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# Jadrian J. Wooten, PhD

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## Academic Positions

### Virginia Polytechnic Institute and State University

*Department of Economics (College of Science)*

2022–Present	Collegiate Associate Professor of Economics
2022–Present	Director of Undergraduate Studies

### The Pennsylvania State University

*Department of Economics (College of the Liberal Arts)*

2019–2022	Associate Teaching Professor
2018–2019	Assistant Teaching Professor
2014–2018	Lecturer

### Washington State University

*Department of Educational Leadership & Counseling Psychology (College of Education)*

2013–2016	Adjunct Instructor
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*School of Economic Sciences (College of Agricultural, Human, and Natural Resource Sciences)*

2012–2014	Graduate Instructor
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## Education

PhD in Economics, Washington State University (2014)

MBA in Management and Economics, Sam Houston State University (2010)

BBA in Management and Economics, Sam Houston State University (2009)

## University Teaching

Microeconomic Principles/Theory

Undergraduate principles (20+ sections)

Undergraduate principles for majors (1 section)

Undergraduate intermediate (2 sections)

Applied Microeconomics Topics

Undergraduate labor economics (20+ sections)

Undergraduate sports economics (6 sections)

Undergraduate economics of crime (3 sections)

Undergraduate natural resource economics (1 section)

Masters sports economics & finance (2 sections)

Independent Study & Study Abroad Topics

Education (2 students)

Energy (1 student)

Crime (1 student)

National defense (1 student)

Swiss Economy [Study Abroad] (1 trip)

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## Books

Wooten, J. (2021). *Parks and Recreation and Economics*. Abingdon: Routledge.

## Book Chapters

White, D. and J. Wooten (2022). "Teaching Marginal Revenue Product Using *Moneyball*." *Teaching Sports Economics*. Ed. by Victor Matheson and Aju Fenn. Cheltenham: Edward Elgar, pp. 235–240.

Wooten, J. (2022). "Incorporating Popular Media into the Sports Economics Curriculum." *Teaching Sports Economics*. Ed. by Victor Matheson and Aju Fenn. Cheltenham: Edward Elgar, pp. 165–180.

Wooten, J. (2022). "This Class is a Kahoot! Using Kahoot to Test Student Knowledge in Class." *Teaching Sports Economics*. Ed. by Victor Matheson and Aju Fenn. Cheltenham: Edward Elgar, pp. 200–207.

## Book Reviews

Wooten, J. (2022). "Review: Money: The True Story of a Made-Up Thing, by Jacob Goldstein." *The American Economist* 67(1), pp. 155–158.

## Peer Reviewed Articles

Geerling, W., D. Mateer, and J. Wooten (2024). "Engaging Gen Z Students with the Economic Lessons Featuring MrBeast." *Journal of Economics Teaching* 9(2), pp. 110–122.

Wooten, J. and K. Staub (2024). "Teaching Economics with Parks and Recreation." *Journal of Economics Teaching* 9(1), pp. 1–16.

Geerling, W., D. Mateer, J. Wooten, and N. Damodaran (2023). "ChatGPT has Aced the Test of Understanding in College Economics: Now What?" *The American Economist* 68(2), pp. 233–245.

Geerling, W., K. Nagy, E. Rhee, N. Thomas, and J. Wooten (2023). "Using Squid Game to Teach Game Theory." *Journal of Economics Teaching* 8(1), pp. 47–63.

Jaeger, M. and J. Wooten (2023). "The Most Magical Way to Teach Economics." *Journal of Economics Teaching* 8(1), pp. 12–23.

Smith, B. and J. Wooten (2023). "Assessing Knowledge and Difficulty with Rubric-Based Instruments." *Southern Economic Journal* 90(2), pp. 510–534.

Trost, S. and J. Wooten (2023). "Gender, Risk Aversion, Confidence, and the "COVID" Grading Option in Principles of Economics." *Applied Economics Letters* 31(20), pp. 2219–2222.

Wooten, J. (2023). "Finding E Words in *The G Word with Adam Conover*: New Opportunities to Teach Economics." Forthcoming at *Journal of Economics Teaching*.

Wooten, J. and W. Geerling (2023). "Economics of Squid Game." *The Journal of Economic Education* 54(3), pp. 347–348.

