

OWEN ASHTON MORGAN

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EDUCATION BACKGROUND

Ph.D. Economics (2003), University of Delaware, Newark, DE
M.A. Economics (2000), University of Delaware, Newark, DE
B.A. Accountancy and Finance (1993), University of Humberside, Hull, England.

RESEARCH INTERESTS

Non-Market Valuation, Health Risk and Food Safety, Coastal Resource Management

CURRENT POSITION

2012 – Associate Professor, Department of Economics, Appalachian State University.
2017 – Director, Center for Economic Research and Policy Analysis, Appalachian State University.

PREVIOUS POSITIONS

2008 – 2012 Assistant Professor, Department of Economics, Appalachian State University.
2011 – 2017 Assistant Director, Center for Economic Research and Policy Analysis, Appalachian State University.
2004 – 2008 Visiting Assistant Professor, Department of Economics, University of West Florida.
2002 – 2004 Senior Staff Environmental and Regional Economic Consultant, ENTRIX Inc., New Castle, DE.

REFEREED JOURNAL ARTICLES

Morgan, O. Ashton, J.C. Whitehead, and W. Huth. 2018. “Measuring Consumer Responses and Welfare Implications of a Seafood Traceability System Following a Large Scale Contamination Event.” *Marine Resource Economics*, forthcoming

Huth, W.L., D.M. McEvoy and O. Ashton Morgan. 2018. “Controlling an Invasive Species through Consumption: Private and Public Values of Eating Lionfish.” *Ecological Economics*, forthcoming.

- Morgan, O.A., W.L. Huth, and P. Hindsley. 2017. "Examining the Perceptions and Effects of Survey Consequentiality Across Population Subgroups." *Journal of Benefit Cost Analysis*, forthcoming.
- Whitehead, J.C., O. Ashton Morgan, and W. Huth. 2017. "Convergent Validity of Stated Preference Methods to Estimate Willingness-to-Pay For Seafood Traceability: The Case of Gulf of Mexico Oysters." *Economics Bulletin*, forthcoming.
- Morgan, O. Ashton, and J.C. Whitehead. 2017. "Willingness to Pay for Soccer Player Development in the United States". *Journal of Sports Economics*, forthcoming.
- Morgan, O. Ashton, J.C. Whitehead, W. Huth, G. Martin, and R. Sjolander. 2016. "Measuring the Impact of the BP Deepwater Horizon Oil Spill on Consumer Behavior." *Land Economics*, 92(1): 82-95.
- Morgan, O. Ashton, J.C. Whitehead, and W. Huth. 2015. "Accounting for Heterogeneity in Behavioral Responses to Health Risk Information Treatments." *Journal of Environmental Economics and Policy*, 5(3): 283-297.
- Huth, W.L., O. Ashton Morgan, and P. Hindsley. 2015. "Artificial Reef Attributes and The Relationship with Natural Reefs: Evidence From The Florida Keys." *Journal of Ocean and Coastal Economics*, 2(2): 1-21.
- Bruner, D., W. Huth, D. McEvoy, and O. Ashton Morgan. 2014. "Accounting for Tastes: Consumer Valuations for Food-Safety Technologies using Experimental Auctions." *Agricultural and Resource Economics Review*, 43(2): 300-318.
- Hindsley, P., Stuart E. Hamilton, and O. Ashton Morgan. 2013. "Gulf Views: Toward a Better Understanding of Viewshed Scope in Hedonic Property Models." *Journal of Real Estate Finance and Economics*. 47: 489-505.
- Morgan, O. Ashton, J.C. Whitehead, W. Huth, G. Martin, and R. Sjolander. 2013. "A Split-Sample Revealed and Stated Preference Model to Examine Homogenous Subgroup Consumer Behavior Responses to Information and Food Safety Technology Treatments." *Environmental and Resource Economics*, 54(4): 593-611.
- Huth, William L., and O. Ashton Morgan. 2011. "Measuring the Willingness to Pay for Fresh Water Cave Diving." *Marine Resource Economics*, 26(2): 151-166.
- Morgan, O. Ashton, and Stuart E. Hamilton. 2011. "Disentangling Access and View Amenities in Access-Restricted Coastal Residential Communities." *Journal of Agricultural and Applied Economics*, 43(2): 1-10.

