

MARY O=MALLEY BORG

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University of North Florida
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EDUCATION

Ph.D., Economics, 1985, University of North Carolina at Chapel Hill

A.B., Cum Laude and with Honors in Economics, 1979, Randolph-Macon Woman=s College

PH.D. FIELDS

Public Finance (major)
Economic Demography (major)
Economic Development (minor)

DISSERTATION TITLE

AAAn Economic Model of Fertility in Korea@

FELLOWSHIPS, SCHOLARSHIPS, AND HONORS

Teaching Incentive Program Winner 1993, 1998
Richard D. Irwin/Beta Gamma Sigma Fellow 1992-93
Business Affiliates Professorship at University of North Florida, 1990-92
Outstanding Teacher Award (University-wide) at University of North Florida, 1989
National Institute for Child Health and Human Development Fellow, 1982-83
National Merit Scholar, 1975-1979

HONOR SOCIETIES

Phi Beta Kappa, Beta Gamma Sigma, Omicron Delta Epsilon, Phi Kappa Phi

ACADEMIC EXPERIENCE

Director of the Undergraduate Academic Enrichment Program - University of North Florida, Fall 1995-Present. Duties include helping academically talented students apply for prestigious national scholarships and fellowships, directing the Undergraduate Research Program, and implementing other extracurricular intellectual activities for undergraduate students.

Professor of Political Economy – Department of Political Science and Public Administration, University of North Florida, Fall 2001–present. Duties include six-hour teaching load, scholarship, and service activities.

Professor of Economics - University of North Florida, Fall 1994-Spring 2001. Duties include six-hour teaching load, scholarship, and service activities.

Visiting Associate Vice President for Faculty Affairs - University of North Florida, Fall 1994-August 1995. Duties included three-hour teaching load and administrative duties in the Office of the Provost and Vice President for Academic Affairs.

Chairperson of the Department of Economics and Geography - University of North Florida, Fall 1993-August 1994. Duties included three-hour teaching load, scholarship, service, and administrative duties for a department of seven full-time faculty members.

Associate Professor of Economics - University of North Florida, Fall 1989-Fall 1994. Duties included nine-hour teaching load and scholarship and service activities.

Assistant Professor of Economics - University of North Florida, Fall 1984-Fall 1989. Duties included nine-hour teaching load, scholarship and service activities.

Adjunct Assistant Professor of Economics - North Carolina Agricultural and Technical State University, Greensboro, NC, 1983-1984 Academic Year. Duties included nine-hour teaching load.

Visiting Instructor - North Carolina State University, 1982-83 Academic Year. Duties included six-hour teaching load.

Teaching and Research Assistant - University of North Carolina - Chapel Hill, 1979-1982. Duties included teaching recitation sections and helping UNC-CH faculty with research projects.

PUBLICATIONS

Books and Book Chapters:

The Economic Consequences of State Lotteries, Praeger Publishing Company, September 1991. (With Paul Mason and Stephen Shapiro)

Chapter 5 International Trade Theory in International Business: Text and Cases by S. Paulson, W. Tomlinson, and R. Vaghefi, published by Taylor & Francis, 1991.

Articles:

“Personality Type and Student Performance in Upper Level Economics Courses: The Importance of Race and Gender,” forthcoming in the Journal of Economic Education. (With Harriet Stranahan)

“Lottery Funded Merit Scholarships: Some Lessons from the Florida Bright Futures Scholarship Program,” Journal of Business and Economic Perspectives 28, No. 1, Spring 2001. (With Harriet Stranahan)

“The Effect of Gender and Race on Student Performance in Principles of Economics,” forthcoming in Applied Economics. (With Harriet Stranahan)

“Teaching Critical Thinking Through Interdisciplinary Courses,” College Teaching, Vol 49, No. 1, Winter 2001 (with J. Rody Borg).

“Horizontal Equity Implications of the Lottery Tax,” National Tax Journal. Spring 1998. (with Harriet Stranahan)

“Separating the Decisions of Lottery Expenditures and Participation: a Truncated Tobit Approach,” Public Finance Review. March 1998. (with Harriet Stranahan)

“Personality Type and Student Performance in Principles of Economics,” Journal of Economic Education. Winter 1996. (with Stephen L. Shapiro)

“Response to Review Essay: Equity and Efficiency of State Lotteries,” Economics of Education Review, December 1994.

