

# Curriculum Vitae: Bradley M. Braun, Ph.D.

## Spring 2018

**Current Position:** Associate Professor of Economics  
College of Business Administration  
University of Central Florida  
Orlando, FL 32816

**Areas of Specialization:** Market Analysis  
Economic Valuation  
Public Budgeting  
Cost-Benefit Analysis  
Economic Development  
Prediction and Forecasting  
Economics of High Technology  
Tourism Economics

**Education:** Ph.D., Economics, Tulane University of Louisiana,  
Graduate School, New Orleans, LA. 1986  
M.A., Economics, Tulane University of Louisiana,  
Graduate School, New Orleans, LA. 1983  
B.S., Economics, Bemidji State University,  
College of Business, Bemidji, MN. 1981

### Professional

**Experience:** Director of International Studies 2007-2011. Responsibilities included the establishment of partnership agreements with foreign universities, curriculum design for study abroad programs, implementation and management of student and faculty exchange programs, academic advisor for incoming and outgoing exchange students, and representation of UCF in CLADEA (the Association of Latin American Business Schools).

Dean of Administration and Technology 2000-2007. Responsibilities included administrative planning, budget planning and management, human resource management, including recruitment, development and the preparation of performance evaluations of staff and faculty, implementation of university policies and collective bargaining agreements, technology planning and management, international programs management, and facilities management of 30 state-of-the-art classrooms, four computer labs, research labs, student services and offices for faculty and staff. Special projects included AACSB and SACS accreditation.

Finance Department Chair 2001. Responsibilities included departmental budgeting, scheduling and staffing of courses, and the preparation of performance evaluations of departmental staff and faculty.

Director of the Masters Program in Economics 1990-96, College of Business Administration, University of Central Florida, Orlando, FL

Director of the Honors Program 1990-98, College of Business Administration, University of Central Florida, Orlando, FL

Director of the IMPACT study program 1988-91, sponsored by Barnett Bank and the College of Business Administration, University of Central Florida, Orlando, FL

**Courses Taught:** Undergraduate and graduate level Quantitative Business Tools. The course covers descriptive and inferential statistics, including advanced topics in regression analysis, experimental design, nonparametric statistics, and decision theory. The undergraduate course is taught to over 1,000 students each semester using a hybrid mode of instruction, which includes live lectures, on-line case studies, and on-line learning modules. These tools supplement the e-text written by Soskin and Braun. All materials are provided to students at no charge.

Graduate level Applied Microeconomics. The course covers market analysis, consumer behavior, the theory of production and costs, and economic valuation.

Public Economics, including taxation, insurance, public budgeting, government regulation, and government spending (taught at the graduate and undergraduate level).

Economics of Sport. The course applies microeconomic models to the sports entertainment market.

**Honors and Awards:** Two-time recipient of the Distinguished Honors Teaching Award, University of Central Florida Honors Program Excellence in Teaching Award, University of Central Florida College of Business

Two time recipient of the Teaching Incentive Program award, State University System of Florida

Distinguished Faculty Award, University of Central Florida College of Business, Department of Economics

Dissertation Fellowship Award, Tulane University Graduate School

H.M. Murphy Fellowship in Political Economy, Tulane University

Graduated Cum Laude, Bemidji State University of Minnesota

Academic Achievement Award in Economics, Bemidji State University of Minnesota

Allis Memorial Scholarship awarded by 3M Corporation

**Professional**

**Activities:** Board member of the Cpl. Larry E. Smedley National Vietnam War Museum, Orlando Florida.

**Military Service:** United States Navy, 1971-75  
Vietnam Combat Veteran, Honorable Discharge

**Summary of Selected****Projects and Consultations:**

Over 25 years of economic consulting with the private and public sectors in the areas of forecasting, budgeting, development, impact analysis, and valuation.

Conducted a valuation of losses associated with the Kirby Oil spill in Houston Texas for Lloyd's of London Insurance.

Conducted a valuation of losses associated with a product recall, for Vital Pharmaceuticals Inc.

Conducted comparative valuation of real estate prices in and around the Pine Castle bombing range in east Orlando, for Hovnanian Enterprises, Inc.

Conducted a market and economic analysis, which included the development of a statistical model for predicting the impact of LPGA tournaments, for the Ladies Professional Golf Association.

Conducted a budget analysis and built a revenue forecasting model for the City of Deland Florida.

