

Tisha Lin Nakao Emerson

James E. and Constance Paul Distinguished Professor & Department Chair

Department of Economics

Thomas Harriot College of Arts and Sciences

East Carolina University

Brewster A-427 | Tenth Street | Greenville, NC 27858-4353

Cell: 254.744.4943, Office: 252.328.6006

E-mail: emerson23@ecu.edu, URL: <https://sites.google.com/view/tishanakao/home>

Professional Experience

James E. and Constance Paul Distinguished Professor of Economics & Department Chair, East Carolina University (Greenville, NC), July 2023-present

Professor of Economics, Baylor University (Waco, TX), 2013-2023

Hankamer Teaching Fellow, 2022-2023

Holder of the Ben H. Williams Professorship in Economics, 2016-2022

Associate Department Chair for Undergraduate Programs, 2007-2015

Associate Professor, 2007-2013

Assistant Professor, 2000- 2007

Visiting Scholar, Research Division, St. Louis Federal Reserve Bank (St. Louis, MO), November 2022

Visiting Professor, Semester at Sea (with Colorado State University), Spring 2017

Visiting Professor, Northrise University (Ndola, Zambia), Summer 2015 and 2016

Visiting Associate Professor, Semester at Sea (with University of Virginia), Summer 2013

Visiting Associate Professor of Economics, University of Hawaii at Manoa (Honolulu, HI), Summer 2011

Education

Ph.D., Economics, University of Southern California (Los Angeles, CA), 2002

M.A., Economics, University of Southern California (Los Angeles, CA), 1996

B.A. (summa cum laude), Economics, University of Hawaii at Manoa (Honolulu, HI), 1993

Areas of Specialization

Economic Education, Environmental Economics, Business Ethics, International Trade

Journal Articles

“Failure, Withdrawals and Retakes in Intermediate Microeconomics” with KimMarie McGoldrick, forthcoming in the *Journal of Economic Education*, 2023.

“The Study of Economics at HBCUs and PWIs” with KimMarie McGoldrick and Scott Simkins, forthcoming in the *Journal of Economic Education*, 2023.

“Cooperative learning in economics: Decomposing a pre-post test outcome to measure the effect of cooperative learning” with KimMarie McGoldrick and Jamie Wagner, *International Review of Economic Education*, 44, 2023, <https://doi.org/10.1016/j.iree.2023.100274>

“Online Platforms for Classroom Experiments: A Primer for New Adoptees” with Alicia Atwood, Melissa Knox, and Mahjuja Taznin, *Journal of Economic Education* 54(4), Fall 2023, pp. 382-390.

“An Investigation of Unsuccessful Performance and Subsequent Retake Behavior in Principles of Economics” with KimMarie McGoldrick, *Southern Economic Journal*, 89(3), January 2023, pp. 986-1021.

“Water, River, and Community: Bridging Community, Environment, and Outreach through a Unique Transdisciplinary University-based Course” with Suzanne Nesmith, Charles Walter, Cole Matson, Melissa Mullins and Julia Daniel, *Connected Science Learning* 3(4), July-August 2021, <https://www.nsta.org/connected-science-learning/connected-science-learning-july-august-2021/water-river-and-community>

“Switching Majors: Into and Out of Economics” with KimMarie McGoldrick, *Journal of Economic Education* 50(3), Summer 2019, pp. 321-32.

“The High Costs of Large Enrollment Classes: Can Cooperative Learning Help?” with KimMarie McGoldrick and Linda English, *Eastern Economic Journal* 44(3), June 2018, pp. 455-474; Best Paper Award at 2014 Clute Institute International Academic Conference in Munich, Germany

“A New Look at Lake Wobegone: Who’s in Your Canoe?” with Chris Bollinger, Linda English and Gail Hoyt, *AEA, Papers & Proceedings* 108, May 2018, pp. 312-316.

“The Gender Gap in Economics Degrees: An Investigation of the Role Model and Quantitative Requirements Hypotheses” with KimMarie McGoldrick and John Siegfried, *Southern Economic Journal* 84(3), January 2018, pp. 898-911.

