

## **CURRICULUM VITAE**

**Sheryl B. Ball**

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### **Education**

- 1984 Northwestern University, B.A. with honors, Mathematical Methods in the Social Sciences and Economics.
- 1986 Northwestern University, M.S., Managerial Economics and Decision Sciences.
- 1991 Northwestern University, Ph.D. Managerial Economics and Decision Sciences, thesis: "Experimental Evidence on the Winner's Curse in Negotiation," Roger Myerson, chairman.

### **Fields**

Behavioral Economics, Experimental Economics, Neuroeconomics, Public Economics, Managerial Economics, Development Economics.

### **Professional Employment**

Virginia Polytechnic Institute and State University, Economics, Associate Department Head, August 2007 - present.

Virginia Polytechnic Institute and State University, College of Science, Associate Dean for Curriculum, Instruction and Advising, January 2004 to August 2007.

Virginia Polytechnic Institute and State University, Assistant Professor of Economics, Fall 1992 to 1999, Associate Professor 1999-present.

Visiting Scholar, IMF Institute 8/97 and 5/98.

Babson College, Visiting Assistant Professor Finance, Fall 1995.

Indiana University School of Business, Visiting Assistant Professor, Business Economics and Public Policy, Fall 1991.

Boston University School of Management, Assistant Professor, Finance and Economics, Fall 1989 to Spring 1992.

## RESEARCH ACTIVITY

### Publications

#### a. Peer Refereed Articles:

Ball, Sheryl B., Max H. Bazerman and John S. Carroll, "An Evaluation of Learning in the Bilateral Winner's Curse" Organizational Behavior and Human Decision Processes, vol. 48, January 1991, pp. 1-22.

Ball, Sheryl B., and Catherine C. Eckel, "Buying Status: Experimental Evidence on Status in Negotiation," Psychology and Marketing, vol 13, 381-405, 1996.

Ball, Sheryl B., and Paula-Ann Cech, "Subject Pool Choice and Treatment Effects in Economic Laboratory Research", in R. Mark Isaac, ed., Research in Experimental Economics, vol. 6, 1996, 239-292.

Ball, Sheryl B., and Charles A. Holt "Speculation and Bubbles in an Asset Market," in Journal of Economic Perspectives, 12(1), Winter 1998, 207-218.

Ball, Sheryl B., and Andrew Feltenstein, "Basic Macroeconomic Options for Bangladesh: A Numerical Analysis," Journal of Asian Economics, 9(2), Summer 1998, 281-305.

Ball, Sheryl B., and Catherine C. Eckel, "The Economic Value of Status", Journal of Socio-Economics, 27(4), 1998, 495-514.

Ball, Sheryl B., "Pareto Optimality in Negotiation," Journal of Education for Business, 74(6), July/August 1999, 341-346.

Ball, Sheryl B., Catherine C. Eckel, Phillip Grossman and Bill Zame, "Status in Markets," Quarterly Journal of Economics, February 2001, 161-188.

Ball Sheryl, Feltenstein Andrew, Bank failures and fiscal austerity: policy prescriptions for a developing country, Journal Of Public Economics (82)2 (2001) pp. 247-270

Ball, Sheryl B., Catherine C. Eckel and Christian Rojas (2006). "Technology Improves Learning in Large Principles of Economics Classes: Using Our WITS." *American Economic Review*, Papers and Proceedings, 96(2),442-6.

Ashley, Richard, Sheryl Ball & Catherine Eckel, 2010. "Motives for Giving: A Reanalysis of Two Classic Public Goods Experiments," *Southern Economic Journal*, Southern Economic Association, vol. 77(1), pages 15-26, October.

Ball, Sheryl, Catherine Eckel & Maria Heracleous, 2010. "Risk aversion and physical prowess: Prediction, choice and bias," *Journal of Risk and Uncertainty*, Springer, vol. 41(3), pages 167-193, December.

b. Book Chapters

Ball, Sheryl B., "Experimental Economics" in Peter E. Earl and Simon Kemp, eds., Elgar Companion to Economic Psychology and Consumer Research, 1998, 222-229.

Ball, Sheryl B., (2008). "Entitlements in Laboratory Experiments" in *The New Palgrave Dictionary of Economics*, 2nd Edition, Steven N. Durlauf and Lawrence E. Blume, editors, Palgrave Macmillan, in press.

Ball, Sheryl B., (2008). "Status and Economics" in *The New Palgrave Dictionary of Economics*, 2nd Edition, Steven N. Durlauf and Lawrence E. Blume, editors, Palgrave Macmillan, in press.

c. Survey Articles

Ball, Sheryl B., "Research, Teaching, and Practice in Experimental Economics: A Progress Report and Review" in Southern Economic Journal, 64(3), 1998, 772-9.

