With the fall semester in full swing, the Economics Department is abuzz with activity. New students have arrived and settled in, bringing with them an eagerness and energy that only comes from embarking on a new adventure. Now, students and faculty alike are preparing for finals. Coming back to the fourth floor of the Bryan Building is like coming home after an extended time away: we’ve had fun, and it feels great to finally be back home again. This is shaping up to be a wonderful academic year, and we look forward to all the new knowledge, friends, and opportunities that it will bring.

This year is particularly exciting as we have several significant changes to announce! We’ve updated our undergraduate programs to streamline the degree for our students and to better distinguish the BA in Economics from the BS in Economics. The BA is designed to be a social science degree that allows students to more easily double major in fields from the College of Arts and Sciences, such as sociology, political science, or mathematics. The BS is our business degree and takes full advantage of the impactful business skills courses offered across the Bryan School. In addition to updating our undergraduate programs, we’re in the final stages of offering our terminal MA program fully online. Although we have a few hoops still to jump through, we hope to launch the online track for the Master of Arts in Applied Economics program beginning in Fall of 2020.

Our faculty members have accomplished so much this past year through their groundbreaking research. The Department had 22 peer-reviewed journal articles published during the 2018-2019 academic year. Martijn van Hasselt received the Bryan School of Business and Economics Junior Research Excellence Award in 2018, and in 2019 Martin Andersen won the Junior Research Excellence Award. At the same time, I was honored to receive the Senior Research Excellence Award, as well as the Jefferson-Pilot Distinguished Professorship. In 2018, our colleagues Martin Andersen, Martijn van Hasselt, Dora Gicheva, and Marie Hull were all named Bryan School of Business and Economics Kathleen Price Bryan Dean’s Notable Scholars. On top of all of this, the Economics Department continued to bring in more external funding than the rest of the Bryan School combined, totaling more than $700,000 in fiscal year 2019.

We have much to be proud of in the Department of Economics, and none of it would be possible without the strong and continued support of alumni. Thank you for all that you do to make our success possible. Have a wonderful year and I look forward to seeing you on campus in the near future.
Dr. Martin Andersen, assistant professor of economics at the Bryan School of Business and Economics, started asking questions about whether health insurance makes people healthier in his early career as an investment banker. He covered pharmaceutical companies, sparking an interest in the economics of the drug and health care industries.

His drive to do something about the problems he saw led him through his master’s degree in public health and his PhD in health policy and economics, allowing him to delve deeply into the big questions facing health care and insurance through his research.

The seemingly obvious answer to his question is yes – health insurance does make people healthier. But the proof was difficult.

Wrestling with how to find the data to prove the answer, he awoke in the middle of one night and realized that studying Medicare expansions would provide information about causality related to a particular disease.

From 1973 through the late 1970s there was a clear reduction in kidney disease deaths. “Suddenly, people who could never have afforded lifesaving dialysis were receiving this treatment,” says Andersen. “Insurance companies recognized that dialysis was more than an experimental treatment, and expanded coverage. And because Medicare was paying dialysis clinics, more clinics could invest and enter the market, giving many more people access to treatment – a classic example of the supply-side effect.”

WHAT IS THE VALUE OF HEALTH CARE TODAY?

Fast-forward to 2017, when the United States spent $3.5 trillion on health care, or 18% of the national economy. “There’s no prospect of this number going down in the near future,” says Andersen. “So my fundamental question today is: Are we getting value (longer, better, healthier, happier lives) as the result of our insurance coverage?”

Andersen received a large grant from the National Institutes of Health to study both overall prescription drug utilization and health outcomes, as well as three specific clinical indications: diabetes, urinary tract infections, and pneumonia. “This project will begin to explore the effects of utilization management on beneficiaries’ health outcomes and identify the effect of patients not receiving their drug of choice on health outcomes,” says Andersen. “Understanding these effects will provide insight into whether or not Medicare should regulate utilization management. It will inform policymakers about the implications of utilization management in the Medicare Part D program.”
Dr. Dora Gicheva’s passion for looking deeply into these and related issues is contributing to a broader body of knowledge that can be applied to real-life everyday topics for students, employees, employers, and policy makers. Her current research projects aim to increase access and retention of post-secondary education for limited-resourced students, and create pathways for building success through hard work.

