
Gregory Lubiani
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College of Business
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Academic Background

Academic Degrees

Ph.D. University of Memphis, Economics, 2012.
Title: *Five Essays on the Economics of Health and Health Care*
M.A. University of Memphis, Economics, 2006.
B.B.A. University of Memphis, Business Finance, 2005.

Professional Certifications

AI in Healthcare, 2024
Career Essentials in Generative AI by Microsoft and LinkedIn, 2024
Fred Hutchinson Cancer Center, 2024
Generative AI Assistants, 2024
Generative AI Leadership & Strategy, 2024
Johns Hopkins University, 2024
Prompt Engineering, 2024
Prompt Engineering for Educators, 2024
Complete STATA Workflow + Tips, 2020
Programming for Everybody (Python), 2019

Other Credentials & Relevant Courses Taken

Relevant Courses

Excellence in Online Teaching
- Johns Hopkins University (Dr. Paul Hockett, Dr. Olysha Magruder, Dr. Michael J. Reese)

Writing Smarter with Overleaf and LaTeX
- Fred Hutchison Cancer Center (Dr. Carrie Wright, Dr. Elizabeth Humphries)

AI in Healthcare Capstone
- Stanford University (Dr. Matthew Lungren, Dr. Nigam Shah, Dr. Serena Yeung, Dr. Tina Hernandez-Boussard, Dr. Laurence Baker)

Evaluations of AI Applications in Healthcare
- Stanford University (Dr. Tina Hernandez-Boussard, Dr. Mildred Cho)

Fundamentals of Machine Learning for Healthcare
- Stanford University (Dr. Matthew Lungren, Dr. Serena Yeung)

Introduction to Clinical Data
- Stanford University (Dr. Nigam Shah, Dr. Steven C. Bagley, Dr. David Magnus)

Introduction to Healthcare

- Stanford University (Dr. Nigam Shah, Dr. Mildred Cho, Dr. Laurence Baker)

Data Analysis with ChatGPT: Promises and Pitfalls

- Duke University (Dr. Stephen Vaisey)

Difference-in-Differences

- University of California, Santa Barbara (Dr. Gonzalo Vazquez-Bare)

Meta-Analysis

- George Mason University (Dr. David Wilson)

OpenAI GPTs: Creating Your Own Custom AI Assistants

- Vanderbilt University (Dr. Jules White)

Generative AI for Leaders

- Vanderbilt University (Dr. Jules White, Bob Higgins)

GPT Vision: Seeing the World through Generative AI

- Vanderbilt University (Dr. Jules White)

Innovative Teaching with ChatGPT

- Vanderbilt University (Dr. Jules White)

Trustworthy Generative AI

- Vanderbilt University (Dr. Jules White)

ChatGPT Advanced Data Analysis

- Vanderbilt University (Dr. Jules White)

Prompt Engineering for ChatGPT

- Vanderbilt University (Dr. Jules White)

Generative AI: The Evolution of Thoughtful Online Search

- LinkedIn Learning (Ashley Kennedy)

Streamlining Your Work with Microsoft Copilot

- LinkedIn Learning (Pinar Seyhan Demirdag)

Learning Microsoft 365 Copilot

- LinkedIn Learning (Nick Brazzi)

Ethics in the Age of Generative AI

- LinkedIn Learning (Vilas Dhar)

Introduction to Artificial Intelligence

- LinkedIn Learning (Doug Rose)

Python for Everybody

- University of Michigan (Dr. Charles Severance)

Treatment Effects Analysis Using Stata

- Duke University (Dr. Stephen Vaisey)

Complete STATA Workflow + Tips

Work Experience

Work Experience

Associate Professor, Texas A&M University - Commerce (August, 2021 - Present), Commerce, Texas.

Assistant Professor, Texas A&M University - Commerce (August, 2016 - July, 2021), Commerce, Texas.

Contributing Staff Writer - Sports Analytics, SB Nation (August, 2019 - August, 2020), Greenville, Texas.

Assistant Professor of Health Economics and Policy, Xavier University (May, 2012 - August, 2016), Cincinnati, Ohio.

Visiting Assistant Professor of Economics, Mississippi State University (August, 2011 - May, 2012), Starkville, Mississippi.

Instructor, Southwest Tennessee Community College (January, 2009 - August, 2011), Memphis, Tennessee.

Intellectual Contributions

Intellectual Contributions Grid: All years

Category	BDS	AIS	TLS	Total
Articles in Peer-Reviewed Journals	1	9	1	11
Articles-in-Progress (All)	1	8		9
Paper Presentations (Refereed)		5	1	6
Paper Presentations (Non-Refereed)		1		1
Grants - Funded (both refereed and non-refereed)		4	2	6
Grants - Pending (both refereed and non-refereed)		2		2
Other Research, Non-refereed	7	9		16
Totals	9	38	4	51

Refereed Articles

Applied or Integrative/application Scholarship

Arize, A., Kalu, E., Lubiani, G., & Udemezue, N. (2024). Public Health Expenditure and Sustainable Health Outcomes in 45 Sub-Saharan African Countries: Does Government Effectiveness Matter? *Economies (MDPI)*. [Status: Published] [Acceptance Date: 2024] [C]

Lubiani, G., & Okunade, A. (2022). Scope for Pair-wise Factor Substitution Strategies in US Rural Transit Operations when Factor Prices Change. *Journal of Public Transportation*. [Status: Published] [B]

Lubiani, G., & Nippani, S. (2022). Competitive Differences in Input-Factor Utilization among Brazilian Financial Institutions. *Journal of Accounting and Finance*. