

Kathleen S. Rodenburg

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EDUCATION

Doctor of Philosophy (PhD-2013) Economics

Economics Department, University of Guelph, Ontario, Canada

Masters of Arts (MA-2007)- Economics

School of Business and Economics, University of Guelph, Ontario, Canada

Masters of Business Administration (MBA-2004)

School of Business and Economics, Wilfrid Laurier University, Waterloo, Ontario, Canada

AREA of RESEARCH

Experimental/ Behavioural/ Decision theory/Applied Microeconomics/ Business Economics

PhD Dissertation

Dissertation Title: ‘Choice under Uncertainty: Violations of Optimality in Decision Making’

Advisors: Dr. Michael Hoy (mhoy@uoguelph.ca) Dr. Bram Cadsby (bcadsby@uoguelph.ca)

Three Separate Essays:

1. ***Learning Behaviours and their Predicted Outcomes:*** Extensive literature review and investigation is conducted to identify the findings from past experiments. Special attention is given to non-strategic binary-choice decision tasks conducted in uncertain environments. From this study two theoretical models are identified for use as benchmark behaviours to compare with subject behavior of this author’s two subsequent experimental studies.
2. ***One Chip, Two Chip, Red Chip, Blue Chip: Oh the Things People Do that are not BEU (Bayesian Expected Utility):*** Experiment is conducted to enhance our understanding of cognitive learning as a basic process in economic decision making. Specifically, I test how subjects behave when presented with a binary-choice decision, with the option to purchase additional information before reaching a terminal choice. In addition to testing whether subjects possess the cognitive sophistication to apply Bayesian Expected Utility theory when presented with new corresponding information, I also test whether they use reinforcement learning when attempting to optimize their action choices. Job market paper link
3. ***The Value of New Imperfect Information: A Laboratory Experiment:*** This study is an extension of the experiment conducted above and focuses on individual decisions concerning whether and how an individual chooses to improve upon their current knowledge base before taking a terminal action. Specifically, in this portion of the experiment I test how much a subject is willing to pay in order to use additional knowledge provided when making a terminal decision; where the amount a subject is willing to pay is benchmarked against the Bayesian expected utility willingness to pay amount

Other Papers

1. ***The Micro-Finance Game (Working paper)***: Game theory is applied to intuit how group borrowers play the microfinance game with the microfinance institution to provide some theoretical evidence as to why microfinance institutions may have shifted their focus away from group solidarity lending practices. [www.uoguelph.ca/~krodenbu/The Microfinance Game.pdf](http://www.uoguelph.ca/~krodenbu/The%20Microfinance%20Game.pdf)

2. ***Aid or Foreign Direct Investment? (Working paper)***: This paper questions the validity of the key result of the Burnside and Dollar paper (AER 2000), that aid in good policy environments has a positive impact on GDP growth. I conjecture that their result is driven by an omitted variable bias and not by a causal relationship between growth and aid's effectiveness in the presence of good policy. I hypothesize that Foreign Direct Investment is a major cause for growth in these same policy environments and is the omitted variable. I find that the inclusion of FDI in the B&D growth model changes the coefficient on the aid policy interaction term. Specifically, the coefficient loses its significance.
[www.uoguelph.ca/~krodenbu/Aid or FDI Nov 2011.pdf](http://www.uoguelph.ca/~krodenbu/Aid%20or%20FDI%20Nov%202011.pdf)

Paper Presentations at Conferences/Guest Speaking Engagements

Centre for Behavioural Decision Research (CBDR), University of Waterloo, November, 2012
 International ESA Conference, NYU, June 2012
 Canadian Economic Association Meetings, University of Calgary, June 2012
 Canadian Economic Association Meetings, Laval University, June 2010
 Graduate Student Workshop in Experimental Economics, Chapman University, January 2010
 Guest Speaker Engagements:

- Corporate Strategy
 - “Strategic Planning” University of Guelph
 - Environmental Economics, “Business Ethics” University of Guelph
- Faculty of Engineering, University of Waterloo, Dubai Campus UAE (Oct, 2010)
 - “Workplace Ethics”
- Du-2nd Largest Telecommunication Company in UAE (Oct., 2010)
 - “Business/Workplace Ethics”
- Wellington Men’s Club, Guelph, Ontario
 - “Tanzania and the Value of Money” (2008)
- Various Industry Conferences:
 - “The Future of Foodservice”
 - “The Emergence of Distributor Private Label”
 - “Branding-Building Customer Loyalty”

TEACHING ABILITY **Undergraduate & Graduate Courses**

Economics	Business	Graduate
➤ Introductory & Intermediate Microeconomics	➤ Introduction to Business	➤ Experimental/Behavioral Economics
➤ Math Economics	➤ Business/workplace Ethics	➤ Business Ethics/Corporate Governance
➤ Environmental Economics	➤ Marketing Management & Strategy	➤ Business Strategy
➤ Experimental/Behavioural Economics	➤ Corporate Finance	➤ Marketing Management & Strategy
➤ Theory of Incentives	➤ Corporate Governance	➤ Game Theory –Business Application
➤ Introductory Macroeconomics	➤ Strategy	
➤ International Development		

