

December 2016

David T. Yi

CONTACT INFORMATION

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EMPLOYMENT

Chair and Associate Professor

Department of Economics, Williams College of Business. Xavier University Cincinnati, Ohio:
Summer 2015-Current

Founder and Co-Director

Center for Pricing Excellence, Williams College of Business. Xavier University Cincinnati, Ohio:
<http://www.xavier.edu/pricing/>
Fall 2014-Current

Interim Chair and Associate Professor

Department of Economics. Williams College of Business. Xavier University Cincinnati, Ohio:
Fall 2014-Spring 2015

Assistant Professor, Department of Economics, Williams College of Business, Xavier University,
Cincinnati, Ohio:
Fall 2005-Spring 2011

EDUCATION

Ph.D. in Economics, University of Illinois at Urbana-Champaign, 2005.
Dissertation: Three Essays on Political Economy.

M.S. in Economics, University of Illinois at Urbana-Champaign, 2001.

B.A. in Economics with Cum Laude, Wayne State University, Detroit, MI. Minor in Mathematics.

RESEARCH INTERESTS

Public Choice Economics/Electoral Competition
Private Provision of Public Goods
Measuring Production Efficiency
Development Economics/Institutional Economics
Sports Economics

HONORS AND AWARDS

TEACHING AWARDS

- [1] Professor of the Program, Executive MBA Class of 2014, Williams College of Business, Xavier University.
- [2] Professor of the Program, MBA Class of 2012 (West Chester Cohort Group) Williams College of Business, Xavier University.
- [3] Professor of the Program, MBA Class of 2011 (General Electric Cohort Group) Williams College of Business, Xavier University.

RESEARCH AWARDS

- [1] O’Conor Professorship, Williams College of Business, Xavier University, Fall 2011-Sp 2014.
- [2] Department of Economics Executive Advisory Board Scholarship, Fall 2009.
- [3] Williams College of Business Research Sabbatical, Xavier University, Fall 2009.
- [4] Williams College of Business Summer Research Grant, Xavier University, Summer 2008.
Proposal title: Positive and Negative Campaigning: A Rational Choice Approach.
- [5] Downing Research Grant, Williams College of Business, Xavier University, 2008 - 2009.
Proposal title: Efficiency of Advertising - Case of Political Campaign.
- [6] Xavier University Summer Research Fellowship, Xavier University, Summer 2007.
Proposal title: Charity Managerial Objectives: A Dynamic Model Approach.
- [7] Downing Research Grant, Williams College of Business, Xavier University, 2006 - 2007.
Proposal title: Production Efficiency in NCAA Men’s College Basketball: A Stochastic Frontier Model Approach.

CURRICULUM/PROGRAM DEVELOPMENT

Xavier MBA Pricing Strategy Concentration:

Pricing expertise requires careful strategic consideration, masterful tactics, financial and competitive analysis, strong communication skills, economics-based empirical and analytical research and constant agility. While competition, costs and price sensitivity within a market affect the parameters within which companies set prices, *superior pricing is almost always based on skill*. Studies show that the companies that had achieved better pricing all had top managers who championed the development of skills in pricing. Regardless of industry, the degree to which managers focused on developing pricing skill capabilities correlated to their companies’ success in achieving a better price for their product than their competitors.

In order to train highly skilled pricing managers, I proposed, developed and launched the first graduate program in Pricing Strategy & Analysis in the Midwest region and only second nationally. This program presents courses in economics, quantitative research and marketing. Students learn modern price theory and the latest best pricing practices.

Graduate students earn this MBA concentration by completing a minimum of 9 credit hours in pricing training comprised of the following three courses:

- Empirical Analysis for Pricing Strategy

- Managing Pricing Strategy
- Strategy and Tactics of B2B Pricing

CENTER DEVELOPMENT

Xavier Center for Pricing Excellence:

The Center for Pricing Excellence provides commercial clients an array of highly-advanced statistical and econometric analysis services. Founded on deep academic research and application of Bayesian estimation techniques, the Center's fee-based studies and consulting assets range from consumer segmentation, demand forecasting, revenue/yield maximization, and price elasticity, to executive training and strategic consulting.

