

# SANTHI HEJEEBU

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Department of Economics and Business  
Cornell College  
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## EDUCATION

**Ph.D.** Economics, University of Iowa, 1998

**B.A.** (Magna Cum Laude), Economics, University of Maryland Baltimore County, 1989

**Analytics for Data Science Certificate**, curriculum of ten, 4-week courses, completed December 2020  
The Institute for Statistics Education at [Statistics.com](http://Statistics.com)

**Fulbright Fellowship**, dissertation research in India, 1997-98

## RESEARCH INTERESTS

Business Analytics, Applied Microeconomics, Social Networks, and Economic History

## PROFESSIONAL EXPERIENCE

- 2020 - **Professor and Co-Chair**, Department of Economics and Business, Cornell College  
Strategic initiatives with other institutions, community partners, and internal stakeholders; development of the finance and analytics labs; faculty recruiting, on-boarding, and evaluation; general academic administration including course scheduling and budget management. Teach courses in business analytics.
- 2017 - 2020 **Ringer Distinguished Professor**, Department of Economics and Business, Cornell College  
Teach courses in business analytics, including data visualization, social analytics, predictive modelling and optimization. Completed a multi-year professional development program in business analytics.
- 2010 - 2017 **Associate Professor and Chair** (2011-2014), Department of Economics and Business, Cornell College, Teach the microeconomics sequence and several courses in applied economics, most recently business analytics, markets and social networks, and the economics of organizations.
- 2004 - 2010 **Assistant Professor**, Department of Economics and Business, Cornell College  
Teach the microeconomic theory sequence and several courses in applied economics including: managerial economics, economics of organizations, US antitrust and regulation, US economic and business history, and multinational corporations in historical perspective.
- 2000-2004 **Visiting Assistant Professor**, Department of Economics, University of Iowa.  
Teach several courses in historical industrial organization including United States and Asian business history. Also teach microeconomics, macroeconomics, industrial organization, and statistics for business strategy.
- spring 2002 **Visiting Assistant Professor**, Department of History, University of Iowa.

- Taught a course on globalization in history, emphasizing European commercial expansion in early modern Asia.
- spring 2000 **Lecturer**, Departments of Economics and South Asia Regional Studies, University of Pennsylvania. Taught the economic history of South Asia.
- 1999 **Visiting Scholar**, Department of Humanities and Social Sciences, Indian Institute of Technology, Bombay. Guest lecturer in an M.Phil. course on science and technology in India's development.
- 1993-1997 **Teaching Assistant**, Department of Economics, University of Iowa.  
Graduate courses: Business strategy and managerial economics in the MBA program; Historical economics in the Ph.D. program.  
Undergraduate courses: Introductory macroeconomics, intermediate microeconomics, American economic history, and contemporary issues in economics.
- summer 1996 **Visiting Researcher**, European University Institute, Department of History and Civilization, Florence, Italy and Institute for Historical Research, University of London, England. Examined hundreds of volumes of archival records.
- 1994, 1996 **Course Instructor**, Department of Economics, University of Iowa. Taught the history of economic thought and principles of macroeconomics.
- 1990-1992 **Assistant Director/Research Economist**, Center for Business and Economic Studies, University of Baltimore, Baltimore, MD. Constructed a demographic model for the State of Maryland and its jurisdictions; designed a large database specializing in regional economic and demographic variables; trained and supervised technical support staff; liaison with local economic development community.

## PUBLICATIONS

### BOOKS

*Humanism Challenges Materialism*, co-edited with Sir Roderick Floud and David Mitch, University of Chicago Press. 2017.

*2018 Choice Outstanding Academic Title by the Association of College & Research Libraries*

### JOURNAL ARTICLES AND BOOK CHAPTERS

"The Colonial Transition and the Decline of the East India Company, c1746-1784," *forthcoming* in *Routledge Historical Resources: 19<sup>th</sup> Century British Society*, digital platform.

"Old and New Renditions of John Company" *Æconomia - History / Epistemology/ Philosophy*, (6-2); 295-300. 2016.

"Own, Rent, or Rent-seek: Vertical Integration in Historical Chartered Companies," in *Chartering Capitalism: Organizing Markets, States, and Publics, Political Power and Social Theory*, edited by Emily Erikson, Sage Press, vol. 29, 177-206. 2015.

“The Colonial Transition and the Decline of the East India Company, c1746-1784,” in *A New Economic History of Colonial India*, edited by Tirthanker Roy, Bishnupriya Gupta, Anand Swamy, and Latika Chaudhury. Routledge Press, 2015.

“Job Design in the Presence of Career Concerns” with Pablo Casas-Arce, *Journal of Economics and Management Strategy*, 21(4): 1083-1109. 2012.

“The Demand for Empire: Servants and Directors of the East India Company” revise and resubmit at the *Indian Economic and Social History Review*.

“Specific Information and the English Chartered Companies, 1650-1750” (with Ann M. Carlos, University of Colorado, Boulder), in *Information Flows, New Approaches in the Historical Study of Business Information*, edited by Leos Müller and Jari Ojala, Helsinki: SKS, 2008.

“Contract Enforcement in the English East India Company” *Journal of Economic History*, 65(2): 1-27. 2005.

“The Reproving of Karl Polanyi” with D.N. McCloskey. *Critical Review*. 13(3-4): 285-314. 2001.

“Polanyi and the History of Capitalism: Rejoinder to Blythe” with D.N. McCloskey. *Critical Review*. 16(1): 135-142. 2004.

“Asia in the Making of K.N. Chaudhuri’s Trading World of Asia” *Economic History Services*, Project 2000, December 2000 and reprinted in *East India Company, From Traders to Rulers*, N.J. Rao, editor, Hyderabad: ICFAI University Press, 2004.

#### ENCYCLOPEDIA ARTICLES

“Trade Policy, 1800-1947” *Encyclopedia of India*. Edited by Stanley Wolpert. 2005.

“The Firm Before 1800” *Oxford Encyclopedia of Economic History*. Edited by Joel Mokyr. 2003.

“Emporia and Bazaars” *Oxford Encyclopedia of Economic History*. Edited by Joel Mokyr. 2003.

#### BOOK REVIEWS

*Law and the Economy in Colonial India*, by Tirthankar Roy and Anand V. Swamy, **Eh. Net**, August 2017.

*Rivalry for Trade in Tea and Textiles*, by Chris Nierstrasz, *Agricultural History*, 90, 4 (2016).

*The Spinning World – A Global History of Cotton Textiles, 1200-1850*. Edited by Giorgio Riello and Prasannan Parthasarathi, *Journal of Economic History*, 73, 3 (2013).

*The Twilight of the East India Company: The Evolution of Anglo-Asian Commerce and Politics, 1790-1860*, by Anthony Webster, *Business History* 52, 6 (2010)

*People, Taxation, and Trade in Mughal India* by Shireen Moosvi, *Economic History Review* 62, 3 (2009).

*The Business of Empire, The East India Company and Imperial Britain, 1756-1833* by H.V. Bowen, **Eh. Net**, April 2007.

*Bullion for Goods, European and Indian Merchants in the Indian Ocean Trade, 1500-1800* by Om Prakash, *Indian Economic and Social History Review*, 42, 4 (2006).

*The Worlds of the East India Company* edited by H.V. Bowen, Margarett Lincoln, and Nigel Rigby, *Journal of Economic History*, September 2003.

*Transition to a Colonial Economy* by Prasanna Parthasarathi, *Journal of Asian Economics*, 218 (2002).

*Economic History of India, 1857-1947* by Tirthankar Roy, *Economic History Services*, March 2002

*Empire of Free Trade* by Sudipto Sen. *Minnesota Journal of Global Trade*, Summer 2000.

*Maritime Commerce and English Power: Southeast India, 1750-1800* by S. Arasaratnam, *Journal of Economic History*, June 1998.

### MISCELLANEOUS

“Resources for Teaching the History of the Firm” invited essay for EH.Teach. Fall 2006.

“Job Design and the Benefits of Private Trade” with Pablo Casas-Arce, Oxford University, Department of Economics Discussion Paper Series #204, September 2004.

