

**EVAN C. MOORE**

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Auburn University Montgomery  
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**ACADEMIC POSITIONS**

Professor, 2015-Present. Auburn University at Montgomery, College of Liberal Arts and Social Sciences, Department of Economics, Montgomery, AL 36117.

Associate Professor, 2007-2015. Auburn University at Montgomery, College of Business, Department of Economics, Finance and Marketing, Montgomery, AL 36117.

Associate Dean/Graduate Programs Coordinator. 2012-2014. Auburn University at Montgomery, College of Business, Montgomery, AL 36117.

Head, Department of Economics. 2008-2011. Auburn University at Montgomery, School of Business, Montgomery, AL 36117.

Assistant Professor, 2002-2007. Auburn University at Montgomery, School of Business, Department of Economics, Montgomery, AL 36117.

**EDUCATION**

Ph. D. in economics, Virginia Polytechnic Institute and State University, 2002

M.A. in economics, Virginia Polytechnic Institute and State University, 1999

B.S. in economics, Virginia Commonwealth University, 1995

## PUBLICATIONS

### Refereed journal entries

- Moore, Evan. 2022. "Impacts of the 2018-19 NBA Rule Changes on Scoring and the Totals Market," *The Journal of Prediction Markets*, v16, n2.
- Moore, Evan. 2021. "A comment on Paul, Weinbach, and Wilson's (2004) 'Efficient markets, fair bets, and profitability in NBA totals 1995-96 to 2001-02'," *Quarterly Review of Economics and Finance*, v82.
- Moore, Evan, and James Francisco. 2019. "The SEC vs. the Dow Jones: A Profitable Betting Strategy in NCAA Football," *Journal of Prediction Markets*, v13, n2.
- Francisco, James and Evan Moore. 2019. "College Football Bettors and the Wisdom of Crowds," *Journal of Sports Economics and Management*, v9, n1.
- Francisco, James and Evan Moore. 2019. "Betting with House Money: Reverse Line Movement Bases Strategies in College Football Totals Markets," *Journal of Economics and Finance*, v43, n4.
- Moore, Evan, and James Francisco. 2019. "Efficiency, Profitability, and College Football: Do Bettors Overrate the Major Conferences in Interconference Play?" *Atlantic Economic Journal*, v47, n2.
- Francisco, James and Evan Moore. 2018. "A Comment on Paul and Weinbach's (2005) 'Bettor Preferences and Efficient Markets in Totals Markets,'" *Journal of Economics and Finance*, v42, n4.
- Moore, Evan, and James Francisco. 2016. "Optimizing Manufacturer Profit in Downstream Retail Markets Under Conditions of Uncertainty," *Journal of Business Strategies*, v33, n2.
- Moore, Evan, and Solomiya Lyshenyuk. 2015. "Predicting Winners and Evaluating Simple Betting Strategies for BCS College Football Games," *International Journal of Advances in Management and Economics*, v4, n5.
- Moore, Evan. 2014. "Valuing Uncertainty and Information Sharing Among Retailers," *International Journal of Advances in Management and Economics*, v3, n2.
- Linna, Ken, Evan Moore, Rodney Paul, and Andrew Weinbach. 2014. "The Effects of the Clock and Kickoff Rule Changes on Actual and Market-Based Expected Scoring in NCAA Football," *International Journal of Financial Studies*, v2, n2.

Refereed journal entries (continued)

- Moore, Evan and James Boswell. 2012. "Welfare Enhancing Collusion in a Service Provision Model," *Journal of Business Strategies*, v29, n1.
- Moore, Evan. 2011. "Improving Understanding of Collusion in Intermediate Microeconomics," *International Review of Economics Education*, v10, n1.
- Boswell, James and Evan Moore. 2009. "Service Provision and Product Differentiation," *Journal of Business Strategies*, v26, n2.
- Moore, Evan. 2009. "Ambiguity Aversion and Buying a Service Contract," *Southwestern Economic Review: Research Notes*.
- Garret, Kenneth and Evan Moore. December 2008. "Teaching Mixed Strategy Nash Equilibrium to Undergraduates," *International Review of Economics Education*, v7, n2.
- Moore, Evan. Spring 2008. "Investigating the Demand for New Vehicles Service Contracts," *Southwestern Economic Review*, v35, n1.
- Hegji, Charles and Evan Moore. Spring 2007. "A Note on Dealer Sales Incentives," *The Clarion Business and Economic Review*, v6, n1.
- Moore, Evan and Ken Linna. Winter/Spring 2007. "The Red Shift: Voting Trends in Alabama Since the 1994 Republican Revolution," *The Southern Business and Economic Journal*, v30, n1&2.
- Hegji, Charles and Evan Moore. Spring 2006. "On the Economics of Manufacturers and Dealers: A Reexamination," *Southwestern Economic Review*, v28, n1.
- Dufwenberg, Martin, Tobias Lindqvist, and Evan Moore. December 2005. "Bubbles and Experience: An Experiment," *American Economic Review*, v95, n5.
- Hegji, Charles and Evan Moore. Fall 2005. "A Note on the Strategic Use of Service," *Journal of Business Strategies*, v22, n2.
- Moore, Evan. Winter/Spring 2005. "Using the Cauchy CDF in Binary Dependent Variable Modeling," *The Southern Business and Economic Journal*, v28, n1.

