  
Legislative Override, and Uncertainty: A Comparative Analysis of the Budgetary

- Process," *Public Choice* 65, 1990, 1-19.
- James Dearden, "Efficiency and Disagreement in a Repeated Infinite Horizon Bargaining Game," *International Economic Review* 32, 1991, 267-277.
- James Dearden, "Efficiency in Spatial Negotiations," *Journal of Public Economics* 44, 1991, 119-130.
- James Dearden and Thomas Husted, "The Governor's Line-Item Veto Power and Economic Factors in the State's Budgetary Process," *Public Choice*, 1993.
- James Dearden and David Schap, "Proposal Authority and Veto Authority in the Budget Process," *Public Choice*, 81, 1994, 35-53.
- James Dearden, Gary Lilien, and Eunsang Yoon, "A Game Theoretic Analysis of Capacity Competition in Nondifferentiated Markets," in S. Jorgensen and G. Zaccour (eds.), *Dynamic Competitive Analysis in Marketing*, Berlin: Springer-Verlag, 1996.
- James Dearden and Dorothy Klotz, "Investment Timing and Efficiency in Incomplete Contracts," *Economic Design* 2, 1997, 369-378.
- James Dearden, "Efficiency and Exclusion in Collective Action Allocations," *Mathematical Social Sciences* 34, 1997, 153-174.
- James Dearden, "Serial Cost Sharing: General Cost Functions," *Economic Theory* 12, 1998, 189-198.
- James Dearden, Gary Lilien, and Eunsang Yoon, "Capacity Cycles in Non-Differentiated Product, Oligopolistic Markets," *International Journal of Research in Marketing* 16, 1999, 57-74.
- James Dearden and Gary Lilien, "Advertising Competition: Who Pays? Who Gains?" in M. Baye and J. Nelson, *Advertising and Differentiated Products*, JAI Press, 2001.
- James Dearden, Larry Taylor and Robert Thornton, "A Benchmark Profile of Economics Departments in 15 Private Universities," *Journal of Economic Education* 32, 2001, 387-396.
- James Dearden and Dorothy Klotz, "Contracting, Gatekeepers, and Unverifiable Performance," *RAND Journal of Economics* 33, Winter 2002, 723-740.
- James Dearden and Karl Einolf, "Strategy-Proof Allocation of Fixed Costs," *Review of Economic Design* 8, July 2003, 185-204.
- James Dearden, "The Lemons Problem" and "Tutorial on Using Voice-over-PowerPoint

to Create Homework Problems and Answers,” *Journal of Industrial Organization Education*, December 2006.

Rajdeep Grewal, James Dearden, and Gary L. Lilien, "The University Rankings Game: Modeling the Competition among Universities for Ranking,” *The American Statistician* 62, August 2008, 232-237.

Rich Aronson, James Dearden and Vince Munley, “The Impact of Surplus Sharing on the Portfolio Mix of Public Sector Defined Benefit Pension Plans: A Public Choice Approach,” *Public Choice* 140, July 2009, 161-184.

James Dearden, Raj Grewal, and Gary Lilien, “Framing the University Ranking Game: Actors, Motivations, and Actions,” *Ethics in Science and Environmental Politics* 13, May 2014, 131-139.

James Dearden, Suhui Li, and Chad Meyerhoefer, and Muzhe Yang, “Demonstrated Interest: Signaling Behavior in College Admissions,” *Contemporary Economic Policy* 35, October 2017, 630-657.

James Dearden, Raj Grewal, and Gary Lilien, “Strategic Manipulation of University Rankings, the Prestige Effect, and Student University Choice,” *Journal of Marketing Research*, forthcoming.

#### **WORKING PAPERS**

James Dearden, Ronnie Guo, and Chad Meyerhoefer, “Restaurant Wine Pricing: Price Discrimination or Anchoring.”

Shin-Yi Chou, Mary Deily, Hsien-Ming Lien, and James Dearden, “Provider Responses to a Global Budget System: The Case of Drug Expenditures in Taiwan Hospitals.” Submitted to *Health Economics*.

Bitu Fayaz Farkhad, Chad D. Meyerhoefer, and James Dearden, “The Within-Month Pattern of Medical Care Utilization among SNAP Participants.”

Qichao Shi, James Dearden, and Ernest Lai, “An Experimental Study of Selling Expert Advice.”

James Dearden, Tolga Seyhan, and Larry Snyder, “Simultaneous Search and Signaling.”

#### **AWARDS**

Carl R. and Ingeborg Beidleman Prize for Research in Business and Applied Economics, Lehigh University, 2002.

## **EDITORSHIPS**

Editor, *Journal of Industrial Organization Education*, Berkeley Electronic Press, 2006-2012.

## **CONSULTING**

Educational Advisory Board, *Wall Street Journal*.

Writes microeconomics section of *Wall Street Journal's Economics Educators' Review*. 1999-present.

## **PAPER PRESENTATIONS AND PROFESSIONAL PARTICIPATION**

American Marketing Association, Conference on Marketing of Education, University of Texas, February 2019,

“Strategic Manipulation of University Rankings, the Prestige Effect, and Student University Choice.”

“Shadow Education: The Good, the Bad, and the Evil” (presented by coauthor: Weining Bao).

Marketing Science Meetings, Temple University, June 2018, “University Rankings: To Manipulate or Not to Manipulate?”

Research Camp, University of Technology, Sydney, November 2017, Discussant of “Informal Lending in Emerging Markets,” Sydney, Australia.

International Industrial Organization Conference, April 2016, “Restaurant Wine Pricing: Price Discrimination or Anchoring,” Philadelphia.

Henan University, China, April 2016, “University Rankings: To Manipulate or Not to Manipulate?”

INFORMS, November 2012, “Simultaneous Signaling,” Charlotte.

Lunchtime Seminar, Penn State University, February 2012, “Demonstrated Interest: Signaling Behavior in College Admissions.”

Eastern Economic Association Meetings, February 2010, “Demonstrated Interest: Signaling Behavior in College Admissions.”

Economics Department Seminar Series, Drexel University, February 2008, “Merit Aid and Competition in the University Marketplace.”

International Industrial Economics Society Meetings, Savannah, GA, April 2007, “Merit Aid and Competition in the University Marketplace,” International Industrial Economics Society Meetings, Savannah, GA.

Labor Economics Workshop, Cornell University, February 2007, "Merit Aid and Competition in the University Marketplace."

Lehigh University, February 2007, "Merit Aid and Competition in the University Marketplace."

Marketing Science, University of Pittsburgh, June 2006, "An Analysis of Detailing Intensity and Presentation order in the Pharmaceutical Industry"

Smeal College, Penn State, June 2004, "The University Rankings Game."

University of York, Economics Department, May 2004, "Why Public Plans Have Taken On More Risk Than Private Plans? or The Mischief of the Exclusive Benefit Rule."

American University, "The University Rankings Game," April 2004.

Maxwell School, Syracuse University, "The University Rankings Game," March 2004.

Katz School, University of Pittsburgh, January 2004, "The University Rankings Game."

Smeal College, Penn State, April 2003, "The University Admissions Game."

International Game Theory Conference, Stony Brook, July 2002, "Why Public Plans Have Taken On More Risk Than Private Plans? or The Mischief of the Exclusive Benefit Rule."

Public Economic Theory Meetings, Paris, July 2002, "Why Public Plans Have Taken On More Risk Than Private Plans? or The Mischief of the Exclusive Benefit Rule."

World Congress of Game Theory Society, Bilbao, Spain, July 2000, "Committee Decisions and Contracting."

International Game Theory Conference, SUNY, Stony Brook, July 1999, "Committee Decisions and Contracting II."

Economics Colloquium, Lehigh University, March 1999, "Why Banks Should Collude and Lower ATM Fees."

Martindale Faculty Workshop, Lehigh University, October 1998, "Strategic Transfer Pricing and Marketing."

North American Econometric Society Meeting, Montreal, July 1998, "Strategy-Proof Allocation of Fixed Costs."

Economics Department Colloquium, Lehigh University, March 1998, "Committee

Decisions and Contracting.