- Morgan, O. Ashton, and William L. Huth. 2011. "Using Revealed and Stated Preference Data to Estimate the Scope and Access Benefits Associated with Cave Diving." *Resource and Energy Economics*, 33: 107-118.
- Morgan, O. Ashton, and S. Condliffe. 2011. "Spatial Heterogeneity in Environmental Regulation Enforcement and the Firm Location Decision among U.S. Counties." *The Review of Regional Studies*, 39(3): 239-250.
- Hamilton, Stuart E. and O. Ashton Morgan. 2010. "Integrating Lidar, GIS, and Hedonic Price Modeling to Measure Amenity Values in Urban Beach Residential Property Markets." *Computers, Environment and Urban Systems*, 34(2): 133-141.
- Morgan, O. Ashton, and Stuart E. Hamilton. 2010. "Estimating a Payment Vehicle for Financing Nourishment of Residential Beaches using a Spatial Autoregressive Hedonic Property Price Model." *Coastal Management*, 38(1): 65-75.
- Condliffe, S. and O. Ashton Morgan. 2009. "The Effects of Air Quality Regulation Enforcement and the Firm Location Decision among U.S. Counties." *Journal of Regulatory Economics*, 36(1): 83-93.
- Morgan, O. Ashton, Gregory S. Martin, and William L. Huth. 2009. "Oyster Demand Adjustments to Alternative Consumer Education and Post-Harvest Treatments in Response to *Vibrio vulnificus*." *Journal of Agricultural and Applied Economics*, 41(3): 683-696.
- Morgan, O. Ashton, D. Matthew Massey, and William L. Huth. 2009. "Diving Demand for Large Ship Artificial Reefs." *Marine Resource Economics*, 24(1): 43-59.
- Morgan, O. Ashton. 2008. "Loss Aversion and a Kinked Demand Curve: Evidence from Contingent Behavior Analysis of Seafood Consumers." *Applied Economics Letters*, Vol. 15(8): 625-628.
- Morgan, O. Ashton. 2007. "The Impact of Hurricane Ivan on Expected Flood Losses, Perceived Flood Risk, and Property Values." *Journal of Housing Research*, Vol. 16(1): 47-60.
- Parsons, George R., O. Ashton Morgan, John C. Whitehead, and Timothy C. Haab. 2006. "The Welfare Effects of Pfiesteria-Related Fish Kills in Seafood Markets: A Contingent Behavior Analysis." *Agricultural and Resource Economic Review*, October: 1-9.

BOOK CHAPTERS

- Morgan, O. Ashton. 2014. "Food Safety," in *Environmental and Natural Resource Economics: An Encyclopedia*, edited by Timothy C. Haab and John C. Whitehead, Greenwood.
- Whitehead, J.C., O. Ashton Morgan, and W. Huth. 2013. "Benefit Transfers with the Contingent Valuation Method," in *Benefit Transfer of Environmental and Resource Values: A Handbook for Researchers and Practitioners*, edited by Robert Johnston, John Rolfe, Randy Rosenberger and Roy Brouwer, Springer.
- Morgan, O. Ashton, and William L. Huth. 2011. "Using Revealed and Stated Preference Data to Value Large Ship Artificial Reefs: The Key West Vandenberg Sinking," in *Preference Data for Environmental Valuation*, Tim Haab, Ju-Chin Huang, and John Whitehead Eds., Routledge Taylor and Francis Group.
- Morgan, O. Ashton, and S. Condliffe. 2007. "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.

RESEARCH PUBLICATIONS UNDER SUBMISSION

- "Willingness-to-Pay for Oyster Consumption Mortality Risk Reductions." Revisions requested at *Ecological Economics*, with John C. Whitehead, William L. Huth, Gregory S. Martin, and Richard Sjolander
- "Incorporating Certainty and Attribute Non-Attendance in Choice Experiments: An Application to Valuation of Coastal Habitat." Submitted to *Marine Resource Economics*, with Paul L. Hindsley and Craig Landry.

