

Tanga McDaniel Mohr

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Education

Ph.D., Economics, University of South Carolina, USA.

B.S., Mathematics and Economics, University of South Carolina, USA.

Research

Applied Microeconomics, Energy and Resource Economics

Employment

Professor, Department of Economics, Appalachian State University; July 2017 – present.

Associate Professor, Department of Economics, Appalachian State University; July 2009 – June 2017.

Assistant Professor, Department of Economics, Appalachian State University; January 2004 – June 2009.

Research Economist, Department of Applied Economics, University of Cambridge, UK; October 1997–
October 2003.

Research Economist, Center for Research in Experimental Economics and Political Decision Making,
University of Amsterdam; September 1995 - July 1997.

Research Assistant, Department of Economics, University of South Carolina, August 1991-August, 1995.

Visiting Positions

Department of Economics and TILEC, Tilburg University; June 2005.

Institute D'Analisi Economica, Barcelona, Spain; May 2001

Teaching

Appalachian State University: Principles of Price Theory, Law and Economics, Intermediate Price Theory,
Introductory Business Statistics, Industrial Organization, Environmental and Resource Economics.

Guest Lecturer, Jacobs University Bremen: Experimental Economics, May 2009.

Lecturer, University of Cambridge: Utility Regulation, Lent 2000; Lent 2001; Lent 2002.

Supervisor, University of Cambridge: Utility Regulation, Microeconomics, Privatization.

Lecturer, University of Amsterdam/Tinbergen Institute: Introduction to Game Theory and Experimental
Economics, Fall, 1996.

Lecturer, University of Amsterdam/NAKE: Experimental Economics, Spring, 1996.

Lecturer, Department of Economics, University of South Carolina: Principles of Microeconomics, 1994.

Grants

- Alfred P. Sloan Foundation, A University-Utility Collaboration to Study Consumer Responses to Electronic Notifications (with Todd Cherry and Dave McEvoy), 2018-2022.
- Office of Research and the RIEEE Cluster Research Award, *Water Cluster: Integrating Geology, Economic and Policy Analysis*. (with Kristan Cockerill (PI), William Anderson, Peter Groothuis, Chuanhui Gu and John Whitehead, 2016.
- Appalachian State University, University Research Council, Co-PI, *Public Attitudes about Water Management in Western North Carolina*, 2013-2014. (with Kristan Cockerill (PI) and Pete Groothuis (Co-PI)).
- Appalachian State University, Appalachian Foundation Fellows Grant, *Consumer management of energy consumption – a survey of NC households*, February 2009 – June 2010.
- McDaniel Mohr, T. M. (Co-Principal), Whitehead, J. C. (Principal), Hartman, T. K. (Co-Principal), "Multi-Mode Chesapeake Bay Menhaden Survey," Sponsored by Virginia Institute of Marine Science, \$51,415.00. (May 2010 - August 2010).
- Appalachian State University, University Research Council, Firms' *Strategic Use of Cheap Talk and Consequent Effects on Investment Cycles*, March 2007-March 2008.
- The Newton Trust, *Regulation and competition in utilities: an experimental analysis*, September 2002-September 2003.
- Economic and Social Research Council, UK *Efficient and sustainable regulation and competition in network utilities*, (with Emanuele Giovannetti, David Newbery and Michael Pollitt), April 2000-April 2003.
- British Nuclear Fuels Ltd, *Modelling the Review of Electricity Trading Arrangements for England and Wales*, (with Richard Green and David Newbery); January-March 1999.

Consulting and Advisory Research

- Consultant, "Capacity Auctions versus Regulated Tariffs in Gas Markets" (with Karsten Neuhoff) for the Sociaal Economisch Onderzoek Rotterdam and the Netherlands Ministry of Economic Affairs, December 2001/January 2002.
- Consultant, "Entry Capacity Auctions and Investment Signals," (with Karsten Neuhoff) for Transco plc, August 2001.
- Consultant, "Locating a Combined Cycle Gas Turbine", for Transco plc. March 2001.
- Consultant, on the Impact of the New Electricity Trading Arrangements in England and Wales (with Richard Green), for British Nuclear Fuels Ltd, Spring 1999.
- "Memorandum on Competition in Electricity Supply" (with Richard Green) pp 66-7 in Select Committee on Trade and Industry *Developments in the Liberalization of the Domestic Electricity Market*, pp 354-66, HC 871 of 1997-98, London, The Stationery Office.
- Co-Investigator, "An Experimental Environment for Investigation of the Dutch Flower Auctions," Amsterdam, 1996/1997.
- Co-Investigator, "An Operational Survey of Richland County", Richland County, Columbia, South Carolina; 1994/1995.

