



Center for the Study  
of Free Enterprise

# 2019-20

# Annual Report

Edward J. Lopez, Director

## About WCU's Center for the Study of Free Enterprise

**Mission:** The Center for the Study of Free Enterprise at Western Carolina University (CSFE at WCU) is a university-wide center whose mission is to provide economics research and thought leadership on issues pertaining to economic development in North Carolina, the region, and beyond, by conducting scholarly inquiry, policy analysis, educational activities, and community outreach on the role of free enterprise in a flourishing society.

**Organizational Background:** The Center was established on December 4, 2015, by a unanimous vote of WCU's Board of Trustees (BOT), as a university-wide Center, housed in the College of Business, reporting to the University Administration.

**History:** A brief overview of the Center's history is as follows.

Fall 2015	Center proposal is brought forward by Professor Edward Lopez and College of Business Dean Darrell Parker. Proposal vetted and discussed by faculty and administration. Board of Trustees approves Center and appoints Edward Lopez Director, December 4, 2015.
Spring 2016	Provost Alison Morrison-Shetlar and Faculty Chair David McCord convene Implementation Advisory Board to recommend organizational structure and charge for CSFE's ongoing Advisory Board.
Fall 2016	Provost appoints internal members of ongoing Advisory Board. Gift agreement is signed between WCU and Charles Koch Foundation. First installment of funding received October, 2016.
Spring 2017	Center launches. External members of ongoing Advisory Board are recruited. Center begins operations funding student-faculty projects and other activities.
Summer 2017	Student-faculty projects under way, some projects and activities completed, Center's first annual report is written.
Fall 2017	First organizational meeting of the complete Advisory Board is held. Center bylaws become official. Mr. Ken Torok of Sylva named Advisory Board Chair.
Fall 2017 - Spring 2018	First complete academic year of Center operations. Launch programs in all eight categories listed in scope of activities approved by Board of Trustees.
Fall 2018 - Spring 2019	Second complete year. Expand programs and build in efficiencies.
Fall 2019 - Spring 2020	Third complete year. Major campus and community impacts through opioid town hall, Apollo 16 astronaut Charlie Duke, and WCU's One Book author talk with Celeste Headlee. Cut short by COVID-19.
Fall 2020 and Beyond	Become WNC's premier platform for impactful research on COVID-19, evidence-based policy, and free enterprise solutions for bottom-up recovery.

## Director's Welcome



What a year it was! From the unprecedented community impact of our Opioid & Addiction Awareness Campaign and Town Hall, to the Out-of-this-World Chat with Apollo 16 astronaut Charlie Duke, to the standing-room-only author talk with WCU's One Book author Celeste Headlee, the 2019-20 academic year got off to an amazing start. Our student programs were full, and our faculty contributions were on the rise. Then, right as our end-of-year student travel to conferences was about to kick in, social distancing and shelter-in-place orders arrived, and WCU effectively shut down. Many of our students and faculty were so disappointed to miss their big events. But even so, I continue to be amazed at the great accomplishments of the students and faculty whose projects the Center supports. Compared to our first full year in 2017-18, even this abbreviated past year has been a whole new level. Between July and March, CSFE supported a record 10 WCU faculty members' research projects, resulting in five published *CSFE Issue Briefs* and a still-counting number of scholarly publications. We also supported WCU student programmers working on the NC Data Dashboard, student entrepreneurs in the EPIC Innovation group, student business leaders in FBLA/PBL, student researchers participating in our Pre-Doctoral Fellows program, students in the Sport Management Association, and students going on study away trips. In the Spring semester, CSFE also hosted a weekend conference for 35 economists, and held a panel discussion of economists on the minimum wage. We also supported three other lecture series on campus to help WCU students hear from field leaders on nationalism, suicide, and pseudo-science. Overall, CSFE sponsored or co-sponsored seven Degree Plus events attended by nearly 1,500 people, and over 75 students and faculty participated in Center-supported programs. Through it all, we enjoyed welcoming new faces and laying down firm plans for the future.

Looking ahead, CSFE will be adapting in response to the COVID-19 pandemic. In particular, we are expanding our research capacity to meet ever-growing needs for sound economic analysis serving North Carolina and our Western region. To this end, the Center is thrilled to have WCU Professor of Economics Sean Mulholland joining us as Associate Director. Under Dr. Mulholland's direction, CSFE's research programs will grow to new levels of success. We aim to become a more visible and respected source of evidence-based policy and free enterprise solutions for post-COVID recovery. In all of this, we aim to propel WCU students, faculty, and community to new levels of success and well-being.

I hope this report sums it all up effectively. We would love to hear your feedback, just send me an email at [ejlopez@wcu.edu](mailto:ejlopez@wcu.edu).

So, I thank you for taking a look at this year in review, and I welcome you to keep up with us at [enterprise.wcu.edu](http://enterprise.wcu.edu) and our social media channels. The best is yet to come.

