Bryan C. McCannon

Education

B.A.	Illinois Wesleyan University (Economics & Business Admin)	May 1998
Ph.D.	Pennsylvania State University (Economics)	Dec. 2003

Employment

Full Professor & Dean	Illinois Wesleyan University	2023 – present
Associate Professor & Director	West Virginia University	2015 – 23
Associate Professor & Dept Chair	Saint Bonaventure University	2011 – 15
Assistant Professor	Wake Forest University	2007 – 11
Assistant Professor	Elmira College	2003 – 07
Graduate Instructor	Pennsylvania State University	2000 – 03

Leadership Positions

(Inaugural) Dean, School of Business and Economics, Illinois Wesleyan University (2023-present)

- Accreditation – built internal quality control systems including leading the creation of program-level assessment of student learning objectives, redesigning faculty development programming, creating strategic planning and shared governance structures as examples in an effort to achieve ACBSP accreditation (application in process)
- Advancement – working closely with the advancement team engaging in capital campaign planning, annual giving strategies, & major gift development. This includes identifying funding priorities, working with major donors to find mutually-advantageous initiatives, and communicating priorities with advancement team. Successes include funding a new marketing research lab, support for a Bloomberg finance lab, endowing a distinguished speaker series, and funding a technology upgrade to classrooms developing them into digital lecture capture spaces.
- Admissions – actively communicate with admissions teams on recruitment strategies and messaging. Upgraded open house and on-campus recruitment activities.
- Strategic Planning – led the faculty on a mission & vision authoring effort including creating a faculty executive committee & summer strategic planning group. Created an advisory council for the School. Identified initiatives for future growth, strategic priorities for programming, and distinguishing features of our program. Implemented assessment metrics and improved communications.
- Curriculum – created a new major in Supply Chain Management, modernized the economics and entrepreneurship majors, and am in the process of introducing post-baccalaureate certificate programs, starting with Healthcare Administration, which will be the first such program for the university. Created assessment of student learning systems.
- Budget Management – oversee School's operational budget, manage accounts created from fundraising campaigns, negotiate salaries & startup packages of faculty and staff hires, & participate in the Board of Trustees Budget & Finance and Investment committees. Also,

oversee numerous restricted funds and endowed budgets.

- Entrepreneurship and Innovation – oversee a ~$20m building construction creating an innovation hub/student-entrepreneur incubator center on campus. The Petrick Idea Center aspires to connect the entire campus as entrepreneurship emphasizes creative problem solving; includes a maker space, startup launchpad, flexible programming spaces, and improvements in the arts & graphic design capabilities.

Director, Center for Free Enterprise, West Virginia University (2019-23)

- Led a center focused on graduate student development.
- Raised approximately $300K per year (from private organizations) to fund the center. Funding covered graduate student assistantships, travel funds, programming budget, and a summer workshop for grad students.

Coordinator, 3+3 Law and Economics Program, West Virginia University (2021-23)

- Created a joint program with WVU Law where students admitted gain automatic enrollment after three years into the law school.
- Grew it to almost 50 students in only two years building co-curricular programming and application support.

Chair, Department of Finance, Saint Bonaventure University (2012-15)

- Oversaw budget, hiring, student learning assessment, & faculty development activities.
- Led initiatives to train all faculty in best practices in online & hybrid education delivery.
- Led curriculum certification by the CFA Institute.
- Chaired AACSB-focused committee on professional standards and faculty development.

Advisory Board, Riverwalk Capital Holdings (2024-present)

- Participate in biweekly leadership meetings as the educational liaison of a venture capital fund managing $20m. This includes facilitating a 20+ student team to fully participate in the operations and leadership of a venture capital fund.

Board of Directors, Embrace It Africa (2018-23)

- Provided leadership to a 501(c)3 focusing on poverty mitigation in rural Uganda.
- Contributed to strategic planning on fundraising and microfinance bank operations.

Executive Board, Southern Economic Association (2021-present)

- Serving on the leadership team of one of the largest societies for academic economists coordinating graduate student programming. Responsibilities include organization of annual academic conference, managing costs, & recruiting and promoting

Executive Board, Public Choice Society (2021-present)

- Elected to the leadership team of an academic organization. Activities include organization of annual academic conference, managing costs, fundraising, & recruiting and promoting.

Executive Board, Association of Private Enterprise Education (2021-2026)

- Elected to the leadership team of an academic organization. Activities include organization

of annual academic conference, managing costs, fundraising, & recruiting and promoting.

