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September 2022

Alan Mathios is a Professor in the Department of Economics and the Jeb E. Brooks School of Public Policy at Cornell University and served as Dean of Cornell University's College of Human Ecology from 2007-2018. He recently served seven years (2014-2020) as a Commissioner for the Middle States Commission on Higher Education. Prior to being dean he served as the Senior Associate Dean for Academic Affairs and Undergraduate Education for the College of Human Ecology. He was a member of the Department of Policy Analysis and Management (PAM) which recently became part of the Jeb E. Brooks School of Public Policy. He served as Associate Chair and Director of Undergraduate Studies for PAM. He is co-editor of the *Journal of Consumer Policy* and on the Editorial Boards of the *Journal of Consumer Affairs* and the *Journal of Public Policy and Marketing*. He came to Cornell following six years of employment at the Federal Trade Commission (FTC), where he served as a staff economist in the Division of Economic Policy Analysis and was recognized with the Outstanding Scholarship Award, the Excellence in Economics Award, and the Award for Superior Service to the FTC. A major focus of his research is on the effect of Food and Drug Administration (FDA) regulatory policies on consumer and firm behavior. His research has focused on the impact of the regulation of health claims in food advertising and direct to consumer advertising of pharmaceutical products on health outcomes. His research has also focused on government tax policies and their impact on smoking onset and cessation. His most recent research is on an examination of the effectiveness of proposed FDA graphic warning labels on cigarette packages. His research has been funded by a variety of sources including multiple and ongoing grants from the National Institutes of Health, as well as support from a number of foundations including the Foundation for a Smoke Free World, the Robert Wood Johnson Foundation and the Merck Foundation Co. He has been the recipient of a number of teaching and advising awards including the SUNY Chancellor's Award for Excellence in Teaching and the Cornell University Kendal S. Carpenter Advising Award.

**EDUCATION**

- 1980 State University of New York at Buffalo, Buffalo, New York  
B.A., Economics/Psychology.
- 1985 University of Pennsylvania, Philadelphia, PA  
Ph.D., Economics.

### **WORK HISTORY**

- 1985-1992 FEDERAL TRADE COMMISSION: (Bureau of Economics). Economist in Division of Economic Policy Analysis
- 1992-2000 ASSOCIATE PROFESSOR, CORNELL UNIVERSITY in the Department of Consumer Economics and Housing which became the Department of Policy Analysis and Management (PAM).
- 2000 VISITING PROFESSOR - AARHUS SCHOOL OF BUSINESS, DENMARK
- 2000 - Present PROFESSOR, CORNELL UNIVERSITY in the Economics Department and Jeb E. Brooks School of Public Policy.

### **ADMINISTRATIVE APPOINTMENTS**

- 1995-2004 DIRECTOR OF UNDEGRADUATE STUDIES FOR PAM
- 2002-2004 ASSOCIATE CHAIR OF PAM
- 2004-2007 ASSOCIATE DEAN FOR ACADEMIC AFFAIRS FOR THE COLLEGE OF HUMAN ECOLOGY
- 2007-2008 INTERIM DEAN OF THE COLLEGE OF HUMAN ECOLOGY
- 2008-2018 (June 30) REBECCA Q. AND JAMES C. MORGAN DEAN OF THE COLLEGE OF HUMAN ECOLOGY

### **ACCREDITATION RELATED ACTIVITIES AND APPOINTMENTS**

2008-2011	Co-Chair of Cornell Accreditation Committee (prepared self-study document for Cornell University submitted to Middle States Commission on Higher Education in 2011).
2011	Plenary Speaker for the Self-Study Institute on Strategies for Preparing a Self-Study Report and Hosting a Visit
2011-2017	Chair, Cornell Accreditation Committee (prepared progress report which was submitted to Middle States Commission on Higher Education in 2013 and prepared the Periodic Review Report which was submitted June 2016).
2014	Elected as a Commissioner for Middle States Commission.
2014	Served on the Middle States Team Visit to NYU.
2015/2016	Served as Co-Chair of the Team Visit to Teachers College at Columbia University.
2017	Reelected as a Commissioner for Middle States Commission
2017/2018	Served as Chair of the Team Visit to John Cabot University in Rome Italy.
2019/2020	Serving on Steering Committee for Cornell University's reaccreditation (team visit in Fall 2020).
2019	Elected to serve on the Executive Committee of the Middle States Commission for Jan 1, 2019 – Dec 31 2019.
2020	Elected to serve on the Executive Committee of the Middle States Commission for Jan 1, 2020 – Dec 31, 2020
2020	Elected to serve as Corporate Secretary for the Middle States Commission for Jan 1, 2020 – Dec 31, 2020.
2020	Served on the Middle States Commission Committee on Evaluation Reports for Jan 1, 2020 – Dec 31, 2020.
2020/2021	Served as Chair of the Team Visit to Franklin University Switzerland
2021/2022	Served as Chair of the Team Visit to Institute of World Politics

