

VITA
William L. Huth

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EDUCATION

Ph.D. (1980), University of Arkansas, Economics
M.B.A. (1976), Louisiana Tech University
B.S. (1974), Louisiana Tech University, Professional Aviation

ACADEMIC EMPLOYMENT

The University of West Florida (2005-)
Distinguished University Professor (2014-)
E.W. Hopkins Professor
Research Faculty Affiliate, CEDB, UWF
University of South Alabama (2013-)
Visiting Scholar, DBA Program, Graduate Faculty
Universiteit Nyenrode (The Netherlands Business School), (2001-2006)
Visiting Faculty
The University of West Florida (2000-2004)
Associate Vice President for Research and Graduate Studies
Executive Director, UWF Research Foundation
Abe Levin Economic Research Scholar
The University of West Florida (1998-1999)
Acting Associate Vice President for Research
Executive Director, UWF Research Foundation
Abe Levin Economic Research Scholar
The University of Southern Mississippi (1997-1998, on leave from UWF)
Executive Director, Gulf South Economic Research Center
Acting Chair, Division of Business Administration
Professor of Economics
The University of West Florida (1995-97)
E.W. Hopkins Professor
Director, Raymond M. Haas Center for Business Research and Economic
Development
The University of West Florida (1993-94)
Professor of Economics
Founding Director, Center for Business Research and Economic
Development

Chair, Department of Finance and Economics
The University of West Florida (1989-93)
Associate Professor of Economics
Northeast Louisiana University, Monroe, LA (1984-89)
Assistant/Associate Professor of Economics
Assistant Professor of Computer Information Systems
Northeastern University, Boston, MA (1979-84)
Assistant Professor of Management Science; Chair, Economics Area
University of Arkansas, Fayetteville, AR (1976-79)
Instructor, Computer Information Systems and Quantitative Analysis
Louisiana Tech University, Ruston, LA (1972-76)
Private, Commercial, and Instrument Flight Instructor, FAR part 141

UNIVERSITY SERVICE EXPERIENCE

University of West Florida, Pensacola, FL
Research and Scholarship Task Force, co-chair
University Conservation and Beautification Committee
College of Business Curriculum Committee, Graduate Committee
Faculty Senate, member and Governance Committee, chair
University and College Faculty Personnel Committee, chair, member
Department of Academic Computing and Network Services Task Force, member
College of Business Computer Committee, chair, member
Northeast Louisiana University, Monroe, LA
Research Committee, chairperson
System Manager, Digital Equipment Corporation VAX-11/750
Northeastern University, Boston, MA
Economics Area, chairperson
Undergraduate Curriculum Committee, chairperson
University Graduate Council, member

TEACHING EXPERIENCE

Graduate Level (MBA and DBA)

Quantitative Analysis, Applied Statistics/Econometrics, Managerial Economics and Industrial Organization, Business and Economic Forecasting/Modeling, Financial Management

Undergraduate

Principles and Intermediate Micro and Macro Economics (also online), Business and Economic Statistics, Environmental and Natural Resource Economics, Corporate Finance and Financial Modeling, Money and Banking/Financial Institutions, Investment Theory and Security Analysis, Decision Support and Management Information Systems, Production and Operations Management, Business Mathematics, Computer Programming, Industrial Organization, International Economics, and International Business

International

Universiteit Nyenrode (The Netherlands Business School), 2001, 2002, and 2003
Shu Yan College, Hong Kong, 1989

Online

RESEARCH and PUBLICATIONS

Refereed Journals

Huth, William L., "A Quantitative Look at the System of Economic Indicators," Journal of Macroeconomics 7, Spring 1985, 195-210.

Huth, William L., "Intertemporal Relationship Between Industrialized Economies," European Economic Review 28, 1985, 363-376.

Huth, William L. and Steven E. Eriksen, "Airlines Traffic Forecasting Using Deterministic and Stochastic Time Series Decomposition," The Logistics and Transportation Review 23, December 1987, 401-409.