“The Cross Effects of Lottery Taxes on Alternative Tax Revenue,” Public Finance Quarterly, April 1993. (With Paul M. Mason and Stephen L. Shapiro)

“Net State Lottery Tax Revenues,” in Gambling and Commercial Gaming: Essays in Business, Economics, Philosophy and Science, Spring 1992. (with Paul M. Mason and Stephen L. Shapiro)

“The Incidence of Taxes on Casino Gambling: Exploiting the Tired and Poor,” American Journal of Economics and Sociology, July 1991. (with Paul Mason and Stephen Shapiro)

“Earmarked Lottery Revenues: Positive Windfalls or Concealed Redistribution Mechanisms,” The Journal of Education Finance, Fall 1990. (with Paul Mason)

“An Economic Comparison of Gambling Behavior in Atlantic City and Las Vegas,” Public Finance Quarterly, July 1990. (with Paul Mason and Stephen Shapiro)

“Gambling Tax Incidence for Three Groups of Las Vegas Gamblers,” Applied Economics, September 1989. (With Stephen Shapiro and Paul Mason)

“The Case of Effort Variables in Student Performance,” The Journal of Economic Education, Summer 1989. (with Paul Mason and Stephen Shapiro)

“The Success of Mergers in the 1920's: A Stock Market Appraisal of the Second Merger Wave,” International Journal of Industrial Organization, March 1989. (with J. Rody Borg and John D. Leeth)

“The Income-Fertility Relationship: Effect of the Net Price of a Child.” Demography, May 1989.

“The Budgetary Incidence of a Lottery to Support Education,” National Tax Journal, March 1988. (with Paul Mason)

WORKING PAPERS

“The Effect of Advertising on the Tax Incidence of State Lotteries,” currently under review at *Public Budgeting and Finance* (with Harriet Stranahan)

“Some Futures are Brighter than Others: The Net Benefits Received by Florida Bright Futures Scholarship Recipients,” under review at the *National Tax Journal*. (with Harriet Stranahan)

FUNDED RESEARCH AND GRANTS

“The Importance of School Factors versus Individual Factors in Predicting Student FCAT Scores,” Summer salary funded by the Florida Center for Public Policy and Leadership. Summer 2001. (with Harriet Stranahan)

“The Importance of School Factors versus Individual Factors in Predicting Student FCAT Scores,” \$5000 funded by the Office of Academic Affairs. Summer 2001 (with Harriet Stranahan)

Summer Grant from Sponsored Research to prepare a proposal for the Research Experience for

Undergraduates Grant from the National Science Foundation. June 1999.

“The Distributional Effects of Funding for Education.” Kip Fellowship awarded \$6000 by the College of Business Administration to assist in data collection for the project. April 1999. (with Harriet Stranahan)

“The Budgetary Incidence of Florida’s Bright Futures Scholarships and Georgia’s Hope Scholarships.” \$5000 funded by the Office of Academic Affairs. April 1998. (with Harriet Stranahan)

Underserved Arts Communities Assistance Program Grant from the Florida Division of Cultural Affairs, administered through the Small Business Development Center at the University of North Florida. Project Director, 1992-present.

AThe Effect of Advertising on the Tax Incidence of State Lotteries.@ TSI Seed Grant, 1991. (with Stephen Shapiro)

AThe Budgetary Incidence of State Funding of Higher Education.@ TSI Seed Grant, 1990.

