

KEVIN L. EASTMAN

CONTACT

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College of Business
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EDUCATION

University of Pennsylvania, Wharton School of Business, May 1992.

Doctor of Philosophy in Managerial Science and Applied Economics.
Major: Risk and Insurance. Minor: Statistics.

University of Pennsylvania, Wharton School of Business, May 1983.

Master of Arts in Managerial Science and Applied Economics.
Major: Risk and Insurance. Minor: Statistics.

Bucknell University, June 1980.

Master of Science in Business Administration.
Major: Finance.

Bucknell University, June 1979.

Bachelor of Science in Business Administration.
Major: Management.

EXPERIENCE

Professor, Department of Risk Management & Insurance, Real Estate and Business Law, College of Business, The Florida State University, Tallahassee, Florida, August 2002 to present.

Robert L. Atkins Memorial Professor of Risk Management & Insurance, Department of Risk Management & Insurance, Real Estate and Business Law, College of Business, The Florida State University, Tallahassee, Florida, August 1998 to present.

Associate Professor, Department of Risk Management & Insurance, Real Estate and Business Law, College of Business, The Florida State University, Tallahassee, Florida, August 1995 to August, 2002.

Assistant Professor, Department of Risk Management & Insurance, Real Estate and Business Law, College of Business, The Florida State University, Tallahassee, Florida, August 1989 to August 1995.

Adjunct Professor, Department of Insurance and Real Estate, The Pennsylvania State University, University Park, Pennsylvania, August 1988 to August 1989.

Assistant Professor, Department of Finance, Love School of Business, Elon College, Elon College, North Carolina, August 1987 to August 1988.

Assistant Professor, Department of Finance, East Carolina University, Greenville, North Carolina, August 1984-August 1987.

TEACHING

- Courses:** Principles of Risk Management and Insurance
Property and Casualty Insurance Products
Property and Casualty Insurance Operations
Advanced Property and Casualty Insurance Products
Commercial Risk Management
Risk Management in the Business Enterprise (Graduate - Masters)
Property-Liability Insurance Company Operations - Online (Graduate - Masters)
Property-Liability Insurance Contract Analysis – Online (Graduate - Masters)
Property-Liability Insurance Seminar (Graduate - Doctoral)
- Other:** Instructor, Insurance Education Foundation (IEF) Program (1999-2002).
Instructor, Certified Financial Planner (CFP) Program (1996-1999).
Educational Consultant, Society of Certified Insurance Counselors (1992-2006).
Invited Lecturer, Instituto Nacional de Seguros, San Jose, Costa Rica (1991, 92).
Instructor, PIA National Insurance School, Des Moines, Iowa (1991).
- Honors:** Teaching Incentive Program Award for Excellence in Teaching, FSU (1995).
University Undergraduate Teaching Award, FSU (1999)

RESEARCH

- Refereed:** “The Dynamics of the Market for Medical Malpractice Insurance”, forthcoming in the *Journal of Risk and Insurance*, co-authored by Faith R. Neale, Kevin L. Eastman, and Pamela P. Peterson-Drake.
- “Addressing Academic Dishonesty: The Implications for Business Schools, Professors and Students,” forthcoming in the *Journal for Advancement of Marketing Education*, co-authored by Jacqueline K. Eastman, Rajesh Iyer, and Kevin L. Eastman.
- “A Review of the Current and Historical No-Fault Environment,” *Journal of Insurance Regulation*, Vol. 23, No. 1 (Fall, 2004), pp. 1-23, co-authored by Cassandra Cole, Kevin L. Eastman, Patrick F. Maroney, and Kathleen A. McCullough.
- “Issues in Marketing Online Insurance Products: An Exploratory Look at Agents’ Use, Attitudes and Views of the Impact of the Internet,” *Risk Management and Insurance Review*, Vol. 5, No. 2 (Fall, 2002), pp. 117-134, co-authored by Kevin L. Eastman, Jacqueline K. Eastman and Alan D. Eastman.
- “Insurance Sales Agents and the Internet: The Relationship Between Opinion Leadership, Subjective Knowledge, and Internet Attitudes,” *Journal of Marketing Management*, 18, 3-4 (April, 2002), pp. 259-285, co-authored by Jacqueline K. Eastman, Alan D. Eastman, and Kevin L. Eastman.
- “The Relationship Between Ethical Ideology and Ethical Behavior Intentions: An Exploratory Look at Physicians’ Responses to Managed Care Dilemmas,” *Journal of Business Ethics*, Vol. 31, No. 3, (June, 2001), pp. 209-224, co-authored by Jacqueline K. Eastman, Kevin L. Eastman and Michael A. Tolson.
- “Stock Market Reactions and Information Transfer Due to Financial Instability in the Life Insurance Industry,” *Risk Management and Insurance Review*, Vol. 3, No. 2 (Fall, 2000), pp. 155-169, co-authored by Stephen M. Avila, Kevin L. Eastman, Richard B. Corbett, and John C. Bratton.

