

John C. Whitehead

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PERSONAL

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EDUCATION

Ph.D. Economics, University of Kentucky, Lexington, KY, 1990.

Fields of Concentration: Environmental and Resource Economics, International Economics

Dissertation: "The Effect of Substitutes on Existence Value and Nature Preservation in Benefit Cost Analysis," Chair: Glenn C. Blomquist.

M.A. Economics, University of Kentucky, Lexington, KY, 1987.

B.A. Economics and Management, Centre College, Danville, KY, 1985.

EXPERIENCE

Professor (2006-Present), Department of Economics, Appalachian State University

Associate Professor (2004-2006), Department of Economics, Appalachian State University

Associate Professor of Economics (2001-2004), Department of Economics and Finance, University of North Carolina at Wilmington

Adjunct Professor of Economics and Coastal Resource Management (2001-2006), East Carolina University

Professor (2000-2001), Department of Economics, East Carolina University

Director (1995-2000), Coastal and Marine Studies Program, East Carolina University

Associate Professor (1995-2000), Department of Economics, East Carolina University

Assistant Professor (1989-1995), Department of Economics, East Carolina University

TEACHING

Teaching Interests: Environmental Economics, Natural Resource Economics, Benefit-Cost Analysis, Microeconomics, International Economics, Mathematical Economics, Econometrics, Macroeconomics

Courses at Appalachian State University: Principles of Economics – Price Theory (ECO 2030), International Economics (ECO 3410), Environmental Economics (ECO 3620), Benefit-Cost Analysis (ECO 3660), Senior Seminar (ECO 4810)

Courses at the University of North Carolina at Wilmington: Principles of Economics – Macro (ECN 222), Money and Capital Markets (ECN 324), Natural Resource Economics (ECN/EVS 330), Environmental Economics and Management (MBA 533), Macroeconomics (MBA 521), International Economics (MBA 523)

Courses at East Carolina University: Survey of Coastal and Marine Resources (COAS 2025); Society and the Sea Seminar (COAS 4045); Coastal and Marine Resources Problem Analysis (COAS 5001); General Economics (ECON 1000); Principles of Microeconomics (ECON 2133); Intermediate Microeconomics (ECON 3144); Environmental Economics (ECON 3855); International Trade (ECON 4373); Topics: Environmental Policy (ECON 5000); Topics: Benefit-Cost Analysis (ECON 5000); Resource Economics I (ECON 5170); Mathematical Economics (ECON 5360); Resource Economics II (ECON 6172); Economics of Coastal Populations (ECON 6300)

RESEARCH

Research Interests

Valuation of Environmental and Natural Resources, Natural Hazard Mitigation, Benefit-Cost Analysis, Applied Microeconomics

Editorial Experience

Associate Editor, Marine Resource Economics, 2007-Present

Editorial Council, Journal of Environmental Economics and Management, 2005-Present.

Special Issue Editor, “Social Science Aspects of Hurricane Impacts and Mitigation” Natural Hazards Review, 3(3), 2002.

Maiolo, John R., John C. Whitehead, Monica McGee, Lauriston King, Jeffery Johnson, Harold Stone, Editors, Facing Our Future: Hurricane Floyd and Recovery in the Coastal Plain, Coastal Carolina Press, Wilmington, August 2001.

Publications

Journal Articles

- Peter A. Groothuis, Jana D. Groothuis and John C. Whitehead, "Green vs. Green: Measuring the Compensation Required to Site Electrical Generation Windmills in a Viewshed," *Energy Policy*, forthcoming.
- Whitehead, John C., Subhrendu Pattanayek, George Van Houtven and Brett Gelso, "Combining Revealed and Stated Preference Data to Estimate the Nonmarket Value of Ecological Services: An Assessment of the State of the Science," *Journal of Economic Surveys*, forthcoming.
- Walker, Gordon S., Daniel J. Mason, Bruce K. Johnson and John C. Whitehead, "The End Doesn't Always Justify the Means: Public Support for Funding Amateur Sports and Recreation Using Alberta Lottery Fund Monies," *World Leisure Journal*, forthcoming.
- Dumas, Christopher F., and John C. Whitehead, "The Potential Economic Benefits of Integrated and Sustainable Ocean Observation Systems: The Southeast Atlantic Region," *Coastal Management*, forthcoming.
- Whitehead, John C., Todd L. Cherry, "Willingness to Pay for a Green Energy program: A Comparison of Ex-Ante and Ex-Post Hypothetical Bias Mitigation Approaches," *Resource and Energy Economics*, 29(4):247-261, 2007.
- Groothuis, Peter A., Jana D. Groothuis and John C. Whitehead, "The Willingness to Pay to Remove Billboards and Improve Mountain Views," *Journal of Environmental Management*, 85(4):1094-1100, 2007.
- Rose, Adam, Keith Porter, Nicole Dash, Jawhar Bouabid, Charles Huyck, John C. Whitehead, Douglass Shaw, Ronald T. Eguchi, Craig Taylor, Thomas R. McLane, L. Thomas Tobin, Philip T. Ganderton, David Godschalk, Anne S. Kiremidjian, Kathleen Tierney, and Carol Taylor West, "Benefit-Cost Analysis of FEMA Hazard Mitigation Grants," *Natural Hazards Review*, 8(4):97-111, 2007.
- Johnson, Bruce K., John C. Whitehead, Daniel S. Mason and Gordon J. Walker, "Willingness to Pay for Amateur Sport and Recreation Programs," *Contemporary Economic Policy*, 25(4):553-564, 2007.
- Landry, Craig E., Okmyung Bin, Paul Hindsley, John C. Whitehead, and Kenneth Wilson, "Going Home: Evacuation-Migration Decisions of Hurricane Katrina Survivors," *Southern Economic Journal*, 74(2):326-343, 2007.
- Whitehead, John C., and Richard Aiken, "Temporal Reliability of Willingness to Pay from the National Survey of Fishing, Hunting, and Wildlife- Associated Recreation," *Applied Economics* 39(6): 777-786, 2007.
- Johnson, Bruce K., Michael Mondello, and John C. Whitehead, "What is the Value of Public Goods Generated by a National Football League Team: A CVM Approach," *Journal of Sports Management*, 21(1), 123-136, 2007.