AThe Economic Consequences of the Florida Lottery.@ Business Affiliates Research Award, 1989. (with Paul Mason and Stephen Shapiro)

AA Comparison of Consumer Expenditures Before and After the Lottery: Where Are Lottery Dollars Coming From?@ TSI Seed Grant, 1989. (with Paul Mason and Stephen Shapiro)

AA Comparison of the Resident versus Nonresident Incidence of Taxes on Casino Gambling.@ TSI Seed Grant, 1987. (with Paul Mason and Stephen Shapiro)

AThe Budgetary Incidence of a State Lottery to Support Education.@ TSI Seed Grant, 1986. (with Paul Mason)

TEACHING ACTIVITIES

Courses Taught:

It’s the Economy, Stupid: The Role of Economics in Politics and Society
 Contemporary Public Policy Seminar
 Race and Gender in the American Economy
 Principles of Macroeconomics
 Principles of Microeconomics
 Principles of Economics for MBA Students
 Economics of Business Decisions (MBA Students)
 Managerial Economics
 Intermediate Microeconomics
 Intermediate Macroeconomics
 Public Finance
 History of Economic Thought
 Honors Seminar: Modern Cultural and Economic Revolutions
 (team-taught with English Professor Marnie Jones)

Curriculum Development:

Developed and taught a new course entitled, *It's the Economy, Stupid: The Role of Economics in Politics and Society*. This course is a three hour seminar designed for sophomore Honors students who had not had a previous economics course. The objective of the course was to make students aware that economics plays an essential role in most of the political and social issues facing our country and the world today. Students were taught basic economic concepts that were then applied to many social and political issues.

Developed and taught a one hour course entitled, *Contemporary Public Policy Seminar*. In this course, students discuss several issues such as gun control, managed care in the healthcare industry, welfare reform, free trade, and global warming from both pro and con positions. In addition, they participate in two student-led debates on controversial issues. They also read a weekly news magazine and discuss current events. This course is designed to keep students abreast of current events and to increase their critical thinking skills.

Developed and taught a new course entitled, *Race and Gender in the American Economy*. This course examines issues of race and gender from an economic perspective. It looks at the source of economic inequality among the races and sexes from the standpoint of three separate paradigms -- conservative, liberal and radical. The implications of racial and gender inequality in the areas of education, employment, household production, health care and the decline of America's cities are considered.

Developed and taught an *International Public Finance* course. In the fall of 1993, I received a course release through a Title VI grant from the United States Department of Education to add an international perspective to my Public Finance course. A typical Public Finance course looks only at the taxing and expenditure decisions of the public sector in the United States, but in this new course, we will look at these decisions in a number of different countries, both industrial nations like ourselves, as well as less developed nations. In addition, we will examine public sector decisions that defy national boundaries such as a global environmental issues and the problem of third world debt.

Developed an economics course designed for K-12 teachers called *Everything You Always Wanted to Know About Economics But Were Afraid to Ask*. This user-friendly course emphasizes the use of economic theory in solving social and political problems and stresses the use of interesting techniques that make learning economics fun. This course is designed to be taught as a two-week, three-credit-hour Summer Seminar through the University of North Florida Center for Economic Education.

Developed an interdisciplinary course on the interaction between English literature and the economy in the modern period (18th, 19th, 20th centuries) for the Honors Program curriculum (with Marnie Jones).

Developed the course *World Trade and the International Monetary System* for the Masters of Business Administration curriculum.

PROFESSIONAL ACTIVITIES

Journal Referee Activities:

Regularly serve as a referee for the following journals: Demography, The National Tax Journal, Public Finance Review, The American Journal of Economics and Sociology and Journal of Economic Education.

Paper Presentations:

"Some Futures are Brighter than Others: The Net Benefits Received by Florida Bright Futures Scholarship Recipients." Sport, Arts and Leisure (SAL) Study Group. London, England. March 2001. The SAL Group, funded by the Economic and Social Research Council, convened by Dr. David Forrest and Dr. Rob Simmons of the University of Salford. The aim of the Study Group is to promote and disseminate the application of economic

and econometric analysis to the fields of sports, arts and leisure (including gambling) using best-practice techniques.

“The Effect of Advertising on the Tax Incidence of the Lottery” presented to their marketing and economics faculty at the University of Salford. Salford, England. March 2001.

“Personality Type and Student Performance in Upper Level Economics Courses: The Importance of Race and Gender,” presented at the American Economic Association Meetings held in Boston, MA in January 2000. (with Harriet Stranahan)

“The Effect of Advertising on the Tax Incidence of State Lotteries,” presented at the Southern Economic Association Meeting held in New Orleans, LA in November 1999. (with Harriet Stranahan)

“The Effect of Gender and Race on Student Performance in Principles of Economics: The Importance of Personality Type,” presented at the Western Economic Association Meeting in Lake Tahoe, NV in July 1998. (with Harriet Stranahan).

