

Brandon C. Koford

Curriculum Vitae

November 2024

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Department of Economics
Weber State University
Ogden, Utah 84408-3807

Education

Ph.D., Economics, University of Kentucky, August 2008
M.S., Economics, University of Kentucky, December 2005
B.A., Quantitative Economics, Weber State University, May 2004

Dissertation

“Eliciting Values of Public Goods: Mitigating Hypothetical Bias and Estimating Private Willingness to Pay in the Context of Public Budget Choices.”

Committee: Glenn Blomquist (chair), Frank Scott, Kenneth Troske, David Hardesty

Work Experience

Professor, Weber State University, 2020-Present
Chair, Department of Economics, Weber State University, 2016-2022
Associate Professor, Weber State University, 2015-2020
Assistant Professor, Weber State University, 2010-2015
Assistant Professor, Valdosta State University, 2008-2010
Research Assistant, University of Kentucky Center for Business and Economic Research, 2006-2008
Instructor, University of Kentucky, 2005-2006
Teaching Assistant, University of Kentucky, 2004-2006

Peer Reviewed Publications

Cavlovic, Therese, Brandon C. Koford, and Lucas Rentschler. Forthcoming. Information Avoidance: An Experimental Test of Anticipated Regret. *Journal of Risk and Uncertainty*.

Gonzalez, Luis and Brandon C. Koford. 2023. “The Impact of Parental Resources on Student Outcomes Using High School Data.” *Empirical Economics Letters* 22, no. 2: 79-87.

Gonzalez, Luis and Brandon C. Koford. 2022. “The Impact of Parental Resources on Student Outcomes Using Middle School Data.” *Journal of Economic Insight* 48, no. 1: 47-67.

Gonzalez, Luis and Brandon C. Koford. 2019. “Impact of Parental Resources on Student Outcomes Using Elementary School Data.” *International Advances in Economic Research* 25, no. 4: 417-427.

Koford, Brandon C. and Gregory Parkhurst. 2018. “Discipline Specific Case Studies in the Business Statistics Classroom: Outcomes and Attitudes.” *Journal of Education for Business*, 93, no. 8: 384-91.

Grijalva, Therese, Brandon C. Koford, and Gregory Parkhurst. 2018. “Loss Aversion in the Classroom: A Nudge Towards a Better Grade?” *College Student Journal* 52, no. 1: 81-85.

- Koford, Brandon C., Therese Grijalva, Gregory Parkhurst. 2017. "The Influence of Positive and Negative Framed Information Load: An Experimental Investigation." *Journal of Marketing Development and Competitiveness* 11, no. 3:67-69.
- Cseh, Attila, Brandon C. Koford, and Ryan T. Phelps. 2015. "Hospital Utilization and Universal Health Insurance Coverage: Evidence from the Massachusetts Health Care Reform Act." *Applied Health Economics and Health Policy* 13, no. 6 (December): 627-635.
- Koford, Brandon C. and Attila Cseh. 2015. "Older Americans, Depression, and Labor Market Outcomes." *Eastern Economic Journal* 41, no. 1: 70-85.
- Blomquist, Glenn C., Paul Coomes, Christopher Jepsen, Brandon C. Koford, and Kenneth Troske. 2014. "Estimating the Social Value of Higher Education: Willingness to Pay for Community and Technical Colleges." *Journal of Benefit-Cost Analysis* 5, no. 1.
- Cseh, Attila, Luis Gonzalez, and Brandon C. Koford. 2013. "Fertility, Sibling Spacing, and Adolescent Exposure to Young Children" *Journal of Economics, MVEA* 39, no. 2: 35-55.
- Cseh, Attila, Luis Gonzalez, and Brandon C. Koford. 2013. "Human Capital Development: The Case of Sibling Spacing." *Southwestern Journal of Economics* 10, no. 1: 46-63
- Koford, Brandon C., Glenn C. Blomquist, David M. Hardesty, and Kenneth R. Troske. 2012. "Estimating Consumer Willingness to Supply and Willingness to Pay for Curbside Recycling." *Land Economics* 88, no. 4: 745-763.
- Lipscomb, Clifford A. and Brandon C. Koford. 2011. "Conservative Dichotomous Choice Responses in the Active Policy Setting: The Case of University Parking." *Applied Economic Letters* 18, no. 1: 39-42.
- Cseh, Attila and Brandon C. Koford. 2010. "The Impact of Maternity Minimum Stay Mandates on Hospitalizations: An Extension." *International Advances in Economic Research* 16, no. 4 (November): 395-409.
- Koford, Brandon C. 2010. "Private Willingness to Pay in the Context of Public Budget Choices." *Public Budgeting and Finance* 30, no. 2 (Summer): 47-68.
- Koford, Brandon C. 2010. "What Differences Do Certainty and Cheap Talk Make in Eliciting Willingness to Pay for Education?" *Journal of Economics, MVEA* 36, no. 1: 55-77.

Other Publications and Papers

- Koford, Brandon C. 2014. "Recycling." In *Encyclopedia of Environmental and Resource Economics*, edited by Timothy Haab and John Whitehead. Santa Barbara: Greenwood.
- Koford, Brandon C. 2009. "Citizens Budget Choices for the State of Kentucky," in *Kentucky Annual Economic Report 2008*, Center for Business and Economic Research, University of Kentucky.
- Blomquist, Glenn C., Paul Coomes, Christopher Jepsen, Brandon C. Koford, Barry Kornstein, and Kenneth Troske. 2007. "The Private, Regional, and State Economic Impacts of Kentucky Community and Technical Colleges," Center for Business and Economic Research, University of Kentucky.
- Blomquist, Glenn C. and Brandon C. Koford. 2006. "The Economics of Aluminum Recycling: A Literature Review and Research Agenda," Center for a Sustainable Aluminum Industry White Paper, (January).

Works in Progress

Gnagey, Matthew, Therese Cavlovic, Brandon Koford, Gavin Roberts. "A Public Goods Game with Unequal Thresholds." *Under Review*.

Gnagey, Matthew, Brandon Koford. "Superstar Effects in the WNBA." *Under Review*.

Parkhurst, Gregory, Therese Cavlovic, Brandon Koford. "Cognitive Load and Information Frame: An Experimental Investigation of Decision Time and Decision Accuracy on Lottery Choice."

Koford, Brandon, Alex Padilla, Lucas Rentschler, and Gavin Roberts. "An Experimental investigation of the Impact of Immigration Status and Public Good Allocation"

Presentations

"Information Avoidance: An Experimental Test of Anticipated Regret," Southern Economic Association Annual Conference, Washington DC, November 2024.

"An Experimental Test of Information Avoidance," Missouri Valley Economic Association Annual Meetings, Kansas City, MO, October 2023.

"Discipline Specific Case Studies in the Business Statistics Classroom: Outcomes and Attitudes," Missouri Valley Economic Association Annual Meetings, Memphis, TN, November 2018.

"The Influence of Positive and Negative Framed Information Load: An Experimental Investigation."

International Business Research Conference, Universidad Austral, Facultad de Ciencias Empresariales, Rosario, Argentina, August 2017

Southern Economic Association Annual Meeting, Washington DC, November 2016

Missouri Valley Economic Association Annual Meeting, Kansas City, MO, October 2015

"Estimating the Social Value of Higher Education: Willingness to Pay for Community and Technical Colleges," Missouri Valley Economic Association Annual Meetings, Memphis, TN, October 2012.

"Older Americans and Depression: An Economic Inquiry of the Effects of Depression on the Earnings of Older Americans," Missouri Valley Economic Association Annual Meetings, Kansas City, MO, October 2011.

"Estimating Consumer Willingness to Supply and Willingness to Pay for Curbside Recycling," Missouri Valley Economic Association Annual Meetings, St. Louis, MO, October 2010.

"What Differences Do Certainty and Cheap Talk Make in Eliciting Willingness to Pay for Education"

Missouri Valley Economic Association Annual Meetings, Kansas City, MO, October 2009

Southern Economic Association Annual Meetings, New Orleans, LA, November 2007.

Graduate Student and Faculty Workshop, Department of Economics, University of Kentucky, November, 2007.

"Estimating Willingness of Citizens to Pay for Recycling," Southern Economic Association Annual Meetings, Washington DC, November 2008.

"The Impact of Price Incentives and Message Appeals on Recycling," Sloan Industry Studies Conference, Boston, MA, May 2008.

Grants, Honors, and Awards

Buehler Teaching Fellowship, John B. Goddard School of Business and Economics, Weber State University, 2024-2027.

An Experimental Test of Information Avoidance (\$715), Weber State University, Research, Scholarship, and Professional Growth Conference Travel Grant, 2023.

Buehler Teaching Fellowship, John B. Goddard School of Business and Economics, Weber State University, 2021-2024.

Buehler Teaching Fellowship, John B. Goddard School of Business and Economics, Weber State University, 2018-2021.

Presidential Teaching Excellence Award, Weber State University, 2019.

Buehler Research Fellowship, John B. Goddard School of Business and Economics, Weber State University, 2015-2018.

An Experimental Test of Information Avoidance (\$2,075), Weber State University, Research, Scholarship, and Professional Growth Grant, Co-Principle Investigator, 2017.

Nominee for Crystal Crest Rodney H. Brady Master Teacher Award, Weber State University, 2017.

Stata: Professional Level Data Analysis for Students (\$4,940), Academic Resources and Computing Grant, Weber State University, 2015.

Smith Research Fellowship, John B. Goddard School of Business and Economics, Weber State University, 2012-2015.

Innovative and Creative Undergraduate Teaching Grant (\$13,824), Weber State University, Co-Principle Investigator, 2014.

Finalist for Crystal Crest Rodney H. Brady Master Teacher Award, Weber State University, 2014.

Learn by Playing: A Mobile Lab for Classroom Experiments (\$15,104), Academic Resources and Computing Grant, Weber State University, Collaborator, 2013.

Alston Excellence in Teaching Award, John B. Goddard School of Business and Economics, Weber State University, 2013.

Faculty Sustainability Research Award, Weber State University, 2013.

Nominee for Crystal Crest Rodney H. Brady Master Teacher Award, Weber State University, 2012.

Burkhead Award 2011 for the Best Article Published in *Public Budgeting & Finance* in 2010.

Faculty Mentor Award, John B. Goddard School of Business and Economics, 2011.

Nominee for Crystal Crest Rodney H. Brady Master Teacher Award, Weber State University, 2011.

Research, Scholarship, and Professional Growth Grant (\$1,000), Coinvestigator, Weber State University, 2011.

Rea and Lillian Steele Summer Research Grant (\$8,000), Valdosta State University, 2009.

Faculty Development and Instructional Improvement Grant (\$1,500), Valdosta State University, 2009.

Faculty Development and Instructional Improvement Grant (\$750), Valdosta State University, 2008.

Research Challenge Trust Fund II Gatton Doctoral Fellowship, University of Kentucky, 2005-2008.

Outstanding Economics Graduate, Weber State University, 2004.

Outstanding Baccalaureate of the Year, School of Business and Economics, Weber State University, 2004.

Service

Weber State University

Undergraduate Research Mentor

Dawson, Niko. "Women, Weight, and the Workplace: The Effects of Economic Weight Bias Against Women."

Publication: Journal of the Utah Academy of Sciences, Arts, & Letters, Forthcoming.

Presentations:

International Studies Association Region West Conference, September 22, 2023, Pasadena, CA.

Undergraduate Research Symposium, April 10, 2023, Weber State University.