Industrial & Manufacturing Systems Engineering, Lehigh University, October 1997, "Capacity Cycles."

Center for Economic Research, Tilburg University, The Netherlands, May 1997, "Strategy-Proof Allocation of Fixed Costs."

Mathematics, Lehigh University, October 1996, "Strategy-Proof Cost Sharing."

Industrial & Manufacturing Systems Engineering, Lehigh University, September 1996, "Strategy-Proof Cost Sharing."

International Game Theory Conference, SUNY, Stony Brook, July 1996, "Committee Decisions and Contracting."

International Conference on Dynamic Games, Montreal, September 1995, "Capacity Cycles in Non-Differentiated Product, Oligopolistic Industries."

International Game Theory Conference, SUNY, Stony Brook, July 1995, "Serial Cost Sharing."

International Game Theory Conference, SUNY, Stony Brook, July 1994, "On the Road to Average-Cost Pricing."

Economics Colloquium, University of Delaware, October 1993, "Exclusion and Efficiency in Collective Action Negotiations."

Industrial Organization Workshop, Penn State, September 1993, "Exclusion and Efficiency in Collective Action Negotiations."

Marketing Science Meetings, Washington University, St. Louis, March 1993, "Horizontal Joint Advertising."

Public Choice Meetings, New Orleans, March 1993. "(n-1)/n Majority Rule and the Efficiency of Allocation Mechanisms."

Pennsylvania State University, Industrial Organization/Microtheory Workshop, October 1992, "Two-Sided Adverse Selection and When Commitment Does not Solve the Ratchet Effect."

University of Pennsylvania, Industrial Organization Workshop, February 1992, "Approving Partnership Dissolution."

Econometric Society meetings, New Orleans, December 1991, "Approving of Partnership Dissolution."

Pennsylvania State University, Industrial Organization/Micro Theory Workshop, November 1991, "The Efficiency of Unilateral Options Contracts."

Rutgers University, Industrial Organization Workshop, March 1991, "Approving of Partnership Dissolution."

Pennsylvania State University, Center for Research in Conflict and Negotiation, January 1991, "Short-term and Commitment Contracting in Long-Term Relationships."

American Economic Association Meetings, Washington, December 1990, discussant of "Providing Earth Observation Data from Space: Economics and Institutions," by Molly Macauley and Michael Toman.

Rutgers University, Industrial Organization Workshop, November 1990, "Short-Term and Commitment Contracting in Long-Term Relationships."

Public Choice Society, Tucson, March 1990, "Proposal Authority and Veto Authority in the Budget Process."

Econometric Society Meetings, Atlanta, December 1989, "To Innovate or Not to Innovate: Incentives in Hierarchies."

Southern Economic Association Meetings, Orlando, November 1989, "Efficiency in Spatial Negotiations."

The Pennsylvania State University, Center for Research in Conflict and Negotiation, October 1989, "Efficiency in Spatial Negotiations."

Public Choice Society Meeting, Orlando, March 1989.

"Executive Budget Proposal, Executive Veto, Legislative Override, and Uncertainty: A Comparative Analysis of the Budgetary Process."

"The Governor's Line-Item Veto Power and Economic Factors in the State's Budgetary Process."

"Efficiency in Spatial Negotiations."

Southern Economic Association Meetings, San Antonio, November 1988. "To Innovate or Not to Innovate: Incentives in Hierarchies."

Operations Research Society of America/The Institute for Management Science Meetings, Denver, October 1988. "On Optimal Salesforce Compensation in the Presence of Production Learning Effects."

The Pennsylvania State University, Microeconomics Workshop, September 1988. "To Innovate or Not to Innovate: Incentives in Hierarchies."

Eastern Economic Association Meetings, Boston, March 1988. "Efficiency and Disagreement in a Repeated Infinite Horizon Bargaining Game."

The Pennsylvania State University, Microeconomics Workshop, February 1987. "Efficiency and Disagreement in a Repeated Infinite Horizon Bargaining Game."

