



Vanderbilt University

BUSINESS/ECONOMICS EXPERTS

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• **Stock Market** • **Equities Market** • **Derivatives Markets** • **Investments** • **International Financial Management and Corporate Finance**



Hans Stoll, The Anne Marie and Thomas B. Walker professor of finance, Owen Graduate School of Management; founder and director, Owen School's Financial Markets Research Center

Stoll is widely quoted on equities markets issues, and often provides a historical perspective on the markets. He has done research into the measurement of trading costs, structure and change in the securities and option markets, market volatility, commodities markets and the impact of institutional investors on the stock market.

Phone: 615-322-3674, **News Service:** 615-322-2706

E-mail: hans.stoll@owen.vanderbilt.edu

Bio: <http://www.owen.vanderbilt.edu/faculty/hstoll.cfm>

• **Antitrust** • **Mergers** • **Strategy** • **Economics** • **Teaching Economics**



Luke Froeb, William C. and Margaret W. Oehmig Associate Professor in Entrepreneurship and Free Enterprise; former director, Bureau of Economics, Federal Trade Commission

Froeb is one of the nation's leading experts in antitrust and business mergers. From 2003-05, he served as director of the Bureau of Economics at the Federal Trade Commission, where he managed more than 100 civil servants dedicated to tearing down barriers to competition in addition to enforcing the antitrust and consumer protection laws of the United States. His research is focused on the economics of competition policy. He has written a forthcoming textbook on teaching economics in a more meaningful way.

Phone: 615- 322-9057, **News Service:** 615-322-2706

E-mail: luke.froeb@owen.vanderbilt.edu

Bio: http://www.owen.vanderbilt.edu/vanderbilt/About/faculty-research/f_profile.cfm?id=102



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BUSINESS/ECONOMIC EXPERTS, cont.

- **Marketing** • **Consumer Behavior** • **Brand Management** • **Developing New Brands**



Steve Hoeffler, associate professor of marketing

Hoeffler is an expert in consumer products marketing, brand management and consumer behavior. He's done research on topics such as positioning multiple category products, marketing radically new or novel products and the development of consumer preferences. Hoeffler has worked in marketing for NCR/AT&T and consulted for Procter and Gamble, IBM and Fujitsu.

Phone: 615- 322-2995, **News Service:** 615-322-2706

E-mail: steve.hoeffler@owen.vanderbilt.edu

Bio: http://www.owen.vanderbilt.edu/vanderbilt/About/faculty-research/f_profile.cfm?id=190

- **Finance** • **Equities Markets** • **Exchanges**



William Christie, Frances Hampton Currey Professor of Management; Associate Dean for Faculty Development; Executive MBA Faculty Director; Professor of Law

Christie is an expert on the NASDAQ market and other financial markets. He achieved notoriety as a result of his mid-1990s study of the operations of the major financial markets. He is the co-author of a study that showed NASDAQ market makers were implicitly colluding to maintain artificially high trading profits at the expense of investors. His research resulted in a sweeping reform of the NASDAQ market and the introduction of the SEC Order Handling Rules. His

most recent work is on the microstructures of the pink sheets market.

Phone: 615- 343-7802, **News Service:** 615-322-2706

E-mail: bill.christie@owen.vanderbilt.edu

Bio: http://www.owen.vanderbilt.edu/vanderbilt/About/faculty-research/f_profile.cfm?id=90

- **Corporate and Securities Law** • **Executive Compensation** • **Stock Option Plans**



Randall Thomas, John S. Beasley II Professor of Law and Business; director, Law and Business Program

Thomas has earned a reputation of being one of the most productive and thoughtful corporate and securities law scholars in the nation. His recent work addresses issues such as hedge fund shareholder activism, executive compensation, corporate voting, corporate litigation and the structure of firms. Those articles include "Litigating Challenges to Executive Pay: An Exercise in Futility?"; "The Globalization Trend for Executive Pay"; and "Should Shareholders Have a Greater Say Over Executive Pay? Learning from the U.S.

Experience."

Phone: 615-343-3814, **News Service:** 615-322-2706

E-mail: randall.thomas@law.vanderbilt.edu

Bio: <http://www.law.vanderbilt.edu/thomas>



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BUSINESS/ECONOMIC EXPERTS, cont.

• **War's Impact on Economy** • **Historical Perspective of Financial Markets**



Peter Rousseau, associate professor of economics

Rousseau can discuss how war impacts the financial markets and what happened to the markets during past wars. Rousseau is a former financial systems analyst and Wall Street consultant who studies the financial markets from a historical perspective.