“Classroom Experiments: Teaching Specific Topics or Promoting the Economic Way of Thinking?” with Linda English, *Journal of Economic Education* 47(4), Fall 2016, pp. 288-299.

“Classroom Experiments: Is more more?” with Linda English, *American Economic Review, Papers & Proceedings* 106(5), May 2016, pp. 363-367.

“Cooperative Learning and Personality Types” with Linda English and KimMarie McGoldrick, *International Review of Economic Education*, 26, 2016, pp. 21-29.

“Evaluating the Cooperative Component in Cooperative Learning: A Quasi-Experimental Study” with KimMarie McGoldrick and Linda English, *Journal of Economic Education* 46(1), Winter 2015, pp. 1-13.

“A Tale of Trade-offs: The Impact of Macroeconomic Factors on Environmental Concern” with Steve Conroy, *Journal of Environmental Management*, 145, 2014, pp. 88-93.

“Women and the Choice to Study Economics” with KimMarie McGoldrick and Kevin Mumford, *Journal of Economic Education*, 43(4), Fall 2012, pp. 349-362.

“In-Class vs. Online Experiments: Is there a Difference?” with Linda Carter, *Journal of Economic Education*, 43(1), Winter 2012, pp. 4-18.

“Homework: To Require or Not? Online Graded Homework and Student Achievement” with Kimberly Mencken, *Perspectives on Economic Education Research*, 7(1), Spring 2011, pp. 20-42.

“To Codify or Not to Codify: The Effects of Ethical Codes on Ethical Perceptions” with Joe McKinney and Mitch Neubert, *Journal of Business Ethics*, 97(4), December 2010, pp. 505-516.

“Importance of Religious Faith and Ethical Attitudes in Business” with Joe McKinney, *Journal of Religion and Business Ethics*, 1(2), December 2010, article 5.

“Do Classroom Experiments Affect the Number of Economics Enrollments and Majors?: A Study of Students in the United States” with Beck Taylor, *International Review of Economics Education*, 9(2), 2010, pp. 42-58.

“Ethical Attitudes of Accounting Practitioners: Are Rank and Ethical Attitudes Related?” with Steve Conroy and Frank Pons, *Journal of Business Ethics*, 91(2), January 2010, pp. 183-194.

“Ethical Cycles and Trends: Evidence and Implications” with Steve Conroy, *Journal of Business Ethics*, 81(4), September 2008, pp. 905-911.

“Interactions Between Personality Type and the Experimental Methods” with Beck Taylor, *Journal of Economic Education*, 38(1), Winter 2007, pp. 18-35.

“Ethical Attitudes of Accountants: Recent Evidence from a Practitioners’ Survey” with Steve Conroy and Charles Stanley, *Journal of Business Ethics*, 71(1), March 2007, pp. 73-87.

“Changing Ethical Attitudes: The Case of Enron and ImClone Scandals” with Steve Conroy, *Social Science Quarterly*, 87(2), June 2006, pp. 395-410.

“Business Ethics and Religion: The Role of Religiosity in Response to Ethical Situations” with Steve Conroy, *Journal of Business Ethics*, 50(4), April 2004, pp. 383-396.

“Have Ethical Attitudes Changed? An Intertemporal Comparison of the Ethical Perceptions of College Students in 1985 and 2001” with Steve Conroy, *Journal of Business Ethics*, 50(2), March 2004, pp. 167-176.

“Comparing Student Achievement Across Experimental and Lecture-Oriented Sections of a Principles of Microeconomics Course” with Beck Taylor, *Southern Economic Journal*, 70(3), January 2004, pp. 672-693.

“Income, Environmental Disamenity, and Toxic Releases” with Linwood Pendleton, *Economic Inquiry*, 42(1), January 2004, pp. 166-178.

Invited Papers

“Anyone? Anyone? A Guide to Submissions on Classroom Experiments” *Journal of Economic Education*, 45(2), Spring 2014, pp. 174-179.