- Parsons, George, Ash 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*, 35(2): 348-356, 2006.
- Whitehead, John C., "Contingent Valuation and Random Utility Model Estimates of the Recreational Value of King Mackerel," *Applied Economics*, 38(15): 1725-1736, 2006.
- Whitehead, John C., "Improving Willingness to Pay Estimates for Quality Improvements through Joint Estimation with Quality Perceptions," *Southern Economic Journal*, 73, 100-111, 2006.
- Johnson, Bruce K., Michael Mondello, and John C. Whitehead, "Contingent Valuation of Sports Stadiums and Arenas: Temporal Embedding and Order Effects," *Journal of Sports Economics*, 267-288, 2006.
- Whitehead, John C., "Environmental Risk and Averting Behavior: Predictive Validity of Revealed and Stated Preference Data," *Environmental and Resource Economics*, 32, 301-316, 2005.
- Whitehead, John C., "Combining Contingent Valuation and Behavior Data with Limited Information," *Resource and Energy Economics*, 27, 143-155, 2005.
- Groothuis, Peter A., Bruce K. Johnson and John C. Whitehead, "Public Funding of Professional Sports Stadiums: Public Choice or Civic Pride," *Eastern Economic Journal*, 30, 4515-526, 2004.
- Huang, Ju-Chin, Timothy C. Haab, and John C. Whitehead, "Risk Valuation in the Presence of Risky Substitutes: An Application to Demand for Seafood," *Journal of Agricultural and Applied Economics*, 36(1), 213-228, 2004.
- Whitehead, John C., and Suzanne Finney, "Willingness to Pay for Submerged Maritime Cultural Resources," *Journal of Cultural Economics*, 27, 231-240, 2003.
- Chambers, Catherine N., and John C. Whitehead, "A Contingent Valuation Estimate of the Value of Wolves in Minnesota," *Environmental and Resource Economics*, 26, 249-267, 2003.
- Whitehead, John C., "One Million Dollars per Mile? The Opportunity Costs of Hurricane Evacuation," *Ocean and Coastal Management*, 46(11-12), 1069-1083, 2003.
- Whitehead, John C., Timothy C. Haab and George Parsons, "Economic Effects of Pfiesteria," *Ocean and Coastal Management*, 46, 845-858, 2003.
- Groothuis, Peter A., and John C. Whitehead, "Does Don't Know Mean No? Analysis of 'Don't Know Responses in Dichotomous Choice Contingent Valuation Questions," *Applied Economics*, 34, 1935-1940, 2002.
- Whitehead, John C., "Incentive Incompatibility and Starting-Point Bias in Iterative Valuation Questions," *Land Economics*, 78, 2, 285-297, 2002.
- Whitehead, John C., William B. Clifford, and Thomas J. Hoban, "Willingness to Pay for a Saltwater Recreational Fishing License: A Comparison of Angler Groups," *Marine Resource Economics*, 16, 177-194, 2001.

- Whitehead, John C., William B. Clifford and Thomas J. Hoban, "Willingness to Pay for Agricultural Research and Extension Programs," *Journal of Agricultural and Applied Economics*, 33, 91-102, 2001.
- Johnson, Bruce K., Peter A. Groothuis, and John C. Whitehead "The Value of Public Goods Generated by a Major League Sports Team: The CVM Approach," *Journal of Sports Economics*, 2, 6-21, 2001.
- Whitehead, John C., Timothy C. Haab and Ju-Chin Huang, "Measuring Recreation Benefits of Quality Improvements with Revealed and Stated Behavior Data," *Resource and Energy Economics*, 22, 339-354, 2000.
- Johnson, Bruce K., and John C. Whitehead, "Value of Public Goods from Sport Stadiums: The CVM Approach," *Contemporary Economic Policy*, 18, 48-58, 2000.
- Whitehead, John C., Bob Edwards, Marieke Van Willigen, John R. Maiolo, Kenneth Wilson, and Kevin T. Smith "Heading for Higher Ground: Factors Affecting Real and Hypothetical Hurricane Evacuation Behavior," *Environmental Hazards*, 2, 133-142, 2000.
- Whitehead, John C., "Demand Side Factors and Environmental Equity Analysis," *Society and Natural Resources*, 13, 75-81, 2000.
- Whitehead, John C., and Timothy C. Haab, "Southeast Marine Recreational Fishery Statistical Survey: Distance and Catch Based Choice Sets," *Marine Resource Economics*, 14, 283-298 1999.
- Whitehead, John C., and Thomas J. Hoban, "Testing for Temporal Reliability in Contingent Valuation with Time for Changes in Factors Affecting Demand," *Land Economics*, 75, 453-465, 1999.
- Schumacher, Edward J., and John C. Whitehead, "The Production of Health and the Valuation of Medical Inputs in Wage-Amenity Models," *Social Science and Medicine*, 50, 507-515, 1999.
- Whitehead, John C., Glenn C. Blomquist, Richard C. Ready, and Ju-Chin Huang, "Construct Validity of Contingent Valuation with Dichotomous and Polychotomous Choice Questions," *Environmental and Resource Economics*, 11, 107-116, 1998.
- Chambers, Catherine M., Paul E. Chambers, and John C. Whitehead, "Contingent Valuation of a Quasi-Public Good: A Validity and Reliability Assessment," *Public Finance Review*, 26, 137-154, 1998.
- Groothuis, Peter A., George Van Houtven, and John C. Whitehead, "Using Contingent Valuation to Measure the Compensation Required to Gain Community Acceptance of a LULU: The Case of a Hazardous Waste Disposal Facility," *Public Finance Review*, 26, 231-249, 1998.
- Blomquist, Glenn C., and John C. Whitehead, "Resource Quality Information and Validity of Willingness to Pay in Contingent Valuation" *Resource and Energy Economics*, 20, 179-196, 1998.

