

ERIC SCHMIDBAUER

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EMPLOYMENT University of Central Florida, College of Business Administration
Associate Professor of Economics August 2021 – Present
Assistant Professor of Economics July 2014 – July 2021

EDUCATION Ph.D., Business Economics, Indiana University, Kelley School of Business (2014)
M.A., Mathematics, State University of New York at Albany (2009)
B.B.A., Finance & Accounting, University of Michigan, Ross School of Business (2003)

RESEARCH INTERESTS Information economics, industrial organization, and marketing.

ECONOMICS PUBLICATIONS Arnold, Michael, Eric Schmidbauer and Lan Zhang (*forthcoming*). “Uniform and targeted informative advertising with asymmetric customer loyalty”. *Journal of Economics & Management Strategy*.

Lubensky, Dmitry and Eric Schmidbauer (2020). “Free Product Trials: Disclosing Quality and Match Value,” *Economic Inquiry*, 58(4), 1565-1576.

Schmidbauer, Eric (2019). “Budget Selection When Agents Compete,” *Journal of Economic Behavior & Organization*, 158, 255–268.

Lubensky, Dmitry and Eric Schmidbauer (2018). “Equilibrium Informativeness in Veto Games,” *Games and Economic Behavior*, 109, 104–125.

Schmidbauer, Eric and Dmitry Lubensky (2018). “New and Improved?,” *International Journal of Industrial Organization*, 56C, 26–48.

Schmidbauer, Eric (2017). “Multi-Period Competitive Cheap Talk with Highly Biased Experts,” *Games and Economic Behavior*, 102, 240-254.

MARKETING PUBLICATIONS Ashoori, Minoos Talebi, Eric Schmidbauer and Axel Stock (2020). “Availability as a Signal for Quality in a Market with Word-of-Mouth Communication,” *Review of Marketing Science*, 18(1), 99-115.

Schmidbauer, Eric and Axel Stock (2018). “Quality Signaling via Strikethrough Prices,” *International Journal of Research in Marketing*, 35(3), 524-532.

WORKING PAPERS

“Project selection and competitive cheap talk: an experimental study” (with John Hamman and Miguel Angel Martinez Carrasco). *IFREE Small Grants Program, \$10,000 Recipient* (November, 2017).

RESEARCH IN PROGRESS

“The 15% pledge: Does it help minority owned suppliers?” (with Axel Stock).

“When should firms promote learning? An experimental study” (with Brock Stoddard and Lan Zhang).

“Searching for Sales” (with Dmitry Lubensky).

INVITED PRESENTATIONS AND

CONFERENCES

2021: Southern Economic Association Annual Meeting in Houston, TX (scheduled November 2021).

2020: Bogotá Experimental Economics Conference at the Universidad del Rosario, Colombia; International Industrial Organization Conference in Philadelphia, PA (canceled due to corona virus); INFORMS Marketing Science Conference (online); Southern Economic Association Annual Meeting (online).

2019: Appalachian State University seminar; International Industrial Organization Conference in Boston, MA; Midwest Economic Theory Conference in Bloomington, IN; INFORMS Marketing Science Conference, Rome; Lehigh University seminar; University of Delaware seminar; Midwest Economic Theory Conference in St Louis, MO; Workshop in Applied and Theoretical Economics - Florida in Gainesville, FL.

2018: Simon Business School (University of Rochester) seminar; Johnson College of Business (Cornell University) seminar; University of Central Florida seminar; Federal Trade Commission’s Consumer Protection Economics Symposium.

2017: International Industrial Organization Conference at Boston, MA; Southern Economic Association Annual Meeting at Tampa, FL (session organizer)

2016 and earlier. 2016: Midwest Economic Theory Conference at West Lafayette, IN; Southern Economic Association Annual Meeting at Washington, DC; University of Central Florida Seminar. 2015: University of South Florida seminar; University of Central Florida seminar; INFORMS Marketing Science Conference at Baltimore, MD. 2014: Southern Economic Association Annual Meeting at Atlanta, GA; Midwest Decision Sciences Institute Annual Meeting at Chicago, IL (*Recipient: Best Theoretical Research Paper Award*); International Industrial Organization Conference, Rising Star Session, at Chicago, IL. 2013: INFORMS Marketing Science Conference at Istanbul, Turkey; INFORMS Healthcare Conference at Chicago, IL; 5th ZEW/MaCCI Conference on the Economics of Innovation and Patenting at Mannheim, Germany; Midwest Economics Association Annual Meeting at Columbus, OH. 2012: Midwest Economic Theory Conference at St. Louis, MO; INFORMS Marketing Science Conference at Boston, MA; Midwest Economic Theory Conference at Bloomington IN; Jordan River Conference at Bloomington, IN.

TEACHING EXPERIENCE

Assistant Professor, University of Central Florida

Courses taught:

- Directed Research (ECO 4912) - Spring, Summer and Fall 2019, Spring 2020
- Microeconomic Theory II (ECO 7116) - Spring 2017–2020
- Economic Analysis of the Firm (ECO 6115) - Spring 2015–2021, Fall 2020–2021.

Recipient of *Quality Online* designation from UCF's Center for Distributed Learning.

- Game Theory (ECO 4400) - Fall 2015–2021
- Honors Game Theory (ECO 4400H) - Fall 2016–2021
- Applied Business Research Tools (ECO 6414) - Fall 2017
- Honors Principles of Microeconomics (ECO 2023H) - Fall 2014–2015

Other:

- Mentor and grant recipient from the Burnett Research Scholars program to supervise undergraduate research through ECO 4912 (January 2019 – May 2020).
- Successfully proposed a new interdisciplinary honors seminar in game theory that started in Fall 2016 and was adopted as a permanent course in Fall 2019.
- Permanent credential to teach online course at UCF (W and M modality).
- Department of Economics Undergraduate Committee Member, Fall 2014 – Present.

Associate Instructor (full teaching responsibilities), Indiana University, Kelley School of Business

- Corporate Social Strategy - Summer 2011, 2012 (2 sections), and 2013
- Money, Banking, and Capital Markets - Summer 2012
- Introduction to Managerial Economics - Spring 2012-14, Fall 2012-13

Teaching Assistant, Indiana University

- Corporate Social Strategy - Spring 2010-14, Fall 2010-13

**SERVICE &
OTHER**

College of Business Administration Summer Research Grant, 2018, 2019, 2020

UCF Travel Award for Recognition of Faculty Excellence (November 2018; May 2020)

Seminar series

- Organizer of the economics seminar series at UCF (Fall 2020 - Present)
- Co-organizer of the Workshop in Applied and Theoretical Economics (WATE) Florida, at UCF (October 2018).
- Co-organizer of the Florida Collaborative Seminar Series (AY 2019-2020)

Referee: Journal of Law, Economics & Organization; Management Science; Economic Journal; Journal of Marketing Research; Econometrica; Australian Economic Papers; Marketing Letters; Review of Industrial Organization; The RAND Journal of Economics.

Reviewer: *Principles of Economics* by Asarta and Butters.

PROFESSIONAL EXPERIENCE	Research Assistant, Cooper Union, New York, NY	2007-2009
	Senior Associate, PricewaterhouseCoopers, New York, NY	2005-2007
	Risk Analyst, March Inc., Detroit, MI	2003-2004
	Research Assistant, University of Michigan Business School, Ann Arbor, MI	2002-2003

LANGUAGES English: Native
 Spanish: Advanced