

ADAM D. RENNHOFF

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EMPLOYMENT

Director of Economics Graduate Programs (Master's and Ph.D. Programs), August 2015 – Present.

Associate Professor, Economics and Finance Department, Middle Tennessee State University, August 2013 – Present.

Assistant Professor, Economics and Finance Department, Middle Tennessee State University, August 2007 – July 2013.

Assistant Professor, Department of Economics & International Business, Drexel University, September 2003 – August 2007.

Instructor of Economics, Department of Economics, University of Virginia, August 2001 – May 2003.

Research Intern, Congressional Budget Office, June 2000 – August 2000.

EDUCATION

Ph.D., Economics, University of Virginia, Charlottesville, VA, January 2006

M.A., Economics, University of Virginia, Charlottesville, VA, May 2000

B.A., Economics and Political Science, Bucknell University, Lewisburg, PA, May 1998

RESEARCH AND TEACHING INTERESTS

Industrial Organization, Media Economics, Regulation, Law & Economics

REFEREED JOURNAL PUBLICATIONS

“Bundling, a la Carte Pricing and Vertical Bargaining in a Two-Sided Model” (with Minghua Chen and Konstantinos Serfes), *Information Economics and Policy*, 35, 30-44, 2016.

“Can You Hear Me Now? The Rise of Smartphones and Their Welfare Effects” (with P. Wesley Routon), *Telecommunications Policy*, 40(1), 39-51, 2016.

“Provision and Price of Child Care Services: For-Profits and Nonprofits” (with Mark F. Owens), *Journal of Urban Economics*, 84, 40-51, 2014.

“Market-based Measures of Viewpoint Diversity” (with Kenneth C. Wilbur), *Information Economics and Policy*, 26(1), 1-11, 2014.

“Local Media Ownership and Media Quality” (with Kenneth C. Wilbur), *Information Economics and Policy*, 24(3-4), 231-242, 2012.

“Competition and the Strategic Choices of Churches” (with Mark F. Owens), *American Economic Journal: Microeconomics*, 4(3), 152-170, 2012.

“The Effectiveness of Post-Release Movie Advertising” (with Kenneth C. Wilbur), *International Journal of Advertising*, 30(2), 305-328, 2011.

“The Consequences of ‘Consideration Payments:’ Lessons from Radio Payola,” *Review of Industrial Organization*, 36(2), 133-147, 2010.

- Winner of Industrial Organization Society’s Best Paper by a Junior Scholar in *Review of Industrial Organization*, 2010.

“The Role of Upstream-Downstream Competition on Bundling Decisions: Should Regulators Force Firms to Unbundle?” (with Konstantinos Serfes), *Journal of Economics & Management Strategy*, 18(2), 547-588, 2009.

“Retailer Price Distributions and Promotional Activities” (with Konstantinos Serfes), *Economics Letters*, 103(2), 91-95, 2009.

“Paying for Shelf Space: An Investigation of Merchandising Allowances in the Grocery Industry,” *Journal of Agricultural & Food Industrial Organization*, 6(1), Article 9, 2008.

“Promotional Payments and Firm Characteristics: A Cross-Industry Study,” *Journal of Applied Economics and Policy*, 27(1), 47-62, 2008.

“The Impact of Health Care Costs on Firm Entry and Exit Decisions” (with Christina H. Rennhoff), *Southern Business and Economics Journal*, 30(3&4), 111-120, 2007.

OTHER PUBLICATIONS

“Media Ownership Study 1: Local Media Ownership and Media Quality” (with Kenneth C. Wilbur), *Federal Communications Commission Quadrennial Review of Media Ownership Rules*, <http://www.fcc.gov/ownership>, 2011.

“Media Ownership Study 8A: Local Media Ownership and Viewpoint Diversity in Local Television News” (with Kenneth C. Wilbur), *Federal Communication Commission Quadrennial Review of Media Ownership Rules*, <http://www.fcc.gov/ownership>, 2011.