Research Appointments

Faculty Affiliate	Computational Justice Lab, Claremont Grad. U	2018-24
Visiting Senior Scholar	University of Corsica (France)	2018
Visiting Senior Scholar	University of Sassari (Italy)	2010-16

Published Papers

I have published 110 research papers in academic journals. They are provided on my full/academic CV posted here. While I am an economist, I have also worked and published in biology, criminology, finance, law, management, and political science. My research employs multiple methods include decision theory, game theory, laboratory experiments, field experiments, applied econometrics (with a heavy focus on modern techniques in causal identification such as difference-in-differences, instrumental variables, and synthetic control method), text analysis, and machine learning.

I have contributed to numerous research fields, with a strong focus on law and economics and behavioral economics. I have recently added an emphasis researching higher education. Below is a list of relevant research in higher education leadership:

- Measuring Financial Responsibility of Private Higher Education Institutions (with Jack Hansen), under review (working paper)
- Hiring External or Internal Talent? Business Education Leadership in Higher Education, under review (working paper)
- Quantifying the Financial Health of Higher Education Institutions: With an Application to Enrollment Management, under review
- Surviving the Deanship: Difference Between Internal and External Hires in Turnover in Business Schools, under review (working paper)
- Distress with Distress: Financial Health of Higher Education Institutions affects Demand (with J Heflin, B Meehan), 2026, *Education Economics*
- The Impact of Moving from FCS to FBS on the Institution, 2026, *International Journal of Sports Finance*
- The Financial Consequences of Launching a Graduate Business Program at Private Universities, 2025, *Education Economics*
- Gender Identity and Access to Higher Education (with I. Maupin), 2025, *Studies in Higher Education*.
- Does Starting a Division III College Football Program Benefit the Institution?, 2025, *Economics of Education Review*.
- AACSB Accreditation and Student Demand (with K Starr, M Cameron), 2023, *Southern Economic Journal*
- Athletics and Admissions: The Impact of the Penn State Football Scandal on the Quality of University Admissions (with C Johnson), 2022, *Journal of Sports Economics*
- A Million Dollars in Free Advertising: Politics and Sex Offense Prosecution in the Wake of Duke Lacrosse (with M Wilson), 2019, *Supreme Court Economic Review*
- Born for Finance? Experimental Evidence of the Impact of Finance Education (with J Peterson), 2015, *Journal of Behavioral Finance*
- Finance Education and Social Preferences: Experimental Evidence, 2014, *Journal of*

Experimental and Behavioral Finance

- Do Economists Play Well With Others? Experimental Evidence on the Relationship between Economics Education and Pro-Social Behavior, 2014, *American Economist*

Professional Activity (sample/summary)

Vice President, *New York State Economic Association* (2005-07)
Grant Reviewer, *National Science Foundation* (2017)
Guest Editor, *Constitutional Political Economy* (2018)
Guest Editor, *Supreme Court Economic Review* (2019)
Guest Editor, *Public Choice* (2021)
Referee for 60+ different academic journals (many multiple times)

Courses Taught (sample)

- Ph.D.: Microeconomic Theory, Public Economics, Law and Economics
- M.B.A.: Game Theory for the Strategic Manager, Managerial Economics, Behavioral Economics for Managers
- B.A/B.S.: Law and Economics, Econometrics, Game Theory, Behavioral Economics/Finance

Funded Research

- Hough Family Fellowship (2008-10), $7000
- CK Foundation (4 grants over time), $26,500
- National Science Foundation (RCN steering committee member), $289,091
- Robbins Center Research Grant (2 awards over time), $5,000
- CK Foundation – Research Support Grant (Summer 2016 & 2017), $55,000
- CK Foundation– Summer Empirical Workshop (Summer 2016 & 2018), $128,000
- Institute for Humane Studies (4 grants over time), $26,000
- CK Foundation –Center for Free Ent. (2020-21 & 2021-22), $354,400 & $285,000

Graduate Student Oversight

Dissertation Committee: Chair

Zachary Rodriguez (Union); Justin Heflin (Kentucky); Zachary Porreca (Bocconi); Joy Kanengiser (Illinois Wesleyan); I. Maupin (in progress)

Dissertation Committee: Member

Danko Tarabar (Winthrop University); Sriparna Ghosh (St. Mary's); Shree Baba Pokheral (Mississippi State); Yiming He (University of Texas – El Paso); Candon Johnson (Food and Drug Administration); Perry Ferrell (Wisconsin – LaCrosse); Justin Parker (Office of Energy Analysis); Dan Bonneau (George Mason U., Scalia Law); Keri Lawson (North Dakota State); Ben Blemings (Cornell); Joylynn Pruitt (West Virginia); Noah Trudeau (St. Francis); Erika Davies (Union); Josh Martin (Vanderbilt); Clay Collins (Georgia); Seth Carter (Virginia Dept of Taxation); Marios Bantis (TBD); Kat Starr (Washington & Jefferson); Molly Huang (in progress); Dorothy Kemboi (in progress)

Master's Thesis Committee: Chair

Ananya Sarkar; Paul Walker

Presentations

I have given 219 research presentations over the years. This includes research seminars and public lectures at universities, presentations at academic conferences, and talks for professional groups. Below, I list a sample of each.