## **SELECTED DEVELOPMENTS AND ACCOMPLISHMENTS DURING TENURE AS DEAN**

### ***INNOVATION IN ENGAGED LEARNING***

*During my tenure as Dean the College:*

- Established and supported a fully integrated undergraduate student experience – where students embed research and outreach experience within their curriculum.
- Approximately 80% of our undergraduate students participate in research with faculty.
  
- Established programs that enable students to participate in experiential learning in communities including local, state and international.
  
- Supported innovative programming in New York City through the Urban Semester Program and worked with Director to evolve this program so that students can explore ethnography, diversity and health disparities. Students work collaboratively with physicians, community health centers throughout the metropolitan area.
  
- Established new facilities to enhance the effectiveness of flipped classrooms and new pedagogy in the classroom.
  
- Integrated student learning within our facilities program – worked with CHE facility director so that design students were deliberately involved in facility projects including the outfitting of the Human Ecology Commons, the development of our Mission Statement Wall, the design of the Engaged Cornell central offices, the design of a meditation center in the residence halls, the design of a new intensive care unit at Weill Cornell Medicine, and other projects as well.
  
- Developed the funds to support an Undergraduate Scholars Program where students work within a program that focuses on research related to youth development. This program was established by integrating the 4-H

program into the newly established Bronfenbrenner Center for Translational Research.

- Established a number of international undergraduate exchange programs.
- Established a summer internship experiential learning program with a generous financial stipend where students work on faculty research involving Cornell Cooperative Extension as well. Students work in counties throughout New York State and see the application of their curriculum and research on the well-being of communities.

***INNOVATION IN DEVELOPING NEW EDUCATION PROGRAMS INCLUDING RESIENCE BASED AND ON-LINE PROGRAMS***

*During my tenure as Dean the College:*

- Developed new majors including a multidisciplinary undergraduate major in Public and Global Health Sciences (with a required field engagement experience) and a major in Health Policy.
- Established a new joint PhD/J.D program between the Law School and the College of Human Ecology focused on the psychology of human memory and the implications for the legal system.
- Integrated the Cornell Institute for Public Affairs (a 200 student master's program where students earn an MPA) into the College of Human Ecology.
- Established a new undergraduate minor at the interface of hospitality management, health care design, and health care administration.
- Developed a hybrid on-line executive masters' degree program in health administration.
- Started the development of a hybrid on-line executive masters' degree program in public administration.
- Started the development of other on-line certificate programs.

***DIVERSITY OF THE FACULTY AND SUPPORT FOR A DIVERSE STUDENT POPULATION***

*During my tenure as Dean the College:*

- Experienced a significant increase in the number of undergraduate applications to the College driving the acceptance rate down from well over 30% to below 20%. This helped facilitate a very diverse student population with over 40% of the most recent class being students of color.
- Experienced a major faculty renewal effort across all education programs. Hired over 50 new faculty (about 50% of the faculty at the time). Through this hiring *almost doubled* the percentage of our faculty who were underrepresented minorities and approximately 30% of the faculty were faculty of color when leaving the Deanship.
- Approximately 50% of the tenured faculty were female.
- Supported a Peer-Mentor Program where freshman students of color are grouped with a trained upper-class student (who takes a class on mentorship) for weekly mentoring sessions and the freshman also meet with a faculty mentor every other week for further mentoring and support.
- Monitored and evaluated whether access to research and experiential learning opportunities were equally available to different student demographics.
- Established a student advisory council that provides feedback on a regular basis on all aspects of the human ecology student experience including issues surrounding diversity.
- Participated and provided leadership to the central administration around mental health and well-being.
- Provided program support and participated directly in Cornell's Intergroup Dialogue program.
- Collaborated with the university to provide the College of Human Ecology faculty and staff with a number of training programs - ranging from detecting and eliminating unconscious bias on faculty search committees

to making the community aware of issues influencing inclusion and the culture of the college workplace.

