

CURRICULUM VITA

Kealoha Widdows, Ph.D.

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General Information

<i>Education</i>	Ph.D., Purdue University, 1987 M.A., University of Chicago, 1981 B.A., Reed College, 1978
<i>Current Position</i>	Professor and John H. Schroeder Interdisciplinary Chair in Economics, Interim Chair of the Division of Social Sciences, and Acting Dean of the College Wabash College, Crawfordsville IN

Professional History

Summer 2011	Acting Dean of the College
2010-2011	Interim Chair of the Division of Social Sciences
Fall 2008-	John H. Schroeder Interdisciplinary Chair in Economics
Spring 2008	Visiting Professor, University of Virginia Institute for Shipboard Education
2004-Present	Professor, Department of Economics
2002-2004	Dan Evans Associate Professor of the Social Sciences
Spring 2002	Visiting Scholar, School of Commerce, National Cheng-chi University, Taipei, Taiwan
Fall 2002–Fall 2007	Chair, Department of Economics, Wabash College
1992-2004	Associate Professor, Department of Economics, Wabash College
1999-2000	Resident Director, GLCA/ACM Japan Study, Waseda University Center for International Education, Tokyo, Japan
1996-1997	Instructor and educational consultant, MUCIA Global Education Group, Inc.
1993-5	Visiting Professor, ITM/MUCIA Indiana University Cooperative Program in Malaysia; Department of Business and Economics, Institut Teknologi MARA, Shah Alam, Malaysia

1987-1992	Assistant Professor of Economics, Department of Economics, Wabash College, Crawfordsville IN
1985-1986	Coordinator of Microeconomics, Department of Economics, Purdue University, West Lafayette IN
1984-1986	Teaching Assistant, Department of Economics, Purdue University, West Lafayette IN
1983-1984	Research Assistant, Department of Economics, Purdue University, West Lafayette IN
1982-1983	Economist, Division of Budget and Planning, Missouri State Government, Jefferson City MO
1981-1982	Budget Analyst, Division of Budget and Planning, Missouri State Government, Jefferson City MO

Membership in Academic and Professional Societies

Member, American Economic Association

Member, Asian Consumer and Family Economics Association

Member, Association for Cultural Economics International

Teaching

Courses taught at Wabash College

Economics Courses

Econ 101	Introductory Economics
Econ 291	Intermediate Microeconomics
Econ 333	Labor Economics
Econ 333	Industrial Organization
Econ 277A	The Global Economy
Econ 321	International Trade
Econ 12	Health Care Economics
Econ 253	Econometrics (team-taught)
Econ 251	Quantitative and Computer Methods in Economics (team-taught)
Econ 322	International Finance
Econ 77B	Economics of Regulation
Econ 77C	Seminar in Macro Policy
Econ 77D	Environmental Economics
Econ 401	Senior Seminar
Div 3-252	Statistics (team taught)
Econ 277	The Economics of the European Union (team-taught)
Econ 332	Labor Economics
Econ 277B	The Economics of the European Union

IS 277 Interdisciplinary Seminar on Ecuador (team-taught)

Other Courses

FRT 08 High-Performance Asian Economies
FRT 94 Freshman Tutorial on Southeast Asian Literature in Translation
FRT 97 Freshman Tutorial on Books and Films
FRT 00 Freshman Tutorial on Japanese Literature and Culture
COLL 1 Senior Colloquium on Great Books
C&T 1, 2 Cultures and Traditions 1 and 2

Courses Taught at University of Virginia/Semester at Sea

Introduction to Development Economics
International Economics
Economics of the Arts

Courses Taught at National Chengchi University

Managerial Economics (MBA level)
Managerial Economics (undergraduate level)

Courses Taught at Waseda University

International Trade Theory
Japanese Industrial Structure

Courses Taught at Institut Teknologi MARA

Introductory Microeconomics
Introductory Macroeconomics
Probability and Statistics

Courses Taught at Purdue University

Econ 251 Microeconomics
Econ 252 Macroeconomics

Special Teaching Assignments and Accomplishments

- Recipient of GLCA New Directions Grant for “Historical Prices for New Violins and the Baumol Cost Disease”
- Responsible for developing a “pipeline” program to fast-track Wabash students interested in accounting into Indiana University’s Kelley School of Business MSA program
- Helped develop and co-lead a special GLCA faculty seminar, “Work and Leisure in Japan” in Kyoto and Tokyo (Summer, 2009)

