

Lauren Raymer Heller, Ph.D.

CONTACT INFORMATION	Campbell School of Business Berry College P.O. Box 495024 Mount Berry, GA 30149-5024	Phone: (706) 290-2688 Mobile: (440)477-0947 Email: lheller@berry.edu
CURRENT POSITION	Interim Dean of the Campbell School of Business and Professor of Economics, Berry College	
PREVIOUS PROFESSIONAL ACADEMIC EXPERIENCE	Berry College , Mount Berry, Georgia	
	Interim Assistant Provost for Teaching and Research	2022– Summer 2023
	Director of the Honors Program	2019 - Summer 2023
	Acting Department Chair of Accounting, Economics, and Finance	Spring 2020, Spring 2015
	Co-Director of the Honors Program	2017 – 2019
	Associate Professor of Economics (Tenured), Campbell School of Business	2016 – 2022
	Assistant Professor of Economics, Campbell School of Business	2010 – 2016
EDUCATION	University of North Carolina , Chapel Hill, North Carolina	
	▪ Ph.D., Economics; May, 2010	
	Capital University , Columbus, Ohio	
	▪ B.A., Economics, Summa Cum Laude; May, 2005. Minors in History, Mathematics, and Spanish	
ADMINISTRATIVE LEADERSHIP & ACCOMPLISHMENTS	Interim Dean of the Campbell School of Business (2023-Present) , Berry College	
	▪ Engaged faculty in a collaborative process to revise the Campbell School strategic plan, emphasizing transparency and the inclusion of faculty voices across ranks and disciplines.	
	▪ Developed a new onboarding initiative for incoming Campbell faculty, including a resource library and emphasizing their long run development as teacher-mentor-scholars.	
	▪ Created a new fundraising initiative for young alumni in partnership with the advancement office, renewing the engagement and participation of the Campbell Young Professional Advisory Council.	
	▪ Worked collaboratively with department chairs to execute a significant overhaul of the faculty evaluation policy for the first time in 20 years, simultaneously implementing a transparent merit raise allocation process and bringing the policy in line with updated AACSB standards.	
	▪ Celebrated the 50 th Anniversary of the Berry MBA program by bringing together key stakeholders across campus to deeply examine the mission, vision, target audience, and mode of delivery for the MBA to position the program for success for the next 50 years.	
	Interim Assistant Provost for Teaching & Research (2022-2023) , Berry College	
	▪ Elevated the enrichment of both the student and faculty experience at Berry by increasing the collaboration between the wide variety of offices reporting to this position. These offices included: The Center for Teaching Excellence and Faculty Development, the Office of Research and Sponsored Programs, the Office of Undergraduate Research, National Scholarships and Fellowships, and the Honors Program.	
	▪ Cultivated a deep relationship with the Office of Diversity and Belonging and the Berry Center for Integrity in Leadership in order to break down silos between offices, launch specific faculty development initiatives in these areas, and support a culture of belonging across campus.	
	Honors Program Director (2019-2023) and Co-Director (2017-2019) , Berry College	
	▪ Increased recruitment and retention in the program to grow the number of students graduating with honors by 267% over five years.	

**ADMINISTRATIVE
LEADERSHIP &
ACCOMPLISHMENTS
(CONTINUED)**

Honors Program Director (2019-2023) and Co-Director (2017-2019), Berry College (Continued)

- Partnered with faculty and deans across campus to introduce a variety of new honors core and elective courses in a diverse range of disciplines, including a new “Honors Transitions” course for third year students.
- Revitalized Honors program admissions in partnership with enrollment management, to create a much more holistic, test optional process and to promote diversity, equity, and inclusion in admissions while substantially increasing selectivity.
 - Prospective and current student applications increased by 160% and 233% year-over-year, respectively, between the 2019-2020 and 2020-2021 admissions cycles.
 - Yield of top students matriculating at Berry overall also increased. The FY21 admit-to-yield rate for Band 1 and 2 students admitted to the honors program was 281% larger than for the same academic caliber of students who were invited to apply to Berry Honors but did not.
- Developed a new advising and onboarding process in collaboration with Academic Affairs and the Office of Academic Transitions to improve retention of honors students both within the program and at Berry. The number of students reaching the thesis stage of the honors program more than doubled over five years.
- Collaborated with community leaders and nonprofit organizations to expand the Berry Honors Tutoring Program targeting at-risk K-12 students in Rome.