Grant writer for the Canaveral Port Authority's proposals for funding from the State's FSTED program from 1988-2006. Proposals included cost-benefit analysis and calculation of the economic impact of development projects in terms of jobs and tax revenues at the state and local level.

Conducted a market and economic analysis of special events in Volusia County Florida. Estimated the impact in terms of jobs and tax revenue creation, for Speed Week, Bike Week, Spring Break and Black College Reunion.

Conducted an impact analysis of day trips to Daytona Beach. The analysis compared the benefit of day trips with the costs associated with added public services and the environment.

Conducted a market and economic analysis, which included an estimation of the impact in terms of jobs and tax revenue creation, for Port Canaveral.

**Summary of Projects  
and Consultations:**

**(continued)**

Qualified in Federal court as an expert in contracting high technology manufacturing. Performed a market analysis, described the relationship between prime and subcontractors, and estimated lost profits in a case of breach of contract between high tech manufacturers.

Estimated economic damages in tort actions, including personal injury, medical malpractice, workers compensation, wrongful termination, wrongful death claims and structured settlements. Extensive experience in economic losses for minor children.

Estimated economic damages in commercial claims in the areas of breach of contract, patent infringement, and copyright infringement. Extensive knowledge of the cruise, tourism, real estate, and high technology industries.

Conducted a market and economic analysis of the Simulation, Modeling and Training Industry in central Florida for the Economic Development Commission of Mid-Florida, the National Center for Simulation, and the High-Tech Corridor.

Designed an economic development plan, which included a market and economic analysis of three development alternatives, for the Orlando Naval Training Center Properties. The Orlando Naval Base Reuse Committee.

Conducted a market and economic analysis, which included an estimation of the impact in terms of jobs and tax revenue creation, for the following central Florida industries: simulation and training, Port Canaveral, conventions, NASA, high-technology, and the Magic basketball team. Barnett Bank of Central Florida.

Performed an economic impact analysis, including an estimation of job and tax revenue creation, of the Orlando Citrus Bowl for the Citrus Bowl Commission.

Developed a long-range strategic development plan, which included a market and economic analysis, for the Orlando Science Center.

Developed a long-range strategic development plan, which included a market and economic analysis, and conducted annual cost-benefit analysis on each developmental phase, for the Canaveral Port Authority.

Performed an economic impact analysis of the Central Florida Research Park, including an estimation of job and tax revenue creation.

Performed an economic impact analysis, including an estimation of job and tax revenue creation, and a cost-benefit analysis for hosting World Cup '94. The World Cup Organizing Committee of Central Florida.

## Summary of Projects and Consultations:

(continued)

Conducted a market and economic analysis of the residential real estate market in central Florida. Estimated the economic effects of the provisioning of infrastructure through impact fees. Home Builders Association of Mid-Florida.

Explored alternative strategies to provision affordable housing in Orange County, Florida. The Central Florida Task Force on Affordable Housing.

Designed a rule-based model for managing the state of Florida's Contingency Fund. Florida Advisory Commission on Intergovernmental Relations.

Conducted an analysis of the state of Louisiana's tax revenue structure, and made recommendations for redesign. The Louisiana State Legislature.

Conducted an analysis of the state of Louisiana's expenditure policy, and made recommendations for increasing economic development. The Louisiana Governor's Economic Development Commission.

Distance-learning advisor for economic education: design and implementation of curriculum and student assessment for Valencia Community College's Economics Distance Learning Programs.

**Research in Progress:** Special events and economic development using a tandem modelling procedure to value venues.

**Funded Research:** "Strengthening Foreign Languages, Latin American and Iberian Studies at the University of Central Florida." A two-year project to integrate the study of Spanish across the curriculum. Funded by the United States Department of Education, Title VI Program, 1997-1999. (Co-investigator).

IMPACT study series, 1988-1991. Funded by Barnett Banks of Central Florida, and the College of Business Administration at the University of Central Florida.

"Science Parks and Economic Development: The Case of the Central Florida Research Park." Sponsored by the University of Central Florida's Division of Sponsored Research and College of Business, and the Central Florida Research Park. Summers of 1990 and 1991.

"Undergraduate International Studies and Foreign Language Programs." A three-year developmental project to integrate the study of business and Spanish. Funded by the United States Department of Education, August 1988-1990. (Co-investigator).