Publications

- Cherry, Todd L., McEvoy, David M., Tanga M. Mohr. Nudging Pro-social Behavior in a Market Experiment with Carbon Offsets, *The B.E. Journal of Economic Analysis and Policy*, forthcoming.
- Mohr, Tanga M. Peter A. Groothuis, John C. Whitehead, Kristan Cockerill, William P. Anderson, Chuanhui Gu (2022) Discrete and Continuous measures of consequentiality, *Journal of Environmental Economics and Policy*, DOI:10.1080/21606544.2022.2142301.

- Groothuis, Peter A., Tanga M. Mohr, John C. Whitehead, Kristan Cockerill, William P. Anderson, Chuanhui Gu (2021) Measuring the Direct and Indirect Effect of Scientific Information on Valuing Storm Water Management Programs with a Hybrid Choice Model, *Water Resources Research*, 57 <https://doi.org/10.1029/2020WR027552>
- Cockerill, K. M., Mohr, T. M., Anderson, W. P., Groothuis, P. A., Gu, C. & Whitehead, J. C. (2019) Managing Stormwater Runoff in Appalachia: What does the public think? *Journal of Environmental Planning and Management* 62:14, 2418-2436.
- Gu, Chuanhui, Kristan Cockerill, William P. Anderson, Forest Shepherd, Peter A. Groothuis, Tanga M. Mohr, John C. Whitehead, Aeon Russo and Chengdong Zhang (2019) "Modeling Effects of Low Impact Development on Road Salt Transport at Watershed Scale" *Journal of Hydrology*, Volume 574, July.
- Mohr, T.M. (2018) Fuel poverty in the US: Evidence using the 2009 Residential Energy Consumption Survey, *Energy Economics*, 74: 360-369.
- Groothuis, P. A., Mohr, T. M., Whitehead, J. C. & Cockerill, K. M. (2017) "Endogenous Consequentiality in Stated Preference Referendum Data: The Influence of the Randomly Assigned Tax Amount." *Land Economics*, 93(2): 258-268.
- Cockerill, Kristan M., Peter A. Groothuis, Tanga M. Mohr and Courtney Cooper (2016) "Individual water: water source as an indicator of attitudes about water management and conservation in humid regions." *Journal of Environmental Planning and Management*, 59(8): 1341-1359.
- Groothuis, Peter A., Kristan M. Cockerill and Tanga M. Mohr (2015) "Water doesn't flow up hill: determinants of willingness to pay for water conservation measures in the mountains of western North Carolina." *Journal of Behavioral and Experimental Economics*, 59:88-95.
- Mohr, T.M. (2014) "Natural Monopoly" in J. Whitehead and T. Haab (eds.) *Environmental and Natural Resource Economics: An Encyclopedia*, Greenwood.
- Groothuis, P.A and T.M. Mohr (2014) "Do consumers want smart meters? Incentives or inertia: Evidence from North Carolina and lessons for policy." *Economics of Energy and Environmental Policy*, March.
- McDaniel, T.M. (2013) "iclickers and student performance," *International Review of Economics Education*, volume 3.
- McDaniel, T.M. and P.A. Groothuis (2012), "Retail competition in electricity supply – survey results in North Carolina," *Energy Policy*, 48, 315-321.
- McDaniel, T.M (2011), "Coordination in games with incomplete information: experimental results," *International Game Theory Review*, Vol. 13(3).
- Harrison, G. and T. McDaniel (2008), "Voting Games and Computational Complexity," *Oxford Economic Papers*, Vol. 60(3).
- Brunekreeft, G. and T. McDaniel (2007), (revised reprint) "Policy Uncertainty and Supply Adequacy in Electric Power Markets" in Dieter Helm (editor), *The New Energy Paradigm*, Oxford University Press.
- Brunekreeft, G. and T. McDaniel (2005), "Policy Uncertainty and Supply Adequacy in Electric Power Markets" *Oxford Review of Economic Policy* Spring 2005 21: 111-127.