Huth, William L., "Intertemporal Dynamics between Economic Time Series," Southern Business and Economic Journal 11, July 1988, 20-31.

MacDonald, Don N. and William L. Huth, "Individual Valuation, Market Valuation and the Preference Reversal Phenomenon," Journal of Behavioral Economics 18, Spring 1989, 99-114.

Huth, William L. and Don N. MacDonald, "The Impact of Antitrust Litigation on Shareholder Return," Journal of Industrial Economics 37, June 1989, 411-426.

Taube, Paul M., Davis, Greg, and William L. Huth, "Inside the Job Market for Economics: The Market Value of Attributes," Southern Business and Economic Journal 12, July 1989, 202-214.

Huth, William L. and Don N. MacDonald, "Equity Market Response to Union Decertification Petitions and Elections," Journal of Labor Research 11, Spring 1990, 193-201.

MacDonald, Don, White, Harry, Taube, Paul, and William Huth, "Flood Hazard Pricing and Insurance Premium Differentials: Evidence from the Housing Market," Journal of Risk and Insurance 57, December 1990, 654-61.

Taube, Paul M., Huth, William L., and Don N. MacDonald, "A Dynamic Almost Ideal Demand System Incorporating Consumer Expectations," Journal of Economics and Business 42, 1990, 225-236.

Huth, William L. and Brian A. Maris, "Large and Small Firm Stock Price Response to 'Heard on the Street' Recommendations," Journal of Accounting, Auditing, and Finance, 1992.

MacDonald, Don M. and William L. Huth, "Generalized Expected Utility Analysis and Preference Reversals: Some Initial Results in the Loss Domain," Journal of Economic Behavior and Organization, 1992.

Huth, William L., Eppright, David and Paul Taube, "The Indexes of Consumer Sentiment and Confidence: Leading or Misleading Guides to Buyer Behavior," Journal of Business Research, 1994.

Harper, Richard K. and William L. Huth, "Japanese Equity Market Response to U.S. Administered Protection Decisions," Managerial and Decision Economics, 1996.

Eppright, David, Arguea, Nestor and William L. Huth, "A Multivariate Assessment of the Indexes of Consumer Sentiment and Confidence," Journal of Economic Psychology, 1998.

Martin, Gregory S., Sjolander, Richard J. and William L. Huth, "Benchmarking Public Opinions Toward Regional Economic Development Issues," Economic Development Review, 1998.

Morgan, O. Ashton, Massey, Matthew and William L. Huth, "Diving Demand for Large Ship Artificial Reefs," Marine Resource Economics, 2009.

Morgan, O. Ashton, Martin, Gregory S., and William L. Huth, "Oyster Demand Adjustments to Counter-Information and Source Treatments in Response to *Vibrio vulnificus*," Journal of Agricultural and Applied Economics, 2009.

Morgan, O. Ashton and William L. Huth, "Using Revealed and Stated Preference Data to Estimate the Scope and Access Benefits Associated with Cave Diving," Resource and Energy Economics, 2010.

Huth, William L. and Ashton O. Morgan, "Measuring the Willingness to Pay for Cave Diving." Marine Resource Economics, 2011.

Morgan, O. Ashton, Whitehead, John, Huth, William L., Martin, Gregory S., Sjolander, Richard, J., "A Split-Sample Revealed and Stated Preference Latent Class Model to Examine Homogeneous Subgroup Consumer Behavior Responses to Information and Food Safety Technology Treatments." Environmental & Resource Economics, 2013.

Brenner, David, Huth, William L., McEvoy, David, and Ashton O. Morgan, "Consumer Valuation of Food Safety: The Case of Post-Harvest Processed Oysters." Agricultural and Resource Economics Review, 2014.

Huth, William L., Morgan, O. Ashton, and Hindsley, Paul. "Artificial Reef Attributes and the Relationship with Natural Reefs: Evidence from the Florida Keys." Journal of Ocean and Coastal Economics, 2015.