PUBLICATIONS

“On Political Conventions and Hotel Occupancy: An Update” (with Abhi Aurobindo and Frank Stephenson, Berry College). In *The Economic Impact of Sports Facilities, Franchises, and Events: Contributions in Honor of Robert Baade*. Edited by Robert Baumann and Victor Matheson. Springer Sports Economics, Management, and Policy Series, 2023.

“How does the Super Bowl Affect Host City Tourism?” (with Frank Stephenson, Berry College). *Journal of Sports Economics*, 22(2), 2021.

“Voter ID Laws and Voter Turnout” (with Jocelyne Miller and Frank Stephenson, Berry College). *Atlantic Economic Journal*, 47(2), 2019.

“Unconventional Wisdom: Estimating the Economic Impact of the Republican and Democratic National Political Conventions,” with Victor Matheson and E. Frank Stephenson. *Papers in Regional Science*, 97(4), 2018.

“Is Human Trafficking the Dark Side of Economic Freedom?” with Robert A. Lawson, Ryan H. Murphy, and Claudia R. Williamson. *Defence and Peace Economics*, 29(4), 2018.

“Fracking and Labor Market Conditions: A Comparison of Pennsylvania and New York Border Counties,” with Kelly Hastings and E. Frank Stephenson. *Eastern Economic Journal*, 43(4), 2017.

“A Classroom Property Title Experiment,” with E. Frank Stephenson. *Journal of Economics and Finance Education* 15(1), 2016.

“Development and Income Inequality: A New Specification of the Kuznets Hypothesis,” with Katherine Theyson. *Journal of Developing Areas*, 49(3), 2015.

“Economic Freedom, Homeownership, and State Labor Market Conditions,” with E. Frank Stephenson. *Journal of Entrepreneurship and Public Policy* 4(2), 2015.

“The Influence of Physical Activity on Cigarette Smoking Among Adolescents: Evidence From Add Health,” with Mir M. Ali and Aliaksandr Amialchuk. *Nicotine & Tobacco Research* 17(5), 2015.

PUBLICATIONS
(CONTINUED)

“Primary Voting Systems and Economic Freedom: An Analysis of U.S. States,” with Peter T. Calgano. *Journal of Public Finance and Public Choice*, XXXII(1-3), 2014.

“Paging Dr. Hibbert: What *The Simpsons* Can Teach Us About Health Economics.” In *Homer Economicus: The Simpsons and Economics*. Joshua Hall, Editor. Stanford University Press. May, 2014.

“Economic Freedom and Labor Market Conditions: Evidence from The States,” with E. Frank Stephenson. *Contemporary Economic Policy*, 32(1), 2014.

“Do Slums and Early Childhood Preventive Care Choices Among Urban Residents of Bangladesh.” *Social Science & Medicine* 94, pp. 43-55, 2013.

“For Compassion or Money? The Factors Influencing the Funding of Micro Loans,” with Kayla Badding. *Journal of Socio-Economics*: 41(6), 2012.

“Using India and China to Interest American Students in Economics,” with Nimish Adhia. *Education About Asia*: 17(3), 2012.

“Social Cohesion and Its Relationship to Endogenous Institutional Formation and Economic Growth.” *Journal of Private Enterprise*: 25(1), 2009.

Also appearing in *Economic Freedom: Causes and Consequences*, Joshua Hall and Robert Lawson (eds.). New York: Nova Science, 2011.

