

FRANKLIN E. ROBESON

ADDRESS

Mason School of Business
College of William and Mary
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POSITION

Hays T. Watkins Professor, Mason School of Business

EDUCATION

INDIANA UNIVERSITY; January 1969 to May, 1973
Degree: Doctor of Business Administration
Major: Business Economics and Public Policy
Minor: Finance
Minor: Quantitative Business Analysis and Econometrics

INDIANA UNIVERSITY: September 1968 to June, 1970
Degree: Master of Business Administration
Major: Business Economics

UNIVERSITY OF CINCINNATI: September 1963 to 1968
Degree: Bachelor of Business Administration
Major: Business Economics

HONORS

Outstanding Professor for use of Technology in MBA classes, 1998 – 2001
Outstanding Professor for EMBA program, September 1999, 2007
Outstanding Professor for MBA program, May 2000
Outstanding Professor for Evening MBA program, May 2000
Beta Gamma Sigma
Omicron Delta Epsilon
Sophos
Distinguished Alumnus Award – Sigma Phi Epsilon
National Cash Register Deed's Scholarship, University of Cincinnati
Ford Foundation Summer Fellowship

ADMINISTRATIVE

COLLEGE OF WILLIAM AND MARY; Assistant Dean Executive MBA Program, June, 2000 to June, 2007. Responsible for operation and academic delivery of the Executive MBA Program in Williamsburg and Reston.

COLLEGE OF WILLIAM AND MARY; Vice Provost Information Technology, January 1988 to July 1995
Responsible for planning and operations of campus wide computing and telecommunications activities.

COLLEGE OF WILLIAM AND MARY; Associate Dean for Academic Affairs, School of Business Administration, July, 1985 to January 1988.
Responsible for Undergraduate and Graduate Academic Programs, Faculty Development, and Research.

COLLEGE OF WILLIAM AND MARY; Associate Dean for Graduate Studies, School of Business Administration, 1980 to July, 1985.
Responsible for Graduate Programs and Graduate Faculty Development.

**ACADEMIC
EXPERIENCE**

COLLEGE OF WILLIAM AND MARY; Hays T. Watkins Professor (1989), Professor (1982), Associate Professor, School of Business Administration, September, 1978 to 1982.

UNIVERSITY OF MARYLAND; Assistant Professor, College of Business, January, 1975 to August, 1978.

UTAH STATE UNIVERSITY; Assistant Professor, College of Business, September, 1972 to December, 1974.

INDIANA UNIVERSITY; Instructor, School of Business, January, 1970 to September, 1972.

COURSES TAUGHT

Electronic Commerce (MBA, EMBA)
Macroeconomic Environment of Business (MBA)
Business, Government and the Global Economy (MBA)
Management Information Systems (EMBA, Flex)
Managerial Economics (Flex, MBA and EMBA)
Freshman Seminar (Information Systems)
Business Policy (EMBA, Flex)
Business Policy (Undergraduate)
Business and Society (Undergraduate)
Statistics (Undergraduate)
Principles of Accounting (Undergraduate)
Regulation and Public Policy (Undergraduate and Graduate)
Industrial Organization (Undergraduate)
Seminar in Public Utilities (Undergraduate)
Corporate Finance (Undergraduate and Graduate)
Capital Budgeting (Undergraduate)
Quantitative Methods (Undergraduate and Graduate)
Trade Regulation (Undergraduate)

**PUBLISHED
RESEARCH**

"Shift Work Has Complex Effects on Lifestyles and Work Habits." (with M. Gannon and D. Norland), The Personnel Administrator, Vol. 28, May, 1983.

"Estimating Federal Program Costs for Program Evaluation: The Professional Standards Review Organization (PSRO) Program." (with L. Bodin, R. Pfaffenberger), Urban Analysis, June, 1980.

"Evaluating the Demand for Natural Gas." in Proceedings of the 1979 Rate Symposium of Problems of Regulated Industries. Columbia, Missouri: University of Missouri - Columbia, 1980.

"Evaluating Federal Hospital Review Expenditures with Multivariate Analytic Techniques." (with L. Bodin, R. Pfaffenberger, and F. Alt), American Institute of Decision Science Annual Proceedings, Volume 2, 1979.

"Health Care Costs and Corporate Cost Containment Strategies." California Management Review. June, 1979.

"Corporate Efforts to Contain Health Insurance Costs." Business Economics. January, 1979.

