

VITA

William C. Kolberg
Department of Economics
Ithaca College

607-279-4998 (cell)
Kolberg@ithaca.edu

EDUCATION

Ph.D. University of Rhode Island, May 1984
Ph.D. in Economics, Marine Resources Option
Dissertation Topic: "A Comparison of Regulatory Instruments Under Conditions of Uncertainty: An Application to the Fishery"

M.S. December 1977
University of Tennessee
M.S. in Agricultural Economics
Thesis Title: "Nonfarm Development and Adjustments in Local Agriculture in Upper East Tennessee"

B.A. May 1971
Valparaiso University, Indiana
Major: Economics

PROFESSIONAL EXPERIENCE

January 1999- Present	Associate Professor, Economics Department, Ithaca College
August 1998- January 1999	Visiting Fellow, Department of Agricultural Economics, Cornell University
January 1990- Present	Associate Professor, Economics Department, Ithaca College
August 1989- January 1990	Visiting Fellow, Department of Agricultural Economics, Cornell University
August 1988- July 1989	Associate Professor, Economics Department, Ithaca College
August 1982- 1988	Assistant Professor, Economics Department, Ithaca College
September 1979- July 1982	Graduate Research Assistant, Department of Resource Economics, University of Rhode Island

April 1978-
September 1979

Research Associate, International Center for Marine Resource
Development, University of Rhode Island

**PROFESSIONAL
SERVICE**

President, New York State Economics Association for the 2007-
2009 Academic Years

Member of the Board of Directors of the New York State
Economics Association 2005-2007

**ACADEMIC
SERVICE**

All College On-Line Learning Advisory Group 2006-Present

Member of the Environmental Studies Steering Committee 2008-
Present.

Member of School of Humanities and Sciences
Faculty Senate 2002-2008.

Interim Chair, Department of Economics Spring, 2007.
Completed two faculty searches resulting in hiring Dr. Darius
Conger for a tenure track position, and Dr. Steven Younger for a
full time non-tenure track position.

Personnel Committee, Department of Economics (on-going)
Curriculum Committee, Department of Economics (on-going)

Advisor/Coordinator for Omicron Delta Epsilon at Ithaca College,
the International Honor Society for Economics 1995-1997

**ACADEMIC
HONORS**

Pi Mu Epsilon, 1993, Mathematics Honor Society
Omicron Delta Epsilon, 1983, Economics Honor Society
Phi Kappa Phi, 1977
Gamma Sigma Delta, 1976, Agricultural Honor Society

**TEACHING
AWARDS**

First place award in the seventh annual New York State Creative
Teaching Awards Contest for the College Introductory Course in
Economics, sponsored by the New York State Council on
Economics Education. "Teaching the Theory of Production Using
Classroom Simulation Techniques."

The Award was reported in: The New York Council on Economic
Education Annual Report, 1986.

FELLOWSHIPS

2003-2004 Sustainability Curriculum Development Mini-Grant,
Ithaca College, To Analyze Sustainable Development of

Depletable, Non-Recyclable Resources in the World Economy.
Developed a data base on 330 firms competing in the oil and natural gas industries world wide.

Center for Educational Technology, Ithaca College Summer Fellowship, "Establishing an Interactive Web Site for Economics Laboratories," 1997.

TEACHING SEMINARS

Funded by National Science Foundation and Instructional Development Fund of Ithaca College to attend "The Seminar on Laboratory Experiments for the Undergraduate Economics Course, University of Arizona, Summer, 1989.

Funded by Instructional Development Fund of Ithaca College to attend AEA-JCEE-Lilly Teacher Training Workshop at Harvard University, Summer 1992.

REASSIGNED TIME AWARDS

"Windows-Based Computer Programs for the Economics Computer Laboratory," Spring 1997.

"Stability and the Optimal Harvest of Renewable Resources, Spring 1995.

"Developing a Laboratory for Microeconomic Theory Instruction," Fall 1993.

Computerized

"A Student Laboratory Manual for Micro Analyst: A Microeconomic Market Experiment," Spring 1993.

"Developing a Computerized Microeconomic Market Experiment for Use in Undergraduate Microeconomic Theory Courses, Spring 1992.