WORKING PAPERS

- "Using a Discrete Choice Experiment to Measure the Value of Estuarine Resources." With Paul Hindsley, John C. Whitehead, and Craig Landry.
- "Valuing the Attributes of Artificial Reefs and Sinking Locations." With Paul Hindsley and William L. Huth

EXTERNAL GRANTS

- 2016: “Measuring the Value of Sustainability at Appalachian State University.” Principal Investigator, The Office of Sustainability, Appalachian State University, **\$22,000**.
- 2016: “The Economic Impact of Appalachian State’s Athletics Department on the Regional Economy.” Principal Investigator, Athletics Department, Appalachian State University, **\$12,000**.
- 2014: “The Economic Impact of the Watauga County Industrial Park.” Principal Investigator, Watauga County Economic Development Committee, **\$5,000**
- 2014: “The Total Economic Impacts of the Mission Healthcare System on the Regional Economy.” Principal Investigator, Mission Healthcare System, Asheville, NC, **\$19,750**.
- 2013: “Appalachian Energy Center - North Carolina University Energy Center Program.” Co-Principal Investigator, NC Department of Environment and Natural Resources, **\$506,930**.
- 2013: “The Total Economic Impacts of the Mission Healthcare System and Expansion Project on the Regional Economy.” Principal Investigator, Mission Healthcare System, Asheville, NC, **\$20,500**.
- 2012 – 2013: “Phase II for Evaluating the Economic Benefits of the Sarasota Bay Estuary and its Adjacent Natural Resources.” Co-Principal Investigator with Paul Hindsley, Sarasota Bay Estuary Program, **\$35,000**.
- 2011 – 2013: “Measuring Florida Artificial Reef Economic Benefits: A Synthesis Monitoring Objectives of the Project.” Co-Principal Investigator with William Huth, Florida Fish and Wildlife Marine Fisheries Management Artificial Reef Program, **\$37,000**.
- 2011 – 2012: “Phase I for Evaluating the Economic Benefits of the Sarasota Bay Estuary and its Adjacent Natural Resources.” Co-Principal Investigator with Paul Hindsley, Sarasota Bay Estuary Program, **\$27,000**.
- 2010 – 2011: “Assessment Study for Post-Harvest Processed (PHP) Oysters.” Co-Principal Investigator with Steve Otwell, Victor Garrido, and William Huth, Interstate Shellfish and Sanitation Conference, **\$88,000**.
- 2010: “The Total Economic Impacts of the Mission Healthcare System on the Regional Economy.” Co-Principal Investigator with Mike McKee and Todd Cherry, Mission Healthcare System, Asheville, NC, **\$39,000**.

- 2010 – 2011: “The Economic Impact of the North Carolina Wine Industry.” Co-Principal Investigator with Mike Evans and Jim Stoddard, U.S. Small Business Administration, **\$100,000**.
- 2009 – 2010: “Promoting Strategic Coastal Retreat Policies.” Co-Principal Investigator with John C. Whitehead and Andy Coburn, EFA Grant, **\$8,000**.
- 2009: “Economic Effects of State Research Funding through the UNC System.” Co-Principal Investigator with Mike McKee and Todd Cherry, University of North Carolina General Administration, **\$79,627**.
- 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**.

CONFERENCE PRESENTATIONS

- “Measuring Consumer Responses and Welfare Implications of a Seafood Traceability System Following a Large Scale Contamination Event,” The Southern Economic Association Annual Meeting, Washington, DC, November 2016.
- “Controlling an Invasive Species through Consumption: Private and Public Values of Eating Lionfish.” The International Institute of Fisheries Economics and Trade, Aberdeen, Scotland, July 2016.
- “Controlling an Invasive Species through Consumption: Private and Public Values of Eating Lionfish.” The European Association of Environmental and Resource

Economists Annual Conference, Zurich, Switzerland, June 2016.