“Using Focus Groups as a Tool for Evaluating Teaching,” presented at the Southern Economic Association Meeting held in Baltimore, MD in November 1998. (with J. Rody Borg)

“Horizontal Equity Implications of the Lottery Tax,” presented at the Southern Economic Association Meeting held in Atlanta, Georgia on November 21-23, 1997. (with Harriet Stranahan)

“Teaching Critical Thinking Through Interdisciplinary Courses,” Southern Economic Association Meeting, Washington D.C., November 1996 (with J. Rody Borg)

“Comparing the Budgetary Incidence of State Spending on Higher Education with State Spending on Welfare Programs,” Southern Economic Association Meeting, 1992. (with J. Rody Borg)

“The Effect of Personality Type on Performance in the Principles of Economics Class,” Southern Economic Association Meeting, 1992. (with Stephen Shapiro)

“The Effect of Advertising on the Tax Incidence of State Lotteries,” Southern Economic Association Meeting, 1991. (with Stephen Shapiro)

“The Disparate Impact of Government Subsidies on Small Versus Large Farms,” Southern Economic Association Meeting, 1991. (with J. Rody Borg)

“A Comparison of Lottery Expenditures Before and After the Lottery: Where Are Lottery Dollars Coming From?” Southern Economic Association Meeting, 1990. (with Paul Mason and Stephen Shapiro)

“The Budgetary Incidence of State Funded Higher Education,” Southern Economic Association Meeting, 1990. (with J. Rody Borg)

“The Fungibility of State Educational Funding: Earmarked and Non-earmarked Lotteries,” Southern Economic Association Meeting, 1989. (with Paul Mason)

“The Relationship Between Student Effort and Performance in Principles of Economics: Is There a Structural Shift Between Above and Below Average Students?” Southern Economic Association Meeting, 1988. (with Paul Mason and Stephen Shapiro)

AAAn Economic Model of the Decision to Have a Fourth Child in Korea,@ Eastern Economic Association Meeting, 1988.

AEarnmarked Lottery Revenues: Positive Windfalls or Concealed Redistribution Mechanisms,@ Southern Economic Association Meeting, 1987. (with Paul Mason)

AThe Success of Mergers in the 1920's: A Stock Market Appraisal of the Second Merger Wave,@ Southern Economic Association Meeting, 1987. (with J. Rody Borg and J.D. Leeth)

AThe Impact of Mergers on Acquiring Firm Shareholder Wealth: The 1905-1930 Experience,@ Financial Management Association Meeting, 1987. (with J. Rody Borg and J.D. Leeth)

AThe Effect of Other Explanatory Variables on Income in Fertility Models,@ Eastern Economic Association Meeting, 1987.

AThe Budgetary Incidence of a Lottery to Support Education,@ Southern Economic Association Meeting, 1986. (with Paul Mason)

AA Socioeconomic Model of Completed Family Size in Korea,@ Southern Economic Association Meeting, 1985.

Other Activities:

Invited to present a workshop and case study about state lotteries at the National Conference of State Legislatures Senior Fiscal Analysts Seminar, held in Charleston, SC, August 29- September 1, 1993.

Chosen as one of 35 faculty members from across the country to participate in a National Science Foundation Workshop entitled, "Improving Introductory Economics by Integrating the Latest Scholarship on Women And Minorities."

Attended a Conference, ATeaching Economics: A Multi-disciplinary Approach in Instruction and Classroom Based Research,@ held in Pittsburgh, PA, February 1990.

Attended a conference on teaching Principles of Economics, sponsored by Addison Wesley Publishing Co., in Chicago, IL, February 1989.

Participant in Thirteenth Summer Seminar in Population, sponsored by the East-West Population Institute, East-West Center, Honolulu, Hawaii. The seminar consisted of a four-week workshop held in Honolulu, Hawaii and one week of field work in Kuala Lumpur, Malaysia, May 31-July 2, 1982.

UNIVERSITY SERVICE

Director of Tuition Exchange for UNF Faculty and Staff, 1995-present.