## CSFE Personnel and Scope of Activities

### Center Director:



The Center's founding director is Edward Lopez, Professor of Economics and BB&T Distinguished Professor of Capitalism. Edward joined WCU's faculty in 2012 and teaches classes in microeconomics, ethics of capitalism, and principles of economics. As the co-author of two books and over 50 scholarly publications, his research focuses on the economics of ideas, entrepreneurship, and politics. In 2019-20, Professor Lopez had four peer- or editor-reviewed articles accepted for publication, and he was interviewed or featured ten times in news media. In summer 2020, Edward will spend three weeks as a visiting scholar at the American Institute for Economic Research in Great Barrington, Massachusetts. A native of San Antonio, Texas, he lives in Buncombe County with his wife and two young children. More information at [faculty.wcu.edu/ejlopez/](http://faculty.wcu.edu/ejlopez/).

### Center Associate Director:



We are fortunate to welcome Professor Sean Mulholland as the Center's first Associate Director. Sean joined the WCU economics faculty in 2016. He will be directing the Center's undergraduate research program to complement WCU's curriculum in economics and other disciplines. Sean's own research will also bolster the Center's contributions in the areas of applied economics and policy analysis, particularly in environmental, growth, and health-related issues including COVID-19. Sean has a long track record of working with undergraduates on their research projects and careers, so he is a perfect fit for the Center's core focus. Having completed his Ph.D. in economics at Clemson University, Sean has previously taught at Stonehill College and Mercer University. Please learn more at [seanemulholland.com](http://seanemulholland.com).

### Center Staff:

The Center relies on part-time staff to manage events, operations, and communications. **Kim Kopak** made the Bardo Arts Center perhaps the most fortunate place on campus when she took a full-time job there in January. Kim was with us from September 2018 to January 2020, and she did so much to hone the Center's processes and work flows. We miss you, Kim!

Thankfully, **Jane Wiggins** continues as our lead administrative staff person. Jane has been with us since September 2018, and she handles so much behind the scenes for the Center's smooth operation. Thank you, Jane, for all you do!

We also welcomed a new content marketing specialist, **Allison Richmond**. Allison comes to us with a background in journalism and graphic design. She also participates in search and rescue, lending her skills as a drone pilot. Allison handles our website, social media, and overall digital marketing. Welcome aboard, Allison!

### **Center Advisory Board:**

The Center's Advisory Board consists of six tenured WCU faculty members, five distinguished members of the community. The Advisory Board's charges are to:

- Advocate for the Center and the University;
- Advise the Director on the Center's strategic plan, budget, and activities;
- Deliver advice on potential future Center initiatives;
- Remain active in Center events, meetings and discussions;
- Provide suggestions as to additional resources that may be able to add value to the Center; and
- Provide input and recommendations on how to keep the Center's programs relevant and innovative.

2018 - 19 Internal Advisory Board Members:

- Laura Wright, Professor of English;
- David McCord, Professor of Psychology and former Faculty Senate Chair;
- Peter Nieckarz, Professor of Sociology;
- Bill Yang, Associate Professor of Electrical Engineering and former Faculty Senate Chair;
- James Deconinck, Professor of Marketing and Director, School of MESH, College of Business;
- Niall Michelson, Professor of Political Science.

2018 - 19 External Advisory Board Members:

- Ken Torok of Sylva, former President of UPS Asia;
- Tony Zande of Cashiers, WCU class of 1976;
- Phil Walker, former WCU Trustee and UNC Governor;
- Georg Vanberg of Durham, Professor and Chair of Political Science, Duke University;
- Pam Frey of Sylva, former executive at Wells Fargo.

In the spring, two new internal advisory board members were elected to serve a two-year term beginning in Sept. 2020:

- Hollye Moss, Professor of Management
- Allison Cruse, Assistant Professor of Library

Peter Nieckarz will continue for a second two-year term, while David McCord and Laura Wright rotate off.

## Scope of Center Activities:

WCU's Board of Trustees approved a mission statement and a list of activities & deliverables that together serve as the Center's guide to operations. Pursuant to the BOT's action, CSFE's activities are organized into eight categories:

1. Free Enterprise Speaker Series: held three times each semester for the campus and community to explore important issues, hear from renowned experts, and engage in civil, informed, and fruitful discourse.
2. Publish research reports on topics related to economic development.
3. Host research seminars, workshops, and other events for scholars.
4. Host conferences, panel discussions, and other events for the public.
5. Support faculty travel to conferences, public lectures, and other professional development events.
6. Support student and faculty research and engagement projects, including student scholarships, faculty stipends, travel funds, and general support.
7. Provide resources and host events for K-12 teachers and students.
8. Disseminate results of Center activities through digital and print reports.

This report provides details about CSFE activities in these categories.

## 1. Free Enterprise Speaker Series (FESS)

CSFE hosted three installments of the Free Enterprise Speaker Series during the 2019-20 academic year, (a fourth planned event was cancelled.) Each installment was included on the Degree-Plus calendar encouraging students from all disciplines to attend these free events. In addition to the in-person event, each installment was live-streamed on CSFE Facebook page, and press releases were distributed to campus and media outlets throughout the WNC region.

