

Robert Puelz, Ph.D.

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Edwin L. Cox School of Business

Southern Methodist University

EDUCATION

University of Georgia, Athens, GA Ph.D. in Business	1990
University of Nebraska, Lincoln, NE M.A. in Finance	1987
University of Nebraska, Lincoln, NE B.S. in Business	1985

ACADEMIC EXPERIENCE

Associate Professor, Southern Methodist University 1992-Present
Charles L. Dexter Endowed Chair of Risk Management and Insurance.

Teaching experience across universities has included Corporate Finance (BBA and MBA), Principles of Risk and Insurance, Life-Cycle Economics, Corporate Risk Management and Insurance, Life Insurance, Social Insurance, Insurance Company Operations and Employee Benefits.

SMU service has included participation in university-wide committees including the Human Resources core planning team, Presidential Commission on Persons with Needs and Disabilities and the Operational Excellence for the 2nd Century Finance Initiative Team. Within **Cox**, I have focused on external development and integrating practitioners into Cox through the SMU Insurance Council. Fund raising has included individual gifts and sponsored industry seminars

Visiting Associate Professor, Naval Postgraduate School	Winter Quarter 2017
Assistant Professor, University of Memphis	1990-1992
Lecturer and Research Assistant, University of Georgia	1987-1990
Research Assistant, University of Nebraska	1985-1987
Lecturer, The American College	1985-1986

BUSINESS EXPERIENCE

FinPlan, LLC Member, Personal Finance Content and Consulting	February 2020 - present
XBetahat, LLC Member, Business Analytics Consulting	September 2016 - 2020
MobileLutions Advisor to Larry Eppard, CEO	November 2011-2016
Robert Hughes Associates Litigation support consultant	1994-2015
Vantage Agora Advisor to Harsha Chaturvedi, COO and business development	January 2009-December 2009 and October 2011-October 2012

Ignite Sales, Inc.

2000-2003

Advisor

Corporate Training in Risk and Insurance

Capstar (2006), Electronic Data Systems (1998), General Reinsurance Corporation (1995), The Promus Companies (1992)

Massachusetts Mutual

1982-1985

Part-time and full-time agent

CURRENT ACADEMIC WORK

Financial Literacy and Perceived Economic Outcomes with David Puelz, working paper

Robert Puelz and Aaron Stevens. Economics-Based Personal Finance: A Core Book, Textbook.

Aaron Stevens and Robert Puelz. Life-Cycle Economics and Personal Finance, Textbook.

PAPERS

Robert Puelz. Contingent Commissions and the Management of the Independent Agency. In: *Risk Management and Insurance Review* 19.2 (2016), pp. 225–248.

Robert Puelz and Patricia Born. Are Preferences for Structured Settlements Consistent with the Loss-Minimization Objectives of Tort Law? In: *Journal of Insurance Issues* 39.2 (2016), pp. 113–136.

Robert Puelz and Hanna E. Robertson. Cell-Phone Laws and Rear-end Accidents. In: *Journal of Insurance Regulation* 35.1 (2016), pp. 1–24.

Robert Puelz. Technology's Effect on Property–Casualty Insurance Operations. In: *Risk Management and Insurance Review* 13.1 (2010), pp. 85–109.

Robert Puelz. Lessons from the Texas Homeowners Insurance Crisis. In: *Editorial Board of the Journal of Insurance Regulation* (2007).

Mark J Browne, Ellen S Pryor, and Bob Puelz. The Effect of Bad-Faith Laws on First-Party Insurance Claims Decisions. In: *The Journal of Legal Studies* 33.2 (2004), pp. 355–390.

Robert Puelz. Entrepreneurship and an ASP in Financial Services. In: *Journal of Business and Entrepreneurship* 13 (2001), p. 33.

Mark J Browne and Robert Puelz. The Effect of Legal Rules on the Value of Economic and Non-economic Damages and the Decision to File. In: *Journal of Risk and Uncertainty* 18.2 (1999), pp. 189–213.

Amy v Puelz and Robert Puelz. Managerial Use of Debt to Fund Municipal Government Risks. In: *Decision Sciences* 28.3 (1997), pp. 745–761.

Robert Puelz and Arthur Snow. Optimal Incentive Contracting with ex ante and ex post Moral Hazards: Theory and Evidence. In: *Journal of Risk and Uncertainty* 14.2 (1997), pp. 169–188.

Mark J Browne and Robert Puelz. Statutory Rules, Attorney Involvement, and Automobile Liability Claims. In: *Journal of Risk and Insurance* (1996), pp. 77–94.

Donna Retzlaff-Roberts and Robert Puelz. Classification in Automobile Insurance Using a DEA and Discriminant Analysis Hybrid. In: *Journal of Productivity Analysis* 7.4 (1996), pp. 417–427.

Robert Puelz. Workers' Compensation Cost Containment: Evidence Evaluating the Effectiveness of Available Techniques. In: *Research Review* 7 (1994), pp. 1–24.

Robert Puelz and Arthur Snow. Evidence on Adverse Selection: Equilibrium Signaling and Cross-Subsidization in the Insurance Market. In: *Journal of Political Economy* (1994), pp. 236–257.

Robert Puelz and Walter Kemmsies. Implications for Unisex Statutes and Risk-Pooling: The Costs of Gender and Underwriting Attributes in the Automobile Insurance Market. In: *Journal of Regulatory Economics* 5.3 (1993), pp. 289–301.

Kee H Chung and Robert Puelz. An empirical regularity in the market for risk and insurance research output. In: *Journal of Risk and Insurance* (1992), pp. 489–498.

Amy v Puelz and Robert Puelz. Personal Financial Planning and the Allocation of Disposable Wealth. In: *Financial Services Review* 1.2 (1992), pp. 87–99.