Book Chapters

“Teaching with experiments in the introductory microeconomics course” (invited chapter, Maier and Ruder (eds.), *Teaching Principles of Microeconomics*, Edward Elgar, 2023)

“Classroom Experiments” with Denise Hazlett (invited chapter, Hoyt and McGoldrick (eds.), *International Handbook on Teaching and Learning Economics Techniques*, Edward Elgar, 2012)

“Online Faculty Instruction to Improve Interactive Teaching of Economics” with Mark Maier (invited chapter, Salemi and Walstad (eds.), *Teaching Innovations in Economics: Strategies and Applications for Interactive Instruction*, Edward Elgar, 2010)

Book Reviews

Review of *The Mystery of the Invisible Hand*, by Kenneth Elzinga, *Faith and Economics*, 67, Spring 2016, pp. 149-154.

Working Papers

“International Comparisons of Teaching Track Positions in Economics” with Fabio Arico, Alvin Birdi, Avi Cohen, Caroline Elliott, Gail Hoyt, Cloda Jenkins, Ashley Lait, Jennifer Murdock, and Christian Spielmann

“Teaching Focused Faculty in the U.S.” with Gail Hoyt

“Trading-Off Effort between Courses: Effects on Introductory Economics Course Performance” with Sam Allgood

“Effort over the Semester” with Sam Allgood

“Macroeconomic Conditions and Environmental Priorities: An International Investigation” with Steve Conroy

“High School Economics, State Mandates, and Preparation for College Level Economics Courses” with Linda English and Gail Hoyt, Best Research Paper Award at the 2015 National Association of Economic Educators Conference in Dallas, TX

Work in Progress

“Teaching Track Positions Project”

“Peer Effects and Cooperative Learning” with KimMarie McGoldrick

“A Comparison of Classroom Experiments and Cooperative Learning in Principles of Microeconomics”

“Economic Education, Decision-Making, and Health Behaviors” with Jason Aimone, Braxton Gately, and Jim West

“Business Ethics Around the World” with Steve Conroy

“Business Ethics in Zambia and the US: A Comparison” with Steve Conroy, Catherine Mtambo

Presentations (last 5 years)

“Failure, Withdrawals, & Retakes in Principles and Intermediate Microeconomics,” Elon University, Elon, NC, October 2023

“The Economics Major: Current Trends and Strategies for Growth & Diversity,” Symposium for Texas Community College Economics Instructors, keynote, virtual event, April 2023

“Undergraduate Women and Economics: Improving the Pipeline for Women into the Discipline,” Minnesota Council on Economic Education Speaker Series, featured speaker, virtual event, March 2023

“Diversifying Economics: Engaging Women in the Study of Economics,” Australasian Teaching Economics Conference, keynote, virtual event, July 2022

“Diversifying Economics: Moving Beyond the ‘D’ in DEIB (Diversity, Equity, Inclusion, and Belonging),” St. Louis Federal Reserve Bank’s Women in Economics Symposium, keynote, virtual event, February 2022

“Experiments: Student Achievement, Engagement & Diversity in the Economics Classroom,” Innovative Educators Summit, virtual event, March 2021

“Failure, Withdrawals and Retakes in Intermediate Microeconomics,” Southern Economic Association, Ft. Lauderdale, FL, November 2019; American Economic Association, San Diego, CA, January 2020; Society of Economic Educators, Jekyll Island, GA, March 2020

“The Study of Economics at HBCUs and PWIs,” Southern Economic Association, Washington, DC, November 2018

“Switching Majors: Into and Out of Economics,” Society of Economic Educators, Savannah, GA, March 2018 and Conference on Teaching and Research in Economic Education, San Antonio, TX June 2018