Ball, Sheryl B. and Catherine C. Eckel (2004), "Using Technology to Facilitate Active Learning Through Experiments," *Social Science Computer Review*, 22, 469-478.

d. Book Reviews

Ball, Sheryl B., Review of The Russian Management Revolution, Sheila M. Puffer, Ed., in Slavic Review, Winter 1993, p. 899.

Ball, Sheryl B., Review of The Bangladesh Economy in Transition by M. G. Quibria, Oxford University Press, in Journal of Asian Economics, 9(1), 1998, 167-170.

e. Conference Volume Publications

Ball, Sheryl B., and George E. Morgan, (1998), "How Valuable is Eight Times more Bandwidth: Evidence from the LMDS Auction," Wireless Communications Conference, Reston, Virginia: International Microelectronics And Packaging Society and Educational Foundation.

Ball, Sheryl, George E. Morgan & Judy Hood (2004), "Entrepreneurial Skills for Engineers - An Interdisciplinary, Team Project Approach," iCEER (International Conference on Engineering Education and Research), Papers and Proceedings.

Ball, Sheryl, Adam Ferguson, T.W. Rondeau, (2005) "Consumer Applications of Cognitive Radio Defined Networks," IEEE (Institute of Electrical and Electronics Engineers) Symposium on New Frontiers in Dynamic Spectrum Allocation, Papers and Proceedings.

T. W. Rondeau, C. W. Bostian, D. Maldonado, A. Ferguson, S. Ball, S. F. Midkiff, B. Le, "Cognitive Radios in Public Safety and Spectrum Management," 33rd Research Conference on Communication, Information and Internet Policy, Sept. 2005 at 13, <http://web.si.umich.edu/tprc/papers/2005/430/Rondeau- Cognitive Radios in Public Safety and Spectrum Management.pdf>.

Ball, Sheryl "Classroom Experiments: Playing Games Improve Student Achievement in an Intermediate Level "Hurdle" Course" 2012 Conference on Higher Education Pedagogy, online version available at: <http://www.cider.vt.edu/conference/proceedings1.html>.

### **Current Work In Progress (selected)**

Adams, Mollie and Sheryl Ball, "Risk Aversion and Tax Compliance Messages: Why Do People Pay?"

Aimone, Jason, Sheryl Ball and Brooks King-Casas, "Anxiety, Risk Preferences, Betrayal Aversion and the Growth of Interpersonal Trust."

Aimone, Jason, Sheryl Ball and Brooks King-Casas, "It's Not What You See but How You See It: Using Eye Tracking to Study the Risky Decision-Making Process."

Ball, Sheryl, Rachel Croson, Chetan Dave, and Stefan Dodds, "Experimental Social Choice Theory and the Battle of the Sexes".

Ball, Sheryl and Catherine Eckel "What's in a Name? An Experimental Investigation of Names-Based Discrimination".

Ball, Sheryl and Catherine Eckel, "Ultimatum Games with Outside Options: Re-evaluating Two Equilibrium Concepts."

### **Grants**

#### **a. Peer Reviewed Grants from National Organizations**

NSF Grant "Collaborative Research: WITS: A Wireless Interactive Teaching System." I am PI. Collaborative grant with Catherine Eckel, University of Texas at Dallas. \$375,000. (DUE-0618646) Grant is currently active.

NSF Grant “ProWIN An Enabling Technology for Wireless Networks – The VT Cognitive Engine”. I am co-PI on this grant with Charles Bostian from Electrical and Computer Engineering as PI. This grant will study a new wireless technology called Cognitive Radio. I am working on pricing models for the service that will be created. \$1,409,704. Grant is currently active.

NSF IGERT Grant "Integrative Graduate Education and Research Training in Advanced Networking" (Proposal Number 9987586) I am a co-PI on this grant with others from the College of Engineering, College of Business and College of Arts and Sciences. My participation in this grant will be in curriculum planning for an interdisciplinary program in engineering, business and economics. I will also co-teaching an interdisciplinary course in business and economics for Ph.D. students participating in the program. \$2,646,475. Grant is currently active.

Hewlett Packard “Teaching With Technology” grant. I am PI on this grant with three other faculty from the Colleges of Science and Engineering. The purpose of the grant is to evaluate learning outcomes from using tablet PCs in STEM courses. \$69,613.

Andrew Mellon Foundation. NSF Grant “Classroom Exercises in Large Lecture Courses: A Wireless Solution.” I am PI on this project with C. Eckel and K. Oliver as co-PIs. Research has demonstrated that classroom experiments improve student outcomes in principles courses. This grant proposes a technological solution to the problem of conducting experiments in large economics courses. \$75,000.

