

OWEN ASHTON MORGAN

CONTACT INFORMATION

Home:

947 Chesapeake Trail
Cantonment, FL 32533
TEL: (302) 561 5328

Work:

Department of Economics
Appalachian State University
Boone, NC 28608-2051
Email: morganoa@appstate.edu
TEL: (828) 262 2927

EDUCATION BACKGROUND

Ph.D. Economics (2003)

University of Delaware, Newark, DE
Dissertation title: "Measuring the Welfare Effects of Information Conveyance: A Contingent Behavior Application of Seafood Consumption and *Pfiesteria Piscicida*."

M.A. Economics (2000)

University of Delaware, Newark, DE

B.A. Accountancy and Finance (1993)

University of Humberside, England.

RESEARCH INTERESTS

Applied Microeconomics, Environmental and Natural Resource Economics, Marine Economics, Urban and Regional Economics, Agricultural Economics

PROFESSIONAL EXPERIENCE

Assistant Professor (2008 – present)

Department of Economics, Appalachian State University.

Visiting Assistant Professor (2004 – 2008)

Department of Economics, University of West Florida.

Senior Staff Environmental and Regional Economic Consultant (2002 – 2004)

ENTRIX Inc., New Castle, DE.

Adjunct Professor (2002 – 2004)

Department of Economics, University of Delaware.

Teaching Assistant (1997 – 2002)

Department of Economics, University of Delaware.

EXTERNAL GRANTS

- 2008 – 2010: “Oyster Demand Adjustments to Alternative Consumer Education and Post Harvest Treatments in Response to *Vibrio vulnificus*” Principal Investigator, Gulf Oyster Industry Program, **\$250,000**.
- 2008: “Measuring the Value-added of Information Technology Career Academies on the Regional Economy,” Principal Investigator, Okaloosa County School District, **\$50,000**.
- 2007: “Economic Impact of Diving the USS Oriskany on the Regional Economy,” Principal Investigator, Pensacola Bay Area Chamber of Commerce, **\$25,000**.
- 2006 – 2008: “Oyster Demand Adjustments to Alternative Consumer Education and Post Harvest Treatments in Response to *Vibrio vulnificus* – A Pilot Study,” Principal Investigator, Florida Sea Grant College Program, **\$75,000**.
- 2004: “Economic Valuation of the Ecological Damages to Kuwait’s Coastal and Marine Resources as a Result of the First Gulf War,” Principal Investigator, The United Nations Compensation Committee, **\$22,000**.
- 2003 – 2004: “The Lost Human Use Impact of the Bouchard Oil Tanker Spill on the Coastline of Buzzard’s Bay, Massachusetts,” Principal Investigator, Bouchard Oil Company, **\$25,000**.

PEER REVIEW JOURNAL PUBLICATIONS

- Morgan, O. Ashton, and S. Condliffe. “Spatial Heterogeneity in Environmental Regulation Enforcement and the Firm Location Decision among U.S. Counties,” *The Review of Regional Studies*, revise and resubmit.
- Condliffe, S. and O. Ashton Morgan. “Effects of County Non-Attainment Levels on “Dirty” Manufacturing Plants’ Location Decisions,” *Journal of Regulatory Economics*, forthcoming.
- Morgan, O. Ashton, D. Matthew Massey, and William L. Huth. “Diving Demand for Large Ship Artificial Reefs,” *Marine Resource Economics*, forthcoming.
- Morgan, O. Ashton. “Loss Aversion and a Kinked Demand Curve: Evidence from Contingent Behavior Analysis of Seafood Consumers,” *Applied Economics Letters*, Vol. 15(8), 2008.
- Morgan, O. Ashton. “The Impact of Hurricane Ivan on Expected Flood Losses, Perceived Flood Risk, and Property Values,” *Journal of Housing Research*, Vol. 16(1), 47-60, 2007.

Morgan, O. Ashton, and S. Condliffe. "Measuring the Economic Impact of Convention Centers and Event Tourism: A Discussion of the Key Issues," *Journal of Convention and Event Tourism*, Vol. 8(4), 81-100, 2007.

Parsons George R., O. Ashton Morgan, John C. Whitehead, and Timothy C. Haab. "The Welfare Effects of Pfiesteria-Related Fish Kills in Seafood Markets: A Contingent Behavior Analysis," *Agricultural and Resource Economic Review*, October, 1-9, 2006.

BOOK CHAPTERS

Morgan, O. Ashton, and S. Condliffe. "Measuring the Economic Impact of Convention Centers and Event Tourism: A Discussion of the Key Issues," in *Developing a Successful Infrastructure for Convention & Event Tourism*, Robert R. Nelson Ed., Haworth Hospitality Press, 2007.

RESEARCH PUBLICATIONS UNDER SUBMISSION

Morgan, O. Ashton, Gregory S. Martin, and William L. Huth. "Oyster Demand Adjustments to Alternative Consumer Education and Post Harvest Treatments in Response to *Vibrio vulnificus*," under review.

Morgan, O. Ashton, Gregory S. Martin, and William L. Huth. "Respondent Attrition Rates and Data Quality in a Sequential Bi-modal Survey Process," under review.

WORKING PAPERS

"A Multivariate Count Data Framework to Control for Revealed and Stated Preference Data in an On-site Sampling Method," with K. Egan, and D. M. Massey.

"Disentangling Amenities and Risk in Coastal Housing Markets," with S. Hamilton.

"Impacts of Coastal Hazards on Flood Risk, Insurance Rates, and Amenity Values: Evidence from a Hedonic Property Price Model," with S. Hamilton.