Geerling, W., K. Nagy, E. Rhee, and J. Wooten (2022). "Using K-Pop to Teach Indifference Curve Analysis, Behavioral Economics and Game Theory." *Journal for Economic Educators* 22(1), pp. 40–56.

Muchiri, S., M. Paraschiv, and J. Wooten (2022). "Teaching Economics with *Breaking Bad*." *Journal of Economics Teaching* 7(1), pp. 74–91.

Wooten, J. and B. Lynch (2022). "Teaching Economics with Scenes from *Superstore*." *International Journal of Pluralism and Economics Education* 12(3–4), pp. 308–321.

Wooten, J. and B. Lynch (2022). "Teaching with *Superstore*." *The Journal of Economic Education* 53(2), p. 196.

Geerling, W., J. Wooten, D. Mateer, and F. Gabriele (2021). "Breaking Down the Language Barrier: Using Pop Culture from Across the Globe to Teach Microeconomics." *Journal for Economic Educators* 21(2), pp. 1–20.

Hobbs, K. and J. Wooten (2021). "Teaching Principles of Microeconomics with the Economics Media Library." *Applied Economics Teaching Resources* 3(1), pp. 37–57.

Wooten, J. and A. Al-Baranhi (2021). "Economics in a Crisis: A Cautious Approach to Being Relevant." *Journal of Economics Teaching* 5(4), pp. 142–151.

Wooten, J., W. Geerling, and A. Calma (2021). "Diversifying the Use of Pop Culture in the Classroom: Using K-Pop to Teach Principles of Economics." *International Review of Economics Education* 38(100220).

Wooten, J. and D. White (2021). "Teaching Economics with Scenes from *Moneyball*." *Journal for Economic Educators* 21(2), pp. 31–37.

Wooten, J., A. Al-Bahrani, D. Patel, and K. Holder (2021). "The Role of Relevance in Economics Education: A Survey." *Journal for Economic Educators* 21(1), pp. 11–31.

Murphy, J., J. Schuler, and J. Wooten (2020). "Have Coase – Will Travel: New Ways to Teach Coase Using Old Media." *Journal of Private Enterprise* 35(4), pp. 71–86.

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- Wooten, J. (2020). "Integrating Discussion and Digital Media to Increase Classroom Interaction." *International Review of Economics Education* 33, pp. 1–14.
- Wooten, J., C. Acchiardo, and D. Mateer (2020). "Economics is a Kahoot!" *The Journal of Economic Education* 51(3-4), p. 380.
- Wooten, J., W. Geerling, and N. Thomas (2020). "Facilitating Student Connections and Study Partners During Periods of Remote and Online Learning." *Journal of Economics Teaching* 5(2), pp. 1–14.
- Wooten, J., K. Staub, and S. Reilly (2020). "Economics Within ABC's Modern Family." *The Journal of Economic Education* 51(2), p. 210.
- Smith, B., D. White, R. Shrader, J. Wooten, S. Nath, M. O'Hara, N. Xu, and R.E. Rosenman (2019). "Improving Student Performance Through Loss Aversion." *Scholarship of Teaching and Learning in Psychology* 5(4), pp. 278–288.
- White, D., B. Cowan, and J. Wooten (2019). "March Madness: NCAA Tournament Participation and College Alcohol Use." *Contemporary Economic Policy* 37(3), pp. 449–461.
- Wooten, J. and K. Staub (2019). "Teaching Economics Using NBC's Parks and Recreation." *Journal of Economic Education* 50(1), pp. 87–88.
- Wooten, J. and J. Tierney (2019). "Adam Ruins Everything, Except Economics." *Journal of Economics and Finance Education* 18(1), pp. 34–53.
- Geerling, W., D. Mateer, J. Tierney, B. Smith, and J. Wooten (2018). "Lesson Plans for Teaching Economics with The Big Bang Theory." *Journal of Economics Teaching* 3(1), pp. 162–184.
- Wooten, J. (2018). "A Case for Complements? Location and Attendance in Major League Soccer." *Applied Economics Letters* 25(7), pp. 442–446.
- Wooten, J. (2018). "Economics Media Library." *Journal of Economic Education* 49(4), pp. 364–365.
- Wooten, J. (2018). "Rivalries in US Professional Soccer." *International Journal of Sport Finance* 13(2), pp. 105–118.
- Wooten, J. and B. Smith (2018). "Create Random Assignments: A Cloud-based Tool to Help Implement Alternative Teaching Materials." *Journal of Economic Education* 49(3), p. 297.
- Wooten, J. and D. White (2018). "An In-Class Experiment to Teach Marginal Revenue Product Using the Baseball Labor Market and *Moneyball*." *Journal of Economics Teaching* 3(1), 116–133. **[Best Paper Award]**.
- Al-Bahrani, A., K. Holder, D. Patel, and J. Wooten (2016). "Art of Econ: Incorporating the Arts Through Active Learning Assessments in Principles Courses." *Journal of Economics and Finance Education* 15(2), pp. 1–16.
- Tierney, J., D. Mateer, W. Geerling, J. Wooten, and B. Smith (2016). "Bazinganomics: Economics of The Big Bang Theory." *The Journal of Economic Education* 47(2), p. 192.
- Smith, B. and J. Wooten (2013). "Pundits: The Confidence Trick: Better Confident Than Right?" *Significance* 10(4), pp. 15–18.