- Whitehead, John C., Timothy C. Haab, and Ju-Chin Huang, "Part-Whole Bias in Contingent Valuation: Will Scope Effects Be Detected with Inexpensive Survey Methods?" *Southern Economic Journal*, 65, 160-168, 1998.
- Huang, Ju-Chin, Timothy Haab, and John C. Whitehead, "Willingness to Pay for Quality Improvements: Should Revealed and Stated Preference Data be Combined?" *Journal of Environmental Economics and Management*, 34, 240-255, 1997.
- Whitehead, John C., Thomas J. Hoban and William B. Clifford, "Economic Analysis of Estuarine Quality Improvement: The Albemarle-Pamlico System," *Coastal Management*, 25, 43-57, 1997.
- Chambers, Catherine M., Paul E. Chambers, and John C. Whitehead, "Historical Resources, Uncertainty and Preservation Values: An Application of Option and Optimal Stopping Models," *Journal of Economics and Finance*, 21, 51-61, 1997.
- Chambers, Paul E., Richard Jensen, and John C. Whitehead, "Debt-for-Nature Swaps as Noncooperative Outcomes," *Ecological Economics*, 19, 135-146, 1996.
- Danielson, Leon, Thomas J. Hoban, George Van Houtven, and John C. Whitehead, "Measuring the Benefits of Local Public Goods: Environmental Quality in Gaston County, North Carolina" *Applied Economics*, 27, 1253-1260, 1995.
- Whitehead, John C., Glenn C. Blomquist, Thomas J. Hoban and William B. Clifford, "Assessing the Validity and Reliability of Contingent Values: A Comparison of On-site Users, Off-site Users, and Non-users," *Journal of Environmental Economics and Management*, 29, 238-251, 1995.
- Ready, Richard C., John C. Whitehead and Glenn C. Blomquist, "Contingent Valuation when Respondents are Ambivalent," *Journal of Environmental Economics and Management* 29, 181-196, 1995.
- Whitehead, John C., "Willingness to Pay for Quality Improvements: Comparative Statics and Theoretical Interpretations of Contingent Valuation Results," *Land Economics*, 71, 207-215, 1995.
- Stanton, Timothy J., and John C. Whitehead, "The Implicit Price of Sulfur in Bituminous Coal," *Applied Economics*, 27, 51-57, 1995.
- Chambers, Catherine M., Paul E. Chambers, and John C. Whitehead, "Nongovernmental Organizations and the Option Value of Donated Land," *Growth and Change*, 26, 442-462, 1995.
- Whitehead, John C., "Differentiating Use and Non-Use Values with the Properties of the Variation Function," *Applied Economics Letters*, 2, 388-390, 1995.
- Chambers, Catherine M., Paul E. Chambers, and John C. Whitehead, "An Analysis of Implicit Markets for the Characteristics of Backpacking Equipment," *Journal of Retailing and Consumer Services*, 2, 223-229, 1995.

- Whitehead, John C., Thomas J. Hoban and William B. Clifford, "Measurement Issues with Iterated, Continuous/Interval Contingent Valuation Data," *Journal of Environmental Management*, 43, 129-139, 1995.
- Blomquist, Glenn C., and John C. Whitehead, "Existence Value, Contingent Valuation, and Natural Resources Damages Assessment" *Growth and Change* 26, 573-589, 1995.
- Stanton, Timothy J., and John C. Whitehead, "Special Interests and Comparative State Policy: An Analysis of Environmental Quality Expenditures," *Eastern Economic Journal*, 20, 441-452, 1994.
- Whitehead, John C., Thomas J. Hoban and William B. Clifford, "Specification Bias in Contingent Valuation from Omission of Relative Price Variables," *Southern Economic Journal*, 60, 995-1009, 1994.
- Chambers, Catherine M., Paul E. Chambers, and John C. Whitehead, "Conservation Organizations and the Option to Preserve: An Application to Debt-for-Nature Swaps," *Ecological Economics*, 9, 135-143, 1994.
- Whitehead, John C., Peter A. Groothuis, Thomas J. Hoban and William B. Clifford, "Sample Bias in Contingent Valuation: A Comparison of the Correction Methods," *Leisure Sciences*, 16, 249-258, 1994.
- Whitehead, John C., "Item Nonresponse Bias in Contingent Valuation: Should CV Researchers Impute Values for Missing Independent Variables?" *Journal of Leisure Research*, 26, 296-303, 1994.
- Whitehead, John C., "Contingent Values for Coastal and Marine Wildlife: Specification, Validity, and Valuation Issues," *Marine Resource Economics*, 8, 119-132, 1993.
- Dalecki, Michael, John C. Whitehead, and Glenn C. Blomquist, "Sample Nonresponse Bias and Aggregate Benefits in Contingent Valuation: An Examination of Early, Late, and Non-Respondents," *Journal of Environmental Management*, 38, 133-143, 1993.
- Whitehead, John C., "Economic Valuation of Wetland Resources: A Review of the Value Estimates," *Journal of Environmental Systems*, 22, 151-161, 1992-93.
- Whitehead, John C., Peter A. Groothuis and Glenn C. Blomquist, "Testing for Nonresponse and Sample-Selection Bias in Contingent Valuation: Analysis of a Combination Phone/Mail Survey," *Economics Letters*, 41, 215-220, 1993.
- Whitehead, John C., and Carol Y. Thompson, "Environmental Preservation Demand: Altruistic, Bequest, and Intrinsic Motives," *American Journal of Economics and Sociology*, 52, 19-30, 1993.
- Whitehead, John C., "Measuring Resource Use Value from Recreation Participation," *Southern Journal of Agricultural Economics*, 24, 113-120, 1992.
- Whitehead, John C., and Peter A. Groothuis, "Economic Benefits of Improved Water Quality: A Case Study of North Carolina's Tar-Pamlico River," *Rivers*, 3, 170-178, 1992.