Weber State University National Advisory Council Invited Presentation, March 31, 2023.

Utah Academy of Science, Arts, and Letters Annual Conference, March 18, 2023, Waterford School.

Utah Conference on Undergraduate Research, February 17, 2023, University of Utah.

Riccardelli, Hunter. "The Effects of Air Quality on Labor Productivity." Weber State university National Advisory Council Invited presentation, March 31, 2023.

Tenney, Katie. 2022 "The Impacts of Fuel Price on Air Quality: A Case Study of Salt Lake City." Student Sustainability Research Award Winner.

Edwards, Adam. 2022. "Income Inequality between Latino and non-Latino Workers in Utah: An Econometric Analysis." Utah Conference on Undergraduate Research.

Martinez, Christopher. 2019. "Marriage, Parenthood, and the Gender Wage Gap: A Utah Case Study." *Ergo* 13:60-67.

Rodriguez, Damian A., Joshua B. Schlichte, and Javier Chavez. 2019. Medical marijuana Legalization and the Effect Upon Drug-Related Mortalities." *Ergo* 13:68-74.

Lucker, Cameron, Bryan Cook, and Breckell Soifua. 2016. "Medical Marijuana Legalization and Its Effect on Crime." *Ergo* 10:16-23.

University Service

University College Success Team Collaborative, Member, 2022-Present

Faculty Testing Advisory Committee, 2015-Present

Student Success Steering Committee, Member, 2021-2022

Social Science Area Committee for the General Education Improvement and Assessment Committee, 2016-2022

Ad hoc committee on Assessment, Faculty Senate, 2020-2021

Hiring Committee, Dean of International Programs, 2019

Report Gallery Vetting Committee, 2018

Tableau Server Pilot Committee, 2018

Faculty Senate, 2015–2018

Constitutional Review, Apportionment, and Organization Committee Member, 2015

General Education Assessment and Improvement Committee Member, 2014-2015

Future Business Leaders of America Northern Region Competition Judge, 2014

Crystal Crest Selection Committee for Master Teacher, Chair, 2013

Research, Scholarship & Professional Growth Committee Member, 2010 - 2014
National Conference on Undergraduate Research Abstract Reviewer, 2011
Future Business Leaders of America Global Business Competition Judge, 2011

Goddard School of Business and Economics Service

Goddard School College Success Team, Chair, 2021-Present
College Ranking Tenure Evaluation Committee, 2024-2025
Faculty, Staff, Advisor Collaboration Team, Member, 2020-Present
Finance Program Review, Committee Member, 2023
Early Executive Leadership Academy, Speaker, 2023
Weber Welcome Panelist, 2023
Goddard School Executive Committee, 2016-2022
Hiring Committee, GSBE Academic Advisory, 2021
Hiring Committee, Dean of School of Business and Economics, 2019
Advising Coordinator Search Committee, 2018
Early Executive Leadership Academy Speaker, 2018
Orientation Review Committee, 2017-2018.
Hiring Committee, GSBE Career Services Advisor, 2017
Hiring Committee, GSBE Academic Advisor, 2016
Alston Endowed Award for Teaching Excellence Award Committee – Chair

Department of Economics Service

Hiring Committee, Assistant Professor of Economics, Committee Member, 2023
Department Best Paper Award, Committee Member, 2023
Hiring Committee, Assistant Professor of Economics, Chair, 2021-2022
Department Chair, 2016-2022
Best Paper Award Committee 2017-2021
Hiring Committee, Assistant Professor of Economics, Chair, 2021-2022
Improving Economics Recruiting Committee, 2021 - 2022
Department Ranking Tenure Evaluation Committee, Chair, 2021-2022
Department Peer Review Committee, Chair, 2021
Department Ranking Tenure Evaluation Committee, Chair, 2020-2021
Department Peer Review Committee, Chair, 2020
Hiring Committee, Visiting Assistant Professor of Economics, Chair, 2020
Hiring Committee, International Economics Liaison, Chair, 2019
Department Ranking Tenure Evaluation Committee, Chair, 2017-2018
Hiring Committee, Administrative Assistant, Chair 2018
Department Program Review Committee, Chair, 2017-2018
Hiring Committee, International Economics Liaison, 2017
Department Ranking Tenure Evaluation Committee, Chair, 2016-2017
Department Peer Review Committee, Chair, 2016
Hiring Committee, 2017
Student Economic Association Advisor, 2010-2015
Hiring Committee, 2014
Hiring Committee, 2013
Hiring Committee, 2012
Course Creation: Principles of Microeconomics Online, Summer 2012
Hiring Committee, 2011