## Papers Under Review

- Ben Abdesslem, A., B. Hollar, and J. Wooten (2024). "Teaching Economics Through Old Testament Stories." Conditionally Accepted at *Faith & Economics*.
- Coon, M. and J. Wooten (2024). "Leveraging Tradle to Expand Geographic Literacy in an International Trade Class." Under Review at *Journal of Economic Teaching*.
- Miles, P. and J. Wooten (2024). "Supplementing the Instruction of the National Labor Relations Act Using Scenes from *Superstore*." Under Review at *Journal of Human Resources Education*.
- Smith, B.O. and J. Wooten (2024). "Are Students Sexist when Grading Each Other?: Bias in Peer Grading and a Generalization to the Rubric-Based Estimator." Under Review at *Southern Economic Journal*.

## Working Papers

- King, S., M. Rousu, and J. Wooten (2024). "The Principles of Economics (Taylor's Version)."
- White, D.R. and J. Wooten (2024). "Rotten at the Top: A Different Form of Inaccessibility Among Top Economics Journals."
- Wooten, J. and D.R. White (2024). "ECON 404: Teaching Content Not Found."
- Marshall, E., S. Locke, and J. Wooten (2023). "The Impact of Fans on Home Advantage: Evidence from the Covid-19 Pandemic College Basketball Season."

## Undergraduate Honors Advising

- Benjamin Remlinger (2022), Ezra Gershanok (2021), David Weiss (2021), Charles Boinske (2020), Sophia Wertz (2020), Peyton Woodward (2020), Marissa Reuther (2019), Austin Rowe (2018), Kirsten Reilly (2018), Lasanthi Fernando

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(2016)

### **Graduate Instructor Supervision**

Leah Hunt (2022), Elif Basaran (2021), Gourika Khanna (2020), Tanmay Belavadi (2019), Oleg Muratov (2018), Bo Bian (2017), Ben Osenbach (2016), Gent Baraj (2015), Talat Senocak (2015)

### **Ph.D. Committee Member**

Marisa Cameron | West Virginia University (2025)

### **Conference Presentations**

2024	AEA Conference on Teaching & Research in Economic Education, JET Symposium on Economics Teaching, Southern Economic Association (accepted)
2023	Texas Community College Teachers Association, AEA Conference on Teaching & Research in Economic Education, JET Symposium on Economics Teaching, Southern Economic Association
2022	American Economic Association, Academy of Economics & Finance Education, Robert Morris Economics Teaching Conference, Association of Private Enterprise Education, TeachECONference, JET Symposium on Economics Teaching, Southern Economic Association
2021	American Economic Association, Academy of Economics and Finance, Robert Morris Economics Teaching Conference, Pennsylvania Economics Association, Centre for Teaching and Learning in Economics at University College London, Developments in Economics Education, Council for Economic Education, Southern Economic Association
2020	Robert Morris Teaching Conference, JET Symposium on Economics Teaching
2019	Eastern Economic Association, AEA Conference on Teaching & Research in Economic Education, New York State Economics Association Conference
2018	Robert Morris Teaching Conference, Association of Private Enterprise Education, New York State Economics Association Conference
2015	Academy of Economics and Finance, Eastern Economic Association, Southern Economics Association
2014	Eastern Economic Association, AEA Conference on Teaching & Research in Economic Education, Southern Economics Association, European Sport Economics Association's European Conference in Sport Economics
2013	WSU Graduate & Professional Student Association Wiley Research Exposition, WSU School of Economic Sciences Graduate Student Association, Academy of Economics and Finance, Western Economic Association, European Sport Economics Association's European Conference in Sport Economics, Southern Economic Association, National Economics Teaching Association
2012	WSU School of Economic Sciences Graduate Student Association, Western Economic Association, Southern Economic Association