Whitehead, John C., "Ex-Ante Willingness to Pay with Supply and Demand Uncertainty: Implications for Valuing a Sea Turtle Protection Program," *Applied Economics*, 24, 981-988, 1992.

Whitehead, John C., "Benefits of Quality Changes in Recreational Fishing: A Single-Site Travel Cost Approach," *Journal of Environmental Systems*, 21, 319-326, 1991-1992.

Whitehead, John C., and Glenn C. Blomquist, "Measuring Contingent Values for Wetlands: Effects of Information about Related Environmental Goods," *Water Resources Research*, 27, 2523-2531, 1991.

Whitehead, John C., "Environmental Interest Group Behavior and Self-Selection in Contingent Valuation Mail Surveys," *Growth and Change*, 22, 10-21, 1991.

Whitehead, John C., and Glenn C. Blomquist, "A Link Between Behavior, Information, and Existence Value," *Leisure Sciences*, 13, 93-110, 1991.

Whitehead, John C., "Measuring Willingness to Pay for Wetlands Preservation with the Contingent Valuation Method," *Wetlands*, 10, 187-201, 1990.

Comments and Replies

Whitehead, John C., "Incentive Incompatibility and Starting-Point Bias in Iterative Valuation Questions: Reply," *Land Economics*, 80, 2, 316-319, 2004.

Whitehead, John C., and Glenn C. Blomquist, "Do Reminders of Substitutes and Budget Constraints Influence Contingent Valuation Estimates? Reply to Another Comment," *Land Economics*, 75, 483-484, 1999.

Haab, Timothy C., Ju-Chin Huang, and John C. Whitehead, "Are Hypothetical Referenda Incentive Compatible? A Comment," *Journal of Political Economy*, 107, 186-196, 1999.

Whitehead, John C., and Glenn C. Blomquist, "Do Reminders of Substitutes and Budget Constraints Influence Contingent Valuation Estimates? Comment," *Land Economics*, 71, 541-543, 1995.

Whitehead, John C., "Measuring Resource Use Value from Recreation Participation: Reply," *Journal of Agricultural and Applied Economics (formerly Southern Journal of Agricultural Economics)*, 26, 314- 315, 1994.

Whitehead, John C., "A Comment on 'Differential Campsite Pricing,'" *Journal of Leisure Research*, 22, 276-279, 1990.

Book Chapters

Whitehead, John C. and Glenn C. Blomquist, "Contingent Valuation and Benefit-Cost Analysis," Chapter 3 in *Handbook on Contingent Valuation*, ed by Anna Alberini and James R. Kahn, Cheltenham, U.K.: Edward Elgar Publishing, pp 66-91, 2006.

- Whitehead, John C., "A Practitioner's Primer on Contingent Valuation," Chapter 4 in Handbook on Contingent Valuation, ed by Anna Alberini and James R. Kahn, Cheltenham, U.K.: Edward Elgar Publishing, pp 92-115, 2006.
- Dumas, Christopher F., Peter W. Schuhmann, and John C. Whitehead, "Measuring the Economic Benefits of Water Quality Improvement with the Benefit Transfer Method: An Introduction for Non-Economists," in Effects of Urbanization on Stream Ecosystems, Larry R. Brown et al., editors, Bethesda, MD: American Fisheries Society, 2005.
- Whitehead, John C., "Hurricane Risk Perceptions and Preparedness," Chapter 11 in Economics and Wind, Bradley T. Ewing and Jamie Brown Kruse, editors, pp. 125-139, Nova Science Publishers, 2005.
- Whitehead, John C., Bob Edwards, Marieke Van Willigen, John R. Maiolo, and Kenneth Wilson, "Hurricane Evacuation Behavior of Coastal North Carolina Residents during Bonnie, Dennis, and Floyd," Chapter 9 in Facing Our Future: Hurricane Floyd and the Recovery in the Coastal Plain, ed. by Maiolo, John R., John C. Whitehead, Monica McGee, Lauriston King, Jeffery Johnson, Harold Stone, Coastal Carolina Press, Wilmington, August 2001.
- Other Publications
- Ganderton, Philip T., Keith Porter, Adam Rose, Nicole Dash, John Whitehead, Elliot Mittler, Craig Taylor, Linda Bourque, Ronald T. Eguchi, Thomas R. McLane, and Charles K. Huyck, "Summary of Economic Analysis of Benefits and Costs of FEMA Hazard Mitigation Projects, AERE Newsletter, 26(2): 19-29, November 2006.
- Haab, Timothy C., and John C. Whitehead, "Sink or Swim: What to do About Serial Flood Victims," The Milken Institute Review, 46-55, Second Quarter 2006.
- Haab, Tim and John Whitehead, "The Environmental Economics Blog: The First 3 Months," AERE Newsletter, 25(2): 17-20, November 2005.
- Whitehead, John C., "Improving Willingness to Pay Estimates for Quality Improvements through Joint Estimation with Quality Perceptions," National Center for Environmental Economics Working Paper, <http://yosemite.epa.gov/ee/epa/eed.nsf/webpages/workingpaperseries.html>.
- Whitehead, John C., Doug Lipton, Frank Lupi and Rob Southwick, "Economic Growth and Environmental Protection: A Clarification about Neoclassical Economics," Socioeconomics News, 6-9, Spring 2005.
- Whitehead, John C., Doug Lipton, Frank Lupi and Rob Southwick, "Economic Growth and Environmental Protection: A Clarification about Neoclassical Economics," Fisheries, 30, 4, 32-33, 2005.
- Boyd, Emily, and John C. Whitehead, "Effects of Information on Knowledge about Pfiesteria and Seafood Consumption," North Carolina Geographer, Volume 12, 1-10, 2004.
- Whitehead, John C., "Review of Ståle Navrud and Richard C. Ready (editors) Valuing Cultural Heritage: Applying Environmental Valuation Techniques to Historic Buildings, Monuments and

Artifacts" Economic History Services, Jan 10, 2003,
<http://www.eh.net/bookreviews/library/0573.shtml>.