***INNOVATION IN BUILDING MULTIDISCIPLINARY, CROSS DEPARTMENT, AND CROSS COLLEGE PROGRAMS***

*During my tenure as Dean the College:*

- Developed and oversaw the opening of a new 3T MRI facility in the College of Human Ecology that serves different disciplines and areas throughout the entire University.
- Established a Human Neuroscience Institute.
- Serve as lead dean for a demography center (the Cornell Population Program) which now brings together over 90 faculty members from six colleges at Cornell around the multidisciplinary themes of immigration, poverty and inequality, health disparities and health behaviors, and families and children.
- Established major collaborations with the Weill Medical College in NYC.
- Established new collaborations with the College of Engineering and each of the departments in the College of Human Ecology.
- Established the Cornell Institute for Healthy Futures which is collaborative effort between the Hotel School, the Health Administration program in the College of Human Ecology, and the Design and Environmental Analysis Department in the College of Human Ecology. It focuses on applying hospitality management approaches to health care delivery and health care facility design. Established industry partnership with design firms, hotels, hospitals, insurance providers etc.
- Merged research centers to form the Bronfenbrenner Center for Translational Research (BCTR) which applies the bench to bedside translational model in medicine to the social sciences. Developed research liaison for Cornell Cooperative Extension (CCE) offices and integrated the 4-H program into the BCTR so to embed it within an evidence based framework.

- Established an Institute for Fiber and Fashion Innovation (with significant industry alliances).

### ***INNOVATION IN FACILITIES AND SUSTAINABILITY***

*During my tenure as Dean the College:*

- Opened a new Human Ecology Building (in 2012) and was the first LEED platinum building on the Cornell campus (approximately 70,000 square feet).
- Developed and constructed the Human Ecology Commons (a large atrium connecting all the buildings in our complex) with a sustainability themed interior.
- Completely renovated (well over 100 million dollars) the original building housing the college (MVR Hall) which has achieved LEED Gold for the first major phase and was striving for either gold or platinum LEED certification for the final stage. Secured approximately \$43 million from the state of New York for final renovation stage which was completed in 2020.
- Installed solar panel arrays on the roof of the Human Ecology Building.

### ***INNOVATION IN LEADERSHIP AND FUNDRAISING***

*During my tenure as Dean the College:*

- Built a highly successful management team with outstanding performance in functional areas of Finance, HR, Alumni Affairs, IT, Communications and Facilities. Established very strong connections with the Cornell Vice Presidents for these functional areas.
- Maintained fiscal strength despite the issues raised by the 2008 recession and its aftermath.
- Increased the annual fund contributions to the College threefold from approximately \$400,000 to over 1.3 million dollars. Have secured gifts



ranging from around 4 million per annum when first becoming dean to concluding a successful campaign where the college raised approximately \$100 million over the 11 years of my deanship.. ***Doubled*** the book value of the endowment during my tenure as dean.

### ***ENGAGED IN KEY LEADERSHIP ROLES FOR CORNELL***

*During my tenure as Dean:*

- Served on Committee that evaluated undergraduate financial aid policies so to create a sustainable financial aid policy. In response to these efforts the University changed its financial aid policies while maintaining the key and unmovable principle of needs blind admissions combined with needs based aid (which ensures a diverse student body).
- Served as Co-chair of the Steering Committee that was responsible for reaccreditation by the Middle States Commission on Higher Education.
- Served on Executive committee to assess adequacy of our Health Services Center to deliver physical and mental health services to our student community. Served on the Executive Committee which had resulted in Board Approval to renovate and expand the Gannet Health Center.
- Was a longstanding member of the Committee on Mental Health and Wellbeing for the University as well as the Mental Health Policy Group (examining how academic policies intersect with mental health of students).
- Served on the Executive Committee for the new Cornell Tech Campus that was built on Roosevelt Island. The Executive Committee is responsible for governance and oversight on how the campus will relate to the Ithaca campus.
- Served as co-leader (with the Vice President of Facilities) on the University effort to reorganize the entire central facilities organization and identify cost-saving opportunities in utilities, facility management, and maintenance.
- Served on the Executive Policy Review Group where we examine and refine all University policies prior to implementation.

- Co-chaired (with the Cornell President – who recently passed away) the search for the new provost of Cornell.
- Serve on the Senior Leaders Climate Action Group where we advance initiatives to move Cornell to a carbon-neutral campus by 2035.
- Co-chaired (with the Vice Provost for International Affairs) the search for the Director of Cornell Abroad.
- Served on Search Committee for the Vice Provost for Undergraduate Education.