Honors, Awards, and Grants

Hankamer School of Business Teaching Excellence Award, Baylor University, 2023

Kenneth G. Elzinga Distinguished Teaching Award, Southern Economic Association, 2016
Summer Sabbatical Award, Baylor University, 2001-2007, 2016
Phi Kappa Chi, Light Your World Award, 2015, 2016
Mortar Board, Circle of Achievement, Fall 2015
Saunders Award for Best Research Paper, 2014, Council on Economic Education and National Association of Economic Educators Conference, Dallas, TX
Best Paper Award, 2014 Clute Institute International Academic Conference, Munich Germany
Elected to membership in the Society of Economic Educators, 2013
Baylor Fellows (for outstanding teaching), 2011-12
Baylor University, Baylor Horizons Faculty Grant Program, financial support for attendance of the Ecology, Theology, and Judeo-Christian Environmental Ethics Conference at Notre Dame University
Baylor University Research Committee Grant (\$2,000), "Public Disclosure Programs and Firm Environmental Performance," 2001-2002
Dissertation Fellowship, College of Letters Arts and Sciences, University of Southern California, 1998
Outstanding Teaching Assistant, University of Southern California, 1997
University of California at Los Angeles Research Scholar, 1992
University of Hawaii Regent Scholar, 1989-1993

Courses Taught

Environmental Economics, International Economics, Intermediate Microeconomic Theory, Economic Development, Industrial Organization, Economics of Nonprofits and Charitable Giving, Economics and Globalization, Economic Reasoning & Analysis, Readings in Behavioral Economics, Principles of Microeconomics, Principles of Macroeconomics, Issues in/Survey of Economics (one-semester introductory course), Water, River, and Community: Healthy River, Healthy Community

Masters and Honors Theses Advised

Rebecca Jordan (master's thesis chair, Economics), Michael Klayman (honors thesis chair, Economics), Deborah Oborny (honors thesis committee member, Economics), Bana Hamze (master's thesis committee member, Environmental Studies)

International Experience

Baylor in Maastricht, Maastricht, The Netherlands, Summer 2019 (program director, faculty)
Semester at Sea, sailing aboard the MV World Odyssey, Spring 2017 (faculty) – itinerary included Hawaii, Japan, China, Vietnam, India, Myanmar, South Africa, Ghana, and Morocco
Northrise University, Ndola, Zambia, Summer (their Winter) 2015 and 2016 (faculty)
Baylor in Great Britain, London, England, Summer 2015 (faculty)
Baylor in Maastricht, Maastricht, The Netherlands, Spring 2014 (faculty, program co-director)
Semester at Sea, sailing aboard the MV Explorer, Summer 2013 (faculty) – itinerary included Morocco, Turkey, Malta, Greece, France, Italy, Spain, Portugal, and the United Kingdom
Kenya Mission Trip, Nyakach Plateau outside Kisumu, Kenya, Summer 2012 (faculty)
Baylor in Great Britain, London, England, Summer 2008 (faculty)
Japan, Study Tour, Summer 1992 (student) – itinerary included Tokyo, Osaka, Kyoto, Hiroshima, and Nagasaki

Professional Activities

Committee for Economic Education of the American Economic Association (Committee Member, August 2009-January 2016, January 2022-January 2023; Committee Chair, starting January 2024, shadowing outgoing chair 2023)

Program Committee, Conference on Teaching Economics and Research in Economic Education (March 2010-May 2014, November 2021-January 2023); Program Committee Chair (2013 program)

EDUCATE (Expanding Diversity in Undergraduate Classes with Advancements in (the) Teaching (of) Economics) Program Facilitator (August 2020-present)

Editorial Board, *International Review of Economics Education* (January 2013-present)

AP Macroeconomics Development Committee (July 2020-2024), Higher Education co-chair (July 2021-June 2022), Reader (2021)

Co-Editor, *Southern Economic Journal* (2019-2023)

AIM Leadership Collective, Leadership Training, August 2021-May 2022

Associate Editor, *Southern Economic Journal* (August 2017-June 2019)

Associate Editor, *Journal of Economic Education* (January 2011-December 2017)

