

CARMEN ASTORNE, PH.D.

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Dr. Carmen Astorne is an Associate Professor of Economics at the Fogelman College of Business and Economics (FCBE), University of Memphis. She previously served as MBA Program Director and as Coordinator for the MA Economics program at FCBE. Before her doctoral studies, Dr. Astorne worked as a Junior Researcher and Instructor at Universidad del Pacifico.

Over the course of nearly four years in her role as MBA Program Director, Dr. Astorne was responsible for (1) administration, (2) class scheduling, (3) curriculum (including assurance of learning), (4) faculty management, (5) marketing, (6) ranking data, (7) student admissions, (8) student recruitment, (9) supervision of the Graduate Programs Office (GPO) staff, and (10) all day-to day activities for the Professional and Online MBA programs.

Dr. Astorne has served in several committees at FCBE, such as Strategic Planning Committee, Continuous Improvement Committee, Economics Department's Tenure & Promotion Committee, FCBE Building Renovation Committee, the FCBE Dean Search Committee, several Search Committees for Faculty and Staff, the Economics Ph.D. Microeconomics Comprehensive Exam Committee, among others.

Dr. Astorne is an applied microeconomist specialized in game theoretic modeling and behavioral economics, which allows her to study a wide range of real-world topics, such as consumer bounded rationality and firm pricing, the relationship between gender and college major persistence and switching, gender differences in non-cognitive skills and self-employment, altruism and identity, the relationship between expatriates and the allocation of knowledge in Multinational Corporations, among other topics.

Dr. Astorne has also participated in interdisciplinary studies, one of them funded by the National Science Foundation. Her research has been featured in national media (The Washington Post), and she has won the Fogelman College's Outstanding Paper Award (Theoretical category) in 2015 and 2019.

Dr. Astorne has refereed for high impact journals in the Economics discipline, such as International Journal of Game Theory, Review of Economic Studies, The Review of Economics and Statistics, RAND Journal of Economics, Labour Economics, Health Economics, The Southern Economic Journal, and the Economics of Education Review. She has also reviewed a chapter for the graduate Microeconomics textbook "Microeconomic Foundations II: Imperfect Competition, Information, and Strategic Interaction" by David M. Kreps.

Dr. Astorne has 19 years of teaching experience. She currently teaches the first-year graduate Microeconomic Theory two-course sequence for both Master's and Ph.D. students in Economics. She has also has taught graduate courses in Game

Theory and Industrial Organization, an upper level undergraduate course in Behavioral Economics, and large sections of Principles of Microeconomics at FCBE.

Prior to joining FCBE, while completing her Ph.D. at Washington University in St. Louis, Dr. Astorne taught the Summer Math Review (Math Camp) for incoming Ph.D. students, and Mathematical Economics at the undergraduate level. Before starting her doctoral studies, she taught undergraduate level Managerial Economics and Principles of Microeconomics at Universidad del Pacífico (Lima, Peru), where she obtained a Bachelor's Degree in Economics. In 2006, she was in the top 5 highest ranked instructors at Universidad del Pacífico.

Her students highlight that she is very organized, innovative, inspiring, and highly knowledgeable of the subject matter she delivers. They also mention that she is capable of taking very complex information and dissecting it into manageable lectures that are easy to understand, and delivering well prepared course materials that are helpful for the students.

Education

Ph.D. Economics, Washington University in St. Louis, 2012.

M.A., Economics, Washington University in St. Louis, 2008.

B.S., Economics, Universidad del Pacífico (Lima-Peru), 2002.

Professional Experience

University of Memphis

Associate Professor of Economics, 2019 - present

- Design and teach courses at both the graduate and undergraduate level, with outstanding evaluations that average 4.9 out of 5 since 2020. This work requires explaining complicated mathematical relationships in an intuitive way to an audience with varying math exposure.
- Serve on a number of committees that include faculty and staff search, grant evaluation, scholarship evaluation, continuous improvement, strategic planning and building renovation committees for the College of Business.
- Published peer-reviewed articles in “A” and “A+” quality journals in the field of Economics, across topics that range from game theoretic work on firm pricing and advertising to empirical studies of education.
- Earned an NSF Grant that resulted in the publication of an interdisciplinary article and several conference papers about empathy in STEM fields.
- Two of my peer-reviewed articles have won the Outstanding Paper Awards in the Theoretical Category at the Fogelman College (2014 and 2019).
- Two of my peer-reviewed articles have attracted media attention (The Washington Post, Marginal Revolution, The Economics Detective).