Ad Hoc Committee for Social Science General Education Course Renewals, Principles of Microeconomics, October 2011

Ad Hoc Committee on Bachelor of Science-Bachelor of Arts distinction for Economic Majors, October 2010.

Valdosta State University

Department of Marketing and Economics

Course Creation: Sports Economics, Spring 2009

Langdale College of Business Administration

Assurance of Learning – Ethics Committee Member, 2009-2010

Assurance of Learning – Communication Committee Member, 2008-2009

Curriculum Committee – Committee Member, 2009-2010

University Service

Adult Learning Committee, 2009-2010

SafeAssign Pilot Committee, 2009

Courses Taught

Weber State University

Business Statistics I (QUAN 2600): Fall 2010, Spring 2011, Spring 2012, Spring 2013, Spring 2023

Business Statistics II (QUAN 3610): Fall 2013, Spring 2014, Fall 2014, Spring 2015, Fall 2015

Econometrics (ECON 4550): Fall 2014, Fall 2015, Fall 2016, Fall 2017, Fall 2018, Fall 2019, Fall 2020, Fall 2021, Fall 2022, Fall 2023, Fall 2024

Econometrics (ECON 6550): Fall 2022, Fall 2023

Principles of Microeconomics (ECON 2010): Fall 2010, Spring 2011, Summer 2011, Fall 2011, Spring 2012, Summer 2012, Fall 2012, Spring 2012, Summer 2012, Fall 2012, Spring 2013, Fall 2013, Spring 2014, Fall 2022, Fall 2023

Principles of Microeconomics Online (ECON 2010 ONL): Summer 2012, Fall 2012, Spring 2013, Summer 2013, Fall 2013, Spring 2014, Summer 2014, Fall 2014, Spring 2015, Summer 2015, Fall 2015, Summer 2016, Spring 2017, Summer 2017, Spring 2018, Summer 2018, Spring 2019, Summer 2019, Fall 2019, Spring 2020, Summer 2020, Fall 2020, Spring 2021, Summer 2021, Fall 2021, Spring 2022, Summer 2022, Fall 2022, Spring 2023, Summer 2023, Fall 2023, Summer 2024, Fall 2024.

Public Finance (ECON 4520): Fall 2011, Fall 2012

Valdosta State University

Principles of Macroeconomics (ECON 2105): Fall 2008

Principles of Microeconomics (ECON 2106): Spring 2009, Summer 2009, Fall 2009, Spring 2010, Summer 2010

Public Finance and Fiscal Policy (ECON 3400): Fall 2008, Fall 2009

Sports Economics, (ECON 3450): Spring 2009, Spring 2010

University of Kentucky

Primary Instructor

Economic and Business Statistics, (ECO 391), Spring 2006, Summer 2006

Principles of Microeconomics, (ECO 201), Fall 2005

Teaching Assistant

Intermediate Microeconomics, (ECO 401), Fall 2005, Spring 2006
Principles of Microeconomics, (ECO 201), Fall 2004, Spring 2005
Principles of Macroeconomics, (ECO 202), Fall 2004, Spring 2005

Professional Affiliations

American Economic Association (AEA)
Western Economic Association International (WEAI)
Missouri Valley Economic Association (MVEA)
Southern Economic Association (SEA)