“Evaluating the Implementation of Participatory Exercises in Large Economics Lecture Classes via Student Interaction with Market Simulations Enabled by Wireless Technology.” With C. Eckel, K. Oliver, S. Midkiff. \$50,000.

“Status in Economic Decision Making,” a National Science Foundation Research Grant, awarded to Sheryl B. Ball co-PI, and Catherine C. Eckel, PI, July 1995-99. This project examines whether the outcomes of economic environments such as markets or negotiations are influenced by participants’ social status. \$50,000.

“Location Experiments,” a National Science Foundation Research Grant, awarded to Sheryl B. Ball, PI, Tony Dziepak, co-PI, period July 1997-1999. This is a dissertation support grant to fund completion of experiments that seek to identify conditions under which equilibrium can be reached in a game where players’ payoffs depend on the locations of their choice within a space. \$10,579.

Negotiation course preparation grant, a National Institute for Dispute Resolution Course, awarded to Sheryl Ball and William Samuelson in 1991. This grant funded the preparation of 2 exercises which illustrated negotiations concerning environmental issues. About \$5,000.

“The Winner’s Curse in Negotiation.” National Institute for Dispute Resolution Research Grant, 1987. This grant funded my dissertation research on the winner’s curse. Money was primarily used to pay subjects in experiments. About \$5,000.

b. Sponsored Research

“A Strategic Framework for Spectrum Auctions.” I served as co-PI (15% responsible) on this contract sponsored by Hughes Telecommunications and Space, awarded to the Virginia Tech Center for Wireless Telecommunications in 1996, \$114,778.

“Bidding in Satellite Spectrum Auctions.” I served as co-PI (15% responsible) on this follow up research project for Hughes Telecommunications and Space, sponsored research awarded to the Virginia Tech Center for Wireless Telecommunications in 1997, \$149,761.

"Integrative Graduate Education and Research Training in Advanced Networking "NSF IGERT Grant (Proposal Number 9987586I am a co-PI on this grant with others from the College of Engineering, College of Business and College of Arts and Sciences. My participation in this grant will be in curriculum planning for an interdisciplinary program in engineering, business and economics. I will also co-teaching an interdisciplinary course in business and economics for Ph.D. students participating in the program. ) \$2,646,475 over multiple years.

c. University Level Research Grants

ISCE

“What’s in a Name?” with C. Eckel. Small Grants Program on Diversity, 2004. \$4000.

“Implementing Participatory Exercises in Large Economics Lecture Classes via Student Interaction with Market Simulations Enabled by Wireless Technology.” With C. Eckel, K. Oliver, S. Midkiff. Center for Innovation in Learning. \$56,000.

“The Economics of Trading Delays,” a research grant funded the Virginia Tech College of Arts and Sciences Small Grants program to study the effects of trading delays on markets. \$3,500.

“Experimental Methods in Economics Instruction,” a Teaching Learning Grant awarded to Sheryl B. Ball and Catherine C. Eckel from Virginia Tech Learning Resource Center, September 1993 - June 1994. This grant allowed us to develop a teaching exercise on discrimination by artificially awarding some students high social status. \$1,865.

“Adaptive Behavior in a Finitely Repeated Game,” a Creative Match Grant award, Virginia Tech Research and Graduate Studies Division, 1993. This grant funded experiments which were conducted to study adaptive learning processes in economic environments. \$3,000

“Evolution in Economic Games.” Small grant (travel) award, Virginia Tech College of Arts and Sciences, November 1992 - November 1993. This grant funded a trip to Bloomington, IN to conduct experiments on adaptive learning. \$1000.

“The Winner’s Curse in Negotiation.” Northwestern University Dispute Resolution Research Center Research Grant, 1986. This grant funded part of my dissertation research. About \$5,000.

## **Sponsored Research**

“An Analysis of Tariff Reform in Pakistan.” Consultant to the Asian Development Bank for a project on trade liberalization in Pakistan, 1998. Projected tariff revenues under a series of tariff reform proposals using historical data. Ph.D. students in the Economics Department acted as research assistants for this project and received summer support as well as valuable experience. Results were presented at the Ministry of Finance during a mission to Islamabad 3/98. Among the audience was the Minister of Finance of Pakistan. Sponsored by: Asian Development Bank. Results: Paper with Andrew Feltenstein - “An Analysis of Tariff Reform in Pakistan.”