- McDaniel, T. and K. Neuhoﬀ (2004) "Auctions to gas transmission access: The British experience," in Maarten Jansen (editor), *Auctioning Public Assets: Analysis and Alternatives*. Cambridge University Press.
- McDaniel, T. (2004) "Information Policy and Information Technology in Eastern Europe with Emphasis on Estonia," in Giovannetti, E., M. Kagami and M. Tsuji (eds.) *Information Technology Policy and the Digital Divide: lessons for developing countries*. Edward Elgar: Cheltenham.
- Abbink, K, J. Brandts and T. McDaniel (2003), "Asymmetric Demand Information in Uniform and Discriminative Call Auctions: An Experimental Analysis Motivated by Electricity Markets," *Journal of Regulatory Economics*, Volume 23.
- McDaniel, T. (2003) "Auctioning Access to Networks: Evidence and Expectations" *Utilities Policy*, Vol. 11.
- McDaniel, T. and D. Newbery (2003) "Auctions and Trading in Energy Markets - an Economic Analysis" *Regulatory Review - 2002/2003*, Centre for the Study of Regulated Industries: University of Bath, UK.
- McDaniel, T. (2003) "Globalizing Information? The IT revolution in Central and Eastern Europe," in Giovannetti, E. Mitsuhiro Kagami and Tsuji (eds.) *The Internet Revolution*. Cambridge University Press.
- Dingley, C.E. and T. McDaniel (2003) "Classroom Simulation of an Electricity Market," *IEEE Africon 2002*, Vol. 2, October 2002, pp. 881-886.
- McDaniel, T. (2002) "Private Initiatives in the England and Wales Electricity Supply Industry," in Tsuji, M., S. Berg and M. Pollitt (eds.), *Private Initiatives in Infrastructure: priorities, incentives, and performance*. Edward Elgar: Cheltenham, 2002.
- McDaniel, T. and E.E. Rutström (2001) "Decision Making Costs and Problem Solving Performance," *Experimental Economics*, Vol 4, 145-161.
- McDaniel, T. (2000) "The Deregulation of the Electricity Supply Industry in the UK," in Kagami M. and M. Tsuji (eds.) *Privatization, Deregulation and Economic Efficiency*, Edward Elgar: Cheltenham.
- Beekman, R., L. Brown, L. Clements, G. Harrison, T. McDaniel, S. Odom and M. Williams (1999) "Environmental Damage Assessment with Hypothetical Surveys: The Calibration Approach," in M. Bowman, R. Brännlund, and B. Kriström (eds.), *Topics in Environmental Economics*, Kluwer Academic: Amsterdam.
- Green, R. and T. McDaniel (1998) "Competition in Electricity Supply: will '1998' be worth it?" *Fiscal Studies*, vol. 19 no. 3.
- McDaniel, T. and C. Starmer (1998) "Experimental Economics and Deception: A Comment," *Journal of Economic Psychology*, June.
- Holt. C. and T. McDaniel (1998) "Experimental Economics in the Classroom," in William B. Walstad and Phillip Saunders (eds.), *Teaching Undergraduate Economics: A Handbook for Instructors*, McGraw Hill, 1998.

Reports

Kirkley, J. E., Hartman, T. K., McDaniel Mohr, T. M., McConnell, K. & Whitehead, J. C. (2011). An Assessment of the Social and Economic Importance Of Menhaden (*Brevoortia tyrannus*) (Latrobe, 1802) In Chesapeake Bay Region. <http://web.vims.edu/library/GreyLit/VIMS/mrr11-14.pdf>

Refereed Working Papers

"Policy uncertainty and supply adequacy in electric power markets", (with G. Brunekreeft) TILEC Discussion Paper, DP 2005-006, University of Tilburg.

"Entry Capacity Auctions and Investment Signals," (with Karsten Neuhoﬀ), Cambridge-MIT EP-04 and Department of Applied Economics Working Paper 0213, 2002.

"Auctions to gas transmission access: The British experience," (with Karsten Neuhoﬀ), 2002. *Cambridge-MIT EP 06* and *MIT CEEPR WP 2002-007*.

"Modelling the Review of the Electricity Trading Arrangements: a model of forward trading and the balancing mechanism" (with Richard Green), 1999, Department of Applied Economics Working Paper, 0003(a).

"Competition in Electricity Supply: will '1998' be worth it?" (with Richard Green). *Centre for Economic Policy Research* Discussion Paper 1814. March 1998 and University of California Energy Institute, Power Working Paper 057.

Unpublished Working Papers

"Information in Dutch Flower Auctions: An Experimental Analysis," (with Mark Olson, Arthur Schram, and Frans van Winden), mimeo, CREED/University of Amsterdam, 1996.

"An Experimental Study of Strategic Incentives in Capacity Auctions" (with Andreas Nicklisch).

Referee for

American Economic Review, Games and Economic Behavior, Economic Inquiry, Energy Economics, Energy Journal, Experimental Economics, European Economic Review, Information Economics and Policy, International Review of Economics Education, Journal of Economic Behavior and Organization, Journal of Economics Education, Journal of Environmental Management, Journal of Public Economics, Journal of Political Economy, Land Economics, Utilities Policy.

Professional Conferences Presentations and Seminars

March 1996, European Public Choice Conference. Tiberius, Israel. Presented: "An Experimental Test of the Incentive Compatibility of a Condorcet-Consistent Voting Rule."

October 1996, Economic Science Association. Tucson, Arizona. Presented: "Information in Dutch Flower Auctions: An Experimental Analysis."

Co-organizer, 1996 Amsterdam Workshop on Experimental Economics.

Program Committee and discussant, 1997 European Public Choice Conference. Prague.

May 1998, Energy Modelling Forum, Washington, DC. Presented: "Competition in Electricity Supply: will '1998' be worth it?"

October 1999, Workshop on Competitive Electricity Markets: Pricing, Investment, and Environmental Impacts-Sharing Western Experience with Countries in Economic Transition. Krakow, Poland. Presented: "Liberalized Energy Markets: the UK experience."

January 2000, Private Initiatives in Infrastructure Building in Developing Countries, Makuhari-Chiba, Japan. Presented: "Private Initiatives in the England and Wales Electricity Supply Industry."

October 2000, discussant, Experimental Science Association, Amsterdam.

June 2001, Experimental Science Association, Barcelona. Presented: "Voting Games and Computational Complexity".

April 2002, panel participant, London Business School, Regulation Initiative. Presented: "Auctions of Capacity in Network Industries".

June 2002, Experimental Science Association, Boston. Presented: "Asymmetric Demand Information in Uniform and Discriminative Call Auctions: an experimental analysis motivated by electricity markets".

September 2002, Auctions and Market Design: Theory, Evidence and Applications, Milan. Presented: "The Use of Long-Term Auctions for Network Investment".

April 2003, The Cambridge-MIT Institute workshop, Cambridge, UK. Presented: Auctions for Access.

October 2003, Experimental Science Association, Erfurt, Germany. Presented: "Prices as indicators for scarcity – an experimental study of a multistage auction."

May 2004, Experiments in Natural Resource Economics: Fisheries and Energy, Akureyri, Iceland. Presented: "Prices as indicators for scarcity - an experimental study of a multistage auction."

November 2004, faculty seminar, Tilburg University, Netherlands.

September 2006, Economic Science Association, Nottingham, England. Presented: "Strategic Use of Cheap Talk with Demand Uncertainty."

June 2008, Economic Science Association, Pasadena, California. Presented: "Cheap Talk and Investment Cycles."

November 2010, Southern Economic Association, Atlanta, Georgia. Presented: "Should We Reconsider Retail Competition (in North Carolina)?"

May 2012, National Conference on Teaching Economics, Boston Massachusetts. Presented: "iclickers and student performance."

April 2015 Paper discussant and session chair at the 10th Annual Appalachian Conference in World History and Economics.

June 2015, Western Economic Association, Honolulu Hawaii. Presented: "Payment and Policy Consequentiality in Contingent Valuation: An example using WTP for water conservation" and "

June 2015, Western Economic Association, Honolulu Hawaii. Presented "Fuel poverty in the U.S: Evidence from the 2009 RECS."

November 2022, Southern Economic Association, Fort Lauderdale. Presented "Nudging Energy Conservation with and without Monetary Incentives."