

Alan Mathios

Web Bio

Information

Biography

Biographical Statement

Alan Mathios is the Rebecca Q. and James C. Morgan Dean of Cornell University's College of Human Ecology and a Commissioner for the Middle States Commission on Higher Education. Prior to being dean he served as Senior Associate Dean for Academic Affairs and Undergraduate Education for the College of Human Ecology. He is a member of the Department of Policy Analysis and Management and has served as Associate Chair and Director of Undergraduate Studies for the Department. He is co-editor of the *Journal of Consumer Policy* and on the Editorial Boards of the *Journal of Consumer Affairs* and the *Journal of Public Policy and Marketing*. He came to Cornell following six years of employment at the Federal Trade Commission (FTC), where he served as a staff economist in the Division of Economic Policy Analysis and was recognized with the Outstanding Scholarship Award, the Excellence in Economics Award, and the Award for Superior Service to the FTC. A major focus of his research is on the effect of Food and Drug Administration regulatory policies on consumer and firm behavior. His research has focused on the impact of the regulation of health claims in food advertising and direct to consumer advertising of pharmaceutical products on health outcomes. His research has also focused on government tax policies and their impact on smoking onset and cessation. His most recent research is on an examination of the effectiveness of warning labels on cigarette packages. His research has been funded by a variety of sources including the National Cancer Institute, the Robert Wood Johnson Foundation and the Merck Foundation Co. He has been the recipient of a number of teaching and advising awards including the SUNY Chancellor's Award for Excellence in Teaching and the Cornell University Kendal S. Carpenter Advising Award. His service to the university includes co-chairing the decennial accreditation committee that prepared the Cornell University self-study for the Middle States Commission on Higher Education.

Teaching

Professional

Current Professional Activities

Alan Mathios serves as the North American Editor of the *Journal of Consumer Policy* and is on the Editorial Boards of the *Journal of Consumer Affairs* and the *Journal of Public Policy and Marketing*. He has served as the principal investigator or co-principal investigator on several NIH grants focused on smoking related activities and advertising. He was recently elected to serve a three year term as a

Commissioner for the Middle States Commission on Higher Education.

Research

Current Research Activities

The major focus of his research is on the effect of government regulation of information on consumer welfare. Research includes analysis of Food and Drug Administration policies governing advertising of health information and its impact on consumer health outcomes. Recent research is focused on the impact of private sector advertising of smoking cessation products, public service anti tobacco advertising and cigarette advertising on smoking behavior. Other work focuses on the impact of food advertising on food and nutrition choices as well as the impact of direct-to-consumer advertising of pharmaceutical advertising on consumer health decisions. His most recent project is focused on the evaluation of the effectiveness of alternatives to FDA proposed warning labels on cigarette packages. He is co-investigator on a NIH 5 year R01 project related to these warning labels.

Extension

Current Extension Activities

Mathios' work has relevance for outreach in the area of federal regulation of advertising policy. His work directly addresses policy issues and is highly cited by researchers, policy makers at several government agencies and various think tank and advocacy groups. He has served as a consultant to the Food and Drug Administration and to the Institute of Medicine of the National Academy of Sciences on Food Marketing and Obesity. His work has been featured on National Public Radio and in newspapers throughout the country. He recently submitted formal comments to the FDA on matters related to the regulation of menthol in cigarettes. He also has written a chapter for a book focusing on leadership in the academy.

Education

Education

State University of New York at Buffalo, Buffalo, New York
B.A., Economics/Psychology, May 1980
Honors: Cum Laude

University of Pennsylvania, Philadelphia, PA
Ph.D in Economics, December 1985

Courses

Courses Taught

Mathios has taught a number of courses that provide students with an understanding of economic theory, how economics interacts with legal and regulatory systems and how policies impact on overall welfare. These courses include:

- PAM 2000 (Intermediate Microeconomic Theory)
- PAM 3410 (The Economics of Consumer Protection and the Law)
- PAM 4610 (Public Policy and Marketing)
- PAM 6400 (Information, Regulation and Consumer Policy)

In his role as Dean he no longer has teaching responsibilities but gives guest lectures periodically.

Websites

Administration

Administrative Responsibilities

Mathios is the Rebecca Q. and James C. Morgan Dean of the College of Human Ecology. He co-chaired the Steering Committee for the Middle States Accreditation Self Study and currently serves on numerous other University Committees. He has served on the leadership team responsible for implementing administrative streamlining in the area of Facilities, Utilities and Reserves and has served on a number of task forces ranging from policies related to mental health and well being, undergraduate financial aid and the facility needs of the Gannett Health Center. He is also a member of the Executive Policy Review Board. As Dean, he contributes to the senior leadership team of the entire university and is currently vice-chair for the search for the next Provost.

Publications

Selected Publications

Selected Publications since 2006:

Byrne, S., Katz, S., Avery, R., and Mathios, A., "Do the ends Justify the Means? A Test of Alternatives to the FDA Proposed Cigarette Warning Labels," *Health Communications*, 2014.

Byrne, S., Mathios, A., Avery, R. & Hart, P.S., "The Unintended Consequences of Disclosure: The Impact of Manipulating Sponsor Identification on the Perceived Credibility and Effectiveness of Smoking Cessation Advertisements," *Journal of Health Communication*, 2012.

DeCicca, P., Kenkel, D., and Mathios, A., "Cigarette Taxes and the Transition from Youth to Adult Smoking: Smoking Initiation, Cessation, and Participation," *Journal of Health Economics*, 27 (4), 904-917, 2008. [[abstract](#)]

Avery, R., Kenkel, D., Lillard, D., Mathios, A., and Wang, H., "Health Disparities and Direct-to-Consumer Advertising of Pharmaceutical Products," *Advances in Health Economics and Health Services Research*, 2008.

DeCicca, P., Kenkel, D., Mathios, A., Shin, J., and Lim, J. "Youth Smoking, Cigarette Prices, and Anti-Smoking Sentiment," *Health Economics*, 17 (6), 733-749, 2008. [[abstract](#)]

Avery, R, Kenkel, D., Lillard D. and Mathios A. "Regulating Advertisements: The Case of Smoking Cessation Products," *Journal of Regulatory Economics*. 31 (2), 185-208, 2007. [[abstract](#)]

Lillard, D. Plassmann, V. Kenkel D. and Mathios, A. "Who Kicks the Habit and How They Do It: Socioeconomic Differences across Methods of quitting smoking in the USA," *Social Science and Medicine*, 64 (12), 2504-2519, 2007. [[abstract](#)]

Avery, R., Kenkel, D., Lillard, D., and Mathios, A. "Public Profits and Public Health: Does Advertising Smoking Cessation Products Encourage Smokers to Quit?" *Journal of Political Economy*, 115 (447-481), 2007. [[abstract](#)]

Rosemary J. Avery, W. Keith Bryant, Alan Mathios, Hyojin Kang, Duncan Bell, "Electronic Course Evaluations: Does an On-line Delivery System Influence Student Evaluations?" *Journal of Economic Education* 37 (1), 21-37, 2006. [[abstract](#)]

Helen Schneider and Mathios A. "Principal Agency Theory and Health Care Utilization," *Economic Inquiry*, 44 (3) 429-441, 2006. [[abstract](#)]

Kenkel, D., Lillard, D., and Mathios A. "The Role of High School Completion and GED Receipt in Smoking and Obesity," *Journal of Labor Economics*, 24 (3), 635-660, 2006. [[abstract](#)]