**Publications:**

1. Work and Happiness. *Handbook of Virtue Ethics in Business and Management*. Edited by Alejo José G. Sison, Springer Publishing, New York NY, 2017. (Co-authored with Surendra Arjoon and Alvaro Turriago Hoyos).
2. Virtue and Happiness. *Handbook of Virtue Ethics in Business and Management*. Edited by Alejo José G. Sison, Springer Publishing, New York NY, 2017. (Co-authored with Surendra Arjoon and Alvaro Turriago Hoyos).
3. Happiness: A Philosophical and Historical Perspective. *Handbook of Virtue Ethics in Business and Management*. Edited by Alejo José G. Sison, Springer Publishing, New York NY, 2017. (Co-authored with Surendra Arjoon and Alvaro Turriago Hoyos).
4. "Herschel I. Grossman: A Biography." *An Encyclopedia of Keynesian Economics*, second edition. Edited by Tom Cate, London: Edward Elgar Publishing Limited, 2013.
5. "Business Statistics and Applications", University of Central Florida, 2010. (Co-authored with Mark Soskin).
6. "Managing Innovation: A Values Based Approach", *Journal of International Management Studies*, April 2010 5(1). (Co-authored with Alvaro Turriago Hoyos).
7. "Disney's Return to Theme Park Dominance in Florida", *Tourism Economics*, March 2010 16 (1). (Co-authored with Mark Soskin).
8. "Ethics and Innovation: An Axiological Framework of Peter Drucker", *Leadership*, December 2009 (20). (Co-authored with Alvaro Turriago Hoyos).
9. "Competitive Theme Park Strategies", *Managing Visitor Attractions* Edited by Alan Fyall. Oxford, U.K.: Butterworth Heinemann, 2008. (Co-authored with Mark Soskin).
10. "The Sources and Magnitude of the Economic Impact on a Local Economy from Cruise Activities: Evidence from Port Canaveral Florida." *Cruise Ship Tourism*. Edited by R. Dowling. CAB International, Oxford University Press, 2006.
11. "Historical Net Discount Rates and Future Economic Losses: Refuting the Common Practice." *Economic Foundations of Injury and Death Damages*. Edited by R.T. Kaufman, J.D. Rodgers and G. Martin. Edward Elgar Publishing Ltd., Cheltenham UK, 2005.
12. "Price Cap Regulation in the Cable Industry: Why Was the Demand Stagnant?" *Journal of Industry, Competition and Trade*, March/June 2003, 3(1/2), p.p. 41-55. (Co-authored with Yasuji Otsuka).
13. "Competitive Theme Park Strategies: Lessons from Central Florida." *Managing Visitor Attractions: New Directions*. Edited by Alan Fyall. Oxford, U.K.: Butterworth Heinemann, 2002. (Co-authored with Mark Soskin).
14. "The Impact of the Cruise Industry on a Region's Economy: A Case Study of Port Canaveral Florida," *Tourism Economics*, 2002, 8 (3), 317-324. (Co-authored with James Xander and Kenneth White).
15. "The Impact of Day Trips to Daytona Beach," *Tourism Economics*, 2002, 8 (3), 337-349. (Co-authored with Mark Soskin).
16. "Taxation by Regulation and Regulation by Taxation: The Case of Local Cable TV Regulation," *Review of Industrial Organization*, Volume 21 (21-40), 2002. (Co-authored with Yasuji Otsuka).