“Introductory Microeconomics and One Big Firm” with Lesley Chiou, Occidental College, Department of Economics, September 2007. Available at SSRN: <http://ssrn.com/abstract=1020145>

### **TEACHING WORKSHOPS**

“Presenting Data and Information” workshop with Edward Tufte, June 2019.

“Data Exploration and Visualization” continuing education workshop, **INFORMS**, June 2014.

“Company Raj: The East India Company, 1600-1857” **University of Iowa**, Department of History, Spring, 2014 and 2005.

Conversations about Teaching "Enabling Writers with Tunritin.com," **Cornell College**, November, 2012

Women and the Academy, Defining Our Roles, ACM Workshop hosted by **Coe College**, September 25-27, 2009.

History of the Sleeping Car, **Newberry Library**, March, 2007.

Art of Discussion Leadership, **Harvard Business School**, November 10-11, 2006.

Conversations about Teaching "Grading: It's All About the A," **Cornell College**, October 6, 2006

**Committee on the Status of Women in the Economics Profession (CSWEP)** and the **National Science Foundation**, Junior Faculty Mentoring Workshop, Chicago, IL, March 2005.

**SCHOLARLY PRESENTATIONS**

“Sin plated with gold? The Decline of Merchant Virtue and The Rise of British Empire in South Asia” Morality, Institutions, and Empire Conference, British Studies Program, **Yale University**, October 24, 2014 and **Cornell College HAIG Seminar**, September 2014.

“Managerial Sway in the East India Company,” *Economic History Society* conference, Warwick University, March 2014.

“Colonial Transition and the East India Company,” **Warwick University**, August 2011.

“Mixed Blessings: Consequences of State Lending on the East India Company,” **University of Cambridge, Newnham College**, March 2010, **Questioning 'Credible Commitment': Re-thinking the Glorious Revolution and the Rise of Financial Capitalism**

“The Demand for Empire: Servants and Directors of the East India Company,” **University of London, Institute for Historical Research** and **Cornell College HAIG Seminar**, October 2009.

“Economic Origins of British India” **XV International Economic History Congress, Utrecht, Netherlands**, August 2009.

“Contract Enforcement in the English East India Company,” **The British Library**, invited lecture for staff of the Oriental and India Office Library, London. May 23, 2008.

“Reconstruction and Analysis of Eighteenth Century Balance Sheets,” (with Lisa Lefebure) **Accounting, Business, and Financial History Conference**, Cardiff University, September 2006.

“Specific Information and the English Chartered Companies 1650-1750” (with Ann M. Carlos, University of Colorado, Boulder), **Jyväskylä University (Finland)**, June 2005 and **XIV International Economic History Congress, Helsinki**, August 2006.

“Economic Origins of British India” **Northwestern University**, Department of Economics, May 12, 2005.

“A Critical Appreciation of Karl Polanyi” **Invited Plenary Speaker, Social Science History Association**, November 2004.

“Job Design and the Benefits of Private Trade” **European Meeting of the Econometric Society**, Madrid, Spain, August 2004.

Organizer and presenter “The origins of British India: reason and representation” for **Social Science History Conference**. November 2003.

“Was Plassey Profitable?” **Gokhale Institute of Politics and Economics**, Pune, India, December 2003.

“Contract Enforcement in the East India Company” **University of Wisconsin, La Crosse**, Economics Department Seminar Series, November 2004, **University of Warwick (UK)**, Department of Economics, May 2003. Earlier presented at **Economic History Association Conference**, Philadelphia, PA, October, 2001, and at **Northwestern University**, Department of Economics, May 2001.

“Economic Origins of British India.” **University of Chicago**, South Asia Seminar, May 2003

“Job Design and the English East India Company.” (with Pablo Casas-Arce) Tow Seminar Series, **University of Iowa**, Department of Economics, November 1, 2002

“Contract Design in the English East India Company.” (with Pablo Casas-Arce) **Harvard University**, Department of Economics, March 18, 2002.