- Collaborated in the creation and team-teaching of a summer module on politics and globalization in Ecuador (Summers, 2006 and 2007) with special emphasis on the oil industry
- Developed and helped deliver an innovative grant-funded summer program in entrepreneurship that combined a traditional classroom experience with an issue-centered externship at a community business (Summers, 2004 and 2005)
- Co-organized a conference on the Japanese economy jointly sponsored by Waseda University and GLCA/ACM Japan Study in Tokyo in June of 2001
- Collaborated with a colleague to develop an empirical industrial organization course based on upper-level econometrics in which students replicate journal articles
- Helped to develop and co-taught a tied course on the economics and politics of the European Union and led three grant-funded field trips for 15 students to Europe in 2002, 2004, and 2006
- Helped develop an innovative computer-based quantitative skills sequence for undergraduate economics majors to teach basic optimization, statistics, multivariate regression, logit and probit.
- Developed and filmed a telecourse in intermediate microeconomic theory for MUCIA Global, Inc. for distance- learning programs in Malaysia, Indonesia, and Poland.

Research

Refereed publications

Rha, Jong-Youn, Kealoha Widdows and Richard Widdows, (2002), "Service Leadership and the Changing Balance of Power in CRM," Journal of Customer Relationship Management, Vol. VIII (2), April 2003, pp. 7-11.

Kovenock, Dan and Kealoha Widdows (1998), "Price Leadership and Asymmetric Price Rigidity." European Journal of Political Economy, Vol. 14, No. 1 (February 1998), pp. 167-188.

Widdows, Richard and Kealoha Widdows (1998), "Beyond the Web Site: Customer Relationship Management in the Online Community." Journal of Customer Relationship Management, Vol. III (1), March 1998, pp. 21-24.

Widdows, Kealoha and Nor Aishah Ahmad, et al. (1998), "The Construction and Performance of a Consumer Attitude Index for Malaysia". Malaysian Journal of Consumer and Family Economics, Vol. 1, 1998, pp. 58-68.

Widdows, Richard and Kealoha Widdows (1995), "Consumer Index Measurements". Mobius, June 1995, pp. 40-42.

Kovenock, Dan, Kealoha Widdows and James Dworkin (1991), "A Model of Duopolistic Unionism Exhibiting Downward Wage Rigidity," Canadian Journal of Economics, February 1991, Vol. 24, No. 1, pp. 55-69.

Kovenock, Dan and Kealoha Widdows (1989), "The Sequencing of Union Contract Negotiations," Managerial and Decision Economics, Vol. 10, No. 4, December 1989, pp. 283-290.

Published Proceedings

Bei, Lien-Ti, Tsai-Ju Liao, and Kealoha Widdows, "The Effects of Culture on Women's Opinions and Consumption Values for both Hedonic and Utilitarian Products in China and Taiwan," Proceedings of the American Council on Consumer Interests, April 2005, Columbus, Ohio, pp. 45-62.

Bei, Lien-Ti, Tsai-Ju Liao, and Kealoha Widdows, "Women's Self-Perceptions and Household Contributions across Three Chinese Societies: Tradition is as Tradition Does." Proceedings of the Fourth Conference of the Asian Consumer and Family Science Association, December 2003, Taipei, pp. 63-92.

Widdows, Richard, Gong-Soog Hong, and Kealoha Widdows (1999), "Technology and Consumer Studies". Proceedings of the Third Conference of the Asian Consumer and Family Science Association, July 1999, Seoul, pp. 242-246.

Widdows, Richard, Kealoha Widdows and Gong-Soog Hong (1999), "The Internet and Consumers". Proceedings of the 1999 International Conference on Minsheng Field Exchanges Between East and West at the Turn of the Century. Fu-Jen University, Taipei, Taiwan, December 11, 1999, pp. 35-36.

Widdows, Richard, Kealoha Widdows, Zuraidah M. Sanusi, Norhasimah Abdul Aziz, Norhayati Mohamed, Nor' Aisah Ahmad, Norasibah A. Aziz, Mazzini Muda and Rohana A. Mexican (1997), "A Factor Analysis of the Components of a Consumer Attitude Index for Malaysia." Proceedings of the Second Conference of the Asian Consumer and Family Economics Association, July 1997, pp. 176-181.

Widdows, Kealoha and ten others (1995), "Toward A Consumer Attitude Index for Malaysia," Proceedings of the First Conference of the Asian Consumer and Family Economics Association, July 1995, pp. 62-75.

Widdows, Richard and Kealoha Widdows (1992), "Modeling and Simulation as a Consumer Economics Research Tool: An Application to Consumer Arbitration," Proceedings of the 38th Annual Conference of the American Council on Consumer Interests, Toronto, Canada, March 1992, pp. 212-220.

Book Chapters

Widdows, Richard and Kealoha Widdows (1999), "Sisyphus at his Exercise: The Internet and Consumer-Business Relations in the US." In McDonald, Stuart and John Nightengale, eds., Information and Organization: A Tribute to the Work of Don Lambertson (North-Holland, 1999), pp. 215-228.

Working Papers

Kovenock, Dan and Kealoha Widdows (1993), "Price Leadership and Asymmetric Price Rigidity". Working Paper #1008, *Institute for Research in the Behavioral, Economic, and Management Sciences*, Krannert Graduate School of Management, Purdue University, October 1993.

Widdows, Richard, Kealoha Widdows, and Robert Steidle (1992), "A Statistical Examination of the Performance of Students of the ITM/MUCIA Indiana University Cooperative Program in Malaysia." Working Paper, *Institut Teknologi MARA*, Selangor, Malaysia, July 1992.

Kovenock, Dan and Kealoha Widdows (1987), "A Model of Duopolistic Unionism Exhibiting Downward Wage Rigidity". Working Paper #939, *Institute for Research in the Behavioral, Economic, and Management Sciences*, Krannert Graduate School of Management, Purdue University, 1987.

Kovenock, Dan and Kealoha Widdows (1987), "The Sequencing of Union Contract Negotiations". Working Paper #936, *Institute for Research in the Behavioral, Economic, and Management Sciences*, Krannert Graduate School of Management, Purdue University, 1987.

Conference Presentations

Bei, Lien-Ti, Tsai-Ju Liao, and Kealoha Widdows, "The Effects of Culture on Women's Opinions and Consumption Values for both Hedonic and Utilitarian Products in China and Taiwan, *American Council on Consumer Interests*, Columbus, Ohio, April 2005 (with Tsai-Ju Liao and Lienti Bei).

"The Influences of Women's Self-Perceptions on their Household Contributions: A Comparison of Three Chinese Societies." *ACR Conference on Gender, Marketing, and Consumer Behavior*, Madison, Wisconsin, June 2004 (with Tsai-Ju Liao, Lienti, Bei, and Richard Widdows).

"Service Leadership and the Changing Balance of Power in CRM," *Society of Consumer Affairs Professionals Annual Conference*, Philadelphia PA, April 27-30, 2003. (With R. Widdows.)

"The Structure of the Japanese Retail Sector," 2001 *GLCA/ACM Conference on The Japanese Economy*, Waseda University, Tokyo, Japan, June 2001.

"The Internet and Consumers", *1999 International Conference on Minsheng Field Exchanges Between East and West at the Turn of the Century*, Fu-Jen University, Taipei, Taiwan, December 11, 1999.

"Out of the Twilight Zone, into Complaint Sites", *Society of Consumer Affairs Professionals in Business 4th annual Technology Forum*, Detroit, MI, June 13-16, 1999. (With R. Widdows and N. Cristea).

Panel Presenter, "The Internet and International Consumer-Business Relations." *Third Conference of the Asian Consumer and Family Science Association*, July 1999, Seoul, Korea.

"A Factor Analysis of the Components of a Consumer Attitude Index for Malaysia", *Second Conference of the Asian Consumer and Family Economics Association*, Guangzhou, China, July 4-6, 1997 (with R. Widdows).

“Entering the Twilight Zone: Talk Groups and Consumer Affairs on the Internet.” *1997 Annual Conference of the Society of Consumer Affairs Professionals in Business*, New Orleans, LA, September, 1997 (With R. Widdows).

“The Construction and Performance of a Consumer Attitude Index for Malaysia.” *Conference of the Malaysian Consumer and Family Economics Association*, Putra Jaya,, Malaysia, August 14, 1996. (With Nor Aisah Ahmad and R. Widdows).

Invited Presentations

“Tiger by the Tail: The Economy of Malaysia.” University of Virginia/Semester at Sea Global Studies lecture, 2008.

“When is a Customer Not Just a Customer? The Calyx and Corolla Case.” Training session for National Oilwell Varco, Dubai, UAE, 10 December 2008.

“Consumers, E-commerce, and the Marketplace: Toward a Consumer Research Agenda” (with R. Widdows). National Chengkung University, Tainan, Taiwan, 14 May 2002.

“Aspects of the Japanese Distribution System: Lessons for Taiwan”. National Chi-Nan University, Puli, Taiwan, April 2002.

“The Impact of the Internet on the Balance of Power in the Marketplace” (with R. Widdows). National Changhua University of Education, Changhua, Taiwan, ROC, March 2002.

Panel Presenter, “The Economic Aftermath of 9/11,” Wabash College. September 2001.

Panel Presenter, “The Autism in Economics,” Wabash College, Division of Social Sciences, October 2000.

“The Structure of the Japanese Retailing Sector: Some Comparisons with the US and Europe.” Invited lecture, International Division, Waseda University, Tokyo, Japan, April 2000.

“The Political and Economic Dimensions of Japanese Agricultural Policy.” Invited lecture, International Division, Waseda University, Tokyo, Japan, April 2000.

Program Chair and Discussant, *Second Conference of the Asian Consumer and Family Economics Association*, July 1997, Guangzhou, PRC.

Panel Presenter, Guang Dong University of Law and Business, People’s Republic of China. *Forum on US-China Economic Relations*, June 1996, Guangzhou, PRC.

Department of Business and Economics, Universiti Teknologi MARA, “The Function of Consumer Attitude Indexes as a Leading Indicator,” July 1994, Shah Alam, Malaysia.

League of Women Voters, “Problems of the US Health Care Delivery System and Some Proposed Solutions,” November 1993, Crawfordsville IN.

Department of Family and Consumer Studies, University of Utah. “The Effect of Arbitration on Product Quality”. March 1992, Salt Lake City UT.

Program Chair and Discussant, 38th Annual Conference of the American Council on Consumer Interests, 1992, Snowbird UT.

Facilitator, British Telecom Liaison Panel Conference, November 1992, London, U.K.

Editorial and Review Services

Reviewed textbooks and articles for the W.W. Norton Press, Journal of Economic Education, American Economic Review, Journal of Business and Economics.

Reviewer for ACCI annual conferences.

Reviewer for GLCA Japan Study travel grants

Service

Consortial Service

Member, GLCA/ACM Global Partners, Task Force on East Asia, 2002-2006

Member, GLCA/ACM Japan Study Advisory Board, 2002-

Wabash Liaison, GLCA Japan Study, 2001-2006

Selected Administrative Experience at Wabash College

Interim Division Chair, Social Sciences, 2010-11

Faculty Visitor to the Board of Trustees, 2009-11

Faculty Representative, Major Gifts Initiative Steering Committee, 2010-

Integrated Marketing Committee, 2007-

Chair, Faculty Development Committee, 2007-8

Chair, Off-Campus Studies Committee, 1992-1993

Off-Campus Studies Committee, 1988-90, 2000-1

Gender Studies Committee, 1998-99

Co-Chair, Freshman Tutorial Program, 1994-2001

Academic Policy Committee, 1991-1992, 1994-1996, 2006-2008

Budget Committee, 1996-1998

Lilly Scholar Selection Committee, 1996-1998

Dean Search Committees, 1998, 1999

Committee on Committees, 1987-1989, 2002-3

Business Committee Chair, 2002-

Presidential Search Committee, 2005-6

Inauguration Committee, 2006-7

Peer Evaluation Services

Reviewer, Department of Economics, Hampden-Sydney College, Hampden-Sydney VA (1992).

Reviewer, Department of Economics, DePauw University, Greencastle, IN (1999).

Reviewer, Department of Economics, Hampden-Sydney College, Hampden-Sydney VA (2001).

Reviewer, Department of Economics, Hampden-Sydney College, Hampden-Sydney VA (2006).

Student Advising

- Manage 15-20 economics majors per year
- Freshman advisor, 2008-9, 2000-1, 1997-8, 1993-4
- Student Interns supervised:
 - Jason Zimmerman (1991-2); Jon Turk (1991-2), Toivo Kiiver (1994-5);
 - Nicolae Cristea (1997-8), Spencer Sheridan (2010)