17. "Hypotheses Testing and State Budget Deficits: The Use of Survey Data," *Kentucky Review of Economics and Business*, Volume 20, Fall 2001. (Co-authored with Mark Soskin and L.E. Johnson).
18. "Gradual Switching Regression Estimates of Tourism Demand," *Annals of Tourism Research*, 2001 28 (2). (Co-authored with Craig Gallet).
19. "The Regulation of Cable TV: A Review of the 1985-1995 Experience." *Briefing Notes in Economics*, September/October 1999 (46). (Co-authored with Yasuji Otsuka).
20. "A Reexamination of the Stability of State Sales Tax Income Elasticity: A Random Coefficient Approach." *Public Finance Review*, November 1999, 27 (6). (Co-authored with Yasuji Otsuka).
21. "Competitive Strategies in the Central Florida Theme Park Industry." *Annals of Tourism Research*, 1999 (26). (Co-authored with Mark Soskin).
22. "The Effects of Economic Conditions and Tax Structures on State Tax Revenue Flow." *International Advances in Economic Research*, 1998, 4(3). (Co-authored with Yasuji Otsuka).
23. "Herschel I. Grossman: A Biography." *An Encyclopedia of Keynesian Economics*. Edited by Tom Cate, David Colander, and Geoff Harcourt, London: Edward Elgar Publishing Limited, 1997. (Reprinted in 2011).
24. "A Note on Correcting Bias in Deterministic Growth Models." *Atlantic Economic Journal*, 1996, 24 (2). (Co-authored with Yasuji Otsuka).
25. "Demand Relations Among Central Florida Theme Parks." *Annals of Tourism Research: A Social Sciences Journal*, 1994, 21(1). (Co-authored with Ady Milman).
26. "State Revenue Shortfalls: Budget Constraints and Policy Alternatives." *American Journal of Economics and Sociology*, October 1993, 52(4), 385-397. (Co-authored with L.E. Johnson).
27. "Designing State Contingency Funds as a Markov Decision Process." *Managerial and Decision Economics*, 1993, 14, 277-283. (Co-authored with Yasuji Otsuka).
28. "The Impact of County Characteristics on Wetland Losses." Proceedings of the American Society of Public Administration, July 1993. (Co-authored with Susan Day).
29. "Strategic Behavior in Central Florida's Theme Park Industry." Proceedings of the Management Science/Operations Research Society of America (TIMS/ORSA) meetings. Northern Territory University, Casuarina, Australia, paper # 5, 1993.
30. "The Relative Impact of Convention and Tourist Visitors on a Regional Economy: A Case Study." *International Journal of Hospitality Management*, 1992, 11(1), 65-71. (Co-authored with Brian Rungeling).
31. "Science Parks As Economic Development Policy: A Case Study Approach." *Economic Development Quarterly*, Spring 1992, 6(2), 135-147. (Co-authored with W. Warren McHone).
32. "State Budget Deficits: A Case for Contingency Funds in the Early 1980's." *The Western Tax Review*, February 1992, 10(1), 4-14. (Co-authored with L.E. Johnson).
33. "The Economic Contribution of Conventions: The Case of Orlando FL." *Journal of Travel Research*, Winter 1992, 30(3), 32-37.
34. "Central Florida Theme Park Pricing: Following the Mouse." *Annals of Tourism Research: A Social Sciences Journal*, 1992, 19(1), 131-135. (Co-authored with Mark Soskin).

35. "Economic Benefits of Public Authorities: An Impact Analysis of Florida's Port Canaveral," Contained in *Public Authorities and Public Policy*. (Westport CT: Greenwood Publishing Group Inc.). Edited by Policy Studies Organization. Winter 1992. Chapter 11, p.p. 275-293.
36. "A Time Differentiation Approach to Housing Market Analysis." *Property Tax Journal*, December 1991, 10(4), 393-402. (Co-authored with Mark Soskin).
37. "Localization Economies in the Theme Park Industry." *The Review of Regional Studies*, 20, Fall 1990, 20(3), 33-37. (Co-authored with Ady Milman).
38. "Measuring the Influence of Public Authorities Through Economic Impact Analysis: The Case of Port Canaveral." *Policy Studies Journal*, Summer 1990, 18(4), 1032-1044.
39. "The Impact of the *Magic* on the Central Florida Economy," *IMPACT*. (Orlando, FL: University of Central Florida, Center for Business and Economic Research). September, 1990.
40. "The Economic Impact of Central Florida's High Tech Industries," *IMPACT*. (Orlando, FL: University of Central Florida, Center for Business and Economic Research). August, 1990.
41. "The Impact of NASA on the Economies of Brevard County and the Central Florida Region," *IMPACT*. (Orlando, FL: University of Central Florida, Department of Economics). February 1990.
42. "The Impact of the Convention Industry on the Economy of Central Florida," *IMPACT*. (Orlando, FL: University of Central Florida, Department of Economics). October 1989.
43. "The Impact of Port Canaveral on the Economies of Brevard County and the Central Florida Region," *IMPACT*. (Orlando, FL: University of Central Florida, Department of Economics). April 1989.
44. "Financing Public Infrastructure Through Impact Fees on New Residential Construction: Economic Realities and Consequences," *Readings in Business and Economic Research Management*, Spring 1989. Proceedings. (Co-authored).
45. "Measuring Tax Revenue Stability with Implications for Stabilization Policy: A Note." *National Tax Journal*, December 1988, 41(4), 595-598.
46. "The Impact of the Simulation Training Industry on the Florida Economy," *IMPACT*. (Orlando, FL: University of Central Florida, Department of Economics). July 1988. (Co-investigator).