- Whitehead, John C., "Contingent Values for Coastal and Marine Wildlife: Specification, Validity, and Valuation Issues," reprinted in *Water Resources and Coastal Management*, edited by R. Kerry Turner and Ian Bateman, Edward Elgar, 2001.
- Siderelis, Christos, John Whitehead, and Jack Thigpen, "Paddle Trails and Contingent Fee Data," in *North Carolina Coastal Plains Trails Initiative: 2001 Coastal Plains Paddle Trails Research Conference Proceedings*, edited by Steve Rebach, North Carolina Sea Grant, Fall 2001.
- Ready, Richard C., John C. Whitehead and Glenn C. Blomquist, "Contingent Valuation when Respondents are Ambivalent," reprinted in *Environmental Valuation, Volume 1*, edited by Kenneth G. Willis, Kenneth Button, and Peter Nijkamp, Edward Elgar, 1999.
- Whitehead, John C., "A Methodological Comparison of Theoretical Approaches in Dichotomous Choice Contingent Valuation," *Indian Journal of Applied Economics, Special Issue on Cost-Benefit Analysis with Reference to Environment and Ecology*, 7, 77-94, 1998.
- William R. Mangun, Nicholas Lucas, John C. Whitehead, and Jean C. Mangun, "Valuing Red Wolf Recovery Efforts at Alligator River NWR: Measuring Citizen Support," *Wolves of America Conference Proceedings, Defenders of Wildlife*, 165-171, 1996.
- Whitehead, John C., "Economic Value of Threatened and Endangered Species: A Case Study of Coastal Nongame Wildlife," *Transactions of the 57th North American Wildlife and Natural Resources Conference, Wildlife Management Institute, Washington, DC*, 684-692, 1992.
- Ready, Richard, John C. Whitehead, and Glenn Blomquist "Polychotomous Choice Valuation Questions," in *Benefits and Costs in Natural Resources Planning, Proceedings of the Western Regional Research Project W-133, Fourth Interim Report*, ed. by Catherine Kling, June, 1991.
- Chambers, Catherine M., Paul E. Chambers, and John C. Whitehead, "Environmental Preservation and Corporate Involvement: Green Products and Debt-for-Nature Swaps," *Review of Business*, 15, 17-21, 1993.
- Whitehead, John C., "Pleasure vs. Preservation," review of *Outdoor Recreation Policy: Pleasure and Preservation*, ed. by John D. Hutcheson, Jr., Francis P. Noe, and Robert E. Snow, in *Growth and Change*, pp. 376-378, Summer 1992.
- Whitehead, John C., Review of *The Environmental Factor: Its Impact on the Future of the World Economy and Your Investments*, by Michael Silverstein, in *Environmental History Review*, pp. 112-113, Summer 1991.
- Whitehead, John C., "Environmental Watchdogs," review of *Wildlife in the Public Interest: Nonprofit Organizations and Federal Wildlife Policy*, by James A. Tober, in *Growth and Change*, pp. 95-96, Fall 1990.

Siderelis, Christos, John Whitehead and Jack Thigpen, "Paddle Trails and Contingent Fee Data," in North Carolina Coastal Plains Trails Initiative: 2001 Coastal Plains Paddle Trails Research Conference Proceedings, edited by Steve Rebach, North Carolina Sea Grant, Fall 2001.

Current Research

Working Papers available at: <http://econpapers.repec.org/RAS/pwh15.htm>.

FUNDED RESEARCH

External Grants

- "Recreation Value and Economic Impacts of the North Carolina For-Hire Recreational Fishing Fleet" Co-PI with Chris Dumas, Tim Hatcher, Jim Herstine and Craig Landry, Funded by the North Carolina Sea Grant Fishery Resource Grants (FRG) Program to UNC Wilmington, May 2007-May 2008, \$70,348.
- "Angler Heterogeneity and the Species-Specific Demand for Recreational Fishing in the Southeast United States," Co-PI with Rob Hicks, Tim Haab and Kurt Schnier, funded by National Marine Fisheries Service (MARFIN) to Appalachian State University, May 2006 – May 2008, \$76,371.
- "Measuring the Impacts of Climate Change on North Carolina Coastal Resources," Co-PI with Okmyung Bin, Chris Dumas, and Ben Poulter, funded by National Commission for Energy Policy to Appalachian State University, June 1-December 1, \$50,000.
- "The 'New' New Orleans: Evaluating Preferences for Rebuilding Plans after Hurricane Katrina," Co-PI with Jamie B. Kruse (PI), Okmyung Bin, Craig E. Landry, Harold Stone, Kenneth R. Wilson, funded by National Science Foundation to East Carolina University, \$170,459.
- "The Alberta Lottery Fund and Funding Amateur Arts, Sports, Recreation, and Professional Sports: A Study of Public Awareness and Willingness to Support," Co-PI with Daniel S. Mason, Gordon J. Walker and Bruce K. Johnson, funded by Alberta Gaming Research Institute to the University of Alberta, January 2006 – December 2007, \$148,325 (Canadian).
- "A Preliminary Assessment of the Economic Impacts and Economic Benefits of Recreational Boating Along the Atlantic Intracoastal Waterway in North Carolina," Co-PI with Jim Herstine, Chris Dumas, and Woody Hall, funded by North Carolina Sea Grant, North Carolina Shore and Beach Preservation Association and North Carolina Department of Environment and Natural Resources to UNC Wilmington, June 2005 – May 2006, \$65,945.
- "The Potential Economic Benefits of Coastal Ocean Observing Systems: The Southeast Atlantic," Co-PI with Chris Dumas, funded by North Carolina Sea Grant to UNC Wilmington, May 2004 – August 2004, \$31,406.
- "An Analysis of the Economic Impacts and Economic Benefits of Recreational Boating on the Atlantic Intracoastal Waterway in North Carolina," Co-PI with Jim Herestine and Woody Hall, funded by North Carolina Sea Grant, March 2003 – December 2003, \$4995.
- "Assessing the Stability of Marine Recreational Resource Values across Space and Time," Co-PI with

Timothy C. Haab and Robert L. Hicks, funded by National Marine Fisheries Service to Ohio State University, October 2001 – September 2003, \$188,267.