Morgan, O. Ashton, Whitehead, John, and Huth William. "Accounting for Heterogeneity in Behavioral Responses to Health Risk Information Treatments." Journal of Environmental Economics and Policy, 2015.

Morgan, O. Ashton, Whitehead, John, Huth, William L., Martin, Gregory S., Sjolander, Richard, J., "Measuring the Impact of the BP Deepwater Horizon Oil Spill on Consumer Behavior." Land Economics, forthcoming 2015.

Morgan, O. Ashton, Whitehead, John, Huth, William L., Martin, Gregory S., Sjolander, Richard, J., "Willingness to Pay for Oyster Consumption Mortality Risk Reductions." Under Review.

Book Chapters

Whitehead, John C., Morgan, O. Ashton, and Huth, William L. (2015) "Benefit Transfers with the Contingent Valuation Method." In Johnston, Robert A., Rolfe, John, Rosenberger, Randall, S., and Brouwer, Roy. Benefit Transfer of Environmental and Resource Values: A Guide for Researchers and Practitioners. Amsterdam: Springer, Volume 14, The Economics of Non-Market Goods and Resources, pp. 119-140.

Morgan, O. Ashton, and William L. Huth, "Using Revealed and Stated Preference Methods to Value Large Ship Artificial Reefs: The Key West *Vandenberg* Sinking." In Whitehead, John, Haab, Tim, and Ju-Chin Huang (eds.), Preference Data for Environmental Valuation: Combining Revealed and Stated Approaches. Routledge Explorations in Environmental Economics, 2011, Chp. 10.

Huth, William L. (1982). Transfer Function Forecasts of Economic Activity. In Anderson, O.D. and Perryman, M.R. (eds.), Applied Time Series Analysis. Amsterdam: North Holland Publishing Co., pp. 109-16.

Edited Publications

Huth, William L., "Interconnections between Stock Market Indexes," Managerial Finance, 20, 1994.

Huth, William L., "Investor Response to Changes in Corporate Liquidity," Managerial Finance, 15, 1989, 33-36.

Selected Proceedings Articles

Huth, William L. "NASCAR Sponsorship and Shareholder Return: Some Preliminary Results," Journal of Business and Economics Research, 2007.

Martin, Gregory S., Sjolander, Richard J. and William L. Huth, "Measuring Public Opinions of Internationally-Oriented Economic Development Programs: Preliminary Results," Papers and Proceedings of the Academy of Economics and Finance, 1998.

Huth, William L., "Stochastic Process Modeling in a Variable Parameter Framework," Audio Proceedings of the International Symposium on Forecasting, 1983.

Abstracts

Selected Abstract, Journal of Economic Literature 24, March 1986, 498.

Selected Abstract, Journal of Economic Literature 27, December 1989, 2023.

Selected Abstract, International Forecasting Journal, 1995

Grants and Applied Research

Principal Investigator, "Measuring Florida Artificial Reef Economic Benefits: A Synthesis." Funded by the Florida Department of Fish and Wildlife Conservation Commission, \$35,000. With Chris Burkart and Ash Morgan, 2012. Final report, "Measuring Florida Artificial Reef Economic Benefits: A Synthesis," submitted December 2014.

Co-Principal Investigator, WSC-Category 2: Collaborative Research: "Dynamic Links between Island Water Resources, Climate Change, Sea Level Rise, Tourism, Economic Development and Demographics." National Science Foundation 13-535, Water Sustainability and Climate. With Jason Gulley, Michigan Tech and Jonathan Martin, University of Florida. \$3 million. Not Funded (competitive ranking), 2013.

Principal Investigator, "Environmental Economic Education: Florida and the Yucatan." Course development grant funded by the Center for International Business Education and Research center at the University of Florida, \$6,000, 2011.

Associate Investigator, "State of Florida Oil Spill Work." Funded by the State of Florida, \$717,000. Larkin, S., University of Florida, Principal Investigator, 2011.

