Eric Schmidbauer

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College of Business Administration
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Employment

University of Central Florida, College of Business Administration

- Associate Professor of Economics — Aug 2021 – Present
- Assistant Professor of Economics — Jul 2014 – Jul 2021

Education

Indiana University, Kelley School of Business — 2014
Ph.D., Business Economics

State University of New York at Albany — 2009
M.A., Mathematics

University of Michigan, Ross School of Business — 2003
B.B.A., Finance & Accounting

Research interests

Information economics, industrial organization, and marketing.

Economics publications

- Schmidbauer, Eric and Dmitry Lubensky (2026). "List prices and 'hot' real estate markets". *Real Estate Economics*, Vol 54, 208–248.
- Martinez-Carrasco, Miguel A., Eric Schmidbauer and John Hamman (2025). "Project selection with biased advice: an experiment on competitive cheap talk," *Journal of Economic Behavior & Organization*, Vol 232, 106936.
- Yang, Jianxia, Eric Schmidbauer and Lan Zhang (2023). "Partial Cross Ownership, Exclusive Contracting, and Market Entry," *Economics Letters*, Vol 226, 111048.
- Arnold, Michael, Eric Schmidbauer and Lan Zhang (2022). "Uniform and targeted informative advertising with asymmetric customer loyalty," *Journal of Economics & Management Strategy*, 31(1), 90–114.
- 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, Minoo 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

- "When should firms promote learning? An experimental study" (with Brock Stoddard and Lan Zhang). *Revise and resubmit* at *Games & Economic Behavior*.
- "Learning from Claims: Experimental Pricing in Insurance Markets" (with Lan Zhang).

Research in progress

- "Love Letters: Persuasion in Auctions" (with Ralph Boleslavsky).
- "When sellers care about buyer identity and usage".
- "Principal-Agent Problems in the Governance of a Mars Settlement."

Invited presentations and conferences

2026: Midwest Economics Association in Chicago; Marketing Science conference in Lisbon.

2025: Academy of Finance and Economics in Pensacola, FL (recipient, Best Economics Paper Award); Eastern Economics Association Confernece in New York; Midwest Economics Association Conference in Kansas City; American Real Estate and Urban Economics Association (AREUEA) International Conference in Barcelona.

2024: Midwest Economics Association in Chicago; International Industrial Organization Conference in Boston, MA; Workshop in Applied and Theoretical Economics – Florida in Orlando, FL; Midwest Economic Theory Conference in Rochester, NY; Southern Economic Association Annual Meeting in Washington, DC.

2023: Academy of Finance and Economics in Orlando, FL; Midwest Economic Theory Conference in Knoxville, TN; Marketing Science Conference in Miami, FL; Workshop in Applied and Theoretical Economics – Florida, in Miami, FL.

2022 and earlier. 2022: Western Economic Association Internation (WEAI) Conference in Portland, OR; Workshop in Applied and Theoretical Economics – Florida, in Tampa, FL; Seminar at Experimental Organizational Science (online); North-American Economic Science Association Conference in Santa Barbara, CA; Southern Economic Association Annual Meeting in Fort Lauderdale, FL. 2021: Southern Economic Association Annual Meeting in Houston, TX. 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: 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

Associate Professor, University of Central Florida `2014 - Present`

- *Graduate courses taught:* Microeconomic Theory II (ECO 7116) – Spring 2017–2022, 2024, 2026. Economic Analysis of the Firm (ECO 6115) – Spring 2015–2021, 2023, 2024, 2026 (two sections), Fall 2020–2021. Recipient of *Quality Online* designation from UCF's Center for Distributed Learning. Applied Business Research Tools (ECO 6414) – Fall 2017
- *Undergraduate courses taught:* Information Economics (ECP 3004) – Spring 2025, Summer 2026. Game Theory (ECO 4400) – Fall 2015–2022, Summer 2021, and Spring 2023, Fall 2024–26. Honors Game Theory (ECO 4400H) – Fall 2016–2023. The Economics of Space (ECO 3006) – Summer 2023–25 and Fall 2023–26. Directed Research (ECO 4912) – Spring, Summer and Fall 2019, Spring 2020. Honors Principles of Microeconomics (ECO 2023H) – Fall 2014–2015.

Associate Instructor, Indiana University, Kelley School of Business `2011 - 2014`

- *Undergraduate courses taught:* 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.

Service & other

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; Mathematical Social Sciences; International Journal of Industrial Organization; Journal of Economics & Management Strategy; Economic Theory.

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: Me defiendo (CEFR scale B1).

Last revised: August 27, 2026