- Served as reviewer for high-quality peer-reviewed journals and an advanced microeconomics textbook.
- Co-author across departments including work on several grant funded interdisciplinary projects.

MBA Program Director, 2020 - 2023

- Administration, class scheduling, curriculum (including assurance of learning), faculty management, marketing, ranking data, student admissions, student recruitment, website design and maintenance, and all day-to-day activities for the Professional and Online MBA programs.
- Supervision of the Graduate Programs Office (GPO) staff members and Graduate Assistance supporting admissions and advising for the MBA program, MSIS program and PhD programs.

Coordinator, MA Economics Program, 2019 - 2020

- Student admissions, student recruitment, student advising, website design and maintenance, and all day-to-day activities for the Professional and Online MBA programs.

Assistant Professor of Economics, 2012 - 2019

Washington University in St. Louis

Instructor, Teaching Assistant, Research Assistant 2007- 2011

- Taught the Summer Math Review for incoming PhD students for 4 years and a self-designed undergraduate course, Mathematical Economics, for two semesters. My teaching evaluations consistently praised my well-preparedness, enthusiasm, and ability to clearly communicate complex material.
- Curated relevant working papers by prominent economic theorists and added them to the Economic Theory Center online archive.

Universidad del Pacífico, Lima, Peru

Instructor, Junior Researcher, Research Assistant and Teaching Assistant, 2001-2006

- Taught 4 undergraduate courses per academic year. This required developing class material, problem sets, tests, and case studies to apply the concepts learned in the classroom.
- Contributed to research for consulting projects in a variety of economic fields including litigation cases, international trade, GDP forecasts, economic impact studies and environmental economics. Some of this work turned into newspaper articles and other non-academic publications.

Honors & Awards

2019 Outstanding Paper Award, 1st place, Conceptual/Theoretical category, for “Advertising for Consideration,” University of Memphis, Fogelman College of Business and Economics, 2020.

2014 Outstanding Paper Award, 1st place, Conceptual/Theoretical category, for “Consumer Search with Asymmetric Price Sampling,” University of Memphis, Fogelman College of Business and Economics, 2015.

Dean’s Dissertation Fellowship, Washington University in St. Louis, 2011-2012.

Graduate Scholarship, Washington University in St. Louis, 2006-2011.

John Stuart Mill Fellowship, Washington University in St. Louis, 2006-2011.

NSF Grant to attend the 3rd Meeting of Nobel Laureates at Lindau, National Science Foundation (NSF), 2008.

Teaching Experience

University of Memphis

Advanced Microeconomics I (Masters/Ph.D.), 2013-present.

Advanced Microeconomics II (Masters/Ph.D.), 2012-2019.

Economic Theory and Decisions (Masters/Ph.D.), 2012-present.

Industrial Organization (Masters/Ph.D.), 2014.

Introduction to Microeconomics (Undergraduate), 2016-present.

Behavioral Economics (Undergraduate), 2013-2018.

Washington University in St. Louis

Summer Math Review (Ph.D.), 2008-2012.

Mathematical Economics (Undergraduate), 2009-2010.

Universidad del Pacífico

Principles of Microeconomics (Undergraduate), 2004-2006.

Managerial Economics (Undergraduate), 2004-2006.

Refereed Journal Publications

Astorne, Carmen. “Noisy Identity and Cooperation.” *Journal of Economic Behavior and Organization* 207 (2023): 203-234. Ranked A+.

Xu, Yonghong Jade, Eddie Jacobs, **Carmen Astorne-Figari**, Amy L. de Jongh Curry, Shelby G. Roberts, and Russel J. Deaton. ”Empathy and Low Participation

of Women in Engineering: Is There a Hidden Link.” *Journal of Education and Training Studies*, 9.6 (2021): 16-28. Unranked.

Astorne-Figari, Carmen and Jamin D. Speer. “Are Changes of Major Major Changes? The Roles of Grades, Gender, and Preferences in College Major Switching.” *Economics of Education Review* 70 (2019): 75-93. Ranked A.

Astorne-Figari, Carmen, Jose Joaquin Lopez and Aleksandr Yankelevich. “Advertising for Consideration.” *Journal of Economic Behavior and Organization* 157 (2019): 653-669. Ranked A+.