Co-Principal Investigator, "Assessment Study for Post-Harvest Processed (PHP) Oysters." Funded by the Interstate Shellfish Sanitation Conference, \$88,000. With Otwell, S., and Garrido, V., University of Florida, and Morgan, O.A., Appalachian State University, 2010.

Co-Principal Investigator, "WSC-Category 1. Water Sustainability in Carbonate Platforms: Mass and Material Fluxes from Watersheds to Oceans. Not Funded,

National Science Foundation, \$150,000. With Martin, J. and Valle-Levinson, A., University of Florida, 2010.

Principal Investigator, “Oyster Demand Adjustments to Alternative Consumer Education and Post Harvest Processes in Response to *Vibrio vulnificus*.” Funded by NOAA and National Sea Grant (Gulf Oyster Industry Program), \$250,000. With Martin, G., Morgan, O.A., Sjolander, R., and Whitehead, J., 2008-present.

Co-Principal Investigator, “Oyster Demand Adjustments to Alternative Consumer Education and Post Harvest Treatments in Response to *Vibrio vulnificus*.” Funded by Florida Sea Grant, \$75,000, 2006-2007. With Morgan, O.A., and Martin, G.

Co-Principal Investigator, “Microbial Indicators of Water Quality in Submerged Karst Caves of Northern Florida,” Funded by the Florida Geological Survey, \$50,000, 2004.

U.S. Department of Education SBBR Phase I with IGI International, 2002.

USAID, IGI International Inc., “Trade Policy Unit Implementation: Final Report,” Ministry of Trade, Tourism and Industry, Government of Guyana, South America, 1998.

USAID, IGI International Inc., “Trade Policy Unit Implementation: Preliminary Report,” Ministry of Trade, Tourism and Industry, Government of Guyana, South America, 1997.

Huth, William L., Martin, Gregory S., and Sjolander, Richard S., “An Assessment of Public Opinions about Pensacola MSA Economic Development Issues,” Haas Center for Business Research and Economic Development, 1997.

Martin, Gregory S., Huth, William L., and Danjaut, Sophie A., Design Study for a University Customer Marketing Information System,” Haas Center for Business Research and Economic Development, 1997.

Pensacola International Economic Development Study, 1997, with KPMG Peat Marwick.

USAID, IGI International Inc., “Strengthening Trade Policy Execution in the Ministry of Trade, Tourism, and Industry,” with Wesley Boles, 1996.

Industry Targeting Study for the Pensacola Area Chamber of Commerce, October, 1994.

PROFESSIONAL DEVELOPMENT AND SERVICE ACTIVITY

Editorial Board and/or Referee, Proposal Reviewer

Journal of Environmental Management, U.S. Department of Housing and Urban Development, Journal of Macroeconomics, Decision Sciences, and the University of

Florida Press, Florida Fish and Wildlife Conservation Commission, Rhode Island Sea Grant, Mississippi Alabama Sea Grant.

Organization Service and Board of Directors

Florida Sea Grant (2000-Present)
National Speleological Society Cave Diving Section (2007-2014)
Gulf Coast Alliance for Technology Transfer (1997-2002)
Florida Institute of Government, Policy Council (1999-2004)
Association for University Business and Economic Research (1995-1998)
Northwest Florida World Trade Council (1995-1998)