CONSULTING EXPERIENCE

Nielsen Projects: Marketing ROI analysis based on Mixed Market Modeling (*MMM*).

1. **Proctor and Gamble:** Worked closely with Nielsen Global Analytics team to develop a marketing ROI model for P&G's high frequency store markets in Asia and Europe. Products used in the studies are: Beauty-care products, Baby Diapers, Feminine-care products and Gillett products.
2. **Samsung Electronics:** Worked closely with Nielsen –Korea on Samsung cellphone Pilot study to advice Samsung on Global marketing strategy.
3. **Kia Motors-Canada and Kia Motors-Australia:** Worked closely with Nielsen –Korea on Kia Automobile Pilot study to advice Kia Motors-Canada and Kia Motors-Australia on Global marketing strategy.

Projects for Center for Pricing Excellence at Xavier University

1. **Graeter's Ice Cream:** Price Elasticity Analysis
2. **Dotloop** (Recently acquired by Zillow): Development of Housing Price Index-Pilot Study
3. **Horan-Health Benefits and Wellness Management Company**

COURSES TAUGHT

GRADUATE LEVEL (MBA and Executive MBA)

Applied Economic Analysis (Executive MBA Course)

Managerial Economic Analysis

Microeconomic Analysis

Macroeconomic Analysis

International Trade and Business Environment

International Economics

Empirical Analysis for Pricing Strategy (MBA Concentration course)

Economic Theory and Applications to Public Policy (Private Interest in Public Goods Program)

UNDERGRADUATE LEVEL

Principles of Microeconomics

Principles of Macroeconomics

Economics and Politics (Public Choice)

Public Economics (Public Finance)

International Trade and Business Environment

REFERRED JOURNAL PUBLICATIONS (Author names listed in alphabetical order for co-authored papers)

- Hasan Faruq and Michael Webb and David T Yi, (2016) "Institutions and Local Supplier Quality", *Economics Bulletin*, Volume 36, Issue 4, pages 2291-2297.
- Laudo Ogura and David T Yi "Determinants of saving in U.S. nonprofit organizations", *Economics Bulletin*, Volume 35, Issue 4, 2015, pages 2786-2795.
- N. Bertaux, K. Skeirik, & D. Yi, "Art Music and the Economy: The Modernity Index and the Cincinnati Symphony Orchestra, 1895 to 2013," *International Journal of Economics and Business Research*, Volume 9, Number 4, 2015.
- Hasan Faruq, Michael Webb and David Yi "Corruption and Efficiency in Sub-Saharan Africa", *Review of Development Economics*, 2013, Vol. 17(1), 117-129.
- Seongho Song and David T. Yi "The fundraising efficiency in U.S. non-profit art organizations: an application of a Bayesian estimation approach using the stochastic frontier production model", *Journal of Productivity Analysis*, 2011, Vol. 35(2), 171-180.
- Hasan Faruq and David T. Yi "Determinants of Efficiency in Ghana", *Global Economy Journal*, 2010, Vol. 10 (3), Article 7.
- David T. Yi "Determinants of Fundraising Efficiency of Nonprofit Organizations: Evidence from U.S. Public Charitable Organizations", *Managerial and Decision Economics*, 2010, Vol. 31(7).
- Michael Rimler, Seongho Song and David T. Yi, "Estimating Production Efficiency in Men's College Basketball: A Bayesian Approach", *Journal of Sports Economics*, 2010, Vol. 11(3).
- Daewoo Park, Mina Lee, Ravi Chinta and David T. Yi "New Product Development Project Management: Differences between Korean and US Small Business Executives", *Journal of Small Business Strategy*, 2010, Vol. 21(1).
- David T. Yi "The effect of post-election asymmetry information possibility on pre-election policy platform choices", *Economics Bulletin*, 2009, Vol. 29(4).
- David T. Yi "Election Campaign Resource Allocation", *Public Choice*, Volume 133, Number 1-2, Oct. 2007.
- Mattias Polborn and David T. Yi "Informative Positive and Negative Campaigning", *Quarterly Journal of Political Science*, 2006, Vol. 1(4).