Astorne-Figari, Carmen and Joonhyung Lee. “An empirical investigation on the transfer of expatriates within MNCs from a knowledge perspective.” *Oxford Bulletin of Economics and Statistics* 81 (2019), 780-796. Ranked A.

Astorne-Figari, Carmen, and Jamin D. Speer. “Drop out, switch majors, or persist? The contrasting gender gaps.” *Economics Letters* 164 (2018): 82-85. Ranked A.

Astorne-Figari, Carmen, and Yankelevich, Aleksandr. “Consumer Search with Asymmetric Price Sampling.” *Economics Letters* 122.2 (2014): 331-333. Ranked A.

Working Papers

“Production Hierarchies, Expatriates and Korean MNCs” (with Joonhyung Lee).

“Expectations and Follow-Through: The Roles of Confidence and Non-Cognitive Skills for Self-Employment” (with Andrew Hussey and Daniel Mangrum).

Presentations - Conferences

Midwest Economic Association Conference, St. Louis, MO, March 2019: “Kin-Targeted Altruism with Noise”.

126th ASEE Annual Conference & Exposition, Tampa, FL, June 2019: “The Role of Empathy in Choosing Majors”, with Eddie Jacobs, Amy L. de Jongh Curry, Russell J. Deaton, Wesam M. Salem, Yonghong Jade Xu, and Shelby G. Roberts (presented by coauthor).

10th International Conference on Society and Information Technologies, ICSIT, Orlando, FL, March 2019: “Empathy and gender inequality in engineering: Is there a hidden link”, with Yonghong Jade Xu, Amy Curry, Eddie Jacobs, Wesam Salem and Shelby Roberts (presented by coauthor).

NSF Engineering Education and Centers Grantees Conference, Arlington, VA, October 2017: “An Analysis of Empathy and Gender Inequity in Engineering Disciplines”, with Eddie L. Jacobs, Amy L. de Jongh Curry, Yonghong Xu, Wesam Salem, and Russell Deaton (presented by coauthor).

Vanderbilt Empirical Applied Microeconomics Festival, Nashville, May 2017: “Are Changes of Major Major Changes? The Roles of Grades, Gender, and Preferences

in College Major Switching”, with Jamin Speer (presented by coauthor).

Society of Labor Economics Conference, Raleigh, NC, May 2017: “Are Changes of Major Major Changes? The Roles of Grades, Gender, and Preferences in College Major Switching”, with Jamin Speer (presented by coauthor).

86th Annual Meetings of the Southern Economic Association, Washington D.C., Nov. 2016: “An Evocative Theory of Limited Attention”, with Joaquin Lopez and Aleksandr Yankelevich (presented by coauthor)

86th Annual Meetings of the Southern Economic Association, Washington D.C., Nov. 2016: “Are Changes of Major Major Changes? The Roles of Grades, Gender, and Preferences in College Major Switching”, with Jamin Speer (presented by coauthor).

123rd ASEE Annual Conference & Exposition, New Orleans, LA, June 2016: “Empathy and Gender Inequity in Engineering Disciplines”, with Eddie Jacobs, Amy L. de Jongh Curry, Russell J. Deaton, and Douglas C. Strohmer (presented by coauthor).

Western Economic Association Conference, Hawaii, July 2015: “The Entrepreneurial Personality of Aspiring Business Professionals: Expectations and Actual Self-Employment”, with Andrew Hussey and Daniel Mangrum.

International Industrial Organization Conference, Boston, May 2013: “The Bunny and the Batteries: Advertising to Consumers with Limited Attention”.

Midwest Economic Theory and International Trade Meetings, St. Louis, Sept. 2012: “The Bunny and the Batteries: Advertising to Consumers with Limited Attention”.

82nd Annual Meetings of the Southern Economic Association, New Orleans, Nov. 2012: “The Bunny and the Batteries: Advertising to Consumers with Limited Attention”.

6th Annual Washington University Graduate Student Conference, St. Louis, 2011: “The Bunny and the Batteries: Advertising to Consumers with Limited Attention”.

81st Annual Meetings of the Southern Economic Association, Washington D.C., Nov. 2011: “The Bunny and the Batteries: Advertising to Consumers with Limited Attention”.

Georgetown Center for Economic Research Biennial Conference, Washington D.C., June 2011: “Ad Prominence and Brand Salience: An Alternative Approach to Persuasive Advertising”, with Aleksandr Yankelevich.