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## Invited Presentations & Seminars

2020–Present	University of Florida, Course Hero Education Summit, Susquehanna University Center for Economics, Business, and Entrepreneurship Education (2020), Packback Co., West Virginia University, Chulalongkorn University, University of Wollongong, Penn State University Schreyer Institute for Teaching Excellence, University of Melbourne, Universidad Católica del Uruguay, Monash University, University College London (2021), Susquehanna University Center for Economics, Business, and Entrepreneurship Education (2021), University of Nebraska Omaha, National Association of Economic Educators, Southern Economic Association, Pennsylvania Future Business Leaders of America Conference, Washington State University, James Madison University, James Madison University Center for Economic Education, Thomas R. Brown Foundation, University College London, Econiful (2023), Packback (2023), University of North Texas, Foundation for Economic Education, National Association of Economic Educators, Georgia Tech, Econiful (2024), Virginia Tech Center for Economic Education, Radford Public Library
2015–2019	EconEd, Penn State Economics Association, American Economics Association, AEA Conference on Teaching & Research in Economic Education (2x), Course Hero, discernPSU Lutheran Student Organization, Susquehanna University Center for Economics, Business, and Entrepreneurship Education (4x), Pennsylvania Business Education Association, Penn State Career Development Professionals Conference, St. Louis Federal Reserve, Penn State College of Liberal Arts Packback Faculty Showcase, University of Arizona Department of Economics, University of Arizona Office of Economics Education, Arizona Teachers Academy
2012–2014	Washington State Undergraduate Economics Club, Washington State University Common Reader Lecture Series, Washington State School of Economic Sciences, Katholieke Universiteit Leuven, WSU School of Economic Sciences Undergraduate Economics Club, EconEd

## Honors & Awards

Spring 2024	Department of Economics “Outstanding Faculty in a Principles Course” Award, VT
Spring 2023	Department of Economics “Most Value Person” Award, VT
Spring 2023	New Faculty Mentoring Grant, Office of the Vice Provost for Faculty Affairs, VT
Spring 2022	“Most Curious” Award, Packback Co.
Spring 2022	Penn State Softball Most Valuable Professor (x2), PSU
Spring 2022	Department of Economics Faculty Commencement Marshal, PSU
Spring 2021	Distinguished Service Award, Teaching and Learning with Technology, PSU
Spring 2021	Department of Economics Faculty Commencement Marshal, PSU
Summer 2019	Best Paper Award in <i>Journal of Economics Teaching</i>
Spring 2019	Best Principles or 300-Level Course: Economics of Crime, Department of Economics, PSU
Fall 2019	Penn State Volleyball Most Valuable Professor, PSU
Fall 2017	Faculty Representative, Homecoming University Court, PSU
Fall 2013	Third Place, Economist Educators Best in Class Teaching Award
Spring 2013	First Place, WSU International Programs’ Global Case Competition, WSU
Spring 2013	First Place, WSU Graduate & Professional Student Association Wiley Research Exposition, “Home Court Advantage in Men’s Collegiate Basketball: A Multilevel Modeling Approach,” oral presentation, WSU