“Bidding in the LMDS Auction.” Strategist and bidder for Virginia Tech in the FCC Local Multipoint Distribution Services auction held in February and March 1998. I helped persuade the FCC to change their auction rules so that Virginia Tech and other bidders in mountainous areas were not at a disadvantage in the auction. My role included working to design the University’s bidding strategy and get it approved before the auction. During the auction I placed bids on behalf of Virginia Tech and monitored the auction during the over 100 rounds of bidding. I had authority to spend up to \$1.1 million (note: this information is confidential) on licenses. This project was sponsored by Virginia Tech Department of Information Systems. Results: Acquisition of 4 licenses for University research on LMDS service. Also, Ball Sheryl, B. and George E. Morgan, “Diminishing Marginal Returns to Spectrum or Speculative Bubbles: The Evidence from the LMDS Auctions.”

“A Strategic Framework for Spectrum Auctions.” I was co-PI on a research contract on bidding for satellite spectrum auctions for Hughes Telecommunications and Space, sponsored research through Virginia Tech Center for Wireless Telecommunications awarded \$114,778 in 1996, my responsibility was 15%. Researched the FCC auction rules, the strategies which were used in Direct Broadcast Satellite(DBS) auctions and the likelihood that future DBS national and international licenses would be awarded by auction. Also mapped out a plan to create an “expert system” to test strategies against simulated opponents. This project was sponsored by Hughes telecommunications and Space. Results: Proprietary to Hughes.

“Bidding in Satellite Spectrum Auctions.” Follow up research on bidding for satellite spectrum auctions for Hughes Telecommunications and Space, sponsored research through Virginia Tech Center for Wireless Telecommunications awarded \$149,761 in 1997, my responsibility was 15%. The output of this project is a computer program which

simulates smart bidding opponents in a FCC style spectrum auction so that Hughes executives could try out bidding strategies. My contribution to this project was writing the strategies used by the simulated opponents and translating FCC auction rules into a programmable environment. This project was sponsored by Hughes telecommunications and Space. Results: Intellectual Property Disclosure for the software.

## **Intellectual Property Disclosures**

“Integrated Auction Software,” a software program to help individuals and companies prepare for and participate in auctions. In this software an individual can practice bidding against “smart” opponents in a sequence of single item auctions whose values depend which items are acquired. My responsibility was 15%. Disclosure filed 7/98.

“Multiplayer Auction Software,” a software program to train groups of individuals in FCC auction rules and strategies. This software allows groups of up to 20 individuals to bid against each other in a set of simultaneous, multiple round auction. My responsibility was 40%.

## **Referee**

National Science Foundation (>10)  
American Economic Review (4)  
Econometrica (3)  
Economic Journal  
Economic Inquiry  
Journal of Economic Behavior in Organizations (>10)  
Southern Economic Journal (6)  
Journal of Economics Education  
Journal of Experimental Economics (3)  
Journal of Comparative Economics  
Journal of Feminist Economics  
Journal of Institutional and Theoretical Economics (2)  
Journal of Regulatory Economics (4)  
Journal of Economic Psychology (2)  
Interfaces  
Human Nature  
Policy Studies Journal

## **Presentations**

### **a. Presentations Abroad**

“Adaptive Behavior in a Finitely Repeated Game” at *the Transcoop Workshop on Game Theory* in Frankfurt, Germany in November 1993.



“Stars Upon Thars: Privilege and Discrimination in Ultimatum Games” at the *Society for the Advancement of Behavioral Economics (IAREP/SABE)* conference in Rotterdam, The Netherlands, July, 1994.

“Stars Upon Thars: Privilege and Discrimination in Ultimatum Games” at the *Society for the Advancement of Socio-Economics* 6th International Conference in Paris, France, July, 1994.

“An Analysis of Tariff Reform in Pakistan” at the *Ministry of Finance* in Islamabad during an Asian Development Bank Mission to Pakistan, 3/98.

“Speculation and Bubbles in an Asset Market”, presented at NSF Conference on Experiments in Teaching May 2005, Montreal, Canada.

b. Presentations at National Conferences

“Trading Mechanisms and the Winner’s Curse: An Experimental Study.” Presented at the *Economic Science Association* Fifth Conference on Experimental Economics in Tucson, AZ, March 1989.

“Subject Pool Choice and Treatment Effects in Economic Laboratory Research,” at the *Economic Science Association* Sixth Conference on Experimental Economics in Tucson, AZ, March 1990.

“The Value of Strategic Play in the Massachusetts Megabucks Game,” (with Donald J. Smith). at the *Economic Science Association* Annual Meetings in Tucson, AZ, October 1991.

“The Value of Strategic Play in the Massachusetts Megabucks Game,” (with Donald J. Smith ) at the *Midwest Economic Association* Annual Meetings, in Indianapolis, IN, March 1992.

“Adaptive Behavior in a Finitely Repeated Game” at the *American Social Science Association* Annual Meetings in Anaheim, California in January 1993.

“The Value of Strategic Play in the Massachusetts Megabucks Game” at the *Public Choice Society* Annual Meetings in New Orleans, Louisiana in March 1993.