“Do Gas Stations Raise the Price of Gasoline on the Weekend or Holidays?” with Robert Lawson and Joshua Hall. *Atlantic Economic Journal* (Anthology Section): 35(1), March 2007.

“Testing the Alchian-Allen Theorem: A Study of Consumer Behavior in the Gasoline Market,” with Robert Lawson. *Economics Bulletin*: 35(4), 2006.

SELECT WORKING
PAPERS AND
ARTICLES UNDER
REVIEW

“College student GPAs, stress, and satisfaction during the first three semesters of the pandemic: What factors made an impact?” (with S. Nazione, A. Vredevelde, C. A. Dexter, and M. McElveen, Berry College). Under review at the *Journal of American College Health*. 4th round of revisions resubmitted October, 2023.

“State-Level Health Care Policies and Immigrant Health Outcomes: The Case of the Massachusetts Health Care Reform” (with Jamie Sharpe and Christian Roberts, Berry College). Revise & Resubmit at *Applied Economics*.

GRANTS AND
FUNDRAISING

Campbell Young Professional Advisory Council Fundraising , to establish a fund in support of student travel to academic competitions.	<i>Campaign Launching</i>
Campbell Executive Advisory Council Fundraising , in support of faculty grants, student professional certifications, and student research travel.	<i>2023 (Ongoing)</i>
Event Support Grant , Institute for Humane Studies. \$3,000.	<i>2023</i>
Alumni Fundraising , to establish the Berry College Economics Colloquium Fund (with Frank Stephenson).	<i>2020</i>
External Speaker Grant , Institute for Humane Studies. \$2,000.	<i>2018</i>
External Speaker Grant , John Templeton Foundation. \$4,000.	<i>2017</i>
Faculty Summer Research Grant , Berry College	<i>2012</i>

HONORS, AWARDS, AND BOARD MEMBERSHIPS	<i>College-Wide Awards</i>	
	Student Government Association Faculty Member of the Year , Berry College	2020 & 2013
	Mary S. and Samuel Poe Carden Award , Berry College	2017
	Faculty “First Year Advocate” Award , Berry College	2015
	Eleana M. Garrett Award for Meritorious Advising and Caring , Berry College	2013
	<i>Campbell School of Business Awards</i>	
	Award for Outstanding Service to the Berry Community	2020 & 2018
	Campbell School of Business Outstanding Teacher	2019
	Beta Gamma Sigma Faculty Member of the Year	2018
	Campbell School of Business Outstanding Mentor	2018
<i>External Board Memberships</i>		
Executive Board Member, Association of Private Enterprise Education	2020-Present	
OneBoard Member, Rome First United Methodist Church Finance and Endowment Committees	2021-Present	

SELECT PROFESSIONAL LEADERSHIP & SERVICE	<i>Professional Activities and Service at Berry College</i>	
	Mentoring Coach, Developmental Conversations Initiative and Faculty/Staff Training, Berry College Center for Integrity in Leadership, 2023	
	Faculty Assembly Executive Committee (Secretary), AY 2016-2017	
	Faculty Liaison for Berry College Women’s Basketball Team, January, 2011 – Present.	
	Faculty Advisor to Berry College Undergraduate Business and Economic Research (UBER) Journal, 2013 – 2019.	
	Faculty Advisor for Omicron Delta Epsilon Economics Honor Society, Eta Chapter. 2012-2018.	
	Berry College Student Government Advisor (Elected by student representatives from all campus organizations). 2011 – 2012.	
	<i>Professional Activities and Service to External Organizations</i>	
	External Faculty Affiliate, Center for the Study of Free Enterprise, Western Carolina University College of Business, AY 2021-2022.	
	External Reviewer for the Promotion and Tenure candidacy of Dr. Kate Sheehan, Creighton University Heider College of Business, Fall 2020.	
Institute for Humane Studies Adjunct Program Officer (Mentor for 4-5 Economics Ph.D. students interested in pursuing a career in academia), 2014-2017.		
Member of U.S. Young Scholars Delegation to Taiwan (Taipei and Tainan, Taiwan), September 2012.		