Spring 2013	First Place, WSU Graduate & Professional Student Association Wiley Research Exposition, “Do Rivalries Even Matter in Major League Soccer?” poster presentation, WSU
Spring 2012	First Place, School of Economic Sciences Poster Competition, “The Effect of a Ranked Nationalism Approach on Measuring Salary Discrepancies in Major League Soccer,” poster presentation, WSU
Spring 2009	Sammy Award, Office of Student Activities, award given to “Outstanding Overall Student at Sam Houston State University,” considered one of the highest university achievements, SHSU
Spring 2009	Award for Outstanding Service to the College of Business, award given to College of Business Administration majors for excellence in service throughout the college and university, SHSU
Spring 2009	Outstanding Senior in Management Award, Department of Management and Marketing, SHSU
Spring 2009	Outstanding Senior in Economics Award, Department of Economics and International Business, SHSU
Spring 2009	Ring Ceremony Speaker, Alumni Association, invited to speak to college seniors who were being presented their official university rings, SHSU

## Department Service

Fall 2023 – Present	Coordinator, Undergraduate Teaching Assistant Program, VT
Fall 2023 – Present	Coordinator, Hybrid BLS Internship Experience, VT
Fall 2023 – Present	Coordinator, Virginia Tech Athletics Internship Experience, VT
Fall 2022 – Present	Faculty Advisor, Economics Club, VT
Fall 2023	Chair, Economics Department Collegiate Faculty Hiring Committee, VT
Fall 2017 – Spring 2022	Faculty Advisor, Women in Economics Society, PSU
Summer 2016 – Spring 2022	Co-Coordinator, Department of Economics Lending Library, PSU
Fall 2015 – Spring 2022	Academic Integrity Liaison, Department of Economics, PSU
Fall 2015 – Spring 2022	Coordinator, Department of Economics Teaching Workshops, PSU
Summer 2015 – Spring 2022	Mentor, summer graduate student instructors, Department of Economics, PSU
Fall 2014 – Spring 2022	Coordinator, Graduate Student Teaching Workshop and Mentoring Program, Department of Economics, PSU
Spring 2014 – Spring 2022	Committee Member, School of Economic Sciences Alumni & Friends Board, WSU
Spring 2016 – Spring 2022	Co-Liaison, Department of Economics social media programs, PSU
Spring 2016 – Spring 2018	Faculty Advisor, World Campus Economics Organization, PSU
Summer 2016 – Summer 2020	Faculty Representative, “Spend a Summer Day”, Department of Economics, PSU
Fall 2019	Faculty Representative, Dept. of Economics, College of the Liberal Arts Fall Festival, PSU

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Spring 2016, 2019	Hiring Committee, Department of Economics, PSU
Spring 2015	Supervisor, Great Debate, Economics Association, PSU
Fall 2014 – Fall 2016	Editor, <i>Economics Encounter</i> : department blog, Department of Economics, PSU
Fall 2013	Volunteer and Presenter, School of Economic Sciences Undergraduate Social Event, WSU
Summer 2013 – Spring 2014	President, School of Economic Sciences Graduate Student Association, WSU
Fall 2012 – Spring 2013	Student Representative, School of Economic Sciences Graduate Student Admission Committee, WSU

## College Service

Fall 2022 – Present	Presenter, College of Science Open House Information Session, VT
Fall 2023	Member, Academic of Integrated Science Collegiate Faculty Hiring Committee, VT
Fall 2022 – Spring 2023	Member, College of Science Embedded Advisor Hiring Committee, VT
Fall 2015 – Spring 2022	Member, College of the Liberal Arts Academic Integrity Committee, PSU
Fall 2019	Faculty Representative, Academic Integrity, College of the Liberal Arts Fall Festival, PSU
Spring 2019	Speaker, College of the Liberal Arts Paterno Fellows, Contemporary Issues Forum, PSU
Spring 2018	Faculty Volunteer, College of the Liberal Arts Envoys Fundraising Event, PSU
Fall 2016	Faculty Representative, College of the Liberal Arts International Student Welcome Event, PSU
Fall 2016	Faculty Volunteer, College of the Liberal Arts Fall Festival, PSU
Spring 2012	Guest Judge, Undergraduate Research and Creative Projects Poster Fair, College of Agricultural, Human, and Natural Resource Sciences, WSU
Spring 2008 – Spring 2012	Ambassador, College of Business Administration, SHSU
Fall 2009 – Summer 2010	Admissions Committee Member, Honors Advisory Council, Honors College, SHSU
Spring 2008 – Summer 2010	Student Committee Member, College of Business Academic Integrity Committee, SHSU