PAPERS UNDER REVIEW

- [1] "The Stock Market, Economic Growth and Mega Sports Events" Together with Kwang Woo Park. -Revised and Resubmit Requested.

WORKING PAPERS

- [1] "Hierarchical Bayesian Model for Technical Efficiency using Stochastic Frontier Production Function" together with Seongho Song.

- [2] “Recent developments in Bayesian analysis of stochastic frontier production function model” together with Seongho Song.
- [3] “Rational Voters, Extreme Candidates and Voter Turnout: Do Rational Voters Make Candidates to be Extreme?”

CONFERENCE PRESENTATIONS AND PARTICIPATIONS

- [1] Session Chair, Midwest Economics Association Conference, Evanston, Illinois, Spring 2010.
- [2] Discussant, Midwest Economics Association Conference, Evanston, Illinois, Spring 2010.
- [3] "Similarity and difference in Asian and U.S. Economic Crisis and firm response", Academy of Management Meeting, August 7-11, 2009, Chicago, Illinois.
- [4] “Strategic Use of Positive and Negative Campaigning: A Rational Choice Approach”, Midwest Economic Association Conference, Cleveland, OH, Spring, 2009.
- [5] Session Chair, Midwest Economic Association Conference, Minneapolis, MN, Spring 2009.
- [6] “Uncertain Commitment, Candidate Ideology and Platform Divergence”, Midwest Economic Association Conference, Minneapolis, MN, Spring, 2007.
- [7] Session Chair, Midwest Economic Association Conference, Minneapolis, MN, Spring, 2007.
- [8] “Platform Divergence under Uncertain Commitment”, Midwest Economic Theory Conference at Washington University, Fall, 2004.
- [9] “Informative Positive and Negative Campaigning”, Midwest Economic Theory Conference at IUPUI, Indiana, Spring, 2004.

PROFESSIONAL SERVICES

- [1] Journal Referee:
Review of Economic Studies, American Political Science Review, Journal of Sports Economics, Public Choice
- [2] Session Chairs:
Midwest Economics Association Conference, 2010, 2009, 2007.

SERVICES AT XAVIER

UNIVERSITY

- [1] Academic Program Review, Summer 2016-Current.
- [2] Faculty Development Committee, Fall 2012-2015.
- [3] Xavier Technology Committee, Fall 2012-2015.
- [4] Quantitative Literacy-Faculty Learning Community, 2014.

- [5] Francis Weninger Scholarship Committee, Spring 2007, Spring 2006.
Volunteered to participate in scholarship competition as one of the judges.

WILLIAMS COLLEGE OF BUSINESS

- [1] Co-Director, Center for Pricing Excellence, Williams College of Business. Current.
- [2] WCB Merit Review Committee, 2013, 2014.
- [4] Executive MBA Revamp Committee, Current, 2013, 2014.
- [5] Intellectual Contribution Committee, 2011-2014.
- [6] WCB Faculty Research and Teaching Retreat Organizer, Fall 2011.
- [6] Academic Centers Planning task Force, 2008.

DEPARTMENT OF ECONOMICS

- [1] Co-Chair, Strengthening Graduate Program Subcommittee, Department Executive Advisory Board, 2013-2014
- [2] Co-Chair, Faculty Recruiting Committee, Department of Economics, Fall 2011-Spring 2012.
- [3] Co-Chair, Connections Subcommittee, Department Executive Advisory Board, 2010-2013
- [4] Organizer, Economics Department Research Seminar/Workshop.
- [5] Faculty Recruiting Committee, Department of Economics, Fall 2009 - Spring 2010.
Hired Dr. Bree Lang and Dr. Matthew Lang.
- [6] Faculty Recruiting Committee, Department of Economics, Fall 2006 - Spring 2007.
Hired Dr. Hasan Faruq.
- [7] Curriculum Committee, Department of Economics, Spring 2006.