“Adaptive Behavior in a Finitely Repeated Game” at the *Econometric Society* Summer Meetings in Boston, Massachusetts in June 1993.

“Stars Upon Thars: Privilege and Discrimination in Ultimatum Games” at the *Economic Science Association* Annual Meetings in Tucson, Arizona in October 1993.

“Adaptive Behavior in 3x3 Coordination Games” at *Allied Social Sciences Association* annual meetings in Boston, MA January, 1994.

“Status in Markets: An Experimental Approach” at the *Economic Science Association* Annual Meetings in Tucson, Arizona, November, 1994.

“Obtaining Credible Statistical Inferences With Experimental Data Using the Bootstrap” at the *Economic Science Association* Annual Meetings in Tucson, Arizona, November, 1994.

“Market Provision of Public Projects: Some Experimental Results” at the *Economic Science Association* annual meetings in Tucson, Arizona on October 12-14, 1996.

“Value Conflict in Games” (joint work with Sudipta Sarangi) at the 1997 annual meetings of the *Economic Science Association* held in Tucson, Arizona 10/97.

“Status in Markets” (joint work with Catherine Eckel, Phil Grossman and Bill Zame) at the 1997 annual meetings of the *Society for the Advancement of Behavioral Economics* held at Washington & Lee University, 6/97.

“Agency Theory in Negotiation” at the 1998 annual *Conference on Classroom Experiments in Economics* in Williamsburg, VA 4/98.

“Diminishing Marginal Returns to Spectrum or Speculative Bubbles: The Evidence from the LMDS Auctions,” presented at *Economic Science Association* Annual Meetings, in Tucson, AZ, 10/98.

“How Valuable is Eight Times more Bandwidth: Evidence from the LMDS Auctions,” presented at the *Wireless Communications Conference*, 11/98.

“Experiment in Large Lecture Courses: A Brightly Colored Wireless Solution” presented at *Economic Science Association* Annual Meetings, in Tucson, AZ, 11/01.

“What Makes Workers Work?” (Joint work with Nicole Crain, Mehrene Larudee, Melissa Osborne and Robert Rycroft), presented at *Economic Science Association* Annual Meetings, in Tucson, AZ, 11/01.

“Distributive Justice and Bargaining: Who’s in Control Here?” at the *NSF Sponsored Workshop on Classroom Experiments* in Williamsburg, Virginia, May 2001.

“What Makes Workers Work?” NSF Sponsored workshop on teaching economics, William and Mary, May 2002.

Classroom Experiments for Large Lecture Classes: A Wireless Solution, Andrew Mellon Foundation Conference on Cost Effective Use of Technology in Teaching, Northwestern University, November 2002.

“WITS: A Wireless Interactive Teaching System” presented at ASSA annual meetings in Washington D.C., January 2003.

“WITS: A Wireless Interactive Teaching System” presented at NSF Conference on Experiments in Teaching, May 2003, Tucson, Arizona.

“Experiments Improve Outcomes in Large Principles of Economics Classes: Using our WITS”, presented at NSF Conference on Experiments in Teaching May 2004, Williamsburg, VA.

“A Pipeline Model for Contemporary Pedagogical Practices in STEM” at the 2005 Center for the Integration of Research and Learning annual conference on Addressing the Student Learning Experience: Achieving Diversity in STEM Disciplines in Madison, Wisconsin, May 24-26, 2005.

“Consumer Applications of Cognitive Radio Defined Networks,” IEEE (Institute of Electrical and Electronics Engineers) Symposium on New Frontiers in Dynamic Spectrum Allocation, Baltimore, November 10, 2005.

“Enhancement of Classroom Instruction Using Personal Response Systems,” National Science Foundation Course, Curriculum, and Laboratory Improvement Conference, August 14, 2008, Washington, D.C.

“Experiments Improve Outcomes in Large Principles of Economics Classes: Using our WITS,” National Science Foundation Course, Curriculum, and Laboratory Improvement Conference, August 14, 2008, Washington, D.C.

Ball, Sheryl, Ellen Green, Landis Atkinson, and Aida Cruz-Folgar, “Responsibility and Intentionality in Economic Games”, presented at 2011 Economic Science Association Meetings, Tucson, AZ, November 10-12, 2011.

Ball, Sheryl, Rachel Croson, Chetan Dave, and Stefan Dodds, "Experimental Social Choice Theory and the Battle of the Sexes", presented at 2011 Economic Science Association Meetings, Tucson, AZ, November 10-12, 2011.

Ball, Sheryl “Classroom Experiments: Playing Games Improve Student Achievement in an Intermediate Level “Hurdle” Course” accepted at the 2012 Conference on Higher Education Pedagogy, Blacksburg, VA.