Seminars
University of Pennsylvania, Pennsylvania State University, Texas Tech University, University of Pittsburgh, West Virginia University, West Virginia Law, Wake Forest University, Wake Forest Law, Washington and Lee University, Ohio University, Rensselaer Polytechnic University, Berry College, Creighton University, Loyola University, Troy University, University of Houston, Claremont Graduate University, Elmira College, Saint Bonaventure University, Christopher Newport University, University of Birmingham (UK), University of Corsica (France), University of Sassari (Italy), University of Athens (Greece), Athens University of Economics and Business (Greece), University of Bonn (Germany), University of Paris Nanterre (France)

Conferences (many multiple times)
American Economic Association, Econometrics Society, Canadian Economics Association, Southern Economic Association, Eastern Economic Association, Western International Economic Association, Midwest Economic Association, Missouri Valley Economic Association, International Atlantic Economic Society, American Law and Economics Association, Canadian Law and Economics Association, Society for Empirical Legal Studies, Public Choice Society, Game Theory Society, Economic Science Association, Association for Private Enterprise Education, American Association of Wine Economics, Association of Public Policy Analysis & Management, American Society for Public Administration

Professional Societies
Institute for Supply Chain Management, Benjamin Franklin Institute, America's Future Foundation, Institute for Humane Studies, Mont Pelerin Society, Mercatus Center

Workshops
Law, Economics, and Institutions Workshop; Workshop on Institutions, Individual Behavior, and Economic Outcomes; Criminal Justice Reform in Comparative Perspectives Workshop; Scaled Up; Experimental Public Choice Workshop; Behavioral and Experimental Public Choice Workshop; Endogenous Rules, Risk, and Legal Institution Workshop; International Meetings for Law and Economics; Supreme Court Economic Review Roundtable; Prosecution: A Workshop for Practitioners and Researchers; Advances with Field Experiments; Midwest Institutes Workshop; Northeastern Association of Business, Economics, and Technology; Business Research Consortium of Western New York; Selecting Judges in North Carolina: Time for Change?; AEA Economics of LGBTQ+ Individuals Seminar Series; International Conference on Empirical Economics

Other Noteworthy Leadership Activity

- Chaired search committee for the dean of the College of Fine & Performing Arts, and served on search committees for the president, vice president of advancement, and vice president of enrollment management.
- Advisory board member to the local hub of the Illinois Innovation Network, entrepreneurship committee of the Economic Development Corporation, and supervisor to the McLean County Small Business Development Council.
- Organized and presented in the biannual *Faculty Spring Symposium* at Elmira College on "Assessment" (April 2005); "Cooperative Learning in Higher Education" (August 2005); "Students as Research Partners" (September 2006)
- Attended the *International Assessment and Retention Conference* in Phoenix (June 2006) on "Everybody's Job: Assessment, Accountability, and Retention in the Learning College
- Attended the *Faculty Athletic Representative Association* annual meeting in New Orleans (November 2006) while serving as Elmira College's FARA representative
- Participated in the *Council on International Educational Exchange* program in Turkey (June 2008) on "Turkey: Identity, Community, and Culture in Contemporary Turkey" promoting cultural awareness and improved international curriculum focus
- Roundtable speaker to first-year faculty at the *Faculty Orientation* at Wake Forest University (April 2008)
- Guest lecturer for classes at Elmira College, Saint Bonaventure University, Washington and Lee University, Berry College, University of Kentucky, Wake Forest University, Wake Forest School of Law, University of Birmingham, and Illinois Wesleyan University
- Organized the annual meeting of the *Business Research Consortium of Western New York* (April 2015) advertising, organizing the program, planning all logistics, etc.
- Organized a two-day mini-course for faculty and grad students in experimental economics methods at the University of Sassari (June 2016) and University of Corsica (May 2018)
- Mentored Ph.D. students for the Institute for Humane Studies' *SuRF* program in the summer of 2016, 2017, 2018, 2019, 2020, 2021, 2022
- Co-organized 3 sessions at the *Southern Economic Association* meetings facilitating research in law and economics each year between 2015 and 2026
- Appointed as the Graduate Student Coordinator for the *Southern Economic Association* soliciting nominations for outstanding PhD student research at every "southern" university and organized sessions at the SEA conference; 2020-present
- Obtained external funding to run a one-week workshop in empirical methods for Ph.D. students across the country each year between 2016 and 2022
- Moderated a livestreamed interview with Nadine Strossen (former ACLU president) at West Virginia University (October 2017)
- Led study abroad courses in Alaska (2006), Vienna (2009), and Panama (2019)