
Sonja B. Langley

College of Business
Assistant Professor - Management & Marketing
Date of Hire: 2004
sblangley@pvamu.edu

Professional Interests

Research: International Trade, Economic History, Applied Microeconomics

Academic Background

Ph.D. Auburn University, Auburn, Alabama, Economics, 2003
M.S. Auburn University, Auburn, Alabama, Economics, 2001
M.B.A. Cameron Univeristy, Lawton, Oklahoma, Business, 1995
B.B.A. Cameron Univeristy, Lawton, Oklahoma, Business, 1994

Memberships

American Economic Association
Southern Economic Association

Work Experience

Paid Service

2006: Prairie View A&M University, Co-authored the Economic Impact Study determining the short-term and long-term economic impact of PVAMU on Waller County, the Houston-Baytown-Sugar Land MSA, and the State of Texas.

Courses Taught

Advanced Microeconomic Analysis
International Trade
Managerial Economics
Multinational Financial Management
Principles of Macroeconomics
Principles of Microeconomics

Intellectual Contributions:

Refereed Articles

Keefe, A. M. (2009). Comparative Assessment of Beef Trade Pattern Dynamics and Export Performance as a Result of the North American Free Trade Agreement. *Journal of Business, Industry and Economics*.

- Hill, C. J. & Langley, S. B. (2008). Gender and Ethnic Differences in Responsiveness to Coupons: The Student Market. *Southwestern Business Administration Journal*.
- Langley, S. B. & Keefe, A. M. (in press, 2007). U.S. and Canadian Beef Export Price Flexibilities: A Comparison. *AIMS International Journal of Management*, 1 (2).
- Langley, S. B. & Keefe, A. M. (2006). An Analysis of UK Net Beef Imports during the Mad-Cow Crisis: The Implications of a J-Shaped Curve. *International Economic and Finance Journal*, 1 (2).
- Keefe, A. M. & Langley, S. B. (2005). Price Flexibility in the U.S. and U.K. Beef Industry: Comparing Export Inverse Demand Systems. *Troy University Business and Economic Review*, 29 (1), 2 - 8.
- Langley, S. B. & Keefe, A. M. (2004). Casino Gambling: Searching for Structural Change in State Government Expenditures. *Southern Business and Economic Journal*, 26 (1 & 2), 1 - 14.

Presentation of Refereed Papers

International

Hill, C. J. & Langley, S. B. (2007, December). *Gender and Ethnic Differences in Responsiveness to Coupons: The Student Market*. Presented at 2007 ABA Global Trends Conference, San Juan, Puerto Rico.

Regional

Langley, S. B. (2006, November). *Economic Implications of Continental Orientation: Testing Jared Diamond's Hypothesis*. Presented at Southern Economic Association, Charleston, South Carolina.

Langley, S. B. & Keefe, A. M. (2006, November). *Beef Export Performance and Trade Patterns in the NAFTA Countries*. Presented at Southern Economic Association, Charleston, South Carolina.

Langley, S. B. & Keefe, A. M. (2005, November). *U.S. and Canadian Beef Export Price Flexibilities: A Comparison*. Presented at Southern Economic Association, Washington, District of Columbia.

Keefe, A. M. & Langley, S. B. (2004, November). *Price Flexibility in the U.S. and U.K. Beef Industry: Comparing Export Inverse Demand Systems'*. Presented at Southern Economic Association, New Orleans, Louisiana.

Langley, S. B. & Keefe, A. M. (2003, November). *An Analysis of UK Net Beef Imports during the Mad-Cow Crisis: A J-Shaped Curve and its Implications*. Presented at Southern Economic Association, San Antonio, Texas.

Presentation of Non-Refereed Papers

Local

Langley, S. B. & Keefe, A. M. (2007, July). *Beef Export Performance of NAFTA Countries: A Global Assessment*. COB Faculty Seminar, Prairie View, Texas.

