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Indiana University
Kelley School of Business
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ACADEMIC POSITIONS

- Indiana University, Kelley School of Business, Lecturer (2014 – present)
- Indiana University, Kelley School of Business, Visiting Professor (2011 – 2014)
- Sungkyunkwan University (Korea), Graduate School of Business, Assistant Professor of Marketing (2008 – 2011)
- Algebra University, International Graduate Business School (Croatia), Faculty (2017 – present)
- Xi'an Jiaotong University (China), Visiting Professor (Summer 2013)
- Massachusetts Institute of Technology, Sloan School of Business, International Faculty Fellow (Spring 2010)

NON-ACADEMIC POSITIONS

- Grant Thornton, LLP, Chicago (2001-2003), Tax Accountant
- Gloria Jean's Coffees, (2001), Barista

EDUCATION

- Indiana University, Doctor of Philosophy in Business, June 2008
- Indiana University, Master of Science in Business, June 2007
- Indiana University, Bachelor of Science in Business, May 2001
- Belleville Area College, Associate of Science, May 1999

AWARDS

- Eyster Teaching Scholar Award, 2017
 - (“Facilitating Group Formation and Learning” with Scott Lemmon)
- IU Overseas Study Program Development Grant 2015,
 - Economic Policy in Mongolia: Rebuilding an Empire
- Innovative Teaching Award Nominee, 2014
- Kelley Service Award Nominee, 2016, 2018, 2019

TEACHING EXPERIENCE

- Indiana University Kelley School of Business (Bloomington, USA):
 - Managerial Economics (Executive Education, MBA, undergraduate), Game Theory (MBA, undergraduate), Economic Consulting (undergraduate), Non-Market Risk Consulting (undergraduate), Market Power Pricing (MBA), Economic Policy in Korea (undergraduate), Global Enterprise Risk Management (Executive Education, MBA), Economic Policy in Mongolia (MBA)

- Algebra University College (Zagreb, Croatia):
 - Managerial Economics (Executive Education)
- Xi'an Jiaotong University (Xi'an, China):
 - Principles of Macroeconomics (undergraduate), Principles of Microeconomics (undergraduate), Money and Banking (undergraduate)
- Sungkyunkwan University Graduate School of Business (Seoul, Korea):
 - Marketing Management (MBA, undergraduate), Retailing (MBA), Channels Strategy (MBA), Marketing Strategy (MBA), Samsung SGPL Premier AMP, Marketing Strategy (Executive Education)

TEACHING SUPPORT

1. Developed "Economic Policy in Mongolia: Rebuilding an Empire" Study Abroad course, 2017
2. Developed "Dynamic Economics in Korea" Study Abroad course, 2015-present
3. Myanmar Yangon University of Economics MBA program development, 2016
4. Myanmar Yangon University of Economics MBA curriculum development, 2015
5. Dean's 8 teaching evaluations, 6.00/7.00, 2014-2019
6. Course Development Institute, Summer 2014
7. IU Center for Teaching and Learning (CITL) Faculty Learning Community, Spring 2014
8. Redeveloped, and currently teaching, economic consulting capstone course curriculum
9. The Art and Craft of Discussion Leadership Workshop, Harvard Business School, 2010

SERVICE

1. Kelley-SKK Case Competition Organizer, 2019 – present
2. Kelley Direct Policy Committee, 2018 – present
3. Master's thesis advisor, Algebra College University, 2018 – present
4. Global Business Immersion Steering Committee, 2017 – present
5. Bloomington Faculty Council: International Affairs Committee 2017
6. Kelley Direct Admit Day, Case Discussant, 2018 – present
7. Board Member, Pourhouse Café, 2015 – 2017
8. Case competition judge (Global Scholars Program, BKD Graduate Accounting Programs, Kelley Direct Connect Week, Economic Consulting, Emerging Markets Club), continuous
9. Crimson Consulting Advisory Council, 2016 – 2019
10. Organized Nielsen Data Analytics Workshop, 2015 – present
11. Organized Accenture Eat-Meet-Compete, 2014 – 2015
12. Organized 84.51° Data Analytics Challenge, 2016 – 2018
13. Organized The Keystone Group Economic Consulting Case Competition (EC3), 2013 – present
14. Founding Faculty Advisor, BEPP Club, 2015 – present
15. Kelley Scholar application reviewer, 2015 – present
16. Graduate Accounting Programs committee member, 2013 – present
17. Teaching Excellence Committee member, 2014 – 2018
18. Platform party IU graduation and recognition ceremonies, 2012 – present
19. Adhoc Reviewer for *Journal of Economic Behavior and Organization*, *Journal of Business Research*, Global Marketing Conference, CBFA Conference, and *International Journal of Industrial Organization*