#### c. Presentations at Regional Conferences

“Stars Upon Thars: Privilege and Discrimination in Ultimatum Games” at the *Southern Economic Association* Annual Meetings in New Orleans, Louisiana in November 1993.

“Status in Markets: An Experimental Approach” at the *Southern Economic Association* Annual Meetings, Orlando, Florida, November, 1994.

“Making Bubbles in the Classroom” (with Catherine McDonough, Babson College) at the *Conference on Classroom Experiments in Economics* held in Charlottesville, VA, September 30, 1995.

“Making Bubbles in the Classroom” at the *Southern Economic Association Meetings* annual meetings in New Orleans, LA, 11/96.

“Pareto Optimality in Negotiation” at the *Conference on Classroom Experiments Economics*, in Charlottesville, VA, 3/97.

“Market Provision of Public Projects: Some Experimental Results” joint with Kyungdong Hahn, at the *Southern Economic Association* annual meetings in New Orleans, LA, 11/96.

"Bank Failures and Fiscal Austerity: Policy Prescriptions for a Developing Country", joint work with Andrew Feltenstein, at the 1998 annual *Southeast Economic Theory and International Economics Conference*, Blacksburg, VA 9/98.

"The Economics of Deterministic Transaction Costs" presented at the Southern Economics Association Annual meetings in New Orleans, LA, 11/99.

“What Makes Workers Work?” (Joint work with Nicole Crain, Mehrene Larudee, Melissa Osborne and Robert Rycroft), presented at *Southern Economic Association* Annual Meetings, in Tampa, FL, 11/01.

“Analysis of Experimental Public Goods Data Using Dynamic Panel Regression Models.” Southern Economic Association, New Orleans, November 24-26, 2002.

“Regulating Banks’ Risk Exposure.” Southern Economic Association, New Orleans, November 24-26, 2002.

Classroom Experiments for Large Lecture Classes: A Wireless Solution, Southern Economic Association, New Orleans, November 24-26, 2002.

“Teaching About Inflation” presented at Economic Science Association annual meetings, November 2003, Tucson, Arizona.

“WITS: A Wireless Interactive Teaching System” presented at New Media Consortium Presentation in Blacksburg, Virginia, May 2003.

“What’s in a Name?” presented at Southern Economic Association, New Orleans, November 22-23, 2004.

“Risk Preferences and Physical Prowess: Is the Weaker Sex More Risk Averse, or Do We Just Think So?”, presented at Southern Economic Association, New Orleans, November 21-23, 2004.

“What’s in a Name?” presented at the Mid Atlantic Conference on the Scholarship of Diversity, Roanoke, March, 2005.

“Classroom Experiments: Using our WITS”, presented at the McGraw Hill Sponsored Conference on Teaching Economics in Memphis, Tennessee, March 2009.

“Beyond Active Learning”, presented at the NSF Sponsored Conference on Classroom Experiments in Williamsburg, Virginia May 19-21, 2009.

"Risk Aversion and Tax Compliance Messages: Why Do People Pay?" presented at the Southern Association annual meetings in San Antonio, November 21-23, 2009.

"Experimental Social Choice Theory and the Battle of the Sexes" presented at the Southern Association annual meetings in San Antonio, November 21-23, 2009.

Why do Classroom Experiments? Midwest Economics Association Meetings, Evanston, IL, March 20, 2010.

Ball, Sheryl (2012). “Classroom Experiments: Playing Games Improve Student Achievement in an Intermediate Level “Hurdle” Course,” Conference on Higher Education Pedagogy, February 8-12, 2012, Blacksburg, VA.

Ball, Sheryl, "Risk Aversion and Tax Compliance Messages: Why Do People Pay?" D-CIDES Regional Conference: Decision Making Across the Disciplines, May 18-19, 2012, Durham, NC.

“Anxiety and the Growth of Interpersonal Trust”, Psychiatry Grand Rounds, Salem VA Medical Center, October 25, 2012. Participants in this lecture received “Continuing Education Units” for attending this event.

Ball, Sheryl, Rachel Croson, Chetan Dave, and Stefan Dodds, "Experimental Social Choice Theory and the Battle of the Sexes", presented at 2012 Public Choice Association Meetings, New Orleans, LA, March 2013.

#### d. Presentations at Other Universities

“The Evolution of Beliefs in a Finitely Repeated Game”, joint with Roy Gardner at *University of Pittsburgh*, 1991.

“Adaptive Behavior in a Finitely Repeated Game,” joint with Roy Gardner at *Virginia Commonwealth University*, November 1992.

“Market Provision of Public Projects: Some Experimental Results” joint with Kyungdong Hahn at the *University of Virginia* in July, 1995.