Langley, S. B. (2005, October). *An Early Medieval REgulation of the Marriage Market: Church-Imposed Consanguinity Rules as Population Policy*. COB Faculty Seminar, Prairie View, Texas.

Dissertation

An Economic Analysis of the Early Medieval Church: Technology, Consanguinity Rules, and the Sale of Marriage Dispensations

Papers Under Review

Keefe, A. M. & Langley, S. B. (2008). "Beef Export Performance of NAFTA Countries: A Global Assessment," initial submission to *Journal of International Trade and Economic Development*.

Kjar, S., Langley, S. B. , & Westley, C. (2005). "The Value of the Marginal Child in Monogamous and Serial Polygamous Families," initial submission to *Journal of Markets and Morality*.

Working Papers

Langley, S. B. & Dyck, J. (2007). "The Current State of Neuroeconomics and its Managerial Applications".

Langley, S. B. (2006). "Economic Implications of Continental Orientation: Testing Jared Diamond's Hypothesis".

Other Research Activities

Other Publications

2009 - 'the Impact of Prairie View A&M University on the Texas, Houston and Waller County Economy,' (Co-Authors: M. Quddus, R. Quazi, and M. Williams).

2006 - "The Impact of Prairie View A&M University on the Texas, Houston and Waller Economy," (co-authors: M. Quddus, R. Quazi, and M. Williams).

2003 - Anthology: "Commercial Casino Gambling: Searching for Structural Change in State Expenditures," (2003) published in the Atlantic Economic Journal, v. 31 (1), p. 116.

Service:

Service to the University

Department assignments:

Other Institutional Service Activities:

2008-2009: Discipline Coordinator: Economics

2004-2005 through 2005-2006: Discipline Coordinator: Economics

College assignments:

Chair:

2008-2009: Student Development

2006-2007: New Building Planning Taskforce (Co-Chair)

2004-2005 through 2008-2009: Student Development (Co-Chair)

Member:

2008-2009: New Building Planning Taskforce

2007-2008: Accreditation Committee

2007-2008 through 2008-2009: New Building Planning Taskforce

2006-2007: Accreditation Committee
2006-2007 through 2007-2008: Graduate Committee
2005-2006: New Building Planning Taskforce
2005-2006 through 2007-2008: College of Business Faculty
2004-2005: New Building Planning Taskforce
2004-2005 through 2005-2006: SER Taskforce
2004-2005 through 2005-2006: Business Council

University assignments:

Member:

2008-2009: University College Faculty Advisor Coordinator (FAC)

Service to the Profession

Academic Conference: Discussant

2003-2006: Southern Economic Association, Charleston, South Carolina (Regional).

Chair: Conference / Track / Program

2005-2006: Southern Economic Association, Charleston, South Carolina (Regional).

Invited Lecture

2008: Nurse Manager Seminar, Michael E. DeBakey VA Medical Center, Houston, Texas (Local).

Other Professional Service Activities

2006: Southern Economic Association, Organized IEFS sessions held at the SEA November 18 - 21, 2006 in May 2006 (International).

Presentation

2007: ABA 2007 Global Trends Conference, San Juan, Puerto Rico (International).

2003-2005: Southern Economic Association, Washington, D. C., District of Columbia (Regional).

Reviewer - Article / Manuscript

2008: Essays in Economic and Business History, The Goal and the Gold Mine: Constraints Management and the Dutch Herring Fishing Industry, 1400 - 1700 (National).

2006: Essays in Economic and Business History, Economic Policy in Latin America (National).

2006: Essays in Economic and Business History, Economic Efficiency (National).

2005: International Economics and Finance Journal, Trade Barriers and Consumer Welfare: A Case of U.S. Anti-Dumping Investigations of Shrimp Imports from Asia (International).

Honors-Awards-Grants

Awards:

2002: Outstanding Graduate Student Teaching Award, Auburn University.