"Estimation of National Health Care Insurance Case Review Costs by Multivariate Analytic Techniques." American Statistical Association Proceedings 1978. (with L. Bodin and R. Pfaffenberger).

Economic and Social Costs of Over-Supply Versus Under Supply of Electric Generating Capacity. Washington, D.C., Edison Electric Institute, 1978. (with Douglas Norland).

Social, Economic and Energy Costs of Increased Off-Peak Industrial Electric Energy Consumption. Washington, D.C., Edison Electric Institute, 1978. (with D. Norland and M. Gannon).

Evaluation of the Conserving Effects of Increased Use of Electricity. Washington, D.C., Edison Electric Institute, 1978. (with D. Norland).

Acute Care Utilization Review Costs: Synthesis of Components and Estimates for a Fully Implemented Program. NTIS P B 277 470/AS, 1978. (with L. Bodin and R. Pfaffenberger).

"Health Care Regulations and Medical Care Costs" in C. Phillips, editor, Expanding Economic Concepts of Regulation in Health, Postal and Telecommunications Services. Lexington, VA: Washington and Lee University Press, 1977.

"An Empirical Analysis of Regression Techniques for Evaluating Economies of Scale" in Proceedings: Western AIDS, 1977. (with M. Parent).

"A Comparison of NPS and USFS Regulations and Their Effects on Concession Efficiency" in Proceedings on River Recreation Management and Research, from a

Symposium sponsored by U.S. Department of Agriculture and University of Minnesota in Minneapolis, January 24-27, 1977. (with M. Parent).

"An Examination of the Financial Characteristics of River-Running Concessions" published in the Proceedings of Symposium on Research in National Parks at Albright Training Center, Grand Canyon National Park, October 3-5, 1976.

"An Application of Regression Techniques to Explain the Influence of Location of Market Share," The Travel Research Association-Annual Meeting Proceedings, October, 1976. (with M. Parent and M. Etsel).

Ski Industry Analysis and Information System Development in Utah, USDA Technical Monograph, Region IV, Summer, 1976. (with M. Parent).

"Forecasting and Simulating Demand/Supply Relationships for Recreational Use of Public Lands," Western AIDS Annual Proceedings, 1976. (with M. Parent).

"Medical Malpractice Insurance: An Economic View." Business Horizons, April, 1976.

State-of-the Arts and Problem Analysis of Planning Data for Utah Skiing and Other Winter Sports by Institute for the Study of Outdoor Recreation and Tourism. Utah State University, 1974. (with John Hunt and Michael Parent).

Economic Aspects of Concessionaire Regulation: A Case Study in Grand Tetron National Park, with C.R.M. Parent, monograph published by Utah State University, 1973, as part of research project funded by the University Research Division and Environment and Man Program.

"Personal Income in Indiana, 1970 and 1971," Indiana Business Review, Volume LXV, 1970.

"The Outlook for Personal Income in Indiana," in Basil Kafiris (ed.), Indiana Economic Report and Forecast (Indiana Department of Commerce, 1970).

**PAPERS
PRESENTED
AT
PROFESSIONAL
MEETINGS**

"A Definitional Bias in the Pricing of Electric and Gas Utility Equities: A Theoretic and Empirical Study" (with J. Haltiner and S. Levkoff) AIDS Meetings, Las Vegas, November, 1980.

"Non Pareto Optimality in the Capital Markets: The case of Electric and Gas Utility Equity Securities" (with J. Haltiner and S. Levkoff) FMA Meetings, New Orleans, October, 1980.

"The PSRO Program: An Evaluation of Selected Program Costs" (with R. Pfaffenberger and B. Geary) International Conference on Systems Science in Health Care, Montreal, July, 1980.

"The Demand for Natural Gas Using Household Level Data" American Gas Association Price Elasticity Conference, Houston, Texas, February, 1980.

"Home Heating Sources, Residential Property Values, and Wealth Transfers: The Case of Natural Gas," Western AIDS, Reno, Nevada, March, 1979.

"The Demand for Natural Gas," Fifth Annual Symposium on Rate Making Problems of Regulated Industries, Kansas City, Missouri, February, 1979.

"Estimation of National Health Care Insurance Case Review Costs by Multivariate Analytic Techniques," American Statistical Association Meetings, San Francisco, California, 1978. (with L. Bodin).

"Multivariate Models to Forecast PSRO Review Costs," Northeast AIDS, Washington, D.C., 1978. (with L. Bodin and R. Pfaffenberger).

"Corporate Efforts to Contain Health Costs," Financial Management Association, Seattle, Washington, October, 1977.

"Health Care Costs and Corporate Efforts to Control Cost Increases," National Association of Business Economists, Philadelphia, Pennsylvania, October, 1977.

"Electricity Demand--A Pooled Time Series and Cross Sectional Analysis Using Household Data" at Western AIDS, Phoenix, Arizona, March 17-18, 1977.

"The Economic Interpretation of the Goal Programming Objective Function in Financial Applications," Financial Management Association, Montreal, Canada, October, 1976.

Session Chairperson for "Goal Oriented Planning in

Health Care Delivery" at Miami International Conference on Progress and Prospects in Health Care Distribution Systems, Miami, Florida, November, 1975.

"Project Evaluation in the Hospital: Some Problems and Potential Tools," paper presented at Financial Management Association meetings in Atlanta, Georgia, October, 1973.

**PROFESSIONAL
DEVELOPMENT
EXPERIENCE**

"Forecasting Techniques in the Natural Gas Industry" presented at Seminar on Gas Rates at the University of Maryland, 1979, 1980, 1981, 1982, 1983, 1984 and 1985.

"Economic and Financial Review Session for Editorial Staff", Roanoke Times, 1998. (with John Strong)

Program Co-Coordinator "Entering the Eighties: The Economic Outlooks for the U.S. and Virginia" College of William and Mary, October, 1979.

Program Coordinator for Seminar on Gas Rates sponsored by the American Gas Association 1977 and 1978 at the University of Maryland.

Seminar Speaker at University of Hawaii seminar on Public Utilities in Honolulu, Hawaii, 1977.

"Economic Principles" and "Statistical Reporting" programs to American Society of Association Executives Executive Development Program, 1976-77.

"Understanding Planning, Programming and Budgeting" presented at University of Maryland, University College, 1976.

Financial Management for Non-financial Professionals, at Utah State University, 1973-1975.

PROFESSIONAL

School of Business Committees:
Appointments (1997-1998, 1998-1999)
Curriculum 2005-2009, Chair 2008-2009
Personnel (1997-1998, Chair 1998-99, 1999-2002)
Faculty Affairs (1998-99, Chair 1999-2000)
Ad Hoc Building Committee - 2007

Ad Hoc School Planning Committee
Ad Hoc Web Site Vendor Selection Committee
Faculty Staff Miller Hall Campaign (Co chair)
Beta Gamma Sigma – chapter president 2008 - current

College Committees

Technology advisory (ad hoc)
Research committee
Graduate Policy
Assessment
Parking Services

Sigma Phi Epsilon – National Leadership Committee 2001-2009, Study
Abroad Task Force 2007, Virginia Pi AVC President 2004-2009, Virginia
Delta Chapter Counselor 1995-1998. Initiated into Ohio Theta, 1963
(Member Development, Treasurer, Secretary)

Board member to the Library of Virginia Board, 2000 to 2005. Board
Chair 2004 - 2005(Governor Appointment)

Board member of the Library of Virginia Foundation, 2001-2004, 2005-
Current

Library of Virginia, Automation and Networking Committee, member
1997-1998.

Virginia Education Research Network (VERnet), Board
of Directors, 1991 to present. Chair, 1993 to 1996
Virginia Innovation Group Advisory Board,
1993 to 1995

Educational Advisory Committee, Council on
Information Management, Commonwealth of Virginia
1992 to present; Chair 1994 to June 1996.

Task force to revise technology procurement- Department of Purchases
and Supply, 1995, Chair

Commonwealth Infrastructure Task Force, 1995

Information Policy Blue Ribbon Group, Council on
Information Management, Commonwealth of Virginia,
1993 to 1995

Virginia Public Telecommunications Board, Advisory
Committee, 1993 to 1995

Technology Purchasing Policy Task Force, Council
on Information Management, Commonwealth of Virginia,
1989-90.

Graduate Management Admissions Council - William
and Mary Representative 1980-88.

Finance Committee, 1986-87.

Task Force Chair, 1985 - Financial Aid
for Graduate Management Students.

Chairman, 1983-84 - Research Committee,
which develops the overall research plan,
and evaluates research proposals and
monitors current research projects.

Chairman, 1982-83 - Committee on Test,
which oversees the administration and
research for the Graduate Management
Admissions Test.

Member, 1981-82 - Research Group of the
Committee on the Test.