Invited Presentations

Florida Artificial Reef Summit, Clearwater Beach, FL, 2015
REMI Regional Research Conference, Atlanta, GA, 2014.
Northwest Florida Artificial Reef Conference, Niceville, FL, 2013.
ISSC Biennial Conference, Seattle WA, 2011.
U.S. Food and Drug Administration Dauphin Island Research Lab, Mobile, AL, 2011.
Florida Department of Environmental Protection, Division of Recreation and Parks, Tallahassee, FL, 2011.
ISSC *Vibrio* Management Committee Meeting, Orlando, FL 2011
Diving Equipment and Marketing Association (DEMA), Las Vegas, NV, 2010
Gulf States *Vibrio vulnificus* Control Plan Meeting, Biloxi, MS, 2010
National Forum on Socioeconomic Research in Coastal Systems, Challenges of Natural Resource and Economics and Policy, New Orleans, LA, 2010
Joint Gulf and Atlantic States Marine Fisheries Commission Artificial Reef Committees Meeting, St. Petersburg, FL, 2010
ISSC Spring and Biennial Conferences, Manchester, NH, 2009
Florida Fish and Wildlife Conservation Commission, Tallahassee, FL, 2008, 2014
Diving Equipment and Marketing Association (DEMA), Las Vegas, NV, 2008, 2010
Diving Equipment and Marketing Association (DEMA), Orlando, FL, 2007, 2011
Economic Development Symposium, Building the Coast, Biloxi, MS, 1998
Southern Gaming Summit, Biloxi, MS, 1998
Southern Company Board of Directors, San Destin, FL, 1996

Conference/Professional Presentations

Southern Economic Association, 2008, 2010, 2011, 2012, 2013, 2014
Agriculture and Applied Economic Association, 2011, 2012
Association of Environmental and Resource Economists, 2011, 2012
International Molluscan Shellfish Safety Conference, PEI, CAN, 2011
University of Florida Water Institute Symposium, Gainesville, FL, 2010
National Forum on Socioeconomic Research in Coastal Systems, 2007; 3 papers, 2010
Florida Artificial Reef Summit, Cocoa Beach, FL, 2010
Jackson Blue Spring Working Group, Marianna, FL, 2010

International Conference on Artificial Reefs and Artificial Habitats, Curitiba, Brazil, 2010
HECC Hart Springs Educational Cave Clinic, Hart Springs, FL, 2009
National Speleological Society, 2008
National Association for Cave Diving, 2006

Conference/Association Attendance

James Joyce Summer School, University College Dublin, Dublin, Ireland, 2015
Qualtrics Insight Summit, Salt Lake City, 2014
Gulf and South Atlantic States Shellfish Conference, Ocean Springs, MS, 2009
Association for University Technology Managers, 2000-2004
National Council for University Research Administrators, 1998-2002
Federal Demonstration Partnership, 1998-2003
Council of Graduate Schools, 2000-2003
Council of Southern Graduate Schools, 2000-2003
SRA Executive Research Retreat, Homestead, UT, 1999
Society for Research Administrators, 1998-2002

Association Memberships

American Economic Association, Southern Economic Association, National Association for Business Economists (NABE), National Speleological Society/Cave Diving Section (Science Committee Chair), National Association for Cave Diving, American Academy of Underwater Sciences, Interstate Shellfish Sanitation Conference

Honors and Recognition

College of Business Dyson Research Award, 2015.
University of West Florida, Distinguished University Professor, 2014-2017
University of West Florida, Faculty Distinguished Research Scholar, 2013
College of Business Dyson Research Award, 2013
College of Business Dyson Research Award and Service Award, 2011
University of West Florida, Faculty Distinguished Research Scholar, 2010
College of Business, Faculty Member of the Year, 2009
College of Business Dyson Research Award, 2009
Science Award 2008, 2009, 2010, National Speleological Society, Cave Diving Section
Selected as a Summer 2000 National Science Foundation Fellow in conjunction with the Association for Institutional Research.
Selected to attend Georgia State University, Andrew Young School, Experimental Economics Workshop, 2007.
Invited to attend MyEconlab developer's workshop, Pearson, 2007.
Invited to McGraw Hill Teaching Economics Forum, 2007.

PERSONAL DATA

DOB: September 25, 1950

Married, two children

Height: 74 inches, Weight 250

Avocations: Aviation and Technical Diving

U.S. Army Veteran, Warrant Officer Aviator. Vietnam veteran, honorable discharge. Awarded the Bronze Star, Army Commendation Medal, Air Medal with clusters, and The Vietnamese Cross of Gallantry. Airline Transport Rated Pilot; Certified Flight Instructor (current), Instruments and Multi-Engine; FEW Boeing 727; Advanced Ground Instructor, Private Glider Pilot.