### **An Out-of-this-World Chat with Charlie Duke: Apollo Astronaut, Christian Leader & Moonwalker —** September 11, 2019

Over 700 attendees joined us in the Bardo Auditorium to welcome national hero Charles Moss "Charlie" Duke, Jr., former astronaut, U.S. Air Force officer and test pilot. As Lunar Module Pilot for Apollo 16 in 1972, Duke became the 10th and youngest person to walk on the Moon. During his visit to WCU, Duke shared his experiences becoming an astronaut, walking on the moon, and his life after returning to Earth.

We were fortunate to have WCU Faculty member **Amy Fagan** join us for this conversation. Amy is a newly tenured Associate Professor of geosciences, and she is also the Operations Chair of the Lunar Exploration Analysis Group (LEAG), an international consortium of lunar and earth scientists. Her doctoral dissertation, *Volcanic and Impact Processes on Mars and the Moon*, analyzed Apollo 16 samples. Having studied the moon rocks that Charlie personally collected, Amy brought a truly unique perspective to the evening's conversation. She tells more of her science story on the Center's blog at [enterprise.wcu.edu](http://enterprise.wcu.edu).

The evening was also marked by a very special tribute to commemorate the 9/11 National Day of Service and Remembrance, presented by CSFE Advisory Board Chair Ken Torok (Sylva), and a beautifully produced video by WCU's Don Connelly. We thank all the campus leaders who participated in making this unique event happen to the benefit of WCU students, faculty, and community.

For more information and watch a video of the full event visit [speakers.wcu.edu/duke](https://speakers.wcu.edu/duke)

**One Book Author: Celeste Headlee** — October 28, 2019

Celeste Headlee, author of “We Need to Talk: How to Have Conversations That Matter,” visited Western Carolina University Oct. 28, 2019 for a facilitated conversation, book signing and reception as part of WCU's One Book Program. Over 315 WCU Students attended.

In addition to authoring “We Need to Talk,” Headlee is an award-winning broadcast journalist and professional speaker. In her 20-year career in public radio, she has been a program producer and host, interviewing hundreds of people from all walks of life and learning the power of conversation. She was joined by facilitator Edward Lopez, director of WCU's Center for the Study of Free Enterprise. All first-year student attendees were provided a copy of Headlee's book through WCU's Division of Academic Affairs.

**The Future of Jobs and the Minimum Wage** — February 24, 2020

Four economists took the stage for this panel discussion on the future of jobs and the minimum wage. CSFE visiting scholars Frank Stephenson (Berry College) and Gary Wagner (University of Louisiana at Lafayette) joined WCU professors Audrey Redford and Edward Lopez. The panel discussed traditional and modern arguments about minimum wage laws, including the evolution from federal to state and more recently to local area regulation. Panelists explained the results of new studies on the impacts of minimum wages at local levels, including the increase in earnings and the decrease in employment opportunities for the lowest productivity workers. Students interacted in a robust Q&A session, and the entire event was live streamed and video archived, which you can see at [enterprise.wcu.edu/events](https://enterprise.wcu.edu/events).

**Sustainable People: How Entrepreneurship and Freedom Save People and the Planet** — April 1, 2020

This event has been rescheduled due to COVID-19 for Oct. 27, 2020, either in the UC Grand Room or on the UC Lawn, depending on space limitations. Please learn about our featured speaker, Magatte Wade, international entrepreneur and activist, at [magattewade.com/](https://magattewade.com/).

## 2. Publish research reports on topics related to economic development

### CSFE Issue Briefs

In its second year, *CSFE Issue Briefs* became a bridge from WCU’s faculty experts to the general community. We published accessible yet sound short papers, authored by faculty from across campus, on the important issues in our mission.

The goal of *CSFE Issue Briefs* is to provide an educational resource on important issues and fundamental concepts. *CSFE Issue Briefs* are well-grounded in sound scholarship, written in plain language for everyday readers, hence the tagline: “Hard Research, Easy Reading.” CSFE distributes the series of issue briefs by email, social media, and its website.

#### 2019-20 Issue Briefs:

What Do Film Incentives Mean for the North Carolina Economy? By JC Bradbury, KSU Economics, published 7/15/19

The Opioid Crisis in Western North Carolina: Opportunities for Adults in the Criminal Justice System. By Al Kopak, WCU Criminology, published 9/2/19

A Call for Empathy: Understanding the Neurobiology and Stigma of Addiction. By Beth Young, WCU Social Work, published 9/3/19

The Humanistic Perspective of Nursing and Its Potential to Address the Opioid and Addiction Crisis. By April Messer & Kae Livsey, WCU Nursing, published 9/28/19

Illicit Drug Trade and Drug Misuse: The Unintended Consequences of Well-Intentioned Policies. By Audrey Redford, WCU Economics, published 10/1/19

## 3. Host research seminars, workshops, and other events for scholars

### Scaled-Up Seminar

Scaled Up Seminar is an annual event that gathers scholars within driving distance of WCU to: 1) provide mutual feedback on current research projects; 2) gain exposure to each other’s research agendas thus sparking collaboration



on future research projects; 3) facilitate informal discussion leading to collaboration on research, teaching, and program building; and 4) economize on scheduling demands compared to a series of individual seminars.