WORKING PAPERS AND WORK IN PROGRESS

“Motivations for Charitable Purchases: Evidence from a Field Experiment on Girl Scout Cookie Sales,” (with Mark F. Owens and Charles L. Baum)

“Motion Picture Production Incentives and Filming Location Decisions: A Discrete Choice Approach,” (with Mark F. Owens)

“Radio Station Transactions and Prices and Local Media Ownership Rules,” (with Jason DeBacker and Michael Roach)

“Station Ownership and Its Effects on Playlists in U.S. Radio Markets,” (with Michael Roach)

“Are Rodeo Cowboys Afraid of a Little Competition?: A Spatial Discrete-Choice Model of Cowboy Rodeo Choices” (with Paul E. Carrillo and Christina H. Rennhoff)

“A La Carte Cable and the Market for Television Advertising” (with Minghua Chen and Konstantinos Serfes)

“Estimating the Effects of a la Carte Pricing: The Case of Cable Television” (with Konstantinos Serfes)

HONORS AND AWARDS

Faculty Research and Creative Activity Committee Research Grant, Middle Tennessee State University, Summer 2014.

Dean’s Summer Research Grant, Jones College of Business, Middle Tennessee State University, Summer 2012.

Industrial Organization Society Award for Best Paper by a Junior Scholar in the *Review of Industrial Organization*, 2010.

Faculty Research and Creative Activity Committee Research Grant, Middle Tennessee State University, Summer 2009.

Excellence in Teaching Award, LeBow College of Business, Drexel University, 2004.

Bankard Fund for Political Economy Doctoral Research Fellowship, University of Virginia, September 2002 – May 2003.

Academic Enhancement Program Fellowship, University of Virginia, Summer 2001.

Phi Beta Kappa, Bucknell University, 1998.

RESEARCH PRESENTATIONS

(P = presenter; D = discussant; C = chair; O = organizer)

Academic Conferences

Academy of Economics and Finance Conference (P,D,C), American Economic Association Conference (C), Eastern Economic Association Conference (P,D,C), Southern Economic Association Conference (P,D,C,O), International Industrial Organization Conference (P,D,C),

Quantitative Marketing and Economics Conference (P), Telecommunications Policy Research Conference (P)

Invited Research Presentations

Food Marketing Policy Center, Drexel University, Indiana University, Northeastern University, University of Georgia

TEACHING EXPERIENCE

Middle Tennessee State University: Introduction to Microeconomics, Intermediate Microeconomics, Law & Economics, Managerial Economics (MBA, online), Econometrics I (Ph.D.), Applied Econometrics III (Ph.D.), Industrial Organization II, (Ph.D.)

Drexel University: Introduction to Microeconomics, Managerial Economics (undergraduate and MBA), Industrial Organization (undergraduate and Ph.D.)

University of Virginia: Intermediate Microeconomics

DOCTORAL STUDENT ADVISING

Fang Yang (committee member, 2009)
Rachel Wilson (committee member, 2009)
Shea Slonaker (committee member, 2009)
Travis Minor (committee member, 2009)
Brandeanna Allen (committee member, 2010)
J. Laron Kirby (chair, 2012)
Jonathan Adongo (committee member, 2013)
Anca Traian (committee member, 2013)
Joshua M. Hill (committee member, 2013)
P. Wesley Routon (committee member, 2014)

DEPARTMENTAL AND UNIVERSITY SERVICE

College of Business Student Success Committee, 2013 – present
Department Graduate Curriculum Committee, 2007 – present
Department Ph.D. Steering Committee, 2007 – present
Department Undergraduate Curriculum Committee, 2007 – 2011
Department Faculty Recruitment Committee, 2007 – present
College of Business Grade Appeals Committee, 2010 – 2012
College of Business Graduate Committee, 2011 – 2012
College of Business Student Success Committee, 2013 – present
Economics Major Advising, 2008 – present
Undergraduate Economics Club co-sponsor, 2008 – 2013

PROFESSIONAL SERVICE

Co-Editor

Journal of Media Economics, January 2015 - Present

Editorial Board

Journal of Media Economics, January 2013 – December 2014

Referee

International Journal of Industrial Organization, Southern Economic Journal, Journal of Economics & Management Strategy, Managerial and Decision Economics, National Science Foundation Proposal Reviewer, Information Economics and Policy, Journal of Media Economics, Journal of Applied Economics and Policy, Journal for Economic Educators, CUNY Research Award Program Proposal Reviewer

Society Memberships

American Economic Association, Industrial Organization Society, Southern Economic Association

CITIZENSHIP: United States