Phone: 615-343-2466, **News Service:** 615-322-2706

E-mail: peter.l.rousseau@vanderbilt.edu

Bio: <http://sitemason.vanderbilt.edu/econ/rousseau>

• **Business Ethics** • **Strategies for New Economy Firms**



Bart Victor, Cal Turner Professor of Moral Leadership; Owen Graduate School of Management; director, Cal Turner Program in Moral Leadership Across the Professions

Victor has done numerous interviews on ethics in business and can discuss the role of the business school in teaching ethics to MBA students. He developed an interdisciplinary program in moral leadership across the professions including Vanderbilt's business, law, medical and divinity schools. His research interests include creating strategies in the new economy firms, and how firms faced with increasing complexity, turbulence and interdependence, develop effective strategies.

Phone: 615-322-2642, **News Service:** 615-322-2706

E-mail: bart.victor@owen.vanderbilt.edu

Bio: <http://www.owen.vanderbilt.edu/faculty/bvictor.cfm>

• **Accounting Standards** • **Accounting for Mergers and Acquisitions** • **Auditing** • **Pricing Audits**



Debra Jeter, associate professor of accounting, Owen Graduate School of Management

Jeter is an expert on accounting and taxation. She has done numerous national interviews on whether accounting standards should be overhauled, on the role and composition of the Accounting Oversight Committee, the market for audit services, auditor reporting decisions, components of earnings and the quality of earnings. She has also written on such practical issues as insurance and taxes. Her research interests include financial accounting and auditing, with specific interests in earnings management, components of earnings, the market for audit services, audit pricing and audit opinions. She is co-author of "Pricing of Initial Audit Engagements for Listed and Unlisted Clients."

Phone: 615-322-3638, **News Service:** 615-322-2706

E-mail: debra.jeter@owen.vanderbilt.edu

Bio: <http://www.owen.vanderbilt.edu/faculty/djeter.cfm>



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BUSINESS/ECONOMIC EXPERTS, cont.

- Labor Relations • Unions • Labor in Politics • Workplace and Employment Issues



Dan Cornfield, professor of sociology and director of the Vanderbilt Center for Nashville Studies

Cornfield serves as the editor of "Work and Occupations," a scholarly journal specializing in sociological research on the workplace, labor and employment. Recent publications include "Conclusion: Seeking Solidarity . . . Why and With Whom?" in a book he co-edited titled *Labor in the New Urban Battlegrounds: Local Solidarity in a Global Economy* and "Immigration, Economic Restructuring, and Labor Ruptures: From the Amalgamated to Change to Win."

Phone: 615-322-7535, 615-322-7626, **News Service:** 615-322-2706

E-mail: daniel.b.cornfield@vanderbilt.edu

Bio: http://www.vanderbilt.edu/sociology/VDOS_People_DanCornfield.shtml

- Health Care Business and Strategy • Teaching Health Care • Health Care Information Systems



Jon Lehman, associate dean for health care

Lehman is an expert in formulating strategies for health care and health care information technology. As associate dean for health care, he has responsibility for the Health Care MBA, a rigorous program designed to produce graduates specifically for the growing health care industry. He is former president and CEO of Evolved Digital Systems, a leading provider of digital-based image and information management systems for the health care industry, a company he co-founded 10 years ago.

Phone: 615-322-9101, **News Service:** 615-322-2706

E-mail: jon.lehman@owen.vanderbilt.edu

Bio: http://www.owen.vanderbilt.edu/vanderbilt/About/faculty-research/f_profile.cfm?id=162



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BUSINESS/ECONOMIC EXPERTS, cont.

• **Health Care Management** • **Health Care Economics** • **Business Fundamentals for Health Care**



Larry Van Horn, associate professor of management, Director Health Care MBA Program

Van Horn is a leading expert and researcher on health care management and economics. He is the faculty director of the Health Care MBA program. Van Horn's research includes the conduct of managed care firms and measurement of health care outcomes and productivity. Van Horn has conducted industry research for such organizations as Kodak Health Imaging, Health Care Financing Administration, Kaiser Family Foundation and the Robert Wood Johnson Foundation. He has also consulted for national consulting firms, managed care organizations, pharmaceutical firms and foreign governments.

Phone: 615-322-6046, **News Service:** 615-322-2706

E-mail: larry.vanhorn@owen.vanderbilt.edu

Bio: http://www.owen.vanderbilt.edu/vanderbilt/About/faculty-research/f_profile.cfm?id=193

• **Sports Economics** • **Building Stadiums** • **Strikes**



John Vrooman, professor of economics

Vrooman is an expert on the economics of sports. Vrooman has done extensive research on the economic value of building or renovating stadiums, free agency, player strikes and athlete pay and performance. Vrooman is also a former college athlete. He played football and baseball at Kansas State University.

Phone: 615-322-7460, **News Service:** 615-322-2706

E-mail: john.vrooman@vanderbilt.edu

Bio: <http://www.vanderbilt.edu/Econ/faculty/Vrooman/home.html>



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