

March 2024

**JAMES A. DEARDEN**

Department of Economics  
Lehigh University  
Rauch Business Center  
621 Taylor Street  
Bethlehem, PA 18015

Tel. (610) 758-5129  
Fax. (610) 758-4677  
jad8 at lehigh dot edu

**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* 56, August 2019, 691-707.
- Shin-Yi Chou, James Dearden, Mary E. Deily, and Hsien-Ming Lien, “Provider responses to a global budgeting system: The case of drug expenditures in Taiwan hospitals,” *Health Economics*, October 2020, 1270-1278.
- James Dearden, Ronnie Guo, and Chad Meyerhoefer, “Restaurant Wines: Bottle Margins and the By-the-Glass Option,” *Journal of Wine Economics* 16, August 2021, 305-320.
- Luna Zhang, James Dearden, and Oliver Yao, “Should They Stay or Should They Go? Retailer Pricing to Retain or Release Customers Following Stockouts,” *Production and Operations Management* 31, November 2022, 4173-4190.
- Qichao Shi, James Dearden, and Ernest Lai, “Shuffling as a Sales Tactic: An Experimental Study of Selling Product Rankings.” *Management Science*, forthcoming.

## **WORKING PAPERS**

- James Dearden, David Goldbaum, Ernest Lai, and Qichao Shi, “Competitive Disclosure of Multiple Product Attributes.” Revising for resubmission.

James Dearden, David Goldbaum, Ernest Lai, and Qichao Shi, “Customized Product Return Policies.”

Weining Bao and James Dearden, “University Entrance Examination Preparation Services: the Good, The Bad and The Ugly.”

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

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*, 1999-2010.

Wrote microeconomics section of *Wall Street Journal's Economics Educators' Review*, 1999-2019.

#### **PAPER PRESENTATIONS AND PROFESSIONAL PARTICIPATION**

Presentations at international and national conferences and universities.

#### **OTHER PROFESSIONAL ACTIVITIES**

Reviewer for *American Economic Review*, *American Journal of Political Science*, *China Economic Review*, *Contemporary Economic Policy*, *Engineering Economist*, *European Economic Review*, *Information Systems Research*, *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*, *Journal of Marketing Research*, *Marketing Science*, *Operations Research*, *RAND Journal of Economics*, *Research Policy*, *Scientometrics*, *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, 2019-2025. Chair: 2004-2005, 2021-2023.

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 College of Business and Economics Dean, 2018.

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

Industrial and Systems Engineering Faculty Search Committee, 2019-2020.

Adviser, Economics Society, 2019- .

University Faculty Awards Committee, 2021-2023.

Committee to Review College of Education Dean, 2021-2022.

Committee to Evaluate Flex-MBA Curriculum (chair) 2020-2022.

College of Business, Promotion and Tenure Committee 2019-2025 (chair 2021-2022, 2022-2023, 2023-2024).

Search Committee, DATA Department full professor and department chair, 2023-2024.

## **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.), Qinxin Geng (M.S.), Andy Wang (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), Lizhong Peng (Ph.D.), Sabrina Terrizzi (Ph.D.), Ronnie Gao (Ph.D.), Bitay Fayaz Farkhad (Ph.D.), Luna Zhang (Ph.D.), Jordan He (Ph.D.)