Encyclopedia entries and book chapters

Moore, Evan. 2015. "Experiments, Classroom," *Real World Decision Making: An Encyclopedia of Behavioral Economics* by Morris Altman.

Latsis, John, Tobias Lindqvist, Kyu Lee and Evan Moore. 2004. "An asset market experiment," chapter 17 in *Economics Lab: An Intensive Course in Experimental Economics* by Daniel Friedman & Alessandra Cassar.

Online

Moore, Evan. "An Exposition on the Horizontally Differentiated Products Bertrand Model," *Economic Research Network Educator*.

Proceedings

Moore, Evan, and James Francisco. 2024. "Impacts of the 2023 NCAA Football Rules Changes on Scoring and the Totals Market," *2024 Society for Business, Industry, & Economics Proceedings*. Forthcoming.

Moore, Evan, and James Francisco. 2023. "Reverse Line Movement Based Strategies in College Football Spreads Markets," *2023 Society of Business, Industry, & Economics Proceedings*. Forthcoming.

Moore, Evan, and Yashaswi Lal. 2022. "Revisiting Woodland & Woodland's (2015) 'The National Football League Season Wins Total Betting Market: The Impact of Heuristics on Behavior,'" *2022 Society of Business, Industry, & Economics Proceedings*.

Moore, Evan, and James Francisco. Forthcoming. "A Profitable Betting Strategy regarding FBS versus FCS matchups in NCAA Football," *2019 Society of Business, Industry, & Economics Proceedings*.

Moore, Evan, and James Francisco. Forthcoming. "Does Wisdom of Crowds Apply to Sports Bettors? Evidence from Line Movement in College Football," *2018 Society of Business, Industry, & Economics Proceedings*.

Moore, Evan, and James Francisco. "Are College Football Betting Markets Efficient? Evidence from Interconference Play," *2017 Society of Business, Industry, & Economics Proceedings*.

Moore, Evan, and James Francisco. "Sales Incentives, Vertical Relationships, and Uncertainty," *2015 Society of Business, Industry, & Economics Proceedings*.

Moore, Evan, and Solomiya Lyshenyuk. "Rankings, Spreads, and Winning BCS College Football Games," *2014 Society of Business, Industry, & Economics Proceedings*.

Moore, Evan. 2013. "Valuing Uncertainty in a Supply Chain and Information Sharing Among Dealers." *2013 Society of Business, Industry, & Economics Proceedings*.

Lan, Yuexing and Evan Moore. "Determinants of Inflation in China." *2013 Society of Business, Industry, & Economics Proceedings*.

Linna, Ken and Evan Moore. 2011. "The Effects of Clock Rule and Kickoff Rule Changes in NCAA Football," *2011 Society of Business, Industry, & Economics Proceedings*.

Moore, Evan and Ken Linna. 2008. "Effects of Changing the Kickoff Rule in NCAA," *2008 Academy of Economics and Finance Papers and Proceedings*.

Linna, Ken and Evan Moore. 2008. "Vegas Versus Pollsters: Predicting the Winners of NCAA Football Games," *2008 Academy of Economics and Finance Papers and Proceedings*.

Moore, Evan. 2007. "Volatility in U.S. GDP Growth and Income Inequality," *2007 Academy of Economics and Finance Papers and Proceedings*.

Linna, Ken and Evan Moore. 2005. "The Red Shift: Demographic Factors and Recent Voting Patterns in Alabama," *2005 Academy of Economics and Finance Papers and Proceedings*.

Evan Moore. 2003. "Using the Cauchy CDF in Binary Dependent Variable Modeling," *2003 Academy of Economics and Finance Papers and Proceedings*.