“The Economic Effects of Pfiesteria in the Mid-Atlantic Region,” Co-PI with Timothy Haab, also with George Parsons, Doug Lipton, and Jim Kirkley, ECOHAB Program, funded by National Oceanic and Atmospheric Administration through North Carolina Sea Grant to East Carolina University, September 1999 – December 2001, \$313,000.

“The Socioeconomic Impacts of Hurricanes Dennis and Floyd,” Co-PI with John R. Maiolo, Bob Edwards, Marieke Van Willigen, and Kenneth Wilson, funded by North Carolina Division of Emergency Management to East Carolina University, January 2000 – June 2001, \$11,500.

“The Socioeconomic Impacts of Hurricanes Dennis and Floyd,” with John R. Maiolo, Bob Edwards, Marieke Van Willigen, and Kenneth Wilson, funded by North Carolina Sea Grant, January 2000 – June 2001, \$7000.

"The Economic Value of Marine Recreational Fishing in the Southeast United States," with Timothy C. Haab and Kenneth E. McConnell, funded by National Marine Fisheries Service to East Carolina University, October 1998-January 2000, \$77,000.

"Socioeconomic Hurricane Evacuation Impact Analysis and a Hurricane Evacuation Impact Assessment Tool for Coastal North Carolina: A Case Study of Hurricane Bonnie," with John R. Maiolo, Bob Edwards and Kenneth Wilson, funded by North Carolina Department of Crime Control and Public Safety, Division of Emergency Management, December 1998-May 1999, \$50,000.

"Measuring Public Benefits of Nongame Wildlife in Eastern North Carolina," PI, North Carolina Wildlife Resources Commission, funded by North Carolina Nongame Small Grants Program to East Carolina University, April 1990-April 1991, \$1500.

"The Effect of Alternative and Reclaimed Areas on the Value of Wetlands," Co-PI with Glenn C. Blomquist, funded by Office of Surface Mining Reclamation and Enforcement, U.S. Department of the Interior to the University of Kentucky, October 1989- December 1990, \$25,000.

Contracts

“Economic Study of the Benefits of Oregon Inlet to the Economy of Dare County,” with Chris Dumas and William Hall, Moffatt & Nichol/Dare County Oregon Inlet & Waterways Commission, January 2006 – May 2006.

“Estimating the Potential Benefits and Future Funding of a South Carolina Red Drum Stocking Program,” South Carolina Marine Resources Division, May 2005 – January 2006.

“Assess the Economic Importance of the Great Lakes Coastal Marshes, with an Emphasis on Saginaw Bay,” with Pete Groothuis, Southwick Associates/Ducks Unlimited/U.S. Environmental Protection Agency, November 2004 – December 2006.

“Independent Study to Assess Future Savings from Mitigation Activities,” Applied Technology Council/Multi-hazard Mitigation Council/Federal Emergency Management Agency, May 2003 – December 2004.

- “Combining Revealed and Stated Preference Data to Estimate the Nonmarket Value of Ecological Services,” RTI International/U.S. Environmental Protection Agency, September 2003.
- “Determination of Recreation Demand for Federal Shore Protection Study Areas,” University of North Carolina at Wilmington/U.S. Army Corps of Engineers, June 2003 – May 2004.
- “Willingness to Pay for Green Energy in Western North Carolina,” Appalachian State University/N.C. Department of Energy, September 2002 – May 2003.
- “Improving Willingness to Pay Estimates for Water Quality Improvements through Joint Estimation with Water Quality Perceptions,” Research Triangle Institute/U.S. Environmental Protection Agency, October 2002 – March 2003.
- “MRFSS SAS Codes for South Carolina Marine Resources Division,” South Carolina Marine Resources Division, June 2002.
- “Willingness to Pay for Hurricane Evacuation Insurance,” Fiduciary Consultants, June 2000 - May 2001.
- “Analysis of Contingent Valuation Data from the 1997-98 Southeast Economic Add-on Survey Data,” with Timothy Haab, National Marine Fisheries Service, Southeast Regional Office, September 2000 – March 2001.
- “Coastal Recreational Fishing License Survey: Economic Analysis,” North Carolina Agricultural Research Service/N.C. Sea Grant, September 1998-May 1999.
- “North Carolina Agriculture Survey: Contingent Valuation Design and Analysis,” North Carolina Agricultural Research Service, July 1998-May 1999.
- “Landowners and the Neuse River Survey: Contingent Valuation Design and Analysis,” North Carolina Agricultural Research Service/U.S. Environmental Protection Agency, April 1998-April 1999.
- “Methods for Valuing the Benefits of the Safe Drinking Water Act,” Research Triangle Institute/U.S. Environmental Protection Agency, May 1996-April 1997.
- “Public Opinion about Environmental Quality in Gaston County,” North Carolina Cooperative Extension Service, January 1996-March 1996.
- “Public Attitudes Toward Water Quality and Management Alternatives in the Albemarle-Pamlico Estuarine System: Contingent Valuation Data Analysis,” North Carolina Cooperative Extension Service/U.S. Environmental Protection Agency, January 1992-August 1992.
- “Contingent Valuation Analysis of Gaston County Survey,” North Carolina Cooperative Extension Service, July 1991-October 1991.