“Market Provision of Public Goods” at the *Penn State Business School*, 3/96.

“Market Provision of Public Projects” (joint work with Kyungdong Hahn) at *William & Mary*, 11/97.

“Market Provision of Public Projects” (joint work with Kyungdong Hahn) at *VCU*, 3/01.

“Markets for Public Projects: Some Experimental Results” (joint work with Jeffrey Edwards and Kyungdong Hahn) at *JMU*, 4/02.

Classroom Experiments for Teaching Principles, Wake Forest University, October 2002.

Classroom Experiments for Large Lecture Classes: A Wireless Solution, Forsythe Technical Community College, May 2003.

Classroom Experiments for Large Lecture Classes: A Wireless Solution, North Carolina A&T, April 2003.

Adams, Mollie and Sheryl Ball, "Risk Aversion and Tax Compliance Messages: Why Do People Pay?" Presented at Washington and Lee University, March 16, 2012.

### **Conference Panels Organized**

“Government Sponsored Auctions,” a panel for the *Southern Economic Association* Annual Meetings in Baltimore, MD, 11/98. The session was a collection of empirical papers on economic research on economic problems solved by establishing a new market, such as spectrum allocation, and pollution control rights.

### **Membership in Professional Associations**

American Economic Association  
Committee for the Status of Women in the Economics Profession.  
Economic Science Association  
Society for the Advancement of Behavior Economics  
Southern Economics Association

## **TEACHING**

### **Courses Taught**

Undergraduate:	Antitrust and Regulation Corporate Finance Economic Professionalism Experimental Economics Information Economics Managerial Economics Microeconomic Theory Negotiation Operations Management Principles of Microeconomics
MBA:	Game Theory Managerial Economics Negotiation Operations Management Statistics
Graduate:	Experimental Economics Commercializing Technological Innovations

### **New Courses Created**

ECON 5984 “Commercializing Technological Innovations” is a course for Ph.D. engineering students and MBA students that uses a group learning approach to teach engineers and business people to work together to get new products to market. Teams produce a commercialization plan based on the engineers’ dissertation work as their term project. The course was first taught in Spring 2002.

ECON 4984 “Economic Professionalism” is a course for seniors graduating in a particular academic year. The goals of the course are to help students to develop strong communication skills specific to using their knowledge of economics in the workplace, skills in preparing for the job market and identifying potential jobs, and developing entry level job skills including workplace ethics and making a decision to seek graduate education. This course was first taught in Fall 2001.

ECON 4434 "Experimental Economics" is a senior level undergraduate course in laboratory methods in economics. The goals of this course are to show students first, that it is possible and important to test economic theories and to demonstrate how these tests can be conducted. This course was first taught by Catherine Eckel in 1999 and since then she and I have taught it together once and I have taught it independently once. The course has recently become approved as a permanent course.

ECON 5964 “Experimental Economics” is a graduate seminar in laboratory methods in economics which trains students to evaluate and conduct experimental research. This course was first co-taught (with Catherine Eckel) in 1993 and 94 and have since taught the course independently twice and completed the requirements to get it formally approved as part of the curriculum.

ECON 5224 “Negotiation” is a masters or upper level undergraduate course in the economic theory behind and practice of negotiation. I first taught this course in 1993 and have since completed the requirements to have it formally approved as part of the curriculum.

### **Leadership in Teaching Economics**

At the invitation of the Director, I presented 2 two-day courses to faculty at the International Monetary Fund’s IMF Institute. The contracts included 3 weeks in residence where I advised IMF officials on their new distance learning program and offered faculty individual assistance with teaching concerns. The Institute conducts training for government officials in developing countries in economics and finance. The courses I taught were aimed at improving faculty skills in both classroom and distance learning teaching.

Co-organized with Charles A. Holt the “Conference on Classroom Experiments in the Teaching of Economics” at the University of Virginia, March 28-29, 1997. This conference was attended by approximately 60 economics faculty from Virginia and surrounding areas.

### **Other Teaching Experience**

“Bidding for Spectrum: An Interactive Computer Workshop,” part of the Wireless Opportunities Workshop hosted by Virginia Tech’s Continuing Education Department, 10/23/97. This was a 2 hour course utilizing specialized network software written especially for the course. The audience were members of Virginia’s Telecommunications industry.

### **Service on Graduate Committees**

Served as a co-advisor for 1 Ph.D. students who has completed his degree (Kyundong Hahn – Economics) and as committee member for: Sudipta Sarangi - Economics, Dave Harrison – Accounting, Robert Dawson - Agricultural and Applied Economics, Suzanne Seymore – Accounting, Maria Heracleous – Economics, Jeffrey Edwards – Economics, Tom Rondeau – Electrical and Computer Engineering, Mark McLeod – Economics and Mollie Adams – Accounting, Bin Ngyen, Economics, Alfredo Romero, Economics and others. Currently serving as advisor to Ellen Green, Economics.