"Harvesting a Renewable Resource Subject to Chaotic Growth: An Inter-Disciplinary Project Proposal for Reassigned Time," Fall 1991.

SELECTED PUBLICATIONS

Kolberg, William C., "A Peek into a Pandora's Box: Firm-Level Demand with Price Competition vs. Quantity Competition" (September 22, 2008). *Social Science Research Network*.
<http://ssrn.com/abstract=1198243>

As of April 2, 2009 this paper has been downloaded 10 times.
Forthcoming in *Proceedings of the 61st Annual Meeting of the New York State Economics Association*, 2008

Kolberg, William C., "When Firm-Level Demand with Price Competition and Inverse Demand with Quantity Competition Coincide" (August 14, 2008). *Social Science Research Network*. <http://ssrn.com/abstract=1226426>

As of April 2, 2009 this paper has been downloaded 7 times.

Kolberg, William C., "Marketing Mix Theory: Integrating Price and Non-Price Marketing Strategies" (May 2007). *Social Science Research Network*. <http://ssrn.com/abstract=986407>

On November 15, 2007, I was notified that this paper was listed on SSRN's Top Ten Downloads list for marketing subject matter journals, *The Marketing Research Network*, and *Managerial Marketing* at the *Social Science Research Network*.

As of April 2, 2009, this paper has been downloaded 254 times.

Conklin, James and William C. Kolberg, "Chaos for the Halibut?," *Marine Resource Economics* 9: (1994) 159-182.

Selected for reprinting in:

The International Library of Critical Writings in Economics, Mark Blaug, ed.

In the collection:

Complexity in Economics

Edited by J. Barkley Rosser, James Madison University

Edward Elgar Publishing Limited, 2005

Kolberg, William C., "Quick and Easy Approximately Optimal Approach Paths for Non-Linear Renewable Resource Models," *American Journal of Agricultural Economics* 75 (August, 1993): 685-695.

Abstract selected for reprint in

Journal of Economic Literature 32:1 (1994) 543.

This paper was selected for inclusion in:

Core Historical Literature of Agriculture (CHLA).

Albert R. Mann Library, Cornell University, Ithaca, NY.

<http://chla.library.cornell.edu> (Version January 2005).

Kolberg, William C., "Approach Paths to the Steady State: A Performance Test of Current Period Decision Rule Solution Methods for Models of Renewable Resource Management," *Land Economics* 68 (February 1992): 11-27.

Abstract selected for reprint in

Journal of Economic Literature 30:3 (1992) 1898

This paper was selected for inclusion in:

International Bibliography of the Social Sciences: Economics, 1992

By British Library of Political & Economic Science, Published by Routledge, 1993

ISBN 0415092124, 9780415092128

Kolberg, William C., "The Hand Factory: A Classroom Production Simulation Experiment," *New York Economic Review*, Vol. XVIII, Fall 1987.

Kolberg, William C., "The Relative Performance of Market Incentives vs. Quotas in Regulating Primary Industry Production Under Uncertainty," in *Proceedings of the Pennsylvania Economics Annual Meeting 1987*

Kolberg, William C., "Dynamic Adjustments in a Simple Market Model: Using Computer Simulation as a Laboratory Teaching Tool," in *Proceedings of the Pennsylvania Conference of Economists, 1985*.

Kolberg, William C., "Computer Models in Upper Division Microeconomics Courses," in *Proceedings in the First Annual Eastern Small College Computer Conference, 1985*.

Kolberg, William C., R. Pollnac, D. Stevenson, J. Sutinen, "The Setting: Costa Rica, El Salvador, and Guatemala," in *Small Scale Fisheries in Central America: Acquiring Information for Decision Making*. International Center for Marine Resource Development, University of Rhode Island, 1981.

Sutinen, J., and William C. Kolberg, "Economic Surveys of the Capture Sector - Costa Rica," in *Small Scale Fisheries in Central America: Acquiring Information for Decision Making*. International Center for Marine Resource Development, University of Rhode Island, 1981.

SERVICE AS REFEREE
FOR PROFESSIONAL
PUBLICATIONS

Selected as referee for *Land Economics*, reviewed numerous papers.

Selected as referee for *Journal of Environmental Economics and Management*, reviewed numerous papers.