Internal Grants

- UNCW Cameron School of Business Summer Research Grant, 2003
 UNCW Cameron School of Business Summer Research Grant, 2002

UNCW Charles L. Cahill Award for Faculty Research and Development, 2001
ECU College of Arts and Sciences, College Research Award, Spring 2000
ECU Faculty Senate Teaching Grants Committee, Summer Teaching Stipend, 1995
ECU Faculty Senate Research/Creative Activity Committee, Summer Research Stipend, 1992
ECU Faculty Senate Research/Creative Activity Committee, Academic Year Grant, 1991

PROFESSIONAL ACTIVITIES

Presentations

Conference

Southern Economics Association, New Orleans, SC, November 2007
Triangle Resource and Environmental Economics Workshop, Raleigh, NC September 2007
American Agricultural Economics Association, Portland, OR, July 2007
Challenges of Socioeconomic Research in Coastal Systems, New Orleans, LA, May 2007
Southern Economics Association, Charleston, SC, November 2006
American Fisheries Society, Lake Placid, NY, September 2006
American Meteorological Society, Atlanta, GA, January 2006
Southern Economics Association, Washington, DC, November 2005
American Fisheries Society, Anchorage, AK, September 2005
Southern Economics Association, New Orleans, LA, November 2004
Challenges of Socioeconomic Research in Coastal Systems, Baton Rouge, LA, May 2004
Southern Economic Association, San Antonio, TX, November 2003
American Fisheries Society Annual Meeting, Quebec City, August 2003
American Fisheries Society Southern Division Spring Meeting, Wilmington, NC, February 2003
Southern Economic Association, New Orleans, LA, November 2002
Southern Economic Association, New Orleans, LA, November 2002
World Congress of Environmental and Resource Economists, Monterey, CA, June 2002
Contingent Valuation of Culture Conference, Chicago, IL, February 2002
Southern Economic Association, Tampa, FL, November 2001
Sixth Maritime Heritage Conference, Wilmington, NC, October 2001
East Carolina University Hurricane Conference: Of People Place and Progress: Extended Recovery on
the Coastal Plain, Social Science Research Workshop, Greenville, NC, May 2001
Coastal Plain Waters 2001, Human Dimensions of Coastal Recreation Research Conference,
Washington, NC, March 2001
American Fisheries Society, Southern Division, Jacksonville, FL, February 2001
Association of Environmental and Resource Economists / Allied Social Science Associations, New
Orleans, LA, January 2001
Southern Economic Association, Crystal City, VA, November 2000
American Fisheries Society, St. Louis, MO, August 2000
East Carolina University Hurricane Conference: In the Aftermath of Hurricane Floyd: Recovery in the
Coastal Plain, Social Science Technical Session, Greenville, NC, May 2000
North Carolina Governor's Hurricane Conference, Sunset Beach, NC, March 2000
Symposium, Estuarine Research in North Carolina, Tidewater Chapter, American Fisheries Society, Kill
Devil Hills, NC, March 2000
Southern Economic Association, New Orleans, LA, November 1999
National Marine Fisheries Service Workshop to Develop Guidelines for Choice Set Definition in
Recreational Fisheries Valuation Models, Silver Spring, MD, September 1999

American Fisheries Society, Charlotte, NC, September 1999
Eastern Economic Association, Boston, MA, March 1999
Economic Association, Baltimore, MD, November 1998
Southern Economic Association, Atlanta, GA, November 1997
Midwest Economic Association, Kansas City, MO, March 1997
Southern Economic Association, Washington, DC, November 1996
Eastern Economic Association, Boston, MA, March 1996
Southern Economic Association, New Orleans, LA, November 1995
Midwest Economics Association, Cincinnati, OH, March 1995
Southern Economic Association, Orlando, FL, November 1994
Triangle Camp Resources, Wilmington, NC, August 1994
Growth and Change Conference on Wilderness Areas, Lexington, KY, October 1994
Western Social Science Association, Albuquerque, New Mexico, April 1994
Southern Economic Association, New Orleans, LA, November 1993
Southern Economic Association, New Orleans, LA, November 1993
Triangle Camp Resources, Beaufort, NC, August 1993
Southern Economic Association, Washington, DC, November 1992
North American Wildlife and Natural Resources Conference, Charlotte, NC April 1992; Southern
Economic Association, Nashville, TN, November 1991
Eastern Economic Association, Pittsburgh, PA, March 1991
Southern Economic Association, New Orleans, LA, November 1990
Eastern Economic Association, Cincinnati, OH, March 1990
American Economic Association/Association of Environmental and Resource Economists, Atlanta, GA,
December 1989.

Invited Seminars/Workshops

Michigan State University, October 2007
University of Delaware, September 2007
St. Lawrence University, September 2005
East Carolina University, November 2003
Appalachian State University, February, 2003
University of Central Florida, November 2001
Research Triangle Institute, February 2000
Triangle Economic Research, March 2000
University of New Hampshire, March 1999
Colorado State University, October 1998
University of Kentucky, March 1995
North Carolina State University, October 1993
North Carolina State University, February 1990

Journal Referee

Agricultural and Resource Economic Review
American Journal of Agricultural Economics
American Journal of Economics and Sociology
Applied Economics
Canadian Journal of Agricultural Economics
Contemporary Economic Policy

Ecological Economics
Environment and Development Economics
Environmental and Resource Economics
Environmental Conservation
Estuaries
Fisheries
Growth and Change
Journal of Agricultural and Resource Economics
Journal of the American Water Resources Association
Journal of Cultural Economics
Journal of Economic Behavior and Organization
Journal of Environmental Economics and Management
Journal of Environmental Management
Journal of Leisure Research
Journal of Sports Economics
Land Economics
Natural Hazards
Natural Hazards Review
North American Journal of Fisheries Management
Ocean and Coastal Management
Public Administration Review
Quarterly Journal of Business and Economics
Resource and Energy Economics
Review of Economics of the Household
Southern Economic Journal
Telecommunications Policy
Urban Affairs Review
Urban Studies
Waste Management
Water Resources Research