"Regulatory Action on Rate Filings: The Effect of Recent Legislative Changes in Florida," *Journal of Insurance Regulation*, Vol. 18, No. 4 (Summer, 2000), pp. 527-550, co-authored by Kevin L. Eastman and Patrick F. Maroney.

"Leaving an Unethical Managed Care Plan: An Exploratory Look at Doctors' Intentions," *Benefits Quarterly*, Vol. 16, No. 2 (Second Quarter 2000), pp. 33-44, co-authored by Jacqueline K. Eastman, Kevin L. Eastman and Michael Tolson.

"The Effect of State Regulation of Health Maintenance Organizations on the Price of Health Care Coverage," *Journal of Insurance Regulation*, Vol. 17, No. 4 (Summer, 1999), pp. 530-550, co-authored by Kevin L. Eastman, Alan D. Eastman, and R.B. Drennan.

"An Analysis of the Auto Choice Reform Act of 1997," *Risk Management and Insurance Review*, Vol. 2, No. 2 (Winter, 1999), pp. 60-71, co-authored by Patrick F. Maroney, Kevin L. Eastman, and Ann M. Butler.

"The Ethics of Managed Care: An Initial Look at the Doctors' Perspective," *Marketing Health Services* (formerly *The Journal of Health Care Marketing*), Vol. 17, No. 3 (Fall Edition, 1997), pp. 26-39, co-authored by Jacqueline K. Eastman, Kevin L. Eastman, and Michael A. Tolson.

"The Ethics of Insurance Agents Vs. Insurance Students: The Educational Implications," *CPCU Journal*, Vol. 50, No. 2 (Summer, 1997), pp. 104-120, co-authored by Jacqueline K. Eastman, Kevin L. Eastman, and R.B. Drennan.

"The Ethics of Insurance Professionals: Comparison of Personal and Professional Ethics," *Journal of Business Ethics*, Vol. 15, No. 9 (September, 1996), pp. 951-962, co-authored by Kevin L. Eastman, Jacqueline K. Eastman and Alan D. Eastman.

"The Effect of Mandating Sinkhole Coverage in Florida Homeowners Insurance Policies," *CPCU Journal*, Vol. 48, No. 3 (September, 1995), pp. 165-176, co-authored by Ann M. Butler, Kevin L. Eastman and Claude C. Lilly.

"The Market Effects of Life Insurer Insolvencies and the Implications for Regulators," *Journal of Insurance Regulation*, Vol. 13, No. 3 (Spring, 1995), pp. 302-328, co-authored by Stephen M. Avila and Kevin L. Eastman.

"The Effect of Rate Regulation on Price Dispersion in the U.S. Automobile Insurance Market," *Journal of Insurance Regulation*, Vol. 13, No. 2 (Winter, 1994), pp. 201-223, sole author.

"The Impact of Underwriting on Price Dispersion for Different Automobile Insurance Coverages," *Journal of Insurance Issues*, Vol. 17, No. 2 (October, 1994), pp. 45-72, co-authored by Kevin L. Eastman and Alan D. Eastman.

"An Analysis of the Use of Common Relativity Factors in Rating Automobile Coverages," *Journal of Insurance Regulation*, Vol. 13, No. 1 (Fall, 1994), pp. 97-117, co-authored by Emily J. Norman and Kevin L. Eastman.

"Hurricane Andrew: Insurer Losses and Concentrations," *Journal of Reinsurance*, Vol. 1, No. 3 (Spring, 1994), pp. 29-64, co-authored by Claude C. Lilly, Jack E. Nicholson and Kevin L. Eastman.