Selected as referee for *Marine Resource Economics*, reviewed numerous papers.

Selected as referee for *American Journal of Agricultural Economics*, reviewed numerous papers.

Selected as a reviewer for *American Reference Books Annual* in the areas of Microeconomics, Natural Resource Economics and Environmental Economics.

COMPUTER PROGRAMS

MicroAnalyst MarketMaster: Software for Developing and Executing Posted-Offer Market Experiments. Written in Visual Baler. Ithaca College, 2002

MicroAnalyst Toolmaster I: Software for Improving MicroAnalyst Market Experiment Decision Making. Designed for students in Principles of Microeconomics Classes. Written in Visual Basic. Ithaca College, 2004

MicroAnalyst Toolmaster II: Software for the Design and Execution of MicroAnalyst Market Simulations. Designed for Students in Intermediate Microeconomics Classes. Written in Visual Basic. Ithaca College, 2008

MicroAnalyst Dynamax: Software for Comparative Dynamic Analysis. Designed for Students in Environmental and Natural Resource Economics Classes. Written in Visual Baler. Ithaca College, 2000, revised 2002

WEB SITES

MicroAnalyst MarketWatch Web Site

<http://www.ithaca.edu/econlab/>

An interactive web site designed for executing Principles level MicroAnalyst market experiments.

Ithaca College, 2002

Intermediate Microeconomic Analysis Web Site

<http://www.ithaca.edu/malab/>

An interactive web site designed for executing Intermediate Microeconomic Theory level MicroAnalyst market experiments

Ithaca College, 2002

Market Experiments Laboratory

<http://www.ithaca.edu/prnlab>

An interactive web site designed for executing market experiments for student / faculty collaborative market experiments research

Ithaca College, 2007

Environmental Economics Course Website

<http://www.ithaca.edu/iolab>

Ithaca College, 2007

Web-CT Course website for Principles of Microeconomics

Updated each Semester

**DRAFT BOOK
PROJECTS**

Kolberg, William C. *Student Lab Manual for MicroAnalyst Toolmaster I*. For use by students Operating Firms in ECON-299-01 Market Experiments. Ithaca College 2008-2009

Kolberg, William C. *Principles of Microeconomics*, Ithaca College 2002.

Kolberg, William C. *Intermediate Microeconomic Analysis*, Ithaca College, 2007

Kolberg, William C. *A Brief Introduction to Natural Resource Economics*, Ithaca College, 2000

**DEPARTMENTAL
WORKING
PAPERS**

“Single Equation Backward Induction Solution Methods for Non-Linear Discrete-Time Natural Resource Models,” Working Paper 93-2 (1993), Department of Economics, Ithaca College.

“The Relative Performance of Economic Instruments of Fishery Regulation: An Application to the Northern Anchovy Fishery of California,” Working Paper 86-4 (1986), Department of Economics, Ithaca College.

“Dynamic Adjustments in a Single Market Model,” Working Paper Number 6, (1985) Department of Economics, Ithaca College.

“The Anchovy Fishery of Northern California: A Bio-Economic Simulation Teaching Tool,” Working Paper Number 1 (1984), Department of Economics, Ithaca College.

“Estimates of Demand Relationships Using a Sequential Multinomial Logit Model,” Working Paper Number 2 (1980), Department of Resource Economics, University of Rhode Island (with Timothy Tyrell, University of Rhode Island).

**PAPERS AND PRESENTATIONS
AT PROFESSIONAL MEETINGS**

"A Peek into a Pandora's Box: Firm-Level Demand with Price Competition vs. Quantity Competition" presented at the Annual Meeting of the New York State Economics Association, October, 2008.

"Converting Firm-Level Demand with Price Competition into Firm-Level Demand with Quantity Competition in Oligopoly

Models with Cobb-Douglas Demand," presented at the Annual Meeting of the New York State Economics Association, October, 2007.

"Non-Price Theory: The Economics of Non-Price Competition," presented at the Annual Meeting of the Business Research Consortium of Western New York, April, 2006.

"Elasticities, Cross-Elasticities, and Market Classification Reconsidered," presented at the Annual Meeting of the Eastern Economics Association, March, 2006.