## **CONFERENCE PRESENTATIONS**

Moore, Evan, and James Francisco. "Impacts of the 2023 NCAA Football Rules Changes on Scoring and the Totals Market," Society of Business, Industry, & Economics. Sandestin, Florida, 2024.

Moore, Evan, and James Francisco. "Reverse Line Movement Based Strategies in College Football Spreads Markets," Society of Business, Industry, & Economics. Sandestin, Florida, 2023.

Moore, Evan, and Yashaswi Lal. "Revisiting Woodland & Woodland's (2015) 'The National Football League Season Wins Total Betting Market: The Impact of Heuristics on Behavior,'" Society of Business, Industry, & Economics. Sandestin, Florida, 2022.

- Moore, Evan, and James Francisco. "A Profitable Betting Strategy regarding FBS versus FCS matchups in NCAA Football," Society of Business, Industry, and Economics. Sandestin, Florida, 2019.
- Moore, Evan, and James Francisco. "Does the Wisdom of Crowds Apply to Sports Bettors? Evidence from Line Movement in College Football," Society of Business, Industry, and Economics. Sandestin, Florida, 2018.
- Moore, Evan, and James Francisco. "Are College Football Betting Markets Efficient? Evidence from Interconference Play," Society of Business, Industry, and Economics. Sandestin, Florida, 2017.
- Moore, Evan, and James Francisco. "Sales Incentives, Vertical Relationships, and Uncertainty," Society of Business, Industry, and Economics. Sandestin, Florida, 2015.
- Moore, Evan, and Solomiya Lyshenyuk. "Rankings, Spreads, and Winning BCS College Football Games," Society of Business, Industry, and Economics. Sandestin, Florida, 2014.
- Moore, Evan. "Valuing Uncertainty in a Supply Chain and Information Sharing Among Dealers." Society of Business, Industry, and Economics. Sandestin, Florida, 2013.
- Moore, Evan and James Callahan. "Gamblers, Pollsters, and Competitiveness: Are these good predictors for BCS Bowl Games?" Society of Business, Industry, and Economics. Sandestin, Florida, 2012.
- Moore, Evan and James Boswell. "Welfare Enhancing Collusion in a Service Provision Model." Society of Business, Industry, and Economics. Sandestin, Florida, 2010.
- Moore, Evan and Kenneth Linna. "Effects of Changing the Kickoff Rule in NCAA." Academy of Economics and Finance Meeting. Nashville, Tennessee, 2008.
- Moore, Evan. "Volatility in U.S. GDP Growth and Income Inequality." Academy of Economics and Finance Meeting. Jacksonville, Florida, 2007.
- Moore, Evan. "Manufacturer-Dealer Relationships and the Role of Per-Unit Incentives." Southern Economic Association 76th Annual Conference. Charleston, SC, 2006.
- Moore, Evan. "Manufacturer-Dealer Relationships in the Face of Uncertainty and The Role of Per-Unit Incentives." Academy of Economics and Finance Meeting. Houston, Texas, 2006.

Moore, Evan. "Service Contract Purchases for New Vehicles and Attitudes Toward Uncertainty." Southern Economic Association 74th Annual Conference. New Orleans, Louisiana, 2004.

Hegji, Charles and Evan Moore. "On the Economics of Manufacturers and Dealers: A New Look." Midwest Economics Association Meeting. Chicago, Illinois, 2004.

Eckel, Catherine and Evan Moore. "Measuring Ambiguity Aversion." Southern Economic Association 73rd Annual Conference. San Antonio, Texas, 2003.

Moore, Evan. "Using the Cauchy CDF in Binary Dependent Variable Modeling". Academy of Economics and Finance Meeting. Savannah, Georgia, 2003.

Eckel, Catherine and Evan Moore. "Measuring Ambiguity Aversion." Southern Economic Association 71st Annual Conference. Tampa, Florida, 2001. Also served as a discussant.

Dufwenberg, Martin, Tobias Lindqvist and Evan Moore. "Bubbles in Experimental Asset Markets with a Fringe of Inexperienced Traders." Economic Science Association Conference. Tucson, Arizona, 2001.

Eckel, Catherine and Evan Moore. "Measuring Ambiguity Aversion." Economic Science Association Conference. Barcelona, Spain, 2001.

Moore, Evan. "Investigating the Demand for Extended Warranties and Service Contracts." Southern Economic Association 70th Annual Conference. Washington, D.C., 2000.

Other Presentations

Moore, Evan. "Manufacturer-Dealer Relationships and the Role of Per-Unit Incentives." AUM School of Business Seminar Series. April 2007.