"The New York Verbal Threshold for Third-Party Liability Under No-Fault Insurance," *Journal of Insurance Regulation*, Vol. 12, No. 3 (Spring, 1994), pp. 368-389, co-authored by Kevin L. Eastman, Patrick F. Maroney and Jack M. Nelson.

Non-Refereed:

"Perception and Reality: Conclusions of a Study of Rate Regulation in Florida," *Florida Association of Insurance Agents*, co-authored by Kevin L. Eastman and Patrick F. Maroney, 1996.

"Combatting Insurance Fraud: A Survey of Insurance Fraud Units," in the *National Council on Compensation Insurance Fraud Commission Report* (1994), co-authored by Patrick F. Maroney and Kevin L. Eastman.

"New York No-Fault Insurance: Is It Performing As It Should?," in the *New York State Insurance Department Bulletin*, Vol. XXXIII, No. 6 (July, 1994), pp. 3-7, co-authored by Patrick F. Maroney, Kevin L. Eastman, and Jack M. Nelson.

"How Do They Do It: Unpublished Data Reveals Piercing of N.Y. Threshold," in the *Auto Insurance Report*, Vol. 1, No. 7 (November, 1993), co-authored by Patrick F. Maroney, Kevin L. Eastman, and Jack M. Nelson.

"Insurance Study of Sinkholes," a report to the State of Florida, Department of Insurance (submitted December, 1992), co-authored by Ann M. Butler, Barry A. Diskin, Kevin L. Eastman, Dean H. Gatzlaff, Richard B. Corbett, Claude C. Lilly and Patrick F. Maroney.

Monthly Updates in the *Florida Underwriting Guide*, published and distributed by the Florida Association of Insurance Agents, 1993-1995.

The *Florida Association of Insurance Agents (FAIA) Insurance Agency Legal Guide*, published and distributed by the Florida Association of Insurance Agents, 1994 edition.

Grants:

"Insurance Study of Sinkholes." Grant awarded by a mandate of the Florida Legislature, Summer 2004, completed April 2005. Co-authored by Cassandra R. Cole, Richard B. Corbett, Randy E. Dumm, Patrick F. Maroney, Kathleen A. McCullough, James W. Newman, and Mark J. Browne.

"Introduction to Insurance and Financial Planning." Grant awarded by the State Farm Insurance Companies, Summer 2004, completed December 2005. Co-authored by James M. Carson, Cassandra R. Cole, Richard B. Corbett, Randy E. Dumm, Patrick F. Maroney, and Kathleen A. McCullough.

"The Effect of State Regulation of Health Maintenance Organizations on the Price of Health Care Coverage." Grant awarded by the regular Committee on Faculty Research Support (COFRS) program, May-August, 1999.

"Price Dispersion in the Florida Automobile Insurance Market." Grant awarded by the regular Committee on Faculty Research Support (COFRS) program, May-August, 1993.

"Insurance Study of Sinkholes." Grant awarded by a mandate of the Florida Legislature under the direction of the Florida Department of Insurance, Summer 1992. Co-authored by Ann M. Butler, Barry A. Diskin, Kevin L. Eastman, Dean H. Gatzlaff, Richard B. Corbett, Claude C. Lilly and Patrick F. Maroney.