80th Annual Meetings of the Southern Economic Association, Atlanta, Nov. 2010: “Asymmetric Sequential Search”, with Aleksandr Yankelevich.

9th Annual Missouri Economics Conference, Columbia, MO, March 2009: “Kin Targeted Altruism With Noise”.

Presentations - Universities

Southern Illinois University, 2016: “Are Changes of Major Major Changes? The Roles of Grades, Gender, and Preferences in College Major Switching”, with Jamin Speer (presented by coauthor).

University of Memphis, 2016: “Are Changes of Major Major Changes? The Roles of Grades, Gender, and Preferences in College Major Switching”, with Jamin Speer (presented by coauthor).

University of Columbia, MO, 2013: “The Bunny and the Batteries: Advertising to Consumers with Limited Attention”.

University of Memphis, 2012: “The Bunny and the Batteries: Advertising to Consumers with Limited Attention”.

Mississippi State University, 2012: “The Bunny and the Batteries: Advertising to Consumers with Limited Attention”.

Bowdoin College, 2012: “The Bunny and the Batteries: Advertising to Consumers with Limited Attention”.

Universidad del Pacífico, Lima, Peru, 2010: “Asymmetric Sequential Search”.

Universidad de Piura, Lima, Peru, 2010: “Asymmetric Sequential Search”.

Media Quotations

Van Dam, Andrew. (2019, April 1). *The most consequential, and least informed, decision that college students make*. The Washington Post. <https://www.washingtonpost.com/us-policy/2019/03/29/most-influential-least-informed-decision-college-students-make/?noredirect=on>.

Cowen, Tyler. (2019, April 4). *Determinants of College Majors*. Marginal Revolution. <https://marginalrevolution.com/marginalrevolution/2019/04/determinants-of-college-majors.html>.

Petersen, Garrett M. (2019, April 4). *Why students switch majors with Jamin Speer* [audio podcast]. The Economics Detective. <https://economicsdetective.com/2019/04/why-students-switch-majors-with-jamin-speer/>.

Interdisciplinary Conference papers

“Smart Cities Connected and Autonomous Vehicles Readiness Index.” (with Ahmadreza Talebian, Sabyasachee Mishra, Mihalis Golias, Junaid Ahmed Khan, Charles A. Santo, Lan Wang, Eddie L. Jacobs and Jesse Simpson). In *Proceedings of the 2nd ACM/EIGSCC Symposium on Smart Cities and Communities*, pp. 1-8. 2019.

“Empathy and gender inequality in engineering: Is there a hidden link.” (with Yonghong Jade Xu, Amy Curry, Eddie Jacobs, Wesam Salem and Shelby Roberts).

In *10th International Conference on Society and Information Technologies*, ICSIT 2019, pp. 58-63. International Institute of Informatics and Systemics, IIIS, 2019.

“An Analysis of Empathy and Gender Inequity in Engineering Disciplines”, with Eddie L. Jacobs, Amy L. de Jongh Curry, Yonghong Xu, Wesam Salem, and Russell Deaton. Presented at the *2019 ASEE Annual Conference & Exposition*.

“Empathy and gender inequity in engineering disciplines.” (with Eddie Jacobs, Amy L. de Jongh Curry, Yonghong Xu, Wesam Salem, and Russell Deaton and Douglas C. Strohmer) In *Proceedings Of The ASEE Annual Conference & Exposition*, vol. 6. 2016.

Interdisciplinary working papers

“A Holistic Index for Evaluating Readiness to Accommodate Connected Autonomous Vehicles” (with Ahmadreza Talebian, Sabyasachee Mishra, Mihalis Golias, Junaid Ahmed Khan, Charles A. Santo, Lan Wang, Eddie L. Jacobs and Jesse Simpson).

Support

External Support

“Research Initiation: Forming the Empathic Engineer - A Path to Gender Equity in the Profession”, with E. L. Jacobs (Computer and Electrical Engineering), Y. J. Xu (Counselling, Educational Psychology and Research) and A. de Jongh Curry (Biomedical Engineering)., NSF, Award No. 1640440, \$150,000, 2016-2018

Internal Support

Summer Research Grant, Fogelman College of Business and Economics, \$5,000, 2022.

Healthcare Research Grant (with K. Yewell), Fogelman College of Business and Economics, \$10,000, 2020.

Summer Research Grant (with J. Lee), Fogelman College of Business and Economics, \$5,000, 2019.