20. Discussant, Yonsei Business Research Institute International Conference 2011
21. SKK GSB Marketing Research Seminar Organizer, 2008 – 2011
22. Rankings Committee, SKK GSB 2010-2011 (FT Ranked #66 in 2012)

PRESENTATIONS

1. IU Online Conference, 2018. “Facilitating Group Formation and Learning” with Scott Lemmon.
2. Economics of Contests interview/presentation with MeleeEverday, 2017, “Melee Economics 2 or: How I Learned to Stop Worrying and Love the Spirit Bomb”
<https://www.youtube.com/watch?v=SViJI7fAxBQ&feature=youtu.be>
3. Indiana University Prospective Student Information Session, 2017, Ulaanbaatar, EducationUSA
4. Office of International Affairs; Faculty-Led Short-term Programs Workshop – Itinerary Planning
5. “Donald Trump: The Cheers and Fears of Change and Uncertainty”, Croatia 2017
<https://www.youtube.com/watch?v=e0R-2D5F0fw&t=2098s>
6. Panelist, “Improving Your Digital Presence”, Bloomington 2016
7. MEET Kelley (high school students from historically underrepresented groups) Economics presentation, 2013 – present
8. Global Business Institute (Middle East/North Africa Summer Business Program) Economics session, 2015 – 2017
9. ASCEND Kelley (Asian student business club) BEPP presentation, 2015
10. Game Theory Workshop for Hearth Christian Homeschool Group, Fall 2014
11. “What is an Economist?” presentation, Arlington-Heights Elementary School, Fall 2011

PUBLICATIONS

- Ridlon, Robert, and Jiwoong Shin. "Favoring the winner or loser in repeated contests." *Marketing Science* 32.5 (2013): 768 – 785.
- Ridlon, Robert. "Does Manufacturer Advertising Crowd-in or Crowd-out Retailer Advertising? An Application of an Endogenous Prize Contest with Asymmetric Players." *Southern Economic Journal* 83.2 (2016): 364 – 379.
- Dayton, Keith Gelarden, Karleigh Koster, Jamie D. Prenkert, and Robert Ridlon. “Short-term global business immersion courses: Short-term program, long-term effects?” *Business Horizons* 61 (2018): 903—911.

WORKING PAPERS

- “Handicapping under Uncertainty in Asymmetric All-pay Auctions” with Rick Harbaugh (Preparing for submission)
- “Generalized Tullock Contests: A Comment on the Quayle System of Litigation” with Luke Rowe (Preparing for submission)
- “The Exodus Censuses: An Audit Application” with Nick Smith and Bob Ridlon (Preparing for submission)

WORKS IN PROGRESS

- “The Prolixity Paradox: Signaling through Product Descriptions”
- “Two’s Company, Three’s a Crowd(ing Out): Group Contests”
- “Farming the Steppe: Kharkorin, JSC” with Khaliun Purev

RESEARCH PRESENTATIONS

“Generalized Tullock Contests: A Comment on the Quayle System of Litigation”

- BEPP department Research Seminar Lunch, Spring 2015

“The Proximity Paradox: Signaling through Product Descriptions”

- International Industrial Organization Conference, Boston, 2013; BEPP department Research Seminar Lunch, Spring 2013

“The Exodus Censuses: An Audit Application”

- CBFA, Nashville, 2014

“Smiling Equilibrium: Signaling Before Contests”

- BEPP department Research Seminar Lunch, Fall 2013

“Handicapping Under Uncertainty in Asymmetric All-Pay Auctions.”

- Ulsan National University of Science and Technology School of Technology Management, Ulsan; Tournaments and Rent-Seeking Conference – NCSU (2011); National University of Singapore Department of Economics; National Taiwan University Department of Economics; Institute of Economics Academia Sinica; Institute of Social and Economic Research of Osaka University

“Does Manager Effort Crowd-in or Crowd-out Employees’ Efforts?”

- Tournaments and Rent-Seeking Conference – UC Merced (2013), Indiana University Department of Business Economics; Sungkyunkwan University Department of Economics; Korea University Business School; Third Workshop on Game Theory in Marketing – HEC Montréal (2009)

“Handicapping and Reverse Handicapping in Multi-period Contests.”

- Quantitative Marketing and Economics Conference – Chicago (2009), Indiana University Department of Business Economics; Wheaton College Department of Business Economics, 2012

DISSERTATION

“Three Essays on Asymmetric Contests: Making the Strong and Weak Fight Harder”

Examination Committee: Rick Harbaugh (advisor), Shailendra P. Jain, Shankar Krishnan, John Maxwell, and Michael Rauh

REFERENCES

John Maxwell, jwmax@indiana.edu, (812) 856-1536

Rick Harbaugh, riharbau@indiana.edu, (812) 855-2777

Jiwoong Shin, jiwoong.shin@yale.edu, (203) 432-6665

Eric Shih, eshih@skku.edu, 82-2-740-1505 (Korea)