Instructor, American Economic Association Continuing Education Session on Advanced Interactive Teaching Methods in Economics, 2012

Advisory Board Member: TeachingWithData.org - a National Science Foundation funded project aimed at developing a digital library for supporting quantitative education in the social sciences (August 2009-2011)

Executive Committee Member, Association of Christian Economists (January 2009-January 2011)

Contributor and Workshop Participant, Starting Point: Teaching and Learning Economics, 2009

Program Instructor for the 2008 and 2009 Teaching Innovation Program sponsored by the American Economic Association's Committee on Economic Education and funded by the National Science Foundation. I served as part of a team that leads workshops demonstrating active-learning techniques for college economics. Information available at <http://www.vanderbilt.edu/AEA/AEACEE/TIP>.

Coauthored Microeconomics Testbank for Case, Fair, and Oster's Principles of Microeconomics, 9th ed (2008)

Reviewer: Environmental Protection Agency's Science to Achieve Results Program (2007, 2008)

Referee Activities: *Southern Economic Journal*, *Journal of Economic Education*, *International Review of Economics Education*, *Journal of Business Ethics*, *Perspectives on Economic Education Review*, *Faith and Economics*, *Christian Scholar's Review*, *Ecological Economics*, *Journal of International Consumer Marketing*, *Eastern Economic Journal*, Oxford University Press

East Carolina University: University, College, and Departmental Service

Department: Chair (2023-present)

Harriot College of Arts & Sciences: THRIVE Internal Steering Committee (2023-present)

Baylor University: University, College, and Departmental Service

University: Faculty Senate (2020-2023), Phi Beta Kappa Robins Scholarship Selection Committee (2019, 2021), Search Committee for Vice Provost for Faculty Diversity & Belonging (2021-2022), COACH Working Group for Decision-Making at all Levels and Bylaws subcommittee (2021), Mortar Board Faculty Advisor (2017-2021), Curriculum Management Software Management System Oversight Committee (2021-2022), Baylor Interdisciplinary Poverty Initiative Faculty Committee (2010-2014), Cornelia Marschall Smith Professor of the Year Award Selection Committee (2009-2011), Search Committee for VP for Student Life (2008-2009), General Education Task Force (2007-2008), Baylor Business Women Steering Committee (2006-2010), Honors Colloquium Leader (2005-2007), University 1000 Group Leader (2006), Faculty Center Committee (2004-2006), SING Procedures Committee (2003-2004)

Hankamer School of Business: Multicultural Taskforce (2021-2023), Global Advisory Committee (2022), Distinguished Scholars Day (Fall 2022), Strategic Planning Task Force (2017-2021), Search Committee for Hankamer School of Business Dean (2019-2021), Hankamer School of Business Faculty Development Committee (2013-2016)

College of Arts & Sciences: Environmental Humanities Minor Faculty Consultation Team (2021-2022), Social Science Fellows Committee (2022), Distinguished Scholars Day (Spring 2022), I2E Recruitment for A&S (Spring and Fall 2021)

Department: Economics Department Curriculum Committee (2022-2023, Chair 2007-2010, 2021-2022, ex-officio 2010-2015), Economics Department Research Performance Committee (2007, 2010-11, 2015-2018), Associate Chair, Department of Economics (2007-2015), New Faculty Mentor (2009-2010), Research Seminar Coordinator (2002-2004; 2005-2007), Recruiting Committee (2002-2003, 2006-2007, 2008-2009), Baylor Economist Faculty Advisor (2001-2003)

Other Service

Vanguard Preparatory School Volunteer (August 2015–May 2021)
Foundation Committee at First Baptist Church of Waco (January 2018–March 2019)
Budget/Finance Committee at First Baptist Church of Waco (January 2012–December 2014)
Open Table Co-Director (2011–2012)
City of Waco Recycling Advisory Committee (2010–2012)

Professional Associations

American Economic Association
Southern Economic Association
Society of Economic Educators
Association of Christian Economists
Phi Beta Kappa
Mortar Board

Professional References: available on request