

# Morgan Holland, PhD

## Curriculum Vitae

College of Business, Rm 367  
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*I am an applied research economist focused on the tourism, hospitality, and outdoor recreation industries.*

### Specializations

- Tourism, hospitality, and outdoor recreation
- Applying economic thinking, mathematical modeling, and statistical analysis to problems in the tourism, hospitality, and outdoor recreation industries.
- Economic impact analysis,
  - Economic effects of visitor infrastructure spending, especially outdoor recreation infrastructure,
  - Visitor impacts,
  - The valuation of natural features, attractions, and outdoor recreation infrastructure,
  - Interdisciplinary partnerships with tourism boards, industry leaders, and environmental scientists.
- Other areas of interest
- Data analysis, mathematical modeling, and economics outside the tourism, hospitality, and outdoor recreation spheres.
- Mining and energy economics
  - Housing
    - Tax policies on affordable housing,
    - Hedonic modeling of home valuation.
  - Macroeconomic modeling, including
    - Real business cycles,
    - Economic growth and inequality.
  - Financial contracting models under asymmetric information,
  - Tax incidence modeling,
  - Numerical methods in economics
    - Choosing appropriate algorithms for nonlinear equation solving,
    - Solving systems of differential equations with saddle-points using bijective reverse-shooting,
    - Global and local maximization techniques for differentiable and nondifferentiable functions.

### Education

- July 2022 **Doctor of Philosophy in Economics**, *Florida State University College of Social Science and Public Policy.*
- Dec 2014 **Master of Arts in Economics**, *The University of South Carolina Moore School of Business.*
- Dec 2010 **Bachelor of Business Administration**, *Mississippi College School of Business.*
- May 2009 **Associate of Arts in Business Administration**, *Meridian Community College.*

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## Professional Positions

- 2023–Present **Senior Research Economist**, *UW Center for Business and Economic Analysis*, Larmie.
- Support and expand Wyoming's tourism, hospitality, and outdoor recreation economies through economic research and analysis.
  - Develop, update, and continuously improve monthly forecasts for the lodging sector in Wyoming.
  - Engaging with stakeholders to define and investigate barriers to economic growth.
  - Work with interdisciplinary researchers, graduate students, and stakeholders to complete economic research projects.
  - Conduct research in other economic sectors depending on the needs of clients.
- 2021–2022 **Senior Researcher**, *FSU Center for Economic Forecasting and Analysis*, Tallahassee (remote).
- Managing projects involving economic and data analysis both independently and in teams from initial contact with clients to finished reports.
  - Communicating with clients and partners to define the scope of economic questions and resources needed for analysis.
  - Collecting, organizing, and preparing data for analysis.
  - Gathering and summarizing literature relevant to the context and methodology of client problems.
  - Performing economic and econometric analyses to answer questions and provide solutions for clients and partners.
  - Writing finished deliverables and reports according to contract specifications.
- 2015–2021 **Graduate Research/Teaching Assistant**, *Florida State University COSSPP*, Tallahassee.
- Managed classes of up to 45 students, both online and in-person.
  - Developed custom instruction materials that integrated statistical software instruction, mathematical foundations of statistics, and practical applications of statistics to economic analysis.
  - Conducted original academic research in economics, both independently and under the supervision of faculty.
  - See Teaching Experience and Academic Research for more details.
- 2013 **Graduate Research Assistant**, *University of South Carolina, Moore School of Business*, Columbia.
- Located and retrieved ownership data from Initial Public Offering (IPO) prospectuses.
  - Constructed custom spreadsheets of IPO data.
  - Performed literature searches for scholarly articles on several subjects related to corporate finance.
- 2012–2013 **Auditor**, *South Carolina Office of Regulatory Staff*, Columbia.
- Advocated on behalf of the public in utility rate case proceedings before the South Carolina Public Service Commission.
  - Audited utility rate case filings to verify the accuracy of financial data.
  - Recommended adjustments to test-year revenue requirement analyses based on company financial data and rate case filings.
  - Crafted written testimony to be filed with the South Carolina Public Service Commission.
  - Reviewed nuclear plant construction invoices for compliance with the South Carolina Base Load Review Act and consistency with company financial documents.
  - Examined telecommunications company filings and financial documents for compliance with telecommunications law.
- 2011–2012 **Accountant/Auditor**, *Mississippi Department of Finance and Administration*, Jackson.
- Audited payments to State Treasurer for errors.
  - Assisted state agencies in completing payments to the State Treasury.
  - Approved transactions in a computerized accounting system.
  - Verified accuracy of daily deposits to the State Treasury.