EMPLOYMENT HISTORY

Academic

2012-present Wilfrid Laurier University, Waterloo, Ontario

- Education Instructor
 - Economics (Micro/Macro) MBA (Fall 2013)
 - Environmental Economics (Winter 2014)
- Research Assistant (Fall 2013, Winter 2014)
 - Airport Security measures undertaken to curtail terrorism: Cost Benefit analysis

2005-present University of Guelph, Guelph, Ontario

- Teaching Fellowship
 - First year seminar Series(Winter 2012)
 - 'Good People, Bad Decisions: The Skinny on Workplace Ethics'(9.3/10)
- Education Instructor
 - Introduction to Finance (Fall 2013)
 - Corporate Governance- 4th year (Summer 2012/Winter 2013/Summer 2013/Summer 2014)
 - Introductory Microeconomics DE(fall 2011)
 - Economic Growth and the Environment DE (3 years)
- Teaching Assistant
 - Real Estate Management and Development (rating 5/5)
 - Introduction to Finance (rating 5/5)
 - Economic Growth and the Environment(rating 5/5)
 - lectures on Business Ethics
 - Corporate Strategy 4th year (rating 5/5)
 - lectures on Business Ethics/Strategic Planning
 - Corporate Finance 4th year (3 terms rating 5/5)
 - International Trade 3rd year (rating 4/5)
 - Economic History(rating 5/5)
- Lab Instructor
 - Advanced Micro Economics(rating 5/5)
 - Intermediate Micro Economics (rating 4/5)

2003-2004 Wilfrid Laurier University, Waterloo, Ontario

- Research Assistant
 - Marketing Strategy-Scholarship Award (based on Merit)
 - Two case studies for publication under the supervision of Dr. Hugh Munroe:
 1. Distributor Private Label and the Foodservice Industry
 2. Strategic decisions facing a New Private Golf Course

EMPLOYMENT HISTORY

Professional

2002 -2003 Director of Marketing-Innovation - Campbell Soup Company Canada(CSCL), Retail
Responsible for leading the innovation agenda for Canada, hire& build a new team focused on driving and implementing innovation through new processes, new products, new procedures, new channels, new marketing strategies

- 1999 – 2002** *Director of Customer Development-National* – *CSCL Canada, Food Service Division*
Responsible for corporate accounts, national chain non commercial, managed divisional P&L, finance in-house training, managed and **developed and wrote the strategic plan**, operating plan, mergers and acquisitions
- 1996 – 1999** *Director of Marketing & Corporate Accounts National*, *CSCL Canada, Food Service*
Managed, recruited and developed marketing team, led marketing planning process, led execution of marketing plan, initiated sales planning and channel plans ,wrote divisional strategic plan and operating plan, led agency of record search and selection process, led the branding initiative for Food Service
- 1995–1996** *Sr Trade Marketing Manager Nat'l & Atlantic Sales Manager* –*CSCL Canada, FS*
Managed corporate accounts, sales forecasting, trade budgets, trade investment policy development and implementation, managed the Atlantic sales force
- 1994–1996** *Trade Marketing Manager& Product Manager National*, *CSCL Canada, Food Service*
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Personal

- **Board of Director (2006-2009) and Founding Member of Friends of Amani Children's Home(FOA)Canada, Moshi, Tanzania**
 - Amani Children's home provides a safe and loving home, nutritious meals, and Medical care to homeless children in Kilimanjaro
 - Grass roots organization that gained its NGO status in Tanzania in 2005.
www.amanikids.org
 - Worked in Moshi, Tanzania in 2005 to assist in development of strategic plan for fund raising and play with the kids (the most fulfilling aspect of the experience).

- **Co-President Net Impact, Wilfrid Laurier University Chapter(2003-2004)**
 - A global organization that is focused on educating and providing tools to individuals to help create a business model that promotes a sustainable world www.netimpact.org

- **Board of Director (2002-2003) - Toronto Foundation for Student Success, Toronto Board of Education, Ont.,**
 - The Toronto Foundation For Student Success (TFSS) initiates and supports numerous programs to help address the most pressing issues preventing children from enjoying a rich and rewarding educational experience.
 - These programs cover a number of areas including: Nutrition and Hunger, Hearing and Vision, Character Development & Mentoring, Child Care Consultation.
www.studentsuccess.ca.

- **CIGI- Centre for International Governance Innovation (2004), Waterloo, Ontario.**
 - CIGI is an independent, nonpartisan think tank on international governance.
www.cigionline.org.
 - Consult through WLU on Annual Report development.