“Measuring Divers’ Willingness-to-Pay for Large Ship Artificial Reef Attributes,” The Southern Economic Association Annual Meeting, Tampa, November 2013.

“Using RP/SP Data to Measure the Effects of the BP *Deepwater* Horizon Oil Spill on Oyster Consumer Behavior,” The European Association of Environmental and Resource Economists Annual Conference, Toulouse, France, June 2013.

“Accounting for Tastes: A Valuation in Risk Reduction in Raw Seafood Consumption,” The Southern Economic Association Annual Meeting, New Orleans, November 2012.

“Using RP/SP Data to Measure the Effects of the BP *Deepwater* Horizon Oil Spill on Oyster Consumer Behavior,” The Association of Environmental and Resource Economists Annual Conference, Asheville, NC, June 2012.

“Accounting for Tastes: A Valuation in Risk Reduction in Raw Seafood Consumption,” Economics Seminar, Newcastle University, UK, May 2012.

“Using RP/SP Data to Measure the Effects of the BP *Deepwater* Horizon Oil Spill on Oyster Consumer Behavior,” The Southern Economic Association Annual Meeting, Washington DC, November 2011.

“Accounting for Tastes: A Valuation in Risk Reduction in Raw Seafood Consumption,” The American Agricultural Economics Association and the North Eastern Agricultural and Resource Economics Association Joint Annual Meeting, Pittsburgh, PA, July 2011.

“Measuring Homogeneous Subgroup Responses to Information Treatments – A Latent Class Analysis Approach,” The Southern Economic Association Annual Meeting, Atlanta, GA, November 2010.

“Oyster Demand Adjustments to Counter-Information and Source Treatments in Response to *Vibrio vulnificus*,” Louisiana State University Center for Natural Resource Economics and Policy, 3rd National Forum on Socioeconomic Research in Coastal Systems: New Orleans, LA, May 2010.

“Economic Aspects Associated with Large Ship Artificial Reefs,” Louisiana State University Center for Natural Resource Economics and Policy, 3rd National Forum on Socioeconomic Research in Coastal Systems: New Orleans, LA, May 2010.

“Valuing Beach Access in Access-restricted Coastal Property Markets,” The Southern Economic Association Annual Meeting, San Antonio, TX, November 2009.

“Oyster Demand Adjustments to Alternative Consumer Education and Post Harvest Treatments in Response to *Vibrio vulnificus*,” The Interstate Shellfish and Sanitation Conference *Vibrio* Education Subcommittee Meeting, Manchester, NH, April, 2009.

“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.

PROFESSIONAL PUBLICATIONS

“Measuring the Economic Impact of Appalachian State’s Athletics Department on the Regional Economy.” Center for Economic Research and Policy Analysis, Appalachian State University, 2017.

“Mission Health System Operation and Expansion: Local and Regional Economic Impacts, FY 2015.” Center for Economic Research and Policy Analysis, Appalachian State University, 2015.

“Measuring Florida Artificial Reef Economic Benefits: A Synthesis.” University of West Florida and Appalachian State University, 2014.

“Mission Health System Operation and Expansion: Local and Regional Economic Impacts, FY 2012.” Center for Economic Research and Policy Analysis, Appalachian State University, 2013.

“The Sarasota Bay Economic Valuation Project: Phase 2.” Eckert College, 2013.

“Appalachian State University Economic and Tax Revenue Impacts FY 2010-2011.”
Center for Economic Research and Policy Analysis, Appalachian State
University, 2012.

“The Total Economic Impacts of the Mission Healthcare System on the Regional
Economy.” Center for Economic Research and Policy Analysis, Appalachian
State University, 2013.

“The Sarasota Bay Economic Valuation Project: Phase I.” Eckert College, 2012.

“Measuring a Residential and Public Payment Vehicle for a Pensacola and Perdido Key
Nourishment Management Strategy.” The University of West Florida, Haas
Center for Business research and Economic Development, 2010.