"The Economic Value of Bundled Public Goods: A Contingent Valuation Application to Artificial Reefs," with W. Huth.

"Measuring the Economic Benefit of Carbon Offsets to Volunteering Companies," with W. Huth.

PROFESSIONAL PUBLICATIONS

“Economic Impact of Diving the USS Oriskany on the Local Economy.” *Northwest Florida Economy*, Spring, 2008.

“The Economic Impact of Tourism on the Escambia County Economy,” *Northwest Florida Economy*, Summer, 2007.

“Needs Assessment of Career-Technical Education in Florida,” *Northwest Florida Economy*, Summer, 2007.

“Measuring the Value-added of the Career Education Institutes in Northwest Florida,” *Northwest Florida Economy*, Winter, 2007.

“The Economic Impact of Hurricane Ivan: Residential Damage Simulation Model,” *Northwest Florida Economy*, Winter, 2005.

“Economic Contribution of Choctawhatchee Bay on the Regional Economy,” *Northwest Florida Economy*, Fall, 2005.

CONFERENCE PRESENTATIONS

“Demand for Diving Large-ship Artificial Reefs,” The Southern Economic Association Annual Meeting, New Orleans, LA, November, 2007.

“Effects of County Non-Attainment Levels on “Dirty” Manufacturing Plants’ Location Decisions,” Northwest Florida Regional Environmental Symposium, Pensacola, FL, October, 2007.

“Measuring the Demand for Diving Large Ship Artificial Reefs,” The Northeastern Agricultural and Resource Economic Association Conference, Rehoboth Beach, DE, June, 2007.

“Oyster Demand Adjustments to Alternative Consumer Education and Post Harvest Treatments in Response to *Vibrio vulnificus*,” Challenges of Natural Resource and Economic Policy: Second National Forum on Socioeconomic Research in Coastal Systems, New Orleans, LA, May, 2007.

“Measuring the Demand for Diving Large Ship Artificial Reefs,” Challenges of Natural Resource and Economic Policy: Second National Forum on Socioeconomic Research in Coastal Systems, New Orleans, LA, May, 2007.

TEACHING EXPERIENCE

Courses at the University of Delaware (1998 to 2004):

Principles in Microeconomics (ECON151)
Principles in Macroeconomics (ECON152)
International Economics (ECON340)
Banking and Monetary Policy (ECON302)
Managerial Economics (ECON670)

Courses at the University of West Florida (2004 to present):

Principles in Microeconomics (ECO2023)
Principles in Macroeconomics (ECO2013)
Environmental and Natural Resource Economics (ECP4302)
Urban and Regional Economics (ECP4613)
Intermediate Macroeconomics (ECO3202)

CONSULTING EXPERIENCE

“Economic Impact of Diving the USS Oriskany on the Local Economy.” University of West Florida, Haas Center for Business Research, 2007.

“Economic Impact of Tourism on the Escambia County Economy.” University of West Florida, Haas Center for Business Research, 2007.

“Value-Added of the Okaloosa School District Community High Okaloosa Institute for Career Education.” University of West Florida, Haas Center for Business Research, 2006.

“Housing Affordability: Demand for Workforce Housing.” University of West Florida, Haas Center for Business Research, 2006.

“Workforce Gap Analysis – Workforce Region II.” University of West Florida, Haas Center for Business Research, 2005.

“The Economic Impact of Hurricane Ivan: Residential Damage Simulation Model.” University of West Florida, Haas Center for Business Research, 2005.

“Economic Contribution of Choctawhatchee Bay on the Regional Economy.” University of West Florida, Haas Center for Business Research, 2004.

“Economic Valuation of the Ecological Damages to Kuwait’s Coastal and Marine Resources as a Result of the First Gulf War.” Provided for The United Nations Compensation Committee, 2004.

“Natural Resource Damage Assessments (NRDA) For the Lost Human Use Value Due to the Grounding of the Bouchard Oil Tanker: Buzzard’s Bay, Massachusetts.” Economic Representative for the Responsible Party, 2003.

“Economic Impact of Tennessee Valley Authority’s (TVA) Proposed Energy Generation Alternatives.” Provided for TVA, 2002.

“Net Environmental Benefits Analysis (NEBA) for Remediation Options at a Contaminated Site.” Confidential Client, 2002.

PROFESSIONAL SERVICE, AFFILIATIONS

Reviewer

Coastal Management Journal
American Fisheries Society.

Discussant

SEA Annual Meeting (AERE session), New Orleans, LA, November, 2007.

Professional Media Appearances

WEAR (ABC Affiliate for Pensacola), interview regarding the state of the national economy, January 22, 2008.

BLAB TV (Pensacola PBS Station), interview regarding the Federal Reserve interest rate cuts and recessionary pressures, January 28, 2008.

Memberships

American Economics Association
Association of Environmental and Resource Economists
Southern Economic Association
American Real Estate Society
SERA 30

CERTIFICATIONS

Omega Delta Epsilon Honor Society, University of Delaware, 2000.

REFEREES

Dr. George Parsons
College of Marine and Earth Studies
University of Delaware
307 Robinson Hall
Newark, Delaware 19716
Phone: (302) 831-6891
Fax: (302) 831-6838
Email: gparsons@udel.edu

Dr. William Huth
Department of Marketing and Economics
University of West Florida
College of Business
11100 University Parkway
Pensacola, FL 32514-5753
Tel: (850) 474 2826
Email: whuth@uwf.edu

Dr. Greg Martin
Department of Marketing and Economics
University of West Florida
College of Business
11100 University Parkway
Pensacola, FL 32514-5753
Tel: (850) 474 2652
Email: gmartin@uwf.edu