For example, one project studies the impacts of redesigning online courses in community colleges as a relatively inexpensive way to increase the success of community college students.

Another project looks at a large public university and how integrated financial and academic advising for at-risk students may increase retention.

Additionally, Gicheva studies the impacts of offering affordable health insurance to students whose parents don’t have insurance. “Even though many universities offer student health insurance plans, the cost may be prohibitive. Community colleges often don’t offer any health insurance, so in either case, students may need full-time employment to get insurance, which means less time to focus on their studies,” she said.

She’s also looking at the implications of a relatively new arrangement where all North Carolina high school juniors take the ACT Test. “This policy provides a new opportunity to high school students who wouldn’t otherwise think about taking a college entrance exam, or applying to a four-year college. It incentivizes marginalized students – those students who come from families where nobody has gone to college and where college is not even on their radar. But once students take the test and see their score, the door may open up for submitting college applications. It’s important to help students get into college and stay through graduation – especially those who don’t have family support.”

Gicheva says that being at the Bryan School is profoundly enriching because our students come from such diverse backgrounds. “I look at the success of all of our students, and I really care about them realizing their dreams. Our first-generation students, and some of our other students who don’t have a lot of resources to support them, receive a lot of encouragement from peers, teachers, and staff. I’m happy to be part of the supportive UNC Greensboro environment.”


I look at the success of all of our students, and I really care about them realizing their dreams.”

Dr. Dora Gicheva
Assistant Professor of Economics
**PhD Alumni Spotlight**

**JONATHAN NORRIS**

Jonathan Norris received his PhD in economics from the Bryan School in 2018. Today he is a lecturer (U.K. AP equivalent) at the University of Strathclyde in Glasgow, Ireland. His time is split between research, teaching, and administrative duties. Right now, the bulk of his time allocation goes to research. He teaches the fourth year honors students and supervises undergraduate and MSc student dissertations. In addition, he’s helping teach a new MSc course in inequality economics. This year he’s had opportunities to travel to conferences in Lisbon, Portugal, and Italy.

Dr. Norris said he never guessed that his decision to enter the PhD program would provide such global opportunities. “In fact, at the outset my intention was to only pursue the MA in Applied Economics and then go to industry. I never thought much about a PhD and never presumed I was cut out, or even smart enough, for it. In fact, I did receive a number of good offers at the completion of my master’s degree, but the longer I spent at the Bryan School, the more I enjoyed the relative freedom of academic life and the community. So, I applied to the PhD program and to my surprise, was accepted,” he said.

“My time in the program was a special period. Outside of the stress and anxiety over comps, figuring out how to actually go about research, and remembering I gave up a salary for a PhD stipend -- it is the relationships with fellow PhD students and faculty that I remember. Those friendships are often overlooked when thinking about the process of a PhD, but it is these that make the stress and anxiety bearable and time enjoyable (well research too). Dr. Jeremy Bray was gracious enough to take me on as a PhD student just as he came on board as the department head. He very much gave me the freedom to explore my ideas even as most were quite bad. But through this time I slowly learned how to ask questions in my field, how to identify a research agenda, the literature I was interested in, and how to execute the work. I certainly could not have done it without him or the support of the rest of my committee, our faculty, and my fellow students who were there every step of the way.”

Norris is inspired by the opportunity to engage in research on topics we might care about in everyday life, and that could possibly have policy relevance. Most of his work is focused on the childhood and adolescent roots of inequality. “This is a broad umbrella and has taken me in many different directions. At its heart, my research aims to uncover mechanisms that contribute to inequality and can be targeted with policy interventions.”

He explains, “One example is a recent project, with my co-author Martijn van Hasselt, on untangling the role of maternal involvement for adolescent school trouble. Another project is a recent grant proposal to examine the cross-race efficacy of skills developing during childhood and adolescence on later life economic and social outcomes. The fun part is figuring out how to examine these relationships using data in a believable way.”

Norris says that being able to work with data and bring statistical toolsets to bear on problems interests him and provides an opportunity to find a niche, and hopefully produce something of value.

“I interviewed with Strathclyde at the American Economic Association meetings and then was invited to visit. I received the offer and then moved here in August. My time here has been great! The highlands are the best part of the U.K. and well worth visiting. In general, living in the U.K. isn’t so different from living in the U.S.”

Dr. Norris feels that the rigorous training he received from this PhD program helped him develop technical skills. “Also, the mentorship on learning the art of good research questions has been vital. Finally, the relationships with fellow students, without whom the lost income and tiresome work would never have been tolerable.”
PhD Alumni Spotlight

JUSTIN LARSON

Justin Larson, PhD is a 2018 graduate of the economics program at the Bryan School. Larson is currently enjoying a career as a research economist at RTI International, an independent nonprofit research institute dedicated to improving the human condition, where he was also an intern from 2016 until 2018.

Dr. Larson’s research interests are around environmental and energy issues. At RTI International, he has been able to pursue those interests while working with various offices within the U.S. Environmental Protection Agency as well as for the U.S. Agency for International development (USAID). More recently, his work has focused on energy access issues in sub-Saharan Africa as part of the USAID initiative called Power Africa. Through his work, Larson has had the opportunity to work with various offices within the U.S. government agencies, foreign government officials, and investors.

Larson’s position has given him numerous international experiences. Recently, he traveled to South Africa for a weeklong team kickoff. He then spent 12 days in the Ivory Coast, one of the poorest yet fastest growing countries in the world. Recalling his recent trip, he said, “The sense of impact is extremely rewarding. I feel my work is leading to direct action by influencing policy or decisions made by folks on the ground. The work we are doing is making a positive difference in the world.”

Larson continues to be connected with academic community – he engages with professors at Duke, NC State, and the Bryan School. He publishes in academic journals and presents at academic conferences, including recent conferences in Gothenburg, Sweden and Montreal, Canada. “It is incredible to present in international forums and meet people from all over the world.”

Prior to starting at the Bryan School, Dr. Larson wanted to be an engineer, but then he discovered economics. “The way of viewing the world through an economist’s lens makes sense to me. It’s a way to mathematize the social side of the world. Being able to unpack and untangle complex questions and social systems in a mathematical way is more tangible and exciting to me.”

His experience as an undergraduate for Dr. Snowden is what propelled him towards graduate school. “My first semester in the MS of Applied Economics program made me decide to work towards a PhD. The Bryan School provided me with an education and a valuable set of experiences that have opened up professional opportunities I never thought would be possible!”

Dr. Larson’s long-term vision is to build a career and gain experience, then return to academia – maybe back at UNC Greensboro. Thinking back on his time as a teaching assistant, he said, “The one part of my current career that is missing is teaching.” However, at RTI International there is a steady stream of interns and junior staff that afford him with opportunities for mentorship. “While I miss teaching, I enjoy being a mentor and participating in people’s professional growth.”

His immediate next steps are preparing for a possible relocation to South Africa, where he will work with the Power Africa Off-grid Project for the next few years. “Assuming everything is approved, I would be on the ground living and working there for the next three to four years.” Larson is comfortable with international travel – he studied in Kazan, Russia, as part of his undergraduate Russian minor. “That experience gave me much confidence. It lifted the veil of international travel and forced me out of my comfort zone. I became okay with trying something I might not be successful at and is a mentality I try to maintain throughout my life.”

Thinking back on his time at the Bryan School, Dr. Larson remarked, “The collaborative environment and accessibility of the professors is remarkable. They are there to make sure we succeed, as long as the student is willing to put in the work. I wouldn’t be where I am now if it weren’t for the relationships with my professors. They helped me cultivate my confidence and I carry that through to today.”

“UNC Greensboro can be whatever you want it to be. Everything is there to be taken advantage of. I’m so grateful for the University, the economics program, the professors, and my peers. My fellow classmates were key. Because the program is smaller, it doesn’t have the competitive nature of other graduate programs. I didn’t appreciate this until later after talking to graduate students in other programs. The camaraderie with my peers is something I have warm and fond memories of – and that’s not unique to me. This program brings out the best in all of us.”
Change makers, problem solvers, super heroes? Whatever you call economists, they’re professionals who engage in analysis to discover information and drive results. Bryan School alumna Lydia Hassell is one such leader. Whether automating sales forecasts or predicting future trends, she impacts HanesBrands Inc.’s bottom line in her data analysis career.

“I’ve worked cross-functionally with many different teams on a variety of projects including supply chain, finance, and front-end sales initiatives at HanesBrands. Our team of ‘consultants’ is an energetic group that believes we can change the company through data analysis. It’s a great environment to work in.”

For the past four years, Hassell has worked in a role she describes as an “internal consultant position.” Her official title is Analytics Technologist II, but her responsibilities span the breadth of data analytics as it relates to the automation of processes. HanesBrands needs reliable forecasting capabilities since accurate forecasting affects every aspect of the supply chain—from ordering of supplies, to staffing of employees, to delivery of shipments. Hassell works on automating those forecasts.

“I recently worked on an automated point-of-sale (sales forecast) from store to customer that helped accurately predict inventory demands,” says Hassell. “Some customers order a steady stream of product; others—like Walmart or Target—order in bulk, but order erratically. We run actual sales data through 200,000+ algorithms to produce a reliable forecast, which helps our financial sales plan match our company supply plans.”

Hassell’s main challenge at HanesBrands is to determine the demand for specific products. She must quantify when, where and how much HanesBrands’ customers purchase and reasonably predict future buying trends. She achieves this task by evaluating macroeconomic trends and using time-series modeling, skills she learned in her master’s program.

Hassell also shares statistical findings on HanesBrands’ customers with buyers for stores. Using sales performance analysis, Hassell helped one store realize sales and profits would increase by maintaining higher inventory levels. “It may seem intuitive, but some stores think they can run low on inventory, and it won’t affect the sales level,” says Hassell. “We help stores see things differently.” A true Greensboro native, Hassell started at UNC Greensboro earlier than most—she attended preschool on campus. She earned her undergraduate degree at Clemson University and returned home to pursue her graduate degree at the Bryan School, soon discovering how to use her passion for numbers and her interest in human behavior to forge her data analytics career.

In the MA in Applied Economics program, Hassell grew interested in how institutions and people spend their money as well as how the field of applied economics combines mathematical and social concepts. Today, she uses the economic principles, mathematical models, and statistical software she learned in the program to drive her data analytics career. She appreciated the Bryan School’s small program size, saying, “We were a close-knit group that pushed each other throughout the program.”
Whether traveling abroad, testing recipes, or playing soccer, Bryan School alumna Anna MacMonegle thrives on exploration and teamwork. That adventurous spirit serves her well in health policy analysis. She spends her days at RTI International in Research Triangle Park turning hypothetical questions to actionable data. By formulating plans to ask important questions, reviewing data sources, and performing complex analysis, she’s shaping policies that impact lives.

As a public health economist at RTI, MacMonegle leads research and health policy analysis for state- and national-level health communication campaigns. Her day-to-day work includes preparing reports and manuscripts, assisting with survey implementation, and managing client communications. She frequently contracts with the FDA and CDC to evaluate public health programs and public health campaigns as well as investigate consumer behaviors around tobacco products.

MacMonegle led the cost-effectiveness evaluation of The Real Cost, the FDA’s youth tobacco-education campaign. She says, “Conducting the evaluation required me to put into practice my knowledge of microeconomics, econometrics, and health policy analysis.” She reviewed external sources and examined their validity; gathered data and approaches from sources; and assessed how to credibly evaluate the cost-savings of preventing youth from initiating smoking.

MacMonegle directly applies the coursework from her Master’s in Applied Economics program in her professional work. She knew she wanted to pursue a career in public health policy analysis and knew she would need more than a bachelor’s degree. She grew interested in the “applied” part of the master’s program. “My undergraduate work was more theoretical and lacked the practical application elements that I learned in my master’s work.”

The Bryan School teaches real-world problem-solving skills. MacMonegle says, “I was taught to be adaptable. Often, there’s not a one-size-fits-all approach to evaluating the research questions I work on. I learned to rely on previous work where possible, to formulate a plan for analyzing a question, and to adapt when a specific approach is no longer viable.” MacMonegle credits the Bryan School with helping her identify the career path that has served her so well. “The professors’ professional connections helped me form relationships with people outside of the academic world,” she says. “Additionally, I think the course availability and topics covered helped launch my career in the field of health economics.”