## University Service

Spring 2024 – Present	Member, Office of Undergraduate Academic Integrity Faculty Panel, VT
Summer 2017 – Spring 2022	Affiliate Member, Center for the Study of Sport in Society, PSU
Fall 2017 – Fall 2019	Application Reviewer, Schreyer Honors College, PSU
Fall 2019	Presenter, International Student Orientation, Global Programs, PSU
Fall 2016 – Fall 2018	Faculty Advisor, Economics & Business Society, PSU
Fall 2018	Consultant, Senate Committee on Curricular Affairs: Course Submission Consultation for HIED 522, PSU
Summer 2018	Consultant, Senate Committee on Curricular Affairs: Course Submission Consultation for AA 120N, PSU

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Fall 2017	Faculty Representative, World Campus Graduation Celebration, PSU
Summer 2013	Coordinator and Instructor, two workshops entitled “Rock, Paper, Scissors: Using Game Theory in Your Everyday Life to Make Decisions,” for middle and high school students separately, Cougar Quest Academic Summer Camp, WSU
Summer 2013	Coordinator and Instructor, workshop entitled “Rock, Paper, Scissors: Using Game Theory in Your Everyday Life to Make Decisions,” for high school level migrant agricultural workers interested in higher education, Dare to Dream: Academic Academy, WSU
Summer 2012	Volunteer, Residence Life New Student Move-in, WSU
Spring 2009	Orange Key Ambassador, University-wide ambassador, SHSU
Spring 2009	Student Committee Member, Quality Enhancement Program Research Development, SHSU
Spring 2008 – Summer 2010	Chapter President, Golden Key International Honour Society, SHSU

## Professional Service

### Instructional Resources:

Director of EconMediaLibrary.com (Economics Media Library)  
 Contributor for CourseHero Economics Study Guide YouTube Series  
 Collaborator on Bazinganomics.com (Teaching Economics with CBS’s The Big Bang Theory)  
 Collaborator on EconOfParksAndRec.com (The Economics of NBC’s Parks and Recreation)  
 Collaborator on ModernFamilyEcon.com (Teaching Economics with ABC’s Modern Family)  
 Collaborator on EconKahoots.com (Economics is a Kahoot!)  
 Collaborator on BreakingBadEcon.com (Economics of AMC’s Breaking Bad)  
 Collaborator on TeachingWithSuperstore.com (Teaching with Superstore)  
 Collaborator on EconomicsOfSquidGame.com (Economics of Squid Game)

### Journal Service:

Editor: *International Review of Economics Education*: 2021–Present  
 Director, Guest Editor: *Journal of Economics Teaching*: 2021–Present

### Journal Reviewer:

*AEJ: Economic Policy, Applied Economics Teaching Resources, Economic Analysis and Policy, Economic Modelling, Economics of Education Review, International Journal of Pluralism and Economics Education, Finance Research Letters, International Journal of Sports Finance, International Review of Economics Education, Journal of Economic and Finance Education, Journal of Economic Education, Journal of Economics Teaching, Journal of Private Enterprise, Journal of Sport Management, Journal of Sports Economics, Personnel Review, Review of Industrial Organization, Southern Economic Journal*

### Book Reviewer:

Springer Publishing

### Conference/Workshop/Panel Organizer:

*American Economic Association CTREE*  
*Eastern Economic Association*  
*Southern Economic Association*  
*JET Symposium on Economics Teaching*

### Other Projects & Contributions:

Consultant Board Member for Pearson Publishing  
 Economic consultant for Monster.com  
 Ol’ Crimson waver at ESPN’s College GameDay (2018, 2021)  
 Contributor on *The CEO of Sinaloa* documentary  
 Author of Monday Morning Economist newsletter



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## **Professional Certifications and Courses Completed**

Penn State Instructional Practice Certificate (Spring 2018)

Coursera “Data Scientists Toolbox” course (Spring 2018)

Penn State Foundations for Online Teaching Certificate (Spring 2015)

Washington State Excellence in Teaching Online Certification (Summer 2013)

## **Professional Organizations**

American Economic Association, Association of Private Enterprise Education, Beeronomics: The International Association for the Economics of Beer and Brewing, Eastern Economics Association, European Sport Economics Association, North American Association of Sports Economists, Southern Economic Association