Robert Puelz. Financial Planning and the Life Insurance Agency. In: *Journal of Insurance Issues* (1992), pp. 69–82.

Robert Puelz. The Effectiveness of Debt Insurance as a Valid Signal of Bond Quality: Comment. In: *Journal of Risk and Insurance* (1992), pp. 499–503.

Robert Puelz. A Process for Selecting a Life Insurance Contract. In: *Journal of Risk and Insurance* (1991), pp. 138–146.

Robert Puelz. A Selection Model for Employees Confronted with Health Insurance Alternatives. In: *Benefits Quarterly* 7.2 (1991), p. 18.

Robert Puelz. Costly Probabilistic Insurance. In: *Journal of Insurance Issues* (1991), pp. 31–38.

Robert Puelz and Arthur Snow. Efficient Contracting in a Market for Life Insurance Agents with Asymmetric Information. In: *Journal of Risk and Insurance* (1991), pp. 729–736.

Robert Puelz. Social Inadequacy And The Medicare Surtax. In: *Benefits Quarterly* 5.3 (1989), p. 76.

REFEREED PROCEEDINGS

Robert Puelz and Amy v Puelz. The Decision to Self-Insure in the Public Sector: An Examination of Cost Tradeoffs. In: *Proceedings of the Decision Sciences Institute* (1996), Vol. 1, pp. 199-201.

Robert Puelz and Arthur Snow. Optimal Incentive Contracting with Ex Ante and Ex Post Moral Hazard: Theory and Evidence. In: *Book of Papers: The 23rd Seminar of the European Group of Risk and Insurance Economists* Institute for Insurance Economics, University of Hannover Germany; Gollier, C, Schlesinger, H., v.d. Schulenburg, Graf J.-M., Schoeffski, O., and P.-J. Horgby, Eds.

Robert Puelz and Amy v Puelz. The Decision to Self-Insure and the Issurance of Municipal Debt. In: *Proceedings of the Decision Sciences Institute* (1993), Vol. 1, pp. 267-269.

Robert Puelz and Amy v Puelz. The Effect of Alternative Minimum Tax Bonds on Optimal Bond Portfolio Choice. In: *Proceedings of the Decision Sciences Institute* (1991), Vol. 1, pp. 138-140.

Robert Puelz and Amy v Puelz. Personal Financial Planning: An Interactive Goal Programming Model using U-Shaped Penalty Functions. In: *Proceedings of the Decision Sciences Institute* (1989), Vol. 1, pp. 327-329.

NON-REFEREED ARTICLES

Robert Puelz. The Next Generation in the Risk Management and Insurance Industries. In: *RHA Review* (2009), Vol. 15, No. 1, First Quarter.

Robert Puelz and Amy v Puelz. Post-Katrina. In: *RHA Review* (2006), Vol. 12, No. 1, First Quarter. Reprinted in *TL E-Alert: Insurance e-mail newsletter*.

Robert Puelz. Bad Faith Remedies and Insurer Responses. In: *RHA Review* (2005), Vol. 11, No. 4, Third Quarter.

BOOK REVIEWS AND OTHER ACADEMIC WRITING

Robert Puelz. Prepared the Instructor's Manual to accompany Megginson and Smart's *Introduction to Corporate Finance* Spring (2008), South-western/Cengage Learning

Robert Puelz. Review of "Risk Management and Insurance by Scott E. Harrington and Gregory R. Niehaus." In: *Journal of Finance* June (1999), Vol. 54: pp. 1187-1189.

Robert Puelz. Review of "Risk Financing: A Guide to Insurance Cash Flow, Volumes I and II, International Risk Management Institute, Inc." In: *Journal of Risk and Insurance* June (1992), Vol. 59: pp. 353-354.

Robert Puelz. Review of "Principles of Reinsurance, Volumes I and II, by Bernard L. Webb, Howard N. Anderson, John A. Cookman, and Peter R. Kensicki." In: *Journal of Risk and Insurance* March (1991), Vol. 58: p. 165.

Robert Puelz. Review of "Protecting Against Inflation-And Maximizing Yield by John M. Bragg." In: *Journal of Risk and Insurance* December (1988), Vol. 55: pp. 773-774.

Robert Puelz. Review of "Social Functions and Economic Aspects of Health Insurance by William A. Rushing." In: *Journal of Risk and Insurance* September (1988), Vol. 55: pp. 578-579.

Robert Puelz. Review of "The Tragedy of Black Lung: Federal Compensation for Occupational Disease by Peter S. Barth." In: *Benefits Quarterly* (1988), Vol. 4: pp. 81-82.

Robert Puelz. Review of "Medical Care, Medical Costs: The Search for a Health Insurance Policy by Rashi Fein." In: *Benefits Quarterly* (1987), Vol. 3: pp. 66-67.

HONORS

- Spencer L. Kimball Best Article Award, *Journal of Insurance Regulation* 2007
- Consulting grant and academic research, *Southwestern Insurance Information Service* 2002
- Consulting grant and academic research, *Spencer Educational Foundation* 1998
- Grant, *Dallas-Forth Chapter of the Risk and Insurance Management Society* 1995 and 1996
- Best Article Award, *Society of Insurance Research* 1994
- Best Article Award, *University of Memphis, Fogelman College of Business and Economics* 1992
- Doctoral Dissertation Award, *State Farm Foundation* 1989
- Breen Fellowship, *James S. Kemper Foundation* 1988-1990

PROFESSIONAL CREDENTIALS EARNED

ChFC. Chartered Financial Consultant, <i>The American College</i>	1987
CLU. Chartered Life Underwriter, <i>The American College</i>	1985