“Rent-Seeking in the Chartered Companies: Overseas Agents in the English East India Company.” Department of Humanities and Social Science, **Indian Institute of Technology**, Mumbai, India, October 14, 1999.

“Market Power and the English East India Company in Bengal, 1660-1760,” presented at the **Association for Indian Economic Studies Conference**, San Francisco, CA, January 6, 1996 and at the **Social Science History Association Conference**, Chicago, IL, November 19, 1995.

“The Great Transformation: A Review in Retrospect,” presented at the **Markets and Morals: The Rhetoric of a Middle Class** conference, University of Iowa, Iowa City, IA, October 1995.

## GRANTS AND AWARDS

### Faculty Development Grants, **Cornell College**

Ringer Distinguished Professorship, 2017-2020

McConnell Non-Sabbatical Research grant, 2015-16

Course Development Grant, 2014-15

Emil and Rosa Massier Award in the Social Sciences, 2013-14

Student-faculty research grant, 2005-06, summer 2011, summer 2012

McConnell Sabbatical Fellowship, 2010.

McConnell Travel Fund, 2008 and 2009.

One term course release. 2006-07.

Writing course development grant, 2005-06.

### Mellon Foundation Planning Grant, **Cornell College**

Economics and Business curriculum reflection, assessment, and outreach, Summer 2012, 2013.

Economics and Business development two new majors in business, Summer 2014 and 2016

### **Earhart Foundation** and **Cliometric Society** Grants

Deirdre McCloskey Festschrift Conference, March 2015

### Faculty Career Enhancement Project (FaCE Project), **Associated Colleges of the Midwest**

Research at the British Library, spring 2008.

All-Iowa Economic History Workshop, 2004-05.

Arthur H. Cole Research Grant, **Economic History Association**, 2003-04.

MidAmerican Energy Research Awards, **Tippie College of Business, University of Iowa**, 2002-03.

H.B. Earhart Fellowship, **Earhart Foundation**, Ann Arbor, Michigan, 1996-97.

T. Anne Cleary International Dissertation Research Award, Graduate College, **University of Iowa**, 1996-97.

Foreign Language and Area Studies Scholarship, **U.S. Department of Education**, 1995-96.

South Asian Arts Scholarship, **Kala Mandali Association**, Iowa City, IA, 1995.

Paul Olson Fellowship for Outstanding Masters Thesis, **Department of Economics, University of Iowa**, 1994.

## **SERVICE ACTIVITIES**

### SERVICE TO CORNELL COLLEGE

Department of Economics and Business:

Co-chair 2020 onwards

Agreement with The University of Iowa, Tippie College of Business, Finance Department

New Business Major, summer 2014

New Management Major, summer 2016

Chair, 2011-2014

Advisor to Student Groups and Honors Society:

Omicron Delta Epsilon (International Economics Honors Society), 2007-2017

Advisory and Special Committees:

Graduate Council - MFA in Creative Writing, 2020-2023

COA Task Force on the Size of the Faculty, 2016-17

Curriculum Advisory Committee, 2013-14

Berry Center for Economics, Business and Public Policy, Operations Committee, 2006-2007, 2013-14

All-College Committees:

Faculty Council, 2020-21

Admissions Subcommittee, 2015-2017, 2018- present, 2020-2021(chair)

Diversity Committee, 2012-13, received "*Outstanding Service Award*"

Conduct Board, Chair, 2011-2012, 2014-2015

Administration Committee, 2008-2010, 2015-2017

Faculty Salary Sub-Committee, 2008-2010

Academic Affairs Committee, 2005-2006

Academic Standing Committee, 2005-2006

Search Committees:

VP for Enrollment and Dean of Admission, fall 2018

VP for Alumni and College Advancement, spring 2012

Economics, 2020

Politics Department, 2018-2019

Religion Department, 2016-2017

Business Analytics, 2014-2015, 2016-17 (chair), 2018-19 (chair)

Finance, 2014-2015, 2016-17, 2018-9

Biology Department, 2009-10

Public Policy, 2007-08

History, 2004-5

Select Faculty Leadership:

All College Address "The Economic Case for Inclusion" February, 2017

Task Force on Enrollment, 2016-2017

Review of Dean of the College, 2015-16

Mentor for New Faculty, 2011-12, 2013-14, 2016-18, 2020-21

New Faculty Orientation: Discussion Leader on Grading and Evaluation, 2008 and 2009

Select Additional Non-committee Service:

Office of Admissions and Office of Alumni Affairs and Advancement in production of video and print materials, 2015-2017

Office of Admissions in outreach to counselors in the Maclean, VA, fall 2015, spring 2020  
Office of Inter-cultural Life, Students of Color Orientation, 2012, 2013

## SERVICE TO THE PROFESSION

### CONFERENCES/WORKSHOPS ORGANIZED

Co-organizer for **The Centrality of Economic History: Humanism Challenges Materialism in the Work of D.N. McCloskey**, University of Illinois at Chicago and the Cliffdwellers Club, Chicago, March 20-22, 2015.

Economics Network Chair, **Social Science History Association**, 2006-2009

Organizer, **All-Iowa Economic History Network**, Iowa City, 2003-2006.

Convener: **Rapid Economic Growth, Lived Experience, and Mediated Representations: South, Southeast and East Asia, 1980-2000**. University of Iowa, 2001-2004.

Co-organizer and discussant for **Markets and Morals: The Rhetoric of a Middle Class**, University of Iowa, October, 1995.

### MANUSCRIPT REVIEWS AND PAPER DISCUSSIONS

Reviewed textbooks from early stages to complete, multi-chapter proposals for **McGraw-Hill** (2015, 2019, 2020), **Oxford** (2016), **John Wiley** (2014), **Pearson** (2010), and **Palgrave MacMillan** (2007) publishers. Subjects included business analytics, personnel economics, and principles of microeconomics.

Referee for the *Explorations in Economic History* (2009, 2010, 2016, 2017), *Economic History Review* (2007), *Journal of Political Economy* (2005), *Journal of Economic History* (1998, 2003, 2004, 2006), *Australian Economic History Review* (2006), and *Southern Economic Journal* (2004).

Discussant, invited participant, or chair for sessions at the following meetings: **Global Historical Sociology** at Yale University (2014), **Economic and Business History Society** (2013), **Rise and Decline of Imperial Leadership Conference** at Northwestern University (2007), **Social Science History Conference** (2003, 2005, 2006), **Iowa Economics Alumni Workshop** (2005), **Cliometric Society Conference** (2001), **Wisconsin Conference on South Asia** (2000), **Karl Polanyi Institute of Political Economy** (1996), **Association of Indian Economic Studies** (1996).

### CONSULTANCY

**GreatAmerica Financial Services Corporation**, Cedar Rapids, IA  
Evaluation of application auto-approval model, summer 2018  
Business acumen training for sales staff, Jan 2015 - Jun 2016

**History Channel**, TV series "Mankind: The Story of All of Us," produced by Nutopia Studio (London), 2011-2012.

Faculty Consultant for the 2004 **Advanced Placement Economics**, Educational Testing Service.

#### MEDIA SERVICE

**WalletHub.com** Credit Score [Survey](#), Interviewed Panel Expert, June 21, 2016.

Student Credit Cards with No Credit, [Expert Commentary](#), October 23, 2018

**WMT NewsRadio**, Interview with Doug Wagner on Cornell Business Program, June 19, 2015.

**PRNewsWire**, “New Program will Train Next Generation of Business Leaders,” June 9, 2015.

#### ASSOCIATION SERVICE

Associate Book Review Editor, **Economic History Services**, 2004-2006.

Member, Committee on Research in Economic History, **Economic History Association**, 2004-2006.

Historical data archivist for the **Cliometric Society**, Miami University, OH, 1996-1997.

#### MEMBERSHIP

INFORMS – Institute for Operations Research and the Management Sciences  
American Economic Association

#### PERSONAL

Born in Peoria

First language: English

Hobbies and activities:

Raised in Baltimore

Additional languages: Telugu and Hindi

Yoga, walks with the dog

Neighbors of Iowa City, Board Member