President of UNF's chapter of Phi Kappa Phi, National Honor Society, 2000 – present.

Chair of UNF Rhodes, Marshall, Truman. Rotary, Fulbright and Phi Kappa Phi Scholarship Selection Committees, 1995-present.

Financial Aid Appeals Committee, 1999-present.

University Promotion and Tenure Committee, 1992. Chair, 1993, 1999-2000, Secretary 2000, 2001
Faculty Affairs Committee, 1989-1993, 1997-98.

President of University of North Florida's chapter of Beta Gamma Sigma, International Honor Society in Business, 1992.

Chair of Faculty Affairs Ad Hoc Committee on Teaching Evaluation Instrument (SUSSAI), 1997

Chair of Faculty Affairs Ad Hoc Committee on Faculty and Staff Child Care, 1991-1992.

University of North Florida Child Development and Research Center Advisory Board, 1991-present.
 University of North Florida Humanities Center Board of Directors, 1991-present.
 University Honors Council, 1988-1992.
 SACS Self-Study Committee on Faculty, 1988.
 Academic Programs Committee, 1987-89.
 Nominations and Election Committee, 1987-89, Chair 1987-88.
 Rules and Appeals Committee, 1987-88, 1993.
 SGA Budget and Allocation Committee, 1985-86.
 Advisory Committee, Center for Local Government, 1986-1990.
 College of Business Long-Range Planning Committee, 1991-1992.
 College of Business Faculty Development Committee, 1991-1992.
 College of Business International Committee, 1986-87.
 Department of Economics Curriculum Committee, 1984-present.
 Department of Economics Faculty Search Committees, 1984-1990.
 Participant in Activities for Religious Awareness Week at the University of North Florida, 1991.
 Participant in Citizens Symposium on the Budget Crisis in Florida held at the University of North Florida, November 1991.

SERVICE TO STUDENTS

Created and serve as Faculty Advisor for University Scholar's Honor Society, 1999-Present.
 (Students meet on a monthly basis to discuss current events and engage in intellectual pursuits such as book discussions, academic lectures and going to art exhibits and cultural events.)
 Created and direct the Undergraduate Research Program, 1999-present
 (I administer a competitive grant program that awards \$3000 to faculty and student research teams.)
 Faculty Advisor for University of North Florida's chapter of Omicron Delta Epsilon, International Honor Society for Economics, 1989-1993
 Faculty Advisor for Student Economics Club, 1989-1993.
 Numerous presentations to Inroads students - Inroads is a program for gifted minority students.
 Numerous presentations to Duval County Superintendent's Junior University, 1986.
 Presentation to College of Business Minority Students=Program, 1986.

COMMUNITY SERVICE

Member of Phi Beta Kappa Alumni Association of Northeast Florida, President 1998-99, Vice President for Scholarships 1997-98, Secretary 1995-1996, Treasurer 1999-Present.
 Member of Health and Human Services Board, Community Advisory Board for District 4 Department of Children and Families (formerly Health and Rehabilitative Services), 1993-present.
 Member of the Children's Committee of the HHSB, 1993-present
 Member of the Healthy Start Coalition, 1994-96
 Member of the WAGES Coalition, 1996-1998
 Chair of the Welfare Reform Task Force for HHSB. 1995
 Chair of the Family Preservation Task Force for the HHSB, 1998
 Member of the Board of Directors of Association for Retarded Citizens (ARC)-Duval, 1992-1993.
 Leadership Jacksonville, Class of 1991.
 Chair of Local Economy Day for Youth Leadership Jacksonville, January 1992.
 Member of Planning Committee for Leadership Jacksonville Education Day and Local Economy Day, 1992.

Television and Radio:

Numerous interviews on television news about current economic events and the lottery, 1985-present.
 Radio Interview with Jacksonville station about the lottery, August 1996
 Radio Interview with an Albany, NY radio station about casino gambling, June 1995

TV interview about the lottery on Nashville, TN station WTVF, January 1992.
 Radio interview about the lottery on Jacksonville station WOKV, January 1992.
 TV appearance on Jacksonville Channel 4's evening news about the lottery, November 1991.
 TV appearance about the lottery on Channel 17's Newsmakers (with Paul Mason), 1988.
 TV appearance (with Paul Mason) about the lottery on Channel 4's Open 4 Discussion, October 1986 and January 1988.
 TV appearance (with Paul Mason) about the lottery on cable local access channel talk show, 1986.
 Participated in radio talk show (with Paul Mason) about the lottery, 1986.