#### **OTHER PROFESSIONAL ACTIVITIES**

Reviewer for *American Economic Review*, *American Journal of Political Science*, *China Economic Review*, *Contemporary Economic Policy*, *Engineering Economist*, *European Economic Review*, *International Economic Review*, *Group Decision and Negotiation*, *Journal of Economic Theory*, *Journal of Economic Education*, *Journal of Industrial Economics*, *Journal of Institutional and Theoretical Economics*, *Journal of Legal Economics*, *Marketing Science*, *Operations Research*, *RAND Journal of Economics*, *Research Policy*, *Social Choice and Welfare*, *Southern Economic Journal*, *Journal of Cultural Economics*, JAI Press, MIT Press, Discussion Paper Series for Center for Economic Research, and National Science Foundation

#### **PROFESSIONAL ASSOCIATIONS**

American Economic Association

#### **UNIVERSITY SERVICE**

University Graduate and Research Committee (Chair, 1996, Vice Chair 1995-1996; Chair of subcommittee to evaluate program and course changes, 1995-1996; Judiciary subcommittee, 1995-1996; Chair of working group to evaluate eight graduate programs, 1994-1995).

University Personnel Policy Review Committee. 2002-2003.

University Committee on Responsible Conduct in Research, 2004-2005.

University Research Committee, 2004-2008.

College of Business and Economics Doctoral committee, 1993-present. Chair: 1997-2005.

College of Business and Economics Promotion and Tenure Committee, 1996-2002, Chair: 2004-2005.

MBA Core Curriculum Committee, 1998-2000.

Coordinator, Economics Department Colloquium Series, 1998-2003.

Sloan Lehigh Committee Program Board, 2006-2009, Interim Chair, 2008.



Department Chairs' Executive Committee, 2005-2008, "Chair of Chairs," 2007-2008.

University Strategic Thinking Initiative, Co-chair of the undergraduate experience working group, 2008-2009.

Committee on Faculty Mentoring and Work-Life Issues, 2009-2011.

College of Arts and Sciences, Dean Search Committee, 2010-2011.

University Committee for Online Education, 2013-2016.

Search Committee for Vice Provost of Institutional Research (chair), 2015-2016.

Middle States Reaccreditation (Co-Lead of Working Group), 2016-2017.

Graduate and Research Committee, 2018.

Committee to Review CBE Dean, 2018.

Committee for the Management Department's Quinquennial Review (chair), 2018.

## **COURSES TAUGHT**

### *Doctoral*

Microeconomic Theory (two-course sequence); Game Theory (cross listed as economics and industrial engineering course); Mathematical Economics

### *MBA*

Managerial Economics; Procurement and Contracting; Government and Society

### *M.S. in Economics*

Economic Analysis of Market Competition, Microeconomics

### *Undergraduate*

Applied Microeconomics; Microeconomic Theory; Game Theory; Game Theory, Film, and Literature (special topics course); International Trade; Introduction to Business; Quantitative Marketing and Economics (cross-listed with marketing)

## **THESIS ADVISING**

### *Chair*

Mihai Badescu (Ph.D.), Kyong-Shik Eom (Ph.D.), Karl Einolf (Ph.D.), David Ferolito (M.S.), Mark Bronovsky (B.S., honors), Anthony Brichta (B.S., honors), Emilia Silebi (B.S., honors), Nathan Keim (B.S., honors), Qichao Shi (Ph.D.)

### *Committee*

Geoff Beutow (Ph.D.), Ramesh Krishnan (Ph.D.), Chia-Ying Ma (Ph.D.), Hakan Gilbosi (Ph.D., Industrial Engineering), Suleyman Karabuk (Ph.D., Industrial Engineering),

Serkan Ozkan (Ph.D., Industrial Engineering), Clara Novea (Ph.D., Industrial Engineering), Christine Saliba (Ph.D., Universite Lyon I), Rockey Myell, (Ph.D. Industrial Engineering), Tolga Seyhan (Ph.D. Industrial Engineering), Lihong Peng (Ph.D.), Sabrina Terrizzi (Ph.D.), Ronnie Gao (Ph.D.), Bitra Fayaz Farkhad (Ph.D.), Luna Zhang (Ph.D.)