### **EXTERNAL GRANTS**

Nutrition Messages Communicated Through Prime-Time Television. Funding Agency: *The Sugar Association*: Co-Principal Investigator with Professor Avery, Professor Bisogni, and Professor Shanahan. Effective Dates: 8/94-8/95.

Discrimination in Housing Search: Analysis of the Syracuse Market. Funding Agency: *Housing and Urban Development*: Co-Principal Investigator with Dissertation Student Raisa Bachieva. Effective Dates: 5/97-9/99.

Economic Analysis of Student and Drop-Out Smoking. Funding Agency: *National Institutes of Health*: Co-Principal Investigator with Professor Kenkel. Effective Dates: 9/30/97-9/29/99.

The Effects of Cigarette Prices and Tax Increases on Decisions to Quit Smoking. Funding Agency: *Robert Wood Johnson Foundation*: Co-Principal Investigator with Professor Kenkel and Senior Research Associate Lillard. Effective Dates: 9/2000-9/2001.

An Economic Study of Three Decades of Smoking Cessation. Funding Agency: *National Institutes of Health*: Co-Principal Investigator with Professor Avery, Professor Kenkel, and Senior Research Associate Lillard. Effective Dates: 1/2002-12/2005.

Consumers, Pharmaceutical Policy and Health: Funding Agency, *Merck Company Foundation Program on Pharmaceutical Policy Issues*: Principal Investigator. Effective Dates: 1/2003-12/31/2005.

Smoking Cessation Among Older Americans. Funding Agency: *National Institute of Aging*: Co-Principal Investigator with Professor Kenkel and Senior Research Associate Lillard. Effective Dates: 9/2003 - 8/2005

Consumers, Pharmaceutical Policy and Health: Funding Agency, *Merck Company Foundation Program on Pharmaceutical Policy Issues*. Principal Investigator: Effective Dates: 1/2006-12/31/2008.

Economic Analysis of the Impact of Food Advertisements on Youth Consumption. Funding Agency: *National Institutes of Health*: Co-Principal Investigator with Professor Avery, Professor Cawley, Professor Kenkel and Senior Research Associate Lillard. Effective Dates: 2006-2007.

Smoking Cessation and Advertising: An Econometric Study: Funding Agency: *National Institutes of Health*: Principal Investigator with Professor Kenkel, Professor Avery, and Senior Research Associate Lillard as Co-Principal Investigators: Effective Dates 2/1/2006-1/31/2011.

Econometric Study of Schooling, Information and Smoking: Funding Agency: *National Institutes of Health*, Co-Principal Investigator with Professor Kenkel and Research Associate Lillard: Effective Dates: 2006-2009.

Consumers, Pharmaceutical Policy and Health: Funding Agency, *Merck Company Foundation Program on Pharmaceutical Policy Issues*. Principal Investigator: Effective Dates: 1/2009-6/31/2010.

Constitutional Compliance, Credibility and FDA Regulated Tobacco Warning Labels, Funding Agency: *National Institutes of Health*, Co-Investigator with Avery, Byrne, Dorf and Niederdeppe. Effective Dates 2014-2018.

The E-Cigarette Population Paradox: Testing Effects of Youth Targeted Population Warnings for E-Cigarettes Among Two Key Populations, Funding Agency: National Institutes of Health, Co-Investigator with Avery, Byrne, Dorf, and Niederdeppe. Effective Dates 2019 – 2021.

The Economics of Tobacco Harm Reduction: A Cross-Country Analysis, Funding Agency: The Foundation for a Smoke Free World, Co-Principal Investigator with Don Kenkel (who is PI). Effective Dates 2021 – 2023.

## **PUBLISHED ARTICLES**

Mathios, A., and Plummer, M., "The Regulation of Advertising by the Federal Trade Commission: Capital Market Effects," *Research in Law and Economics*, 12, Autumn 1989.

Mathios, A., "Education, Variation in Earnings, and Nonmonetary Compensation," *Journal of Human Resources*, 24 (3), 1989.

Mathios, A., and Rogers, R., "The Impact of Alternative Forms of State Regulation on Direct Dial Intrastate Telephone Rates," *RAND Journal of Economics*, 20 (3), 1989.

Mathios A., and Rogers, R., "The Impact and Politics of Entry Regulation on Intrastate Telephone Rates," *Journal of Regulatory Economics*, 2 (1), 1990.