“Smart City Innovation Hub: Phase I-Development of a Connected and Autonomous Vehicle Readiness Index ”, with S. Mishra and M. Golias (Civil Engineering), C. A. Santo (Regional & City Planning), L. Wang (Computer Science) and E. L. Jacobs (Electrical and Computer Engineering), Research Investment Fund, Interdisciplinary Innovations Award, University of Memphis, Division of Research and Sponsored Research Programs, \$100,000, 2017-2018.

Summer Research Grant, Fogelman College of Business and Economics, \$8,000, 2016.

Summer Research Grant, Fogelman College of Business and Economics, \$8,000, 2015.

New Faculty Summer Research Grant, Fogelman College of Business and Economics, \$15,000, 2014.

New Faculty Summer Research Grant, Fogelman College of Business and Economics, \$15,000, 2013.

University Service

University of Memphis, FCBE Search Committee for Dean of FCBE, Member, 2023.

University of Memphis, FCBE Search Committee for Administrative Associate I, Chair, 2023.

University of Memphis, FCBE Master's Sub-Council, Member, 2023.

University of Memphis, Undergraduate Curriculum Committee, Economics Department, Member, 2012-present.

University of Memphis, Graduate Curriculum Committee, Economics Department, Member, 2012-present.

University of Memphis, Economics Ph.D. Microeconomics Comprehensive Exam Committee, Member, 2012-present.

University of Memphis, Economics Department Graduate Committee, Member, 2012-present.

University of Memphis, Economics Department Search Committee for several Assistant Professor, Visiting Assistant

Professor, and Assistant Professor of Teaching positions, Member, 2013-14, 2016-17, 2021-22, 22-23.

University of Memphis, FCBE Master's Sub-Council, Ex-Officio Member, 2020-2022.

University of Memphis, FCBE Professional Development Center Search Committee for Internship Coordinator, Member, 2022.

University of Memphis, FCBE Professional Development Center Search Committee for Assistant Director, Member, 2022.

University of Memphis, FCBE Diversity, Equity and Inclusion Committee, Member, 2022.

University of Memphis, Freshman Seminar Class for Business Majors, presentation about the Economics Major, 2016, 2017, 2022.

University of Memphis, Economics Department Tenure & Promotion Committee, Member, 2021.

University of Memphis, FCBE Building Improvement Committee, Member, 2021.

University of Memphis, Graduate School Language Proficiency Committee, Member, Summer 2020.

University of Memphis, Graduate School Strategic Enrollment Committee, Member, Summer 2020.

University of Memphis, FCBE Classroom Modernization Committee, Member, 2020.

University of Memphis, Economics speaker for Tiger Learning Community, 2019.

University of Memphis, M.A. Economics Coordinator, 2019 - 2020.

University of Memphis, Economics Department Tenure & Promotion Committee, Chair, 2019.

University of Memphis, FCBE Pre-Award Coordinator Search Committee, Member, 2019.

University of Memphis, FCBE OKR Task Force (formerly Strategic Planning Committee), Co-Chair, 2019-2020.

University of Memphis, FCBE Strategic Planning Committee, Member, 2018-2019.

University of Memphis, FCBE Continuous Improvement Committee, Member, 2018-2019.

University of Memphis, Graduate School, Study Abroad Scholarship Committee, 2014-2018.

University of Memphis, FCBE Ph.D. Sub Council, Summer Research Grant evaluation (substituting for Albert Okunade), 2017.

University of Memphis, FCBE Ph.D. Sub Council, Outstanding Paper Awards evaluation (substituting for Albert Okunade), 2014.

University of Memphis, FCBE Search Committee for MBA Director, Member, 2013.

Professional Service

Referee: Atlantic Economic Journal, Eastern Economic Journal, Economics of Education Review, Health Economics, International Journal of Game Theory, Review of Economic Studies, Review of International Economics, The Review of Economics and Statistics, RAND Journal of Economics, The Southern Economic Journal.

Textbook reviewer: Kreps, D. M. (2023). Microeconomic Foundations II: Imperfect Competition, Information, and Strategic Interaction. Princeton University Press.

Conference Organizer: 3rd Washington University Annual Graduate Student Conference, 2011.

Student Advising

Ph.D. Civil Engineering, Dissertation Committee Member, Karlis Pujats, 2021.

Ph.D. Economics, Oral Exam Evaluation Committee member, Lingqi Lou, T.B.D.

B.A. Economics, Honors Thesis Adviser, Jeffrey Babin, 2013.