PRESENTATIONS

- National:** "Is There a Crisis in Healthcare Professional Liability Insurance?" Presented by Faith R. Neale, Kevin L. Eastman, and Pamela P. Peterson at the October, 2005 meeting of the Financial Management Association in Chicago, Illinois.
- "Is There a Crisis in Healthcare Professional Liability Insurance?" Presented by Faith R. Neale, Kevin L. Eastman, and Pamela P. Peterson at the August, 2005 meeting of the American Risk and Insurance Association in Salt Lake City, Utah.
- "The Impact of No-Fault Insurance Laws on Automobile Insurance Rates." Presented by Cassandra Cole, Kevin L. Eastman, Patrick F. Maroney, and Kathleen A. McCullough at the August, 2003 meeting of the American Risk and Insurance Association in Denver, Colorado.
- "Residual Markets: An Examination of Post-Catastrophe Behavior and the Subsidy Effect." Presented by Randy E. Dumm, Kevin L. Eastman and Patrick F. Maroney at the August, 2001 meeting of the American Risk and Insurance Association in Indianapolis, Indiana.
- "Regulatory Action on Rate Filings: The Effect of Recent Legislative Changes in Florida." Presented by Kevin L. Eastman, Patrick F. Maroney, and Alan D. Eastman at the August, 1999 meeting of the American Risk and Insurance Association in Vancouver, British Columbia, Canada.
- "Leaving an Unethical Managed Care Plan: An Exploratory Look at Doctors' Intentions. Presented by Jacqueline K. Eastman, Kevin L. Eastman, and R.B. Drennan at the August, 1999 meeting of the American Risk and Insurance Association in Vancouver, British Columbia, Canada.
- "The Effect of State Regulation of Health Maintenance Organizations on the Cost of Health Care Coverage." Presented by Kevin L. Eastman, Alan D. Eastman, and R.B. Drennan at the August, 1998 meeting of the American Risk and Insurance Association in Boston, Massachusetts.
- "The Ethics of Managed Care: An Initial Look at the Doctors' Perspective." Presented by Kevin L. Eastman, Jacqueline K. Eastman, and Michael A. Tolson at the August, 1997 meeting of the American Risk and Insurance Association in San Diego, California.
- "The Ethics of Insurance Professionals v. Insurance Students: The Educational Implications." Presented by Jacqueline K. Eastman, Kevin L. Eastman, and R.B. Drennan at the August, 1995 meeting of the American Risk and Insurance Association in Seattle, Washington.
- "The Ethics of Insurance Professionals: Comparison of Personal and Professional Ethics." Presented by Kevin L. Eastman, Jacqueline K. Eastman, and Alan D. Eastman at the August, 1994 meeting of the American Risk and Insurance Association in Toronto, Ontario, Canada.
- "Stock Market Reactions and Information Transfer Due to Financial Instability in the Life Insurance Industry." Presented by Stephen M. Avila and Kevin L. Eastman at the August, 1994 meeting of the American Risk and Insurance Association in Toronto, Ontario, Canada.

- Regional:** “Academic Dishonesty: Are Insurance Students Different From Other College Students?” Presented by Kevin L. Eastman, Jacqueline K. Eastman, and Rajesh Iyer at the November, 2006 meeting of the Southern Risk and Insurance Association in Hilton Head Island, South Carolina.
- “Is There a Crisis in Healthcare Professional Liability Insurance?” Presented by Faith R. Neale, Kevin L. Eastman, and Pamela Peterson-Drake at the November, 2005 meeting of the Southern Finance Association in Key West, Florida.
- ”A Proposal for an Examination of the Health Care Professional Liability Insurance Market.” Presented by Faith R. Neale, Kevin L. Eastman, and Pamela Peterson at the November, 2004 meeting of the Southern Risk and Insurance Association in Charleston, South Carolina.
- “The Impact of No-Fault Insurance Laws on Automobile Insurance Rates.” Presented by Cassandra Cole, Kevin L. Eastman, Patrick F. Maroney, and Kathleen A. McCullough at the November, 2003 meeting of the Southern Risk and Insurance Association in St. Petersburg, Florida.
- “Residual Markets: An Examination of Post-Catastrophe Behavior and the Subsidy Effect.” Presented by Randy E. Dumm, Kevin L. Eastman and Patrick F. Maroney at the November, 2001 meeting of the Southern Risk and Insurance Association in Savannah, Georgia.
- “Issues in Marketing Online Insurance Products: Agents’ Use, Attitudes, and Views of the Impact of the Internet.” Presented by Kevin L. Eastman, Jacqueline K. Eastman and Alan D. Eastman at the November, 2000 meeting of the Southern Risk and Insurance Association in San Antonio, Texas.
- “Private Passenger Automobile Insurance and Homeowners Insurance: Products Moving in Different Directions.” Presented by Kevin L. Eastman, Patrick F. Maroney, and Alan D. Eastman at the November, 1998 meeting of the Southern Risk and Insurance Association in Williamsburg, Virginia.
- “An Analysis of the Auto Choice Reform Act of 1997.” Presented by Ann M. Butler, Kevin L. Eastman and Patrick F. Maroney at the November, 1997 meeting of the Southern Risk and Insurance Association in Asheville, North Carolina.
- “Insurance Fraud Units: Their Growth and Effectiveness.” Presented by Patrick F. Maroney and Kevin L. Eastman at the November, 1995 meeting of the Southern Risk and Insurance Association in Charleston, South Carolina.
- “Cash Runs, Guaranty Funds and Liquidity: An Application to the Life Insurance Industry.” Presented by Stephen M. Avila and Kevin L. Eastman at the November, 1995 meeting of the Southern Risk and Insurance Association in Charleston, South Carolina.
- “Cash Runs, Guaranty Funds, and Liquidity in the Life Insurance Industry.” Presented by Stephen M. Avila and Kevin L. Eastman at the January, 1995 meeting of the Western Risk and Insurance Association in Las Vegas, Nevada.
- “Insurance Agency Activities and Financial Institutions: Moving Toward the Inevitable.” Presented by Patrick F. Maroney and Kevin L. Eastman at the November, 1994 meeting of the Southern Risk and Insurance Association in Point Clear, Alabama.
- “Combatting Insurance Fraud: A Survey of Insurance Fraud Units.” Presented by Kevin L. Eastman and Patrick F. Maroney at the November, 1993 meeting of the Southern Risk and Insurance Association in New Orleans, Louisiana.