The 3<sup>rd</sup> annual Scaled-Up Seminar was held Feb. 21-22, 2020 in Asheville. A total of 37 participants interacted over a day and a half, with nine papers presented and new connections made in the region.

*“There were several aspects of the seminar that were very helpful to me professionally. First and foremost, the opportunity to get targeted feedback on my paper from a broad swath of regional economics and political science scholars was incredibly helpful. Secondly, though, the informal advice and mentoring that went on in the informal discussions and over drinks afterward was just as important for me. As a mid-career academic who is planning the next phase of my career trajectory, there are not a lot of other opportunities for this kind of mentoring for me (often, mentoring for academics focuses on untenured faculty and graduate students). Hence, this seminar was valuable in a way that lots of other opportunities could not be.”*

*“Not only did I learn a great deal about others' research and method, I got great feedback on my paper. Even better, I got a number of great suggestions for follow-up papers, and good interaction with potential co-authors. This was a great opportunity for me.”*

*“The seminar made it very convenient to discuss research ideas and get excellent feedback in a noncritical manner. The chance to meet and network with regional economists and discover common interests is a real plus. I especially appreciate the structure and timing of the sessions and seminar in general. This format should be used as a template for other associations. Many thanks to all responsible for organizing and hosting the event.”*

*“I learned quite a bit about several areas for research, more than I expected to learn. And there was an air of warmth and positive feelings that can be very important for young people. Very impressive, and very well organized.”*

#### 2020 Scaled-Up Seminar Participant List

First Name	Last Name	Institution
Peter	Calcagno	College of Charleston
Ramon	DeGenarro	UT Knoxville
Angela	Dills	Western Carolina University
Michael	Farren	Mercatus Center
Joshua	Hall	West Virginia University
Lauren	Heller	Berry College
Heidi	Holmes Erickson	Kennesaw State University
Adam	Hyde	Wake Forest
Ben	Klutsey	George Mason University
Jody	Lipford	Presbyterian College
Edward	Lopez	Western Carolina University
Phil	Magness	American Institute for Economic Research

Beatriz	Maldonado	College of Charleston
Andres	Marroquin	Mercer University
Stephen	Miller	Troy University
Chris	Mothorpe	College of Charleston
Sean	Mulholland	Western Carolina University
Michael	Munger	Duke
Greg	Phelan	Kennesaw State University
Robi	Ragan	Mercer University
Audrey	Redford	Western Carolina University
Craig	Richardson	Winston-Salem State University
Robert	Salvino	Coastal Carolina University
Antonio	Saravia	Mercer University
Skip	Sauer	Clemson University
Ben	Scafidi	Kennesaw State University
Jerry	Slice	Presbyterian College
Adam	Smith	Johnson & Wales University
Russell	Sobel	The Citadel
Frank	Stephenson	Berry College
Timothy	Terrell	Wofford College
Gary	Wagner	University of Louisiana Lafayette
Douglas	Walker	College of Charleston

### Scaled-Up Seminar Agenda

Fri., Feb. 21	
6 p.m.	Depart from hotel to walk to Restaurant (6 min walk)
6:30 p.m.	Reception and Introductions
7 p.m.	Dinner, Restaurant, Daphne at Twisted Laurel
Sat., Feb. 22	
9 a.m.	Gather, coffee, continental breakfast
9:35-9:45	Opening and Logistics
9:45-10:30	<b>Session 1</b> <u>Paper 1A:</u> Lauren Heller, Berry College “Does Campaign Rhetoric Influence Economic Decisions? Evidence from the U.S. Visa Market” (with Jamie Sharpe, Berry College) <u>Paper 1B:</u> Robert Salvino, Coastal Carolina University “Superfluous Capacity as an Entry Barrier: Evidence from the Million Song Database” (with Andrew Weinbach, Phillip Kamaou Njoroge, and Arch Woodside)
10:30-10:45	Break

10:45-11:30	<p><b>Session 2</b></p> <p><u>Paper 2A:</u> Antonio Saravia and Andrés Marriño, Mercer University, “Threat and Opportunity: Beliefs About Robots in Latin America, Evidence from Latinobarometro Survey – 2018”</p> <p><u>Paper 2B:</u> Ramon P. DeGennaro, The University of Tennessee, “What Do Voting Results of the 2016 Election Tell Us About Bias Response Teams?” (with Reid Parker)</p>
11:30-11:45	Break
11:45-12:30	<p><b>Session 3</b></p> <p><u>Paper 3A:</u> Stephen C. Miller, Troy University, “The Measurement of Income Distribution and the Measurement of Inequality: A Critical Analysis”</p> <p><u>Paper 3B:</u> Frank Stephenson, Berry College, “Backlashes to Controversial Legislation: Evidence from Hotel Occupancy Data”</p>
12:30-1:40	Lunch with Roundtable Discussion: “The Future of Publishing and the Social Sciences” Panelists: Joshua C. Hall, West Virginia University; Michael C. Munger, Duke University; Moderator: Edward Lopez, Western Carolina University
1:40-2:00	Break
2:00-2:45	<p><b>Session 4</b></p> <p><u>Paper 4A:</u> Adam S. Hyde, Wake Forest University, “Creative Destruction, Job Reallocation, and Subjective Well-Being” (with Mona Ahmadiani and Jeremy J. Jackson)</p> <p><u>Paper 4B:</u> Gregory Phelan, Kennesaw State University, “Performance Information and Personnel Decisions in the Public Sector: The Case of School Principals” (with Julie Berry Cullen, Eric A. Hanushek, and Steven G. Rivkin)</p>
2:45-3:00	Break
3:00-3:45	<p><b>Session 5</b></p> <p><u>Paper 5A:</u> Beatriz Maldonado, “Do US Trade Agreements Affect Corruption in Latin America?” (with Peter Calcagno and Taylor Crawford)</p> <p><u>Paper 5B:</u> Raymond Sauer, “On the Value of a Premium College Football Player: New Estimates and Sensitivity Tests” (with Jeremy Losak and Ben Posmanick)</p>
3:45-4:00	Break
3:45-4:30	Small Group Discussions Closing Remarks
4:30-6:00	Downtime
6:00	Reception at hotel bar
7:00	Dinner at hotel banquet hall

### **Additional working papers submitted for discussion at Scaled-Up Seminar 2020:**

Daniel D. Bonneau and Joshua C. Hall (West Virginia University), “Economic Activity, International Intervention, and Transitional Governance: A Comparative Case Study of Somalia”

Michael D. Farren (Mercatus Center), “Untangling the Controversy in Minimum Wage Research”

Jody Lipford and Jerry Slice (Presbyterian College), “College Athletics as the University’s ‘Front Porch’: What is the Relationship Between Athletics and Institutional Quality?”

Chris Mothorpe and David Wyman (College of Charleston), “What the Frack? The Differentiated Impacts of Induced Earthquakes on Residential Property Values”

Robi Ragan (Mercer University), “Centripetal and Centrifugal Electoral Incentives in Multidimensional Policy Spaces”

Douglas M. Walker (College of Charleston) and Todd M. Nesbit (Ball State University), “Is a Clustered or Isolated Casino Location Model Better?”

Antonio Saravia and Andrés Marroquín (Mercer University), “I Will Be You: Beliefs About Immigrants in Latin America”

Antonio Saravia and Andrés Marroquín (Mercer University), “Does Education Make you *PROGRE?*: Attitudes on the Market Economy in Latin America”

Timothy D. Terrell (Wofford College), “Carbon Flux and N- and M-Shaped Environmental Kuznets Curves: Evidence from International Land Use Change”

## 4. Host conferences, panel discussions, and other events for the public.

### **Opioid & Addiction Awareness Campaign and Town Hall—Partnership with Jackson County Community Foundation and Jackson County**

October 3, 2019, 8:00-5:00, WCU Grand Room and Breakout Rooms

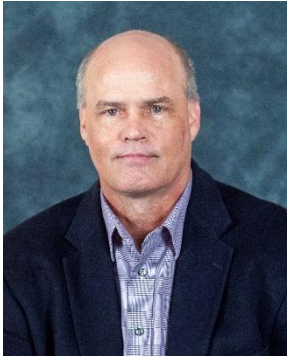
The Opioid and Addition Town Hall culminated the Center’s month long awareness campaign. Born from a need to address the growing opioid crisis, the Town Hall was focused on convening faculty experts and people of the community to take tangible next steps and make significant and lasting contributions to the well-being of the people affected by addiction in the WNC region.

We welcomed representatives from across our area, state and the southeast to provide a forum for discussion and progress. The Town Hall featured a series of talks and panel discussions, including four WCU faculty members, community members, elected officials and their delegates, and media moderators. Among the highlights were robust Q&A sessions with North Carolina Senator Tom Davis, U.S. Senator Shelly Moore Capito (WV-R), and a keynote introduction by WCU Chancellor Kelli Brown. The day ended with breakout sessions to forge concrete plans for next steps to take.

The University built a new website to house the content for ongoing reference, where users can find interviews and stories about addiction and recovery, watch event videos, and browse CSFE Issue Briefs and Editorials on the topic: <https://www.wcu.edu/engage/opioid-addiction-town-hall/>.

## Why People Die by Suicide

Nov. 6, 2019, 6-7:30 p.m., WCU Campus, Blue Ridge Conference Room



**Dr. Thomas E. Joiner, Jr.** is an American clinical and research psychologist at Florida State University and is one of the most prominent suicide experts in the world. His work is both theoretical and practical, in that the “Joiner framework” for suicide risk assessment is the most robust, evidence-based, and widespread system now in use. Dr. Joiner is from Atlanta, completed his undergraduate education at Princeton, and then his Ph.D. in clinical psychology at the University of Texas at Austin. He joined the faculty of the Department of Psychology at Florida State University in 1997. He is the Robert O. Lawton Distinguished Professor of Psychology and also serves as the Director of the FSU Psychology Clinic. Dr. Joiner lists well over 500 peer-reviewed publications, including empirical and theoretical articles in top-tier journals, books, and chapters. His work has now generated more than 56,000 citations in other peer-reviewed scientific publications. His single most-cited work, with more than 3,000 citations, is his book, [Why People Die by Suicide](#), published by Harvard University Press.

## Science and Pseudoscience in Everyday Life: A Field Guide for Evaluating Extraordinary Claims

Feb. 6, 2020, 6-7:30 p.m., WCU - Blue Ridge Conference Room



Dr. Scott O. Lilienfeld, Ph.D, discussed the prevalence of pseudoscientific and otherwise questionable beliefs in contemporary life, and explored why all of us are susceptible to their seductive allure.

Lilienfeld is Samuel Candler Dobbs Professor of Psychology at Emory University in Atlanta, Georgia and visiting Professor at the University of Melbourne in Australia. He received his bachelor’s degree in psychology from Cornell University in 1982 and his Ph.D. in Psychology (Clinical) from the University of Minnesota in 1990. He completed his clinical internship at Western Psychiatric Institute and Clinics (University of Pittsburgh) from 1986-1987. He was a faculty member at the State University of New York at Albany from 1990 to 1994, when he joined the faculty at Emory.

## The Global Spotlight Series

Nov. 7, 2019, Forsyth 101

Nationalism

Presenting Faculty: Dr. Edward Lopez, Dr. David Dorondo, Dr. Ingrid Bego, Dr. Saheed Aderinto

## 5-6. Support student and faculty research and engagement projects

### Scholarly Publications by Center Supported Faculty

CSFE has provided funding and support for travel and other research expenses, leading to several WCU faculty publications across many disciplines on campus.

- Drew Carnes (Management) & Todd Creasy (Project Management), “The Effects of Workplace Bullying on Team Learning, Innovation and Project Success as Mediated Through Virtual and Traditional Team Dynamics,” *International Journal of Project Management* 35 (6), 964-977.
- Edward Lopez (with Nicolás Cachanosky), “Rediscovering Buchanan’s Rediscovery: Non-market Exchange Versus Antiseptic Allocation,” *Public Choice*
- Robert Lahm (Entrepreneurship), “The Tax Cuts and Job’s Act’s (TCJA) impacts on small business,” forthcoming, *Journal of Finance and Accountancy*.
- Jim Deconick (Marketing), “Antecedents and Outcomes of Servant Leadership,” under peer review.
- Marco Lam (Accounting) and Tom D’Angelo (Accounting), “Changing Spending Priorities when Revenues Decline: Evidence from North Carolina Counties,” forthcoming *Political Economy in the Carolinas*.

### Support for Ongoing Research

These CSFE supported research projects are being prepared for completion and submission for peer-reviewed publication.

- Alexia Bevers (Senior Finance and Mathematical Economics) and Sean Mulholland (Economics), “Test-Optional Admissions and Student Debt”
- Sean Mulholland (Economics), “COVID-19 Prevalence and Empty College Seats”
- Vittal Anantatmula (Project Management), “Refining Tuckman’s Team Stage Model”
- Martin Tanaka (Engineering), “An Investigation into Mutually Beneficial Industrial-Academic Partnerships”
- Albert Kopak (Criminology and Criminal Justice), “Behavioral Health Needs, Pretrial Release, and Readmission in Rural Jails”

Steve Ha (Economics), “Racial Health Disparities in the United States: A Nonparametric Decomposition Approach”

## Support for Research Communications on Opioid and Addiction

CSFE partnered with faculty from health and mental health disciplines, as well as social work, criminology, and economics, to provide policymakers and the public with accessible resources for understanding cutting edge research on these issues that so profoundly affect our communities in WNC.

These faculty members wrote medium length essays that distill the results of academic research in their field. CSFE published these as our series of *Issue Briefs* for the year. Meanwhile, faculty also wrote shorter op-ed articles for media outlets in the region. Finally, we all convened together for panel discussions with policymakers, media, front line substance use workers, and WCU students, for a day-long town hall event.

### *CSFE Issue Briefs:*

Albert Kopak (Criminology and Criminal Justice), “The Opioid Crisis in Western North Carolina: Opportunities for Adults in the Criminal Justice System”

Beth Young (Social Work), “A Call for Empathy: Understanding the Neurobiology and Stigma of Addiction”

April Messer and Kae Livsey (Nursing), “The Humanistic Perspective of Nursing and Its Potential to Address the Opioid and Addiction Crisis”

Audrey Redford (Economics), “Illicit Drug Trade and Drug Misuse: The Unintended Consequences of Well-Intentioned Policies”

### *Op-Eds in Regional Media:*

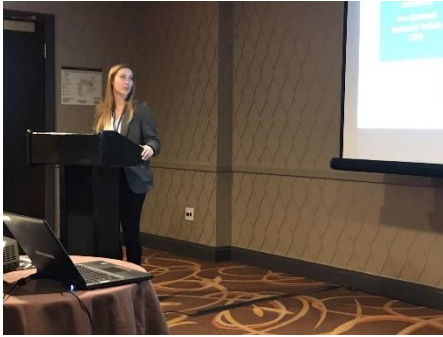
Mandy Haithcox and Lane Perry (Outreach), “Releasing the Shame: A Story About Opioids’ Impact on Individuals and Communities,” *The Mountaineer*, October 1, 2019

## Pre-Doctoral Fellows Program:

The vision of CSFE’s Pre-Doctoral Fellows Program is to advance WCU’s research-oriented students onto doctoral studies to nonetheless get admitted with funding at highly ranked Ph.D. programs.

The Fellowship is designed to offer WCU students a bridge to doctoral studies in their field of choice. Pre-Doc Fellows spend an academic year in daily interaction with a cross disciplinary faculty, learning research methods most relevant to their career plans, and co-authoring a research paper with their faculty mentor.

In the fall semester, students research prospective programs, write admission essays, and submit applications. In the spring semester, students present their research projects at an academic conference, make site visits to 2-3 programs they're considering, and finalize research papers with their mentor. By April, Pre-Doc Fellows make their decisions about where they're going to pursue doctoral studies.



In 2019-20 Alexia Bevers (Senior, Finance and Mathematical Economics) participated in the program under faculty adviser Sean Mulholland. The two have been studying data on university admissions policies making standardized testing optional and relating that to student debt. Alexia presented her work at the Eastern Economic Association annual conference in Boston on February 29, 2020. The two have submitted their work for peer review publication!

### Student Engagement Projects:

McKenley Webb (Junior, Political Science) attended a weekend symposium, “Why are Nations Poor?,” hosted by the Department of Economics and Finance at University of Tennessee Knoxville, November 2019.

*“I was able to meet and talk with several students from UTK, Samford University, The Ohio State University and other students from WCU. For me, this offered an extremely unique opportunity because it was outside of my major area of study. At the symposium, we covered a wide range of topics including innovation, sweatshops, economic environmentalism, violence, and much more. We had discussion and debate on how all of these things contribute to a disruption in prosperity and the implications of such. This opportunity not only allowed me to learn a lot about global poverty and the struggle for prosperity, but also gave me the chance to further my discussion skills. As a student who hopes to pursue a PhD in political science, learning to discuss tough issues with people I may or may not know is a very important skill.*”

Alexia Bevers (Finance and Mathematical Economics, Senior) attended "The Future of Jobs: Obstacles and Opportunities in the Carolinas" conference in Winston-Salem in July.

Alexia also attended a weekend symposium, “Why are Nations Poor?,” hosted by the Department of Economics and Finance at University of Tennessee Knoxville, November 2019.

*“We discussed various topics from economic and political freedom, to property rights, competition, the environment, markets, sweatshops, the Great Depression, among many other things. The students who attended this symposium were not just economics students, which allowed for various perspectives on the topics we discussed. It was very intellectually stimulating to discuss ideas with people outside of my major and university, and it gave me an opportunity to get better at defending my intellectual opinions and become more eloquent with my explanations and rebuttals. This experience allowed me to grow academically as it was challenging to answer all the questions posed and we*



*discussed things that I don't think about on a daily basis. I also grew personally from this experience through gaining a thick skin when people disagreed with my ideas and I learned how to disagree with an idea rather than the person. I feel like this is an extremely valuable skill, especially during the time we live in today.*

Matthew Wilson (Political Science, Senior) attended a weekend symposium, “Public Choice Outreach” hosted by the Center for the Study of Public Choice at George Mason University in Rosslyn, VA in July, 2019

*“I was exposed to the nuances of Public Choice Theory and educated on how economic mechanisms can be used to formulate solutions to issues facing the public, a task traditionally left to policy wonks and political scientists. Thanks to the CSFE, I will be able to synthesize what I have learned from the conference with my current studies and the knowledge awaiting me in graduate school. Thus, improving the aptitude and prospects of the public servant I hope to become one day.”*

## **EPIC Innovation: Making Ideas Happen**

EPIC Innovation is a group of student startup entrepreneurs advised by Professors Yue Hillon, Wendy Cagle, and Wayne Aho. Their vision is to help student entrepreneurs from all academic disciplines develop their ideas into feasible businesses before graduation.

EPIC stands for “Elevating Potential through Imagination and Collaboration.” The program relies on mentorship, developmental experiences, and networking opportunities. It recognizes that students in all fields have innovative ideas for businesses, whether that is starting a new business, or developing a product idea.

The main event in the fall semester is a pitch competition, judged by a panel of faculty and entrepreneurs from the region. In the spring there is a trade show—unfortunately it was cancelled this year. And along the way there are networking and educational events.

**EPIC Pitch Party** In Fall 2019, eight student participants pitched their business ideas. As an approved Degree Plus event for WCU, the competition continues to grow, packing the UC Theater this year. Over \$1500 in cash prizes were awarded to the top 3 business ideas and the people’s choice winner. In collaboration with the Outdoor Economic Conference being hosted at WCU during the same week, this year’s Pitch Party had an outdoor theme, so each idea presented had a relation to the outdoor industry.

**Creative Challenges and Life Skills Workshops** EPIC continued the spirit of innovation with its programming this year, hosting for the first time a life skills workshop that brought a local entrepreneur to interact with the students and cover the importance of credit histories and how they affect small businesses, and several creative challenge events to develop leadership and team building.

**EPIC Trade Show and Networking Events** Unfortunately EPIC’s signature spring event was cancelled due to COVID-19, although eight student businesses had registered.

EPIC has already recruited well and looks forward to another successful year in 2020-21!

## Phi Beta Lambda (PBL)

The National Leadership Conference (NLC) is the annual professional business conference for students in post-secondary education who are members of Phi Beta Lambda organization. The conference brings together students from across the nation competing for the top positions in their business-related competitions. The conference includes general sessions, business meetings, competitive events, national officer elections, special-interest sessions, an awards ceremony, and social activities.

The conference fosters effective leadership skills and gives the student the opportunity to network with business professionals from across the nation. Past conferences have brought together 225,000+ students and business professionals.

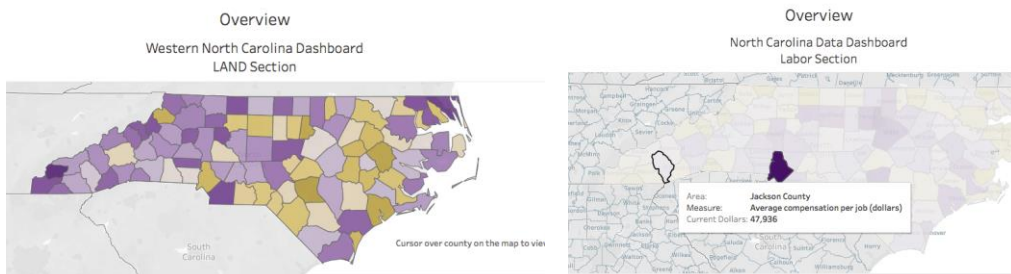
The 2020 state and national conferences were unfortunately cancelled due to COVID-19. However, the students were able to compete in a Virtual Competitive Event Conference. We had several students that placed and three students advanced to be eligible to compete at National Leadership Conference: Lindsey Elias, Kiley Brown, and Ben Wilson.

CSFE congratulates Lindsey Elias for being elected as one of six PBL National Officers. She will serve as Executive Vice President of the National PBL for the 2020-21 academic year!

## North Carolina Data Dashboard

Under the leadership of project director Angela Dills, Professor of Economics and the Gimelstob-Landry Distinguished Professor of Regional Economic Development, the North Carolina Data Dashboard had another successful year of development.

The vision for the NC Data Dashboard (NCDD) is to provide a one-stop, multi-purpose, open-access website for anyone who wants to learn about the current state and recent trends in the WNC Economy. The NCDD is jointly sponsored by the Gimelstob-Landry Distinguished Professorship in Regional Economic Development and the Center for the Study of Free Enterprise, with continuing support provided by WCU’s Office of the Provost.



As of the start of the Spring 2019 the project moved the work fully into a student-led team, and this continued through the year with a team of 4-6 students. As senior students graduate and move on, second- and third-year students are recruited. A student can work on the dashboard for two years, and the project sustains on the pipeline of student team members. New to the Dashboard this year are WCU's inventory of natural products businesses in the WNC region, and a repository of health outcome data focusing on drug overdose fatalities, infant mortality rates, and cardiac disease impacts. Data are updated on an ongoing basis. Many series are annual series although some are monthly and are updated accordingly. The student team has also been working to automate the updating of all data on the Dashboard. We congratulate three outstanding WCU graduates from the Dashboard team including Nathan Young, Owen Mettam, and Amethyst Hall.

## 7. Provide resources and host events for K-12 teachers and students

In Spring 2018 and 2019 we held our first and second teacher-training workshops for middle and high school educators. The vision for these free programs is to provide K-12 educators in WNC the opportunity to expand their understanding of economics, and to get excited about creative and innovative ways to incorporate their expanded understanding into the classroom.

Having established formal affiliations as a Higher Education Partner of the North Carolina Council on Economic Education (NCCEE) and the National Council on Economic Education, and having contracted with Briton Bennett as Project Leader on Economics Education, CSFE became ready to plan and implement programs for educators. Jointly sponsored with NCCEE, the aim was to deepen an understanding of economics and introduce free lesson plans, materials, and other resources for use in their classrooms. The agenda featured guest speakers and facilitators from Wells Fargo, the Federal Reserve Bank of Richmond, Champion Credit Union, NCCEE, and WCU.

## 8. Disseminate activities through digital and print reports

**Modern Communications Platform.** In September 2018, CSFE launched a brand new website with the assistance of WCU's Marketing Division. During the coronavirus shelter-in-place orders, we took the opportunity to refresh the site and make it more functional across the Center's many modes and channels of content. The site is integrated with the newly revived Director's Blog, as well as Center social media on Facebook, Twitter, and Instagram. We also have a growing email list to which we distribute mini newsletters and event invitations. As the Center publishes content, we are able to disseminate widely and efficiently.

In addition, WCU built a new website to house the Center's Opioid & Addiction Town Hall content for ongoing reference, where users can find interviews and stories about addiction and recovery, watch event videos, and browse CSFE Issue Briefs and Editorials on the topic:

<https://www.wcu.edu/engage/opioid-addiction-town-hall/>.

Please follow the Center @CSFE\_WCU, on Facebook.com/CSFEWCU, and at enterprise.wcu.edu.