SELECT COMMITTEE SERVICE	<i>College-Wide Committees</i>	
	HERI Diverse Learning Environments (DLE) Survey Analysis Team, Summer 2021-Present.	
	Faculty Learning Community on Undergraduate Research, 2020-2022.	
	Academic Affairs Reopening Committee, 2020-2021.	

**SELECT
COMMITTEE SERVICE
(CONTINUED)**

Academic Council, 2015-Present

Honors Program Committee, 2013-Present
Chair, 2017-2023

Berry College Council on Student Research
Member, AY 2012-2016 and 2017-2023
Chair-Elect, AY 2013-2014
Chair, AY 2014-2015

First Year Experience Advisory Committee, 2014-2021

Ad Hoc Committee on Faculty Evaluations, 2014-2015

Faculty-Staff Campaign Committee, 2013-2014

Campbell School of Business Faculty Search Committees

Dean Search Committee, AY 2015-2016

Tenure Track Faculty Search Committees, AY 2013-2014, AY 2014-2015, AY 2015-2016, AY 2021-2022,
AY 2022-2023

Visiting Faculty Search Committees, AY 2011-2012, AY 2012-2013, AY 2013-2014, AY 2014-2015, AY
2020-2021, AY 2022-2023

**RECENT
CONFERENCE
PRESENTATIONS AND
INVITED LECTURES**

“A Deadly Election? An Investigation of the 2016 Presidential Election and Suicide Rates,” with
Joy Han and E. Frank Stephenson. Presented at the Annual Meetings of the Southern Economic
Association in New Orleans, Louisiana. Upcoming in November, 2023.

“Unconventional Wisdom? The Political Economy of Stadiums and Mega Events for Urban
Economic Development.” Public Lectures at Scaled-Up X (Asheville, North Carolina; August
2023) and the College of Charleston (September, 2022).

“Metropolitan Economic Freedom and Labor Market Conditions,” (with Dean Stansel and E.
Frank Stephenson). Presented at the Bridwell Institute for Economic Freedom at Southern
Methodist University in Dallas, Texas. August, 2022.

“Covid-19 and Women in the Academy: A Roundtable Discussion.” Presented at the Annual
Meetings of the Association of Private Enterprise Education. April, 2022.

“School Calendars in Maryland: Did Tourism Benefit from a Post-Labor Day School Start?”
Presented at the Annual Meetings of the Association of Private Enterprise Education. April,
2022 (with Frank Stephenson and Charis Morgan).

“Honors Transitions: From Coursework to Thesis and Beyond.” Presented at the National
Collegiate Honors Conference in Orlando, Florida. October, 2021.

“Access to Care and the Immigrant Health Paradox: An Analysis of State Policy,” Western
Carolina University, May, 2021 (with Jamie Sharpe and Christian Roberts).

“Regulation, Maternal Choice, and Perinatal Health Outcomes in the COVID-19 Pandemic,”
(with Abigail Hall Blanco and Lauren Hall). Presented at the Annual Meetings of the
Association of Private Enterprise Education. April, 2021.

“Women in Classical Liberalism: From the Enlightenment to the Nobel.” Presented at the
Annual Meetings of the Southern Economic Association (Virtual). November, 2020.

**RECENT
CONFERENCE
PRESENTATIONS AND
INVITED LECTURES
(CONTINUED)**

“Does Campaign Rhetoric Influence Economic Decisions? Evidence from the U.S. Visa Market,” with Jamie Sharpe. Presented at the 3rd Annual Scaled-Up Seminar of Western Carolina University. February, 2020.

“Classroom Discussion: Does Mixing Matter?” with Whitney T. Douglas-Buser. Presented at the Annual Meetings of the Southern Economic Association in Fort Lauderdale, Florida. November, 2019.