## **Teaching Awards**

Outstanding Graduate Instructor in Economics, 2011.

Ken Elizinga Teaching Award, awarded by the Southern Economics Association, 2006.

Diggs Teaching Scholar. This is a university level award with three awards each academic year for integrating research and teaching. 2004.

XCaliber Team Award. This is a university level award with one award each academic year for developing educational technology. This prize was one by the group of faculty and students Catherine Eckel and I direct on the WITS (wireless technology for teaching experimental economics) project. 2004.

Certificate of Teaching Excellence. This is a college level award with four awards each year. 2003.

Alumni Award for Excellence in Undergraduate Academic Advising. This is a university level award with only one award each academic year. 2000-01.

MBA Association (a student organization at Virginia Tech's College of Business)  
"favorite professor", 1994-1995.

MBA Association (a student organization at Virginia Tech's College of Business)  
Outstanding Teacher Award, 1992-1993, 1993-1994.

## **Textbook reviews**

### **Mangerial Economics**

Baye, 2<sup>nd</sup> Edition, for Irwin  
Besanko, Dranove and Shanley, 1<sup>st</sup> and 2<sup>nd</sup> editions, for Wiley  
Peterson and Lewis, for Prentice Hall  
Samuelson and Marks, 1<sup>st</sup> and 2<sup>nd</sup> editions, for Dryden Press  
7 textbook proposals

### **Intermediate Microeconomics**

Tomlinson CD-ROM book.

### **Principles of Economics**

O'Sullivan and Shefferin, 1<sup>st</sup> edition, for Prentice Hall  
McEachern, 3<sup>rd</sup> edition, for Southwestern  
3 textbook proposals

## SERVICE ACTIVITIES

### Committee Service

#### a. Departmental Service

Personnel Committee 2009-present  
Agricultural Economics/Economics Merger Committee, 2002.  
Director of Undergraduate Studies 99-04.  
Department Teaching and Awards Committee, Chair, 1999-03  
Departmental Personnel Committee 96-97  
Undergraduate Curriculum Committee 93-94, Chair, 97-04.  
Undergraduate Career Advisor 96-04.  
Economics Department Retreat Planning Committee  
Undergraduate advisor 92-96  
Peer Teaching Reviewer 94-present

#### b. University Service

ECON representative to the College of Science Neuroscience Hiring Committee  
Member of the curriculum committee for the proposed Neuroscience undergraduate degree program.  
Member of the curriculum committee for the Translational Biology, Medicine and Health (VTCRI) which is currently under review by the university governance system.  
Academic Roundtable (Associate Deans for Academic Affairs)  
ADVANCE Pipeline Committee, 2003-present.  
Advisor for Virginia Tech Clay Target Team, 2000-present.  
College of Science Curriculum Committee, 2003.  
College of Science Diversity Committee, 2009-present.  
College of Science Cluster Committee, 2010 & 2011.  
College of Science Promotion and Tenure Committee 2011-13.  
College of Business Graduation Committee, 2002-2004.  
College of Arts & Sciences Honorifics Committee, 2002.  
Commission on Faculty Affairs, 2004-2007  
Commission on Undergraduate Studies and Policies, 2004-2007  
College of Science Curriculum Committee, 2003-2007  
Committee on Undergraduate Curricula, 2004-2007  
Counselor for University Honor System 1997-2003. Panelist 2003-present.  
Diggs Teaching Scholars, Chair 2008  
Department of Finance Personnel Committee, 00-01 and 01-02  
Graduate Student Honor Board Member and Facilitated Discussion Leader 2009-present  
Committee to choose the Virginia Tech "Outstanding Dissertation" 2002, 2003, Chair 2004.  
University Mediation Project 99-00.  
Computing and Communications Resources Committee (appointed by the President of the University) 98-present

Undergraduate Advising Academy, Chair 2007

c. Service to the Community

Completed a five year department review of St. Cloud State University's economics department, December 2004.

NSF REU (research experiences for undergraduates) panel, October 2003 and 2004.

NSF DUE panel, July 2002.

NSF EARS panel, July 2013.

NSF GRFP Panel 2011 – 2013, chair 2013.

NSF IGERT panel, October 2001.

Board Member, Aplia Corporation (run by Paul Romer) 2001-2003.

ESA Methodology Chairperson, 2000-2003.

ESA "Outstanding Dissertation" committee, 2001.

I reviewed the work of a faculty member from the University of Michigan-Dearborn as part of his or her promotion and tenure case.