"The New York Verbal Threshold for Third-Party Liability Under No-Fault Insurance." Presented by Kevin L. Eastman, Patrick F. Maroney and Jack M. Nelson at the November, 1992 meeting of the Southern Risk and Insurance Association in St. Petersburg, Florida.

SERVICE

University: Member, University Teaching and Advising Awards Committee (2001-2004).
Member, University Promotion and Tenure Committee (2002-2003).

Department: Member, Faculty Evaluation Committee (2006)
Chair, Ph.D. Dissertation Committee (2003-2004).
Chair, Departmental Promotion and Tenure Committee (2002-2003).
Chair, Departmental Promotion and Tenure Committee (1998-1999).
Advisor, Florida State Insurance Society (1989-2001).
Chair, Departmental Teaching Incentive Program Committee (1996).
Director, Center for Insurance Research, Florida State University (1995-2004).

College: Member, College of Business Scholarship Committee (2005, 2006)
Member, Graduate Admissions Appeal Committee (2002-2006).
Member, College of Business Promotion and Tenure Committee (2002-2003).
Alternate, Faculty Senate (2001-2002).
Member, Doctoral Program Policy Committee (2000-2002).
Chair, Doctoral Program Policy Committee (2000).
Member, College of Business Promotion and Tenure Committee (1998-1999).
Member, Masters Program Policy Committee (1995-2000).
Member, Masters Program Policy Subcommittee: Admissions (1995-1999).
Member, Masters Program Policy Subcommittee: MBA Concentrations (1999).
Member, Masters Program Policy Subcommittee: On-Line MBA Program (1999).
Member, Summer Instructional Grant Review Committee (1997).
Member, College of Business Teaching Incentive Program Committee (1996).
Member, College of Business Library Committee (1993-1996).

Profession: American Risk and Insurance Association

- Member, Program Committee (1997-98, 2000-2001).
- Member, Nominations Committee (2000-2001).
- ARIA Faculty Internship Participant, Nationwide Insurance Company (2000)
- Member, *JRI* Awards Committee (1996-1997).
- Chair, Kulp-Wright Book Award Committee (1995-1996).
- Member, Kulp-Wright Book Award Committee (1992-1995).
- Member, *JRI* Awards Committee (1991-1992).

Southern Risk and Insurance Association

- Immediate Past President (2001-2002).
- Elected President (2000-2001).
- Elected First Vice President (1999-2000).
- SRIA Annual Meeting Program Chair (1999).
- Elected Second Vice President (1998-1999).
- Elected Secretary-Treasurer (1997-1998).
- Elected Board Member (1994-1997).
- Member, Ad Hoc Committee (1991).

Academic Journals

- Associate Editor, *Journal of Reinsurance* (1993-1996).
- Article Reviewer, *Journal of Risk and Insurance* (1992 - present).
- Article Reviewer, *Journal of Insurance Regulation* (1994-present).
- Article Reviewer, *Journal of Insurance Issues* (1994-present).

Community

- Member, Insurance Review Committee, Leon County School District, 1990.

HONORS

Nominated, University Undergraduate Teaching Award (2000).
University Undergraduate Teaching Award, FSU (1999).
Robert L. Atkins Memorial Professorship, FSU (1998-Present).
Teaching Incentive Program Award for Excellence in Teaching, FSU (1995).
S.S. Huebner Foundation Fellowship, University of Pennsylvania (1980-1983).
Graduated Summa Cum Laude, Bucknell University (1979).