Ippolito, P., and Mathios, A., "Information, Advertising and Health Choices," *RAND Journal of Economics*, 21 (3), 1990. Reprinted in *The Economics of Food Safety*, Winter 1991.

Ippolito, P., and Mathios, A., "The Regulation of Science-Based Claims in Advertising," *Journal of Consumer Policy*, 13 (4), 1990.

Ippolito, P., and Mathios, A., "Health Claims in Food Marketing: Evidence on Knowledge and Behavior in the Cereal Market," *Journal of Public Policy and Marketing*, 10(1):15-32, Spring 1991.

Ippolito, P., and Mathios, A., "New Food Labeling Regulations and the Flow of Nutrition Information to Consumers," *Journal of Public Policy and Marketing*, 12 (2), 1993.

Ippolito, P., and Mathios, A., "Nutrition Claims in Advertising and Food Production Trends," *Journal of Consumer Policy*, 17 (3), 1994.

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Ippolito, P., and Mathios, A., "Information and Advertising: The Case of Fat Consumption in the United States," *American Economic Review*, 85 (2) May (Proceedings Issue), 1995.

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Mathios, A., "The Importance of Nutrition Labeling and Health Claim Regulations on Product Choice: An Analysis of the Cooking Oil Market," *Agricultural and Resource Economics Review*, 27 (2) 1998.

Ippolito, P., and Mathios, A., "Food Companies Share Nutrition Information Through Advertising and Labels," *Food Review*, 21 (2), 1999.

Garza, C., Pelleteir, D., Ranney, C., Mathios, A., and McNamara, P., "US Dietary Guidelines: Research and Policy Needs in the Nutrition, Health and Agricultural Sectors - Introduction," *Food Policy*, (2-3) 115-116, 1999.

Pelletier, D., Kendall, A., Khan, L., and Mathios, A., "Nutrition and Dairy Industry Benefits Associated With Promoting Low-fat Milk: Evidence From the 1989 CSFII," *Family Economics and Nutrition Review*, 12 (1), 1999.

Mathios, A., "The Economics of Morality and the Environment: A Comment on Frey," *Journal of Consumer Policy*, 22 (4), 1999.

Mathios, A., "The Impact of Mandatory Disclosure Laws on Product Choices: An Analysis of the Salad Dressing Market," *Journal of Law and Economics*, 43 (2), 651-677, 2000.

DeCicca, P., Kenkel, D., and Mathios, A., "Racial Differences in the Determinants of Smoking Onset," *Journal of Risk and Uncertainty*, 21 (2/3), 311-340, 2000.

Kenkel, D., Mathios, A., and Pacula R., "Economics of Youth Drug Use, Addiction and Gateway Effects," *Addiction*, 96 (1) 151-164, 2001.

DeCicca, P., Kenkel, D., and Mathios, A., "Putting Out the Fires: Will Higher Taxes Reduce Youth Smoking Onset," *Journal of Political Economy*, 110 (1), 144-169, 2002.

Kenkel, D. and Mathios, A., "Gateway Effects: Insights from Economics are Needed (Commentary)," *Addiction*, 97 (12), 1505-1505, 2002.

Kenkel, D., Lillard, D., and Mathios, A., "Tobacco Control Policies and Smoking Cessation: A Cross-Country Analysis," *Schmollers Jahrbuch* (Journal of Applied Social Science Studies), Vol. 123, Number 1, 2003.

Kenkel, D., Lillard, D., and Mathios, A., "Smoke or Fog: The Usefulness of Retrospectively Reported Information About Smoking," *Addiction* 98 (9), 1307-1313, 2003.

Kenkel, D., Lillard, D., and Mathios, A., "A Cross-Country Analysis of Tobacco Control Policies and Smoking Over the Life Course," *Journal of d'Economie Medicale*, 22 (3) 2004.

Kenkel, D., Lillard, D., and Mathios, A., "Accounting for Miss-classification Error in Retrospective Smoking Data," *Health Economics*, 13 (10), 1031-1044, 2004.

DeCicca, P., Kenkel, D., and Mathios A., "The Fires Are Not Out Yet: Higher Taxes and Young Adult Smoking," *Advances in Health Economics and Health Services Research* (B. Lindgren and M. Grossman, eds.), Volume 16, 301-320, 2005.

Avery, R., Bryant, W.K., Mathios A., Kang H., and Bell, D., "Electronic Course Evaluations: Does an On-line Delivery System Influence Student Evaluations?" *Journal of Economic Education*, 37 (1), 21-37, 2006.

Schneider H., and Mathios A., "Principal Agency Theory and Health Care Utilization," *Economic Inquiry*, 44 (3) 429-441, 2006

Kenkel, D., Lillard, D., and Mathios A., "The Role of High School Completion and GED Receipt in Smoking and Obesity," *Journal of Labor Economics*, 24 (3), 635-660, 2006.

Avery, R., Kenkel, D., Lillard D., and Mathios A., "Regulating Advertisements: The Case of Smoking Cessation Products," *Journal of Regulatory Economics*, 31 (2), 185-208, 2007.

Lillard, D., Plassmann, V., Kenkel D., and Mathios A., "Who Kicks the Habit and How They Do It: Socioeconomic Differences across Methods of Quitting Smoking in the USA," *Social Science and Medicine*, 64 (12), 2504-2519, 2007.

Avery, R., Kenkel, D., Lillard, D., and Mathios, A., "Private Profits and Public Health: Does Advertising Smoking Cessation Products Encourage Smokers to Quit?" *Journal of Political Economy*, 115 (447-481), 2007.

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DeCicca, P., Kenkel, D., and Mathios, A., "Cigarette Taxes and the Transition from Youth to Adult Smoking: Smoking Initiation, Cessation, and Participation," *Journal of Health Economics*, 27 (4), 904-917, 2008.

Avery, R., Kenkel, D., Lillard, D., Mathios, A., and Wang, H., "Health Disparities and Direct-to-Consumer Advertising of Pharmaceutical Products," *Advances in Health Economics and Health Services Research*, 2008.

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Niederdeppe, J., Avery, R., Kellogg, M. & Mathios, A., "Mixed Messages, Mixed Outcomes: Exposure to Direct-to-Consumer Advertising for Statin Drugs is Associated with More Frequent Visits to Fast Food Restaurants and Exercise," *Health Communication*, 2016.

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non-smoking youth,” *Social Science & Medicine*, 211, 294-303, 2018.

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United States mention the Food and Drug Administration?" *Nicotine & Tobacco Research*, 23 (2), 2021

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## **BOOKS**

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## **BOOK CHAPTERS**

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Mathios, A., "Economic Perspectives on the Dissemination of Science-Based Information to Consumers" in *Biotechnology and the Consumer*, Knoppers B., and Mathios, A. (Eds). Kluwer Academic Publishers, 1998.

Ippolito, P., and Mathios, A., "Health Claims in Food Advertising and Labeling: Dissemination of Nutrition Information to Consumers" in *America's Eating Habits: Changes and Consequences*, Frazio, E. (Ed). USDA, ERS Agriculture Bulletin No. 750, Washington D.C., 1999.

Mathios, A., and Mayer, R., “The Changing Relationship Between Consumer and Environmental Policy: Analyzing JCP’s Quarter Century of Coverage,” in *Consumers, Policy and the Environment: A Tribute to Folke Olander*, Grunert K. and Thogersen, J. (Eds), 2005.

Mathios, A., “International Consumer Policy,” in *Explorations of Marketing in Society*., Editors, Gregory T. Gundlach, Lauren Block, and William L. Wilkie, South-Western Educational Publications, 2007.

Kenkel, D. and Mathios, A., “Promotion to Physicians and Consumers,” in *Oxford Handbook on the Economics of the Bio-pharmaceutical Industry*, Editors, Patricia Danzon and Sean Nicholson, 2012.

Mathios, A., “Leading the College of Human Ecology,” in edited volume *Academic Leadership in Higher Education*, Edited by Robert J. Sternberg, Elizabeth Davis, April C. Mason, Robert V. Smith, Jeffrey S. Vitter, and Michele Wheatly, Rowman and Littlefield, 2015.

### **SPECIAL ISSUE EDITOR**

Cigarettes and Tobacco Advertising (with Professor Kenkel), *International Journal of Environmental Research and Public Health*, 2021

### **FEDERAL TRADE COMMISSION STAFF REPORTS**

“Regulation of Advertising: Capital Market Effects,” (with Mark Plummer) *Bureau of Economics Staff Report to the Federal Trade Commission*, 1988.

“The Impact of State Price and Entry Regulation on Intrastate Long Distance Telephone Rates,” (with Robert P. Rogers) *Bureau of Economics Staff Report to the Federal Trade Commission*, 1988.