"Non-Price Theory: The Economics of Non-Price Competition," presented at the Annual Meeting of the Eastern Economics Association, March, 2006.

"Elasticities, Cross-Elasticities and Market Classification Reconsidered," presented at the Annual Meeting of the New York State Economics Association, October 2006.

"The Use of Computers in the Classroom: An Economics Lab for Microeconomics Courses," Keynote Address, New York State Economics Association Opening Reception, October 1996.

"Chaos for the Halibut?," presented at the Annual Meeting of the Eastern Economics Association, Boston, MA, April 1994.

"Stability in Open Access Harvested Renewable Resource Models," presented at Department of Economics Colloquium Series with James Conklin, SUNY Binghamton, September 13, 1992.

"Impact of Harvest Activity on a Chaotic Resource: Open Access," presented at the Annual Meeting of the New York State Economics Association with James Conklin, Ithaca, NY, October 1990. "Approach Paths to the Steady State," presented at the Annual Meeting of the New York State Economics Association with James Conklin, Ithaca, NY, October 1989.

"Teaching the Simple Analytics of Optimal Non-Renewable Resource Extraction Using a Computerized Spreadsheet," presented at the Annual Meeting of the New York State Economics Association, Rochester, NY, April 1987.

"Estimating the Real Cost of Using Road Salt as a Snow Removal Agent in Ithaca, New York," presented at the Annual Meeting of the New York State Economics Association, Rochester, NY April 1987.

“Incentives vs. Command-Control Instruments of Regulation: Regulating Primary Industry Production Under Uncertainty,” presented at the Annual Meeting of the Eastern Economics Association, Washington, DC, March 4-7, 1987.

“Teaching the Theory of Production Using Classroom Simulation Techniques,” presented at the Annual Meeting of the New York State Economics Association, Rochester, NY, 1986.

“A Comparison of Alternative Economic Instruments of Fisheries Regulation,” presented at the Annual Meeting of the Eastern Economics Association, Philadelphia, PA, March 1986.

“Dynamic Adjustments in a Simple Market Model,” presented at The Pennsylvania Conference of Economists, Clarion, PA, June 1, 1985.

“Dynamic Adjustments in a Simple Market Model,” presented at The Annual Meeting of the New York State Economics Association, Syracuse, NY, April 13, 1985.

“Dynamic Adjustments in a Simple Market Model,” presented at The Annual Meeting of the Eastern Economics Association, Pittsburgh, PA, March 21-23, 1985.

“Dynamic Adjustments in a Simple Firm-Industry Model of a Competitive Market,” presented at the Conference on Social Science Education and Computing, sponsored by the New England Regional Computing Program, Inc., at Skidmore College, Saratoga Springs, NY, 1984.

“Comments on Buyback of Fishing Rights in U.S. and Canada: Implications for Alaska,” presented at the Annual Meeting of the American Fisheries Society, Cornell University, July 1984.

“A Comparison of Alternative Economic Instruments of Regulation Under Uncertainty,” presented at the Annual Meeting of the New York State Economics Association, April 1983.

**PRESENTATIONS FOR DEPARTMENTAL
COLLOQUIA AND ITHACA COLLEGE
SPONSORED PROGRAMS**

“Harvest and Extinction: Managing Renewable Resource Stocks in an Uncertain World,” presented at the Honors Faculty Development Workshop on Biodiversity, Ithaca College, June 1996.

“Natural Resource Modeling: Spaceship Earth,” presented at Brown Bag Faculty Development Luncheon, April 1997.

“An Economics Laboratory at Ithaca College?” Economics Colloquium Series, Ithaca College, Spring 1992.

“Teaching the Simple Analytics of Optimal Non-Renewable Resource Extraction Using a Computerized Spreadsheet,” Economics Department Colloquium Series, Ithaca College, January 1987.

“A Demonstration for Classroom Techniques for Teaching Economics,” presented for the Ithaca Today Program, Spring 1986.

“Ranking Economic Instruments of Regulation Under Uncertainty: Minimizing the Cost of Being Wrong,” Economic Departmental Colloquium Series, Ithaca College, Spring 1984.

“Modeling the Fishery with the Dynamic Simulation Package,” Mathematics Department Colloquium Series, Ithaca College, February 2, 1984.