Moore, Evan. "Investigating the Demand for Service Contracts." VCU Department of Economics Seminar Series. February 2002.

## GRANT ACTIVITY AND FUNDED RESEARCH

“Automobile Extended Warranties: An Empirical Proposal.” With Catherine Eckel and Nancy Lutz. John D. and Catherine T. MacArthur Foundation. Network on the Nature and Origin of Preferences. \$20,566. 2000-02.

“Measuring Ambiguity and Risk Aversion.” John D. and Catherine T. MacArthur Foundation. Network on the Nature and Origin of Preferences. Subnetwork on Risk Acceptance. \$5,000. 2001.

“Investigating the Demand for Service Contracts.” Virginia Polytechnic Institute and State University, Department of Economics Summer Grant. \$1,000. 2000.

## SERVICE

### Professional

Editor, 2009-2011. *The Southern Business and Economic Journal*.

Referee for *Journal of the European Economic Association*, *Econometrica*, *The Journal of Economics*, *American Economic Review*, *Applied Economics*, *Economic Journal*, *Southern Economic Journal*, *Annals of Finance*, *Journal of Economic Education*, *Journal of Economic Behavior & Organization*, *International Review of Economics Education*, *Journal of Finance and Economic Education*, *Atlantic Economic Journal*, *Journal of Economics and Finance Education*, and *AEJ: Macroeconomics*.

Discussant: 2007 Academy of Economics and Finance meeting, 2006 Academy of Economics and Finance meeting, 2004 Southern Economic Association conference, 2003 Southern Economic Association conference. 2003 Academy of Economics and Finance meeting, 2001 Southern Economic Association conference, 2000 southern Economic Association Conference

Session chair: 2024 Society of Business, Industry, and Economics conference; 2023 Society of Business, Industry, and Economics conference; 2022 Society of Business, Industry, and Economics conference; 2019 Society of Business, Industry, and Economics conference; 2018 Society of Business, Industry, and Economics conference; 2017 Society of Business, Industry, and Economics conference; 2003 Southern Economic Association Conference

External reviewer. 2021. Promotion to Professor, University of Houston - Clear Lake.



University

- Athletic Appeals Committee. 2013 – present.
- Bachelor of Interdisciplinary Studies Committee. 2016 – 2019.
- Athletic Director Search Committee (Chair of Subcommittee). 2015.
- Graduate Advisory Board. 2015.
- Graduate Council. 2012 – 2014; 2015 – 2017. 2024 - present
- Ida Belle Young committee. 2008, 2011 – 2017 (committee dissolved).
- Faculty Advisory Committee. 2013.
- Livescribe Echo pen demo for FDI. 2013.
- University Technology Committee. 2009 – 2011.
- Writing Task Force for the Quality Enhancement Program. 2005 – 2007.
- University Research Council. 2005 – 2019; 2015 – 2019 as Chair.
- Attended Faculty Senate meetings for senators that were unable to attend. 2005.
- HATS committee. 2004.

College of Liberal Arts and Social Sciences

- Southern Studies Conference member. 2024-2025.
- Search committee (chair) – Assistant Professor, Department of Criminal Justice. 2023.
- CLASS Film series committee. 2022 – present.
- Search committee – Chair, Department of Criminal Justice. 2021 – 2022.
- Served on 2 promotion committees for the Department of English and Philosophy. 2021.
- Served on a tenure and promotion committee for the Department of Political Science and Public Administration. 2020.
- Search committee - Dean. 2018.
- Proposal review for Research Council. 2017 – 2019.

College of Public Policy and Justice

- Curriculum committee. 2016 – 2017.
- Served on 2 promotion committees for the Department of Sociology, Anthropology, and Geography. 2016.
- Coordinator for the 2015 and 2016 Economics Forums. Recruited keynote speaker for 2017 Economics Forum.
- Served on 4 promotion committees for the Department of Sociology, Anthropology, and Geography (Chair of one committee). 2015.
- Policy, Procedures, and Operations Committee. 2015 – 2017.

College of Business

- Graduate Committee. 2012 – 2014.
- Leadership Council/Executive Committee. 2008 – 2014.
- Coordinator for the 2013, 2011, 2010, and 2009 Business Economics Forums.
- Lowder –Weil Selection Committee. 2012.
- New faculty mentor. 2012.
- Planning and speaker recruitment for the 2004, 2005, 2006, 2007, and 2012 Business Economics Forums.
- Undergraduate Curriculum Committee. 2005 – 2009.
- Referee for *The Southern Business & Economic Journal*. 2003 – 2012.
- Faculty co-sponsor of the International Business Club. 2005.
- Graduate Policy Committee. 2004 – 2009.
- Executive MBA Committee. 2006 – 2009.