“Health Claims in Advertising and Labeling: A Study of the Cereal Market,” (with Pauline Ippolito) *Bureau of Economics Staff Report to the Federal Trade Commission*, 1989.

“An Analysis of the Maritime Industry and 1984 Shipping Act,” (with Timothy Daniel and Jim Reitzes) *Bureau of Economics Staff Report to the Federal Trade Commission*, 1989.

“Information and Advertising Policy, A Study of Fat and Cholesterol Consumption in the United States, 1977-1990,” (with Pauline Ippolito) *Bureau of Economics Staff Report to the Federal Trade Commission*, 1996.

### **BOOK REVIEWS**

Book Review: Regulation and Markets by Daniel Spulber, *The Journal of Consumer Affairs*, Volume 25, Number 2, Winter 1991.

Book Review: American Health Quackery by James Harvey Young, *Advancing the Consumer Interest*, 1992.

Book Review and Essay: The Tangled Web They Weave, Truth, Falsity and Advertisers by Ivan Preston. *Advancing the Consumer Interest*, 1994.

### **FEDERAL TRADE COMMISSION REGULATORY ANALYSES**

“Response to Wharton Econometric Forecasting Associates' Comments On the Bureau of Economics Study of Relevant Market Area Laws,” June 1987.

“Comments Before the Illinois Commerce Commission's Task Force on Telecommunications,” October 1990.

“Comments Before the Food and Drug Administration In Response to a Request for Public Comment on its Advance Notice of Proposed Rulemaking Regarding Food Labeling,” (Docket No. 89N-0226) (with Pauline Ippolito and Bureau of Consumer Protection of the Federal Trade Commission). January 1990.

Prepared Testimony for the Regional Director of the Dallas Regional Office of the Federal Trade Commission: “The Proposed Repeal of Restrictions on the Use of Love Field,” September 1989.

“Comments Before the Food and Drug Administration in Response to a Request for Comment on the matters of Nutrition Labeling; Nutrient Content Claims; Health Claims; Ingredient Labeling; Proposed Rules (Docket No. 91N-0384, 84N-0153, 85N-0061, 91N-0098, 91N-0099, 91N-0094, 91N-0096, 91N-0095, 91N-0219)” (with Pauline Ippolito and Anne Maher). February 25, 1992.

“Comments Before the Department of Agriculture in Response to A Request for Comment on Nutrition Labeling of Meat and Poultry Products (Docket No. 91-006P),” (with Pauline Ippolito and Anne Maher). February 25, 1992.

### **OTHER REGULATORY ANALYSES**

Comments (with Professor Kenkel) Before the Food and Drug Administration in Response to A Request for Comment on Menthol in

Cigarettes, Tobacco Products – A Proposed Rule by the Food and Drug Administration (Docket FDA 2013-N-0521), 2013.

### **COURSES TAUGHT**

PAM 2000 - Intermediate Microeconomics

PAM3410/ECON3830-Economics of Consumer Protection and the Law

PAM 461 – Public Policy and Marketing

PAM 640 - Information, Consumer Policy and Regulation

PADM 5210 – Intermediate Microeconomics for Public Affairs

PADM 5213 – Intermediate Microeconomics for Executive MPA

### **THESES SUPERVISED AND COMPLETED**

*Chair of Graduate Committee:*

Making Realtors and Sellers Liable: The Impact on Buyers Perceptions of Quality in the Housing Market  
Lynette Neuman 1994

Effects of the Presence and Growth of Managed Care on Inpatient Resource Consumption and Hospital Lengths of Stay  
David Burchfield 1998

Racial Differences in Housing Search Behavior: Analysis of the Syracuse Market  
Raisa Bahchieva, 1998

Analysis of the Automobile Extended Warranty Market:  
Sook Hee-Choi, 1999

Are Chain Loyal Consumers More Likely to Purchase Private Labels? An Investigation of the Umbrella Branding Theory in the Supermarket  
Abigail Wheeler, 2000.

