

Information

Biography

Biographical Statement

Dean Lillard received his PhD in economics from the University of Chicago in 1991. He has been a member of the Department Policy Analysis and Management at Cornell University since 1991. He is currently Senior Research Associate and Co-Director and Project Manager of the Cross-National Equivalent File study that produces cross-national data. He is also a Research Associate at the German Institute for Economic Research in Berlin.

Dean Lillard's current research focuses on health economics, the economics of schooling, and international comparisons of economic behavior. His research in health economics focuses on the economics of cigarette marketing and their consumption, on the effects of alcohol advertising on consumption, and on the relationship between income inequality and health. His research on the economics of schooling includes studies of direct effects of policy on educational outcomes and on the role that education plays in other economic behaviors such as smoking, production of health, and earnings. His cross-national research ranges widely from comparisons of the role that obesity plays in determining labor market outcomes to comparisons of smoking behavior cross-nationally.

Professional

Current Professional Activities

Dean Lillard is a member of the American Economics Association, the American Society of Health Economists, the Population Association of America, the Association for Public Policy Analysis and Management, and the International Health Economics Association. He is a research affiliate of the German Institute for Economic Research and sits on the Advisory Board of the Danish Institute for Social Research. He is co-Director and Manager of the Cross-National Equivalent File project and the Principal Investigator and Director of the Cross-national Patterns and Predictors of Life-Course Smoking project.

Research

Current Research Activities

Dean Lillard's current research focuses on the economics of smoking, the economics of advertising, empirical methods for analysis of retrospective data, and the economics of education. Much of his research investigates questions in these areas in a cross-national context. Dr. Lillard is currently working on the following specific projects:

Smoking Behavior

Dr. Lillard is collaborating with several colleagues both at Cornell and in other institutions to study questions related to the demand and supply of cigarettes. With Rosemary Avery, Donald Kenkel, and Alan Mathios he is studying how smokers are influenced in whether or not they try to quit and whether they succeed in doing so by cigarette prices, the advertising of cigarettes, and the advertising of smoking cessation products. With Andrew Sfekas of Temple University Dr. Lillard is investigating whether youth are more likely to try cigarettes when they see more cigarette advertising. With Sfekas he is also studying whether and how cigarette manufacturers strategically market cigarettes. Lillard, Kenkel, and Mathios have a large project that studies whether and how much schooling affects decisions to smoke. Lillard,

Kenkel, and Mathios are also examining what factors lead older smokers to quit. He directs a project to study life-course smoking behavior in ten developing and developed countries. He is leading a team of researchers here at Cornell and in five countries to both describe and model life-course smoking patterns. These projects are or have been funded by the National Cancer Institute, the National Institutes on Aging, and the Robert Wood Johnson Foundation.

Effects of Alcohol Advertising

With funding from the National Institute on Alcohol Abuse and Alcoholism, Cornell Economics graduate student Eamon Molloy and Dr. Lillard are empirically investigating whether exposure to more alcohol advertising causes youth to drink and to drink more. They are also studying whether exposure to more alcohol advertising is correlated with higher rates of alcohol related traffic fatalities.

Extension

Education

Education

- University of Chicago, Chicago, IL. Ph.D. (Economics), 1991
- University of Chicago, Chicago, IL. M.A. (Economics), 1986
- University of Washington, Seattle, WA., B.A. (Economics), cum laude 1983

Courses

Websites

Related Websites

This website links to the description of the Scientific Use files of the German Socio-Economic Panel that I am responsible for distributing to international researchers outside of Germany: <http://www.human.cornell.edu/PAM/Research/Centers-Programs/German-Panel/index.cfm>

This website links to the description of the Cross-National Equivalent File project that I co-direct and manage: <http://www.human.cornell.edu/PAM/Research/Centers-Programs/German-Panel/cnef.cfm>

This website links to the Cross-National Research on Life-Course Smoking that I direct: http://www.human.cornell.edu/pam/research/centers-programs/smoking_research/index.cfm

Administration

Publications

Selected Publications

Lillard, Dean. (2011). "Keeping it in the Family? If Parents Smoke Do Children Follow?" Journal of Applied Social Science Studies. 131: 277-286

Christopoulou, Rebekka, Han, Jeffrey, Jaber, Ahmed, and Lillard, Dean. (2011). "Dying for a Smoke: How Much Does Differential Mortality of Smokers Affect Estimated Life-Course Smoking Prevalence?" Preventive Medicine. 52: 66-70 (published online at: <http://dx.doi.org/10.1016/j.ypmed.2010.11.011>)

Lillard, Dean. (2010). "The Value of More Information: A commentary on Stewart et al." Social Science and Medicine 71: 1910-1912 (appears online at: <http://dx.doi.org/10.1016/j.socscimed.2010.08.0>)

<http://dx.doi.org/10.1016/j.socscimed.2010.08.016>).

Kenkel, Donald, Lillard, Dean R., and Liu, Feng. (2009). "An Analysis of Life-Course Smoking Behavior in China." Health Economics 18: S147-S156.

Avery, Rosemary, Kenkel, Donald, Lillard, Dean, Mathios, Alan, and Wang, Hua. (2008). "Health Disparities and Direct-to-Consumer Advertising of Pharmaceutical Products." Advances in Health Economics and Health Services Research vol 19: 71-94. [\[paper\]](#)

Frick, Joachim R., Jenkins, Stephen P., Lillard, Dean R., Lipps, Oliver and Wooden, Mark (2007). "The Cross-National Equivalent File (CNEF) and its Member Country Household Panel Studies." Journal of Applied Social Studies. 127(4): 627-654

Avery, Rosemary, Kenkel, Donald, Lillard, Dean, and Mathios, Alan. (2007). "Private Profits and Public Health: Does DTC Advertising of Smoking Cessation Products Encourage Smokers to Quit?" Journal of Political Economy. 115(3): 447-481.