

Steven S. Cuellar, Ph.D.

Contact

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Department of Economics
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Education

Ph.D., Economics, Texas A&M University, 1998.
Fields of Specialization: Labor Economics
Public Economics
History of Economic Thought

B.S., Business (Finance), San Jose State University, 1988

Professional Experience

2003-Present
Senior Research Economist, Sonoma Research Associates, Glen Ellen, CA.
Founder and senior economist in consulting firm specializing in market research.

1995-2003
Private Economic/Statistical Consultant, San Jose, CA.
Private consultant specializing in statistical and economic analysis.

1992-1994
Research Assistant, The Texas Transportation Institute, College Station TX.
Responsibilities include the collection, analysis and interpretation of original data in a major research projects analyzing the effects of the North American Free Trade Agreement on Texas highways.

Teaching Experience

2000-Present- Associate Professor, Sonoma State University, Rohnert Park, California.
1995-2000- Lecturer, Santa Clara University, Santa Clara, California.
1996-2000- Lecturer, San Jose State University, San Jose, California.
1993 -Lecturer, Texas A& M University, College Station Texas

Courses Taught:	Labor Economics	Econometrics
	Public Economics	Regression Analysis
	Principles of Micro Economic Theory	Mathematical Economics
	Intermediate Micro Economic Theory	MBA Economics
	Advanced Micro Economic Theory	Principles of Macro Economic Theory
	Statistics and Data Analysis	Intermediate Macro Economic Theory
	Probability Theory	Managerial Economics

Research

The Effect of Wal Mart on Wages and Employment in California- Paper using cross sectional data taken from the Current Population Survey on individuals pooled over time from 1986 to 2004 to analyze the effects on wages and employment of Wal Mart's entry into California in 1991.

Sex, Drugs and the Alchian-Allen Theorem-Paper analyzing the effect of the contraceptive pill on mate selection by women.

The Economic Returns to Bilingualism, -Paper testing the conventional wisdom that learning a second language has economic benefits.

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Research (continued)

Estimating the Demand for Wine: Problems and Solutions –Paper analyzing the endogeneity problems in estimating the demand for wine and some solutions. Presented at the *Competitive Forces Affecting the Wine and Winegrape Industries: An International Conference on World Wine Markets*, UC Davis, Davis, California, August 8-11, 2007.

The Sideways Effect: A Test for Changes in the Demand for Merlot and Pinot Noir Wines –Paper analyzing the effect of the movie *Sideways* on consumption of wine.

Trends & Implications for Spanish Wine Sales in the U.S. Market. International Journal of Wine Business Research. Vol. 19, Issue 1, 2007.

Attracting Entry Level Drinkers: Are Wine Coolers a Gateway to Wine Consumption? International Journal of Wine Marketing. Vol. 19, Issue 1, 2005.

Market Segmentation in the Wine Industry, -Working paper analyzing the entry effects of low cost varietal specific wines on the market structure of the wine industry. Presented at the *Western Economics Association International* conference, Vancouver Canada 2004.

The Effects of Midwife Entry on Health Care Wages –Paper comparing wages of doctors and nurses in states with tight restrictions on midwives with the wages of doctors and nurses in states with lax midwives laws.

Do Food Stamps Cause an Over-Consumption of Food? –Working paper analyzing the effect of food stamps on the incidence of obesity among the poor. Presented at Spring 2004 *Health Care Crisis in Sonoma County* conference on April 24th 2004, Sonoma State University.

The New Economy, Network Effects and Market Structure.-Working paper analyzing the role of network effects on market structure. Presented at and published in the proceedings of the National Business and Economics Society conference, Maui Hawaii, March 8th, 2002.

Is Microsoft a Monopoly? -Working paper analyzing the Microsoft anti-trust trial.

(1994) *The Impact of A U.S.-Mexico Free Trade Agreement on the Texas Highway Network.* With Luker, William A., Danave, Rajendra, Steffel, Kent J and Chandler Stolp. Published by the Texas Transportation Institute, College Station, Texas. The study examines the effect that increased trade with Mexico, as a result of the passage of NAFTA, will have on the Texas highway network.

Charity, Crowding Out and The 1997 Welfare Reform Act-Working paper analyzing the effects of the 1997 welfare reform act on private charitable contributions. Presented at and published in the proceeding of the Regional Science Association International North American Meetings. Houston Texas, November 12, 1993.

Reports and Presentations

Labor Market Analysis for Marin County- Presented at *The First Annual Marin Jobs Summit: A Call to Action*, Thursday, March 31 2005, The Embassy Suites in San Rafael.

Labor Market Analysis for Sonoma County- Presented at the Double Tree Hotel, Rohnert Park for the Economic Development Institute.