“The Total Economic Impacts of the Mission Healthcare System on the Regional
Economy.” Center for Economic Research and Policy Analysis, Appalachian
State University, 2010.

“The Annual Economic Impact of the UNC System Graduate Education and Research
Activities on the North Carolina State Economy.” Center for Economic Research
and Policy Analysis, Appalachian State University, 2010.

“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.

TEACHING EXPERIENCE

Courses at the Appalachian State University (2008 to present):
Principles in Economics – Price Theory (ECO2030)

Principles in Macroeconomics (ECO2040)
Environmental and Natural Resource Economics (ECO2620)
Macroeconomic Analysis (ECO3020)
Urban and Regional Economics (ECO3800)
Benefit-Cost Analysis (ECO4660/5660)

Courses at the University of West Florida (2004 to 2008):

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

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

Principles in Microeconomics (ECON151)
Principles in Macroeconomics (ECON152)
Environmental Economics (ECON343)
International Economics and Trade (ECON340)
Banking and Monetary Policy (ECON302)
Managerial Economics (ECON670)

SERVICE – APPALACHIAN STATE UNIVERSITY

Department of Economics

Brashear Prize Committee (2008 – 2009; 2009 – 2010 (Chair); 2010 – 2011; 2014 – 2015; 2015 – 2016 (Chair); 2016 – 2017)
Department Personnel Committee (2008 – 2009 (alternate); 2009 – 2010; 2010 – 2011; 2017 – 2018 (alternate))
Department Promotion and Tenure Committee (2011 – 2012; 2012 – 2013; 2014 – 2015; 2015 – 2016 (Chair); 2016 – 2017)
Department Faculty Search Committee (2009 – 2010; 2010 – 2011; 2012 – 2013; 2016 – 2017 (Chair))
Department Visiting Faculty Search Committee (2015 – 2016 (Chair); 2016 – 2017)
Department Post-Tenure Review Committee (2012 – 2013; 2013 – 2014 (Chair); 2014 – 2015)
Department Chairperson Search Committee (2016 – 2017)

College of Business

Honor's Advisory Committee (2008 – 2009; 2009 – 2010; 2010 – 2011; 2011 – 2012)
International Programs Committee (2013 - 2014)
International Business Faculty Search Committee (2009 – 2010)
Walker College of Business Research Award Committee (2016 – 2017 (Chair); 2017 – 2018)
Strategic Operating Committee (2017 – 2018)
Strategic Planning Committee (2017 – 2018)

PROFESSIONAL SERVICE, AFFILIATIONS

Committees

Northeastern Agricultural and Resource Economics Association (NAREA) Master's Thesis Award Committee (2011-2012; 2012 – 2013 (Chair))

NAREA Award for Outstanding Public Service Through Economics Committee (2011 – 2013)

Reviewer - Journal

Economic Inquiry

Journal of Environmental Economics and Management

Land Economics

Environmental and Resource Economics

Resource and Energy Economics (3)

Ecological Economics

Journal of Environmental Management (4)

Marine Resource Economics (2)

Agricultural and Resource Economics Review

Food Policy (2)

Contemporary Economic Policy

Journal of Applied Agricultural Economics (2)

Journal of Environmental Planning and Management

Environmental Management

Coastal Management Journal

Journal of Natural Resources Policy Research

Urban Studies

Public Works Management and Policy

Journal of Agricultural Economics

European Review of Agricultural Economics

Transactions in GIS

Reviewer - Funding

National Science Foundation

National Oceanic and Atmospheric Administration PCM HAB Program

Mississippi-Alabama Sea Grant

Florida Fish and Wildlife Conservation Committee

Rhode Island Sea Grant

Ohio Sea Grant

Professional Media Appearances

2017 - Wake-Up Watauga, presentation on Economic Impact of AppState Athletics Department

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

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

Memberships

American Economic Association

Association of Environmental and Resource Economists

Northeastern Agricultural and Resource Economics Association

Southern Economic Association

CERTIFICATIONS

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