Department of Economics

- Coordinator for “Game Night” and “Moneyball” showing. Spring 2024.
- Promotion and Tenure Committee. 2023.
- Search Committee. 2020.
- Graduate Student Advisor. 2019 – present.
- Search Committee - Administrative Associate. 2018.
- Chair, Search Committee. 2017-2018. Attended the ASSA meeting, Philadelphia, Pennsylvania, 2018.
- Chaperone, Economics Club trip to Atlanta, Georgia. 2015.
- Curriculum Committee. 2014 – present.
- Scholarship Award Committee. 2003 – 2008.
- Department Assessment/Curriculum Committee. 2005 – 2011.
- Search Committee. 2008-2009. Attended the ASSA meeting, San Francisco, California, 2008.
- Co-Chair, Search Committee. 2008.
- Chair, Search Committee. 2006-2007. Attended the ASSA meeting, Chicago, Illinois, 2007.
- Search Committee. 2005-2006. Attended the ASSA meeting, Boston, Massachusetts, 2006.
- Search Committee. 2003-2004. Attended the ASSA meeting, San Diego, California, 2004.
- Quantitative Methods Committee. 2003-2004.

Department of Public Administration

- Dissertation Committee – outside reader for Xiaofeng Chen. 2020 – 2021.
- MPA Assessment Committee. 2017 – present.

Community

- Boy Scout Troop 603 (gave presentation on “Personal Management”). Montgomery, Alabama. 2016.
- Dragonboat Festival and Race (volunteer and recruiter). Montgomery, Alabama. 2010.
- Alabama Americorps State & VISTA Graduation and Training Ceremony (panel speaker). Montgomery, Alabama. 2010.

**MEDIA QUOTES AND APPEARANCES**

- April 11, 2023. NBC Bay Area. “Six-Month Fight to Activate Car's \$2K Prepaid Service Plan.”
- June 3, 2016. *Birmingham Business Journal*. “Bham banking experts not expecting rate hike in June.”
- November 15, 2012. WVAS 90.7 radio interview.
- November 15, 2012. WSFA. “WSFA 12 News at 4.”
- November 15, 2012. WAKA. “CBS 8 News at Noon.”
- November 5, 2012. WSFA. “Alabama Live.”
- November 1, 2011. WAKA. “CBS 8 News at 5.”
- November 2, 2009. WAKA. “CBS 8 This Morning.”
- November 2, 2009. WSFA. “Alabama Live.”
- October 27, 2009. Mix 103.3 radio promo for the Forum.

**PROFESSIONAL DEVELOPMENT**

- Cybersecurity training – 2022 Kevin Mitnick Security Awareness Training, FERPA (education).
- Cybersecurity training – 2021 Kevin Mitnick Security Awareness Training, Handling and Sharing Sensitive Information.
- Faculty Development Institute – online teaching recertification. Auburn University Montgomery. 2020, 2017, 2013.
- Microsoft online training courses (Microsoft Access 2013 Essentials, Microsoft Excel 2013 Essentials, and Microsoft Office 2013 Excel Expert). 2016.
- SANS training. Online. 2014.
- NCHERM: Reporting of Sexual Misconduct Training. Online. 2014.
- Training conducted by Melinda Kramer. Auburn University Montgomery. 2014.
- International Conference and Annual Meeting – AACSB, International. Chicago, Illinois. 2013.
- AUM Leadership Academy. 2012.
- International Conference and Annual Meeting – AACSB, International. San Diego, California. 2012.
- EMERGE Montgomery’s Torchbearer Leadership Class. Montgomery, Alabama. 2010.
- Faculty Development Institute. Auburn University Montgomery. 2010.

- WebCT training course. Auburn University Montgomery. 2005.
- Faculty Enrichment seminars. Auburn University Montgomery. 2002.
- The Intensive Course in Experimental Economics. The Computable and Experimental Economics Laboratory at the University of Trento, Italy, 2001.
- The Sixth Annual Visiting Graduate Student Workshop in Experimental Economics. International Foundation for Research in Experimental Economics and the Economic Science Laboratory of the University of Arizona, 2000.

## **AWARDS**

- Montclair Who's Who Among Executives and Professionals 2008-9.
- Outstanding Economics Senior Award, Virginia Commonwealth University, 1995.