The following papers were presented at the Annual Meetings of the Western Economic Association International in San Francisco, California. June, 2019.

- “State-Level Health Care Policies and Immigrant Health Outcomes: The Case of the Massachusetts Health Care Reform,” with James Sharpe.
- “The Super Bowl and Host City Hotel Occupancy,” with E. Frank Stephenson.

“The Lawson Legacy: Mentoring Research through Student Work at a Small Liberal Arts College.” Presented at the Annual Meetings of the Association of Private Enterprise Education. Nassau, Bahamas. April, 2019.

“Clothing Her in Strength and Dignity: Empowering Women through Markets.” Public lecture at Samford University, February, 2019.

“What Does the Super Bowl Mean for Hotels? Evidence from Occupancy Data,” with E. Frank Stephenson. Presented at the 2019 Symposium on the Economic Impact of the Super Bowl at Kennesaw State University. January, 2019.

“Engaging Students in Research from Both Editorial Perspectives: The Undergraduate Business and Economics Research Journal.” Presented at the Annual Meetings of the Southern Economic Association in Washington, D.C. November, 2018.

**RESEARCH &
HONORS THESIS
SUPERVISION**

Honors Thesis Director or Co-Director

Joy Han, “A Deadly Election? An Investigation of the Relationship between Federal Elections and Mental Health,” In progress.

Norine Moore, “Foreign Aid in Response to Natural Disasters: An Economic and Theological Analysis of Indonesian Rice Consumption in response to the 2004 Indian Ocean Tsunami,” In progress.

Caroline Lanier, “Cash Transfers and Women’s Empowerment in Ghana,” 2023.

William Bannister, “A Quantitative Program Evaluation of a Nonprofit Mobile Farm Bus in Addressing Food Insecurity” 2022.

Michaela Rowland, “Female Political Participation and its Impact on Female Labor Force Decision Making: An Empirical Analysis” 2019.

Matthew Hinson, “Essays on Market Competition: An Analysis of Atypical Markets” 2016.

Kelly Hastings, “The Effects of the New York Hydrofracking Moratorium on Labor Market Conditions in New York and Pennsylvania Border Counties,” 2013.

External Dissertation Committee Member

Maria (Sorokina) Tackett, West Virginia University, 2015-2016

Named Berry Research Scholarship Supervision

Jocelyne Miller, Richards Scholar, 2016-2018

**RESEARCH &
HONORS THESIS
SUPERVISION
(CONTINUED)**

Kayli Wilson, Synovus Scholar, 2013-2014

Kayla Badding, Kirbo Scholar, 2010-2011

Honors Thesis Committee Member

Charis Morgan, "Scarcity," 2022.

Patrick Quinn, "How the Application of Property Rights Impacted Migration from 19th Century Ireland," 2022.

Emma Duke, "Decriminalization of Prostitution: The Incentives Impacting Violent Crime and Disease," 2020.

Clay Collins, "Analyses of the Impact of Lower Division College Football," 2016.

Rachel Palmer, "The Great Depression in Georgia: The Response of Urban Georgia, Rural Georgia, and the Berry College Community," 2016.

Meagan Endozo, "How Representative is State Environmental Policy of Public Will? A Content Analysis and Comparative Study of Georgia, Florida and Louisiana," 2015.

Amy Funk, "Contextual Memory: As it Relates to Eyewitness Memory," 2014.

Sara Walcott, "Soccer and Economics: The Effects of Attendance and Yellow Cards," 2012.

Jonathan Surls, "PGA Tour Golfers' Labor Supply," 2012.

Berry Summer Undergraduate Research Fellowship (SURF) Supervision

Joy Han and Norine Moore, Summer 2023

Will Bannister, Summer 2021

SURF students co-mentored with Frank Stephenson (Summer, 2021): Joy Han, Brooke Hansbrough, Charis Morgan.