Grant Proposal/Report Reviews

Coastal Response Research Center
Delaware Sea Grant
Florida Sea Grant
Maine Sea Grant
Massachusetts Sea Grant
Michigan Fisheries Council
National Marine Fisheries Service
National Science Foundation
North Carolina Agricultural Research Service
Ohio Sea Grant
Perrins and Quarells
TN & Associates
Social Sciences and Humanities Research Council of Canada
Southern Appalachian Mountain Initiative
Swiss Federal Institute of Technology
The World Bank

University of California Energy Institute
U.S. Environmental Protection Agency

Memberships

American Agricultural Economics Association
American Economic Association
American Fisheries Society
Association of Environmental and Resource Economists
North American Association of Fisheries Economists
Southern Economic Association

Offices

President, Socioeconomics Section, American Fisheries Society, 2002-2007
Board of Directors, Association of Environmental and Resource Economists, 2001-2003

SERVICE

Professional

Scientific and Statistical Committee, South Atlantic Fishery Management Council, 2004-present
Contributor, the Environmental Economics blog, www.env-econ.net, 2005-present
American Fisheries Society, Web Editorial Advisory Board, 2004-2005
North Carolina Marine Fisheries Commission Blue Crab Scientist Advisory Committee, 2004-present
Webmaster, Association of Environmental and Resource Economists, 1997-2002
Southern Committee for Resource and Environmental Economics (Secretary 1995-1998, 2003-present;
Program Committee 1995-present)
Spiny Dogfish Technical Committee, Atlantic States Marine Fisheries Commission, 2002-present
American Eel Technical Committee and Plan Development Team, Atlantic States Marine Fisheries
Commission, 1996-2005

University

Director for Environment, Energy and Economics Search Committee, 2007-present
University Research Committee 2006-present
Strategic Planning Commission, Targeted Research Sub-Committee, 2007
General Education Task Force, 2005-2007
Chancellor's Advisory Board on Alcohol, Tobacco, and Other Drug Use, 2003/04
Hazards Workshop Planning Committee, 2002/03
Institutional Animal Care and Use Committee, 2003/04
Chair, Center for Natural Hazard Mitigation Development Committee, 2000/01
Survey Research Laboratory Faculty Board, 2000/01
Teaching Grants Committee, 2000/01
Coastal and Marine Studies Committee, 1996-2001
Webmaster Committee, 1997-1999
University Curriculum Committee, 1997-2000 (Secretary 1998/99)
Faculty Development Program Workshop, 1996-2001
EASTBOOK Conference, 1998

Advisory Council, Recreational Services, 1996-1998
Chair, Coastal and Marine Studies Minor Planning Committee, 1996
College Research Award Committee, 1996
University Pay Equity Committee, 1995/97
Vice Chair, Faculty Senate Agenda Committee, 1995/96
Faculty Senate, 1994-1996
Panelist, Biology Honors Colloquia, 1994
Faculty Senate (Alternate), 1993-1994
NAFTA Panelist, Latin American Studies Committee and League of Women Voters, 1993
Consultant, Statistical Consulting Laboratory, 1990-1996
Committee on the Status of Women, 1991-1994
Presentation, Center for Economic Education, 1993
Faculty Advisory Committee, Survey Research Laboratory, 1991
Facilitator, Chancellor's Forum, 1990

Department

Journal Ranking Committee, 2005-present
Working Paper Coordinator, 2005-present
Recruiting Committee, 2004/05, 2005/06, 2006/07
Center for Business and Economics Studies Task Force, 2004
Faculty Senate, 2003/04
Information Resources Committee, 2002/03
MBA Committee, 2001/02
Business Week Committee, 2001/02
Economics BA Degree Committee, 2001/02
Chair, Recruiting Committee, 2000/01
Chair, Research and Technology Committee, 1999-2001
Personnel Committee, 1997-1999
Ad-hoc WWW Committee, 1996-1999
Recruiting Committee, 1997/98
Code Committee, 1994
Graduate Program/Research Committee, 1993-1996
Recruiting Committee, 1994-1995
Advisory/Recruiting Committee, 1991-1993
Ad-hoc Graduate Planning Committee, 1991
Academic Program Committee, 1990/92
Library Representative, 1990-1992
Ad-Hoc SACS Committee, 1990

Community

North Carolina Marine Fisheries Commission Southeast Regional Advisory Committee (appointed 2004)
Pamlico-Tar River Foundation, Board of Directors, 1998-2001
Pamlico-Tar River Foundation, Advisory Council, 1994-2001
Pamlico-Tar River Foundation, Texasgulf Environmental Impact Statement Committee, 1994-1998

Direction of Graduate Student Research

Hindsley, Paul "Factors Leading to Implementation of Agricultural Best Management Practices on the Neuse River Basin," Department of Economics, East Carolina University, 2002

Kwakye, Isaac "Seafood Consumption: The Economic Effects of Fish Kills and a Seafood Inspection Program in North Carolina," Department of Economics, East Carolina University, 2001

Smith, Kevin, "Using Stated and Revealed Preference Data to Estimate Hurricane Evacuation Costs," Department of Economics, East Carolina University, December 1999

Wang, Yang "A Model of Marine Recreational Fishing Demand: Using a Poisson Process," Department of Economics, East Carolina University, June 1999

Sharratt, Jo, "Determining the Economic Costs of Fish Kills for Recreational Users of the Tar-Pamlico River," Department of Economics, East Carolina University, December 1998

Outside Committee Member: Jeffrey DiPritzo, Department of History, 2001; Carl Heald, Department of Sociology, 1999; Michele Sachariat, Department of Sociology, 1998; Kimberly Hack, Department of Sociology, 1997; Nicholas Lucas, Department of Political Science, 1997; Paul Crellin, Department of Political Science, 1996.

AWARDS/HONORS

Walker College of Business Research Award, 2007

Dissertation Research Fellow, "Applied Microeconomics Research Program," Department of Economics, University of Kentucky, 1988.

Omicron Delta Epsilon, Centre College, 1985.