Newspapers and Magazines:

Featured in Folio Weekly article about the Lottery, August 1996
 Featured, with economics student Julie Steen, in the State University System of Florida's 1992 Annual Report, as one of the best mentors in the SUS.
 Story about Clinton's Economic Plan appeared in the Jacksonville Business Journal, on Friday, September 3, 1993.
 Front page story about co-authored lottery book appeared in the Florida Times Union on Oct. 31, 1991. This article went out over the Associated Press and related stories appeared in the Miami Herald, Orlando Sentinel, Columbus (Ohio) Dispatch, Fort Myers News-Press, and Florida Trend Magazine, and others.
 Chosen by Jacksonville Magazine as one of 1991's People to Watch.
 Stories which cite lottery study (with Paul Mason) have appeared in The Chronicle of Higher Education (1988), The Jacksonville Business Journal (1986, 1988), The Florida Times Union (1986, 1988), and The Beaches Leader (1986).

Speeches and Presentations:

Chosen as one of 25 faculty for Faculty Forum to Celebrate UNF's 25th Anniversary, 1997-98.
 Speech entitled, The Florida Lottery, A Lotto-Broken Promises, given to many community groups and the UNF Foundation Board.
 Speech about Clinton's economic plan, given to Associated General Contractors of Northeast Florida, August 1993.
 Speech about Clinton's economic plan, given to Downtown Kiwanis Club, February 1993.
 Speech about the lottery, given to AARP chapter, July 1992.
 Speech about the feminization of poverty, given as part of a seminar during Women's History Month, sponsored by Catholic Diocese Concerns of Women Committee (with Betty Carley, Deputy District Administrator of HRS), March 1992.
 Speech about the need for a state income tax, given at the state convention of Florida Community College Student Government Association Officers, March 1992.
 Part of a panel discussion on the economics of environmental issues, Earth Stewardship Conference 1992: Building an Ethic of Hope, February 1992.
 Speech about the lottery, given to Northside Businessmen's Club, December 1991.
 Speech entitled Economics with Heart, given as part of the University of North Florida's Religious Awareness Week, November 1991.
 Speech about the lottery, given as part of Marion County's Public Forum on the Florida Lottery, November 1991.
 Speech about women in the labor force, given to Insurance Women of Jacksonville, October 1991.
 Speech about women in the labor force, given to Jacksonville Pilot Club, May 1991.
 Speech about employment trends in the 21st century, given as part of the Fall Lecture Series of the Camden County (GA) Public Library, September 1990.
 Speech about the diversion of lottery funds from education, given to Arlington Optimist Club and Southside Council of the Chamber of Commerce, Summer 1990.
 Speech about the lottery in Florida, given to Business Affiliates of the College of Business, University of North Florida, at their annual breakfast, Fall 1989.

Speech about the lottery in Florida, given to the Jacksonville Women's Network, September 1988.
Speech about women in the labor force and child care, given to the Jacksonville branch of the Department of Labor, in recognition of Federal Women's Week, May 1987.
Speech about lottery, given to Rotary Club of Jacksonville (with Paul Mason), October 1986.
Speech about lottery, given to Arlington Rotary Club, October 1986.
Presented the Economic Environment section of APlanning for Success@ to the Minority Business Entrepreneurs involved in the Chamber of Commerce's Adopt-A-Business Program.

PROFESSIONAL AFFILIATIONS

American Economic Association
Southern Economic Association
National Tax Association

REFERENCES

Dr. A. David Kline, Provost and Vice President for Academic Affairs
University of North Florida
Jacksonville, FL 32224

Dr. Dennis Gayle, Vice President for Academic Affairs
University of North Florida
Jacksonville, FL 32224

Dr. Henry Thomas, Chair
Department of Political Science and Public Administration
University of North Florida
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