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## Applied Economic Analysis Experience

### Completed Projects

*Florida State's Economic Impact*. 2021 version based on 2020 data. <https://economic-impact.fsu.edu/>.

*The Economic Impact of a Reduction in the Sales Tax on Manufactured Homes.* <https://cefa.fsu.edu/sites/g/files/upcbnu1851/files/Final%20FMHA%20Report%202-15-22-CLEAN.pdf>

*An Economic Impact Analysis of Humana/Humana Florida Medicaid in Florida.*

*The Economic Impact of NASCAR operations in Florida.*

*An Economic Impact and Valuation Analysis of the Pensacola & Perdido Bay Estuary Program.* <https://cefa.fsu.edu/sites/g/files/upcbnu1851/files/PPBEP%20Final%20Report.pdf>.

*The Economic and Environmental Impact of Cowboy Clean Fuels in Wyoming.*

*Estimating the Economic Cost of Utility Regulatory Delays to Project West.*

*The Economic Impact of Project West.*

*An Economic Impact Analysis of Mosaic.*

*The Economic Impact of the Airport Gateway Project.*

*The Economic Impact of the Bannerman Road Expansion.*

*The Economic Impact of the Capital Circle Southwest Expansion.*

### **Ongoing Projects**

*The Economic Impact of the Wyoming Outdoor Recreation Grant Program.*

*Wyoming's Creative Economy: Economic Contributions and Policy Recommendations.*

*Jackson Hole Economic Forecasting.* Updated monthly. <https://www.uwyo.edu/worth/economic-forecasting/>.

*The Economic Impact of the Wyoming State Fair and Fairgrounds.*

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### **Academic Research**

Manoj Atolia, **Morgan Holland**, and Jonathan Kreamer. "Optimal Taxes and Basic Income During an Episode of Automation: A Worker's Perspective." R&R at *Macroeconomic Dynamics*.

Robert W. Godby, Ben Cook, textbfMorgan Holland, and Tyler Kjorstad. "Estimating the Impact of State Tax and Incentive Policies on teh Cost of Wind Development in the Western United States." (Working Paper).

**Morgan Holland**. "The Role of Long-term and Short-term Risk in Relationship Banking." (Working Paper)

Manoj Atolia, **Morgan Holland**, and Jonathan Kreamer. "Wage, Wealth, and Income Inequality from Automation." (Working Paper)

Margaret Holland and **Morgan Holland**. "The Impact of the Americans with Disabilities Act on the Employment and Earnings of People with Disabilities: An Intersectional Approach." (Working Paper)

**Morgan Holland**, Julie Harrington, Ahmed Elshall, Sven Kranz, and Ming Ye. "The Economic Impact of Respiratory Disease Caused by Climate Change and Harmful Algal Blooms." (Working Paper)

## Teaching Experience

### Instructor

Average Rating: 4.38/5

- 2016–2021 **Analysis of Economic Data.** Upper-level course leading into Introduction to Econometrics.
- o Developed custom instruction materials for statistics focusing on economic data.
  - o Integrated R programming to teach students practical data management and analytical tools.
  - o Engaged with students using real-world examples of using data analysis and econometrics to answer economic questions.
  - o Topics:
    - Data cleaning and preparation,
    - Probability,
    - Statistical hypothesis testing,
    - Linear regression.
- 2017–2020 **Introduction to Econometrics**
- o Integrated R programming and econometric theory in the classroom and in online environments
  - o Topics:
    - Linear regression for causal analysis
    - Gauss-Markov theory and applications
    - Failures of the Gauss-Markov assumptions and the consequences for causal inference
    - Techniques for dealing with common failures of the Gauss-Markov assumptions
    - Real-world examples of econometric analysis, its successes, and limitations

### Teaching Assistant

Financial Markets, Banking, and Monetary Policy

Economics of Population

## Programming and Software

Expert R, Julia, Excel, Word, PowerPoint  
Intermediate Matlab, Stata, Mathematica  
Beginner IMPLAN, JobsEQ, Python, SQL, MongoDB

## Fellowships, Memberships, Miscellaneous

2020-2021 Bartlett Fellowship for Excellence in Economic Education, Florida State University.  
2015–2019 Johnson Fellowship, Florida State University.  
2013–2015 Merit Scholarship, Moore School of Business.  
2009-2010 Phi Theta Kappa Alumni Scholarship, Mississippi College.  
2007-2009 Phi Theta Kappa member, Meridian Community College.  
PADI certified rescue diver.