Evaluation of Brand Extension and Examination of Price Discrimination Based on Repeated Buying  
Weizhong Jiang, 2000

Health Care Utilization Under Monitoring and Capitation:  
Helen Citkina, 2002

Understanding the Demand for Private Long Term Care Insurance: A Study of Contributing Factors in the Insurance Market and Public Insurance Programs

Hyojin Kang, 2003

Factors that Affect Consumer Choice of Food Products With Controversial Attributes: The Study of rBST and Olestra

Daria Lipinski, 2005

Rx to OTC Switch: Changes in Physician and Patient Behavior

Sarah Hoda Neyaz, 2007

Essays on Direct to Consumer Advertising

Hae Kyung Yang, 2007

### **REFEREE**

Journal of Human Resources

Journal of Consumer Policy (Co-editor)

RAND Journal of Economics

Quarterly Review of Economics and Business

The Review of Economics and Statistics

Journal of Regulatory Economics

The Review of Industrial Organization

Journal of Consumer Affairs (Member of the Editorial Board)

Journal of Public Policy and Marketing (Member of the Editorial Board)

Law and Policy

Journal of Political Economy

Tobacco Control

Journal of Economic Psychology

American Economic Review

Journal of Consumer Affairs (Member of the Editorial Board)

American Journal of Public Health

Journal of Health Economics

Health Economics

Mass Communication and Society

Journal of Law, Economics and Organization

Southern Economic Journal

Economic Review of the Household

Industrial and Labor Relations Review

### **SELECTED COMMITTEE WORK**

Faculty Fellow in the Townhouse Residential Units, 1994-2007

College of Human Ecology Grants Committee - 1996-1999

Human Ecology Peer Mentor Program - 1999, 1997, 1996

Chair: Senior Methodologist Search Committee -- 1998/1999  
 Chair: Faculty Involvement Subcommittee to the University Steering Committee on the Freshman Experience -1999  
 University Steering Committee on the Freshman Experience - 1999  
 Executive Committee Member of University Assembly, 1999  
 University Assembly, 1998-2000  
 Member of Truman Scholarship Selection Committee, 2000 - present  
 Chair: Education Policies Committee of the College of Human Ecology, 2000  
 Chair: Public Finance Search Committee, 2000/2001  
 Member of University Search Committee for Dean of Students, 2001  
 Chair, Search Committee for Consumer Policy Position, 2001/2002  
 Chair, Mann Library Committee - 2002/2004  
 Member, University Genomics Task Force, 2001-2005  
 Member, University Ethical Legal and Social Implications of Genomics 2001-2005.  
 University Assembly 2002-2003  
 Member: Search Committee for Dean of College of Human Ecology 2004  
 Member: Council of Mental Health and Well-Being, 2004-present  
 Member: Steering Committee on STARS, 2004- present  
 Member: Cornell Abroad Advisory Board, 2003-2007  
 Member: Cornell Social Science Retention and Recruitment Committee, 2005  
 Chair: Search Committee for Assistant Dean for Finance and Administration for College of Human Ecology, 2006  
 Member: Faculty Advisory Board for Jack Kent Cook Foundation Grant, 2006-2007  
 Member: Mental Health Policy Group 2007-present  
 Co-Chair: Middle States Steering Committee for Accreditation (2009-2011)  
 Academic Sponsor for Facilities Implementation of Bain Recommendations (2009-2010)  
 Chair: Middle States Committee for Progress Report (2011-2013)  
 Member: Financial Aid Task Report (2011-2012)  
 Member: Access to Health Care Executive Group (2011-2012)  
 Vice Chair, Search Committee for Provost (2014-2015)  
 Member: Executive Policy Review Group (2009-2018)  
 Member: Selection Committee for Truman, Rhodes and Marshall Awards for all of Cornell (Faculty representative for Rhodes) (2013-present)  
 Member: Provost Working Group on Financial Aid and Admissions (2016-2017)  
 Member: Provost Working Group on Public and Global Activities (2016-2018)  
 Member: Provost Working Group on Administrative Efficiencies (2016-2018)

Member: Steering Committee for Cornell's Accreditation - Self-Study (2019-2020)

Member: Onboarding Committee (2020)

Member: University Faculty Committee (2020-2023)

Member: Onboarding Committee (2021).

Member: Search Committee for the Director of the Cornell-in-Washington Program (2021)

Co-Chair with Dean Kathryn Boor – Graduate Advisor Feedback Task Force (2021)

Chair of Evaluation Team for Accreditation of Franklin University Switzerland (2020/2021)

Chair of Evaluation Team for Accreditation of Institute of World Politics (2021/2022)

Member: Search Committee for Dean of Communications for the Brooks School

Teaching Portfolio Review for Offer to Faculty in Department of Economics

Member: Search Committee for Director of Skorton Center for Health Initiatives in Campus Life