“Passion for Health Policy Analysis

I really like being able to answer questions beyond a hypothetical level. There is something satisfying in using microeconomic and econometric principles in a way that provides concrete evidence to support or disprove hypotheses. The problem-solving nature of the field is really appealing and fun to work in.”

Anna MacMonegle
Research public health analyst
Global experiences can expand one’s perspective in many ways, and present paths to opportunities previously unforeseen. For Teka Lanahan ’19 BS these experiences are exactly what attracted him to economics. Born in Addis Abbaba, Ethiopia and moving to Asheville, North Carolina in his childhood, he became interested in uncovering the mechanisms behind what causes these countries to have such vastly different standards of living. Diving into economics “opened my eyes to an interesting and potentially limitless world,” he states. “Economics has provided me opportunities to travel across the country for various programs, introduced me to famous people in the discipline, and given me the freedom to pursue my wide array of research interests.”

Serving as vice president of the UNC Greensboro chapter of the National Association of Business Economics (NABE), Teka shared his interest in economics with many of his fellow students, and his infectious enthusiasm permeated whatever environment he was in. Whether it was talking healthcare reform at a session of “Econ on the Lawn,” encouraging people to attend the talk given at UNCG by NABE President Kevin Swift, or even simply relating current events in between tutoring sessions, Teka could always be heard on the fourth floor excitedly inspiring conversation among his peers. However, being active in extra-curriculars and placing the pressure of perfection on oneself can take its toll.

“During my undergrad, I faced a number of challenges both academically and personally. Academically, I had placed a lot of pressure on myself to graduate with a double major and a high GPA. This was beneficial, as it compelled me to push myself in my courses, but it also became a detriment if I felt that I was not living up to those high standards.” For students in a similar situation, he has this to say: “Balance is key! Taking time away from everything to work on yourself is necessary sometimes. Self-care is a must!”

His high drive did pay off in the end, landing him a spot in University of Virginia’s Master in Public Policy program upon graduation. In regards to his future plans, he plans to work for the federal government for a few years before going on to pursue a PhD in economics. “I dream of one day becoming a senior economist at an international economic organization like the IMF or World Bank,” he says.

“My time at the Bryan School undoubtedly has helped propel me to this dream of mine, and I would like to say thank you to the administration, my professors, and everyone else who has invested in my future. To future graduates, our field is changing rapidly. The antiquated ways of thinking are giving way to fresh ideas and new faces. Now more than ever, the field of economics needs you and your valuable skills, experiences, and ideas. I fervently believe there is a place for anyone in this field, and the possibilities are endless for those who pursue it.”
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TOGRHRUL GULYAYEV
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(MA/PhD)

DANNY TURKSON
Master’s Doctoral Track
(MA/PhD)

FARHAT CHOWDHURY
Master’s Doctoral Track
(MA/PhD)

HIEU MINH TRI NGUYEN
MA in Applied Economics

LAUREN BAILEY DRAFZ
MA in Applied Economics

KAYLEIGH MARIE WILLIS
MA in Applied Economics

EMMA CHIESA HUDSON
MA in Applied Economics

SATYAKI CHAKRAVARTY
PhD in Economics

HITANSHU PANDIT
PhD in Economics

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DEPARTMENT ACCOMPLISHMENTS

STUDENT ACCOMPLISHMENTS

PUBLICATIONS

“The Regional Economic Impacts of University Research and Science Parks” KELSI HOBB (with A.N. Link and T. Shelton), *Journal of the Knowledge Economy*, 2018, DOI: 10.1007/s13132-018-0566-5

PRESENTATION

“Locked Out: Evictions, Foreclosure, and Displacement in the Triad” KELSI HOBB (with P.G. Sheldon), Triad Gentrification Symposium, Winston-Salem, NC, 2018

“Eviction: Causes, Consequences, and Prevention,” KELSI HOBB (with P.G. Sheldon) Innovations in Planning for Better Community Housing & Health Symposium, Greensboro, NC, 2018

“Who Uses LARC and for How Long?” LORISSA PAGÁN, Southern Economic Association Annual Meetings, Washington, DC, 2018

GRANTS

“Indoor LED Retrofitting Analysis” funded by UNCG Green Fund, Office of Sustainability $4,158, Principle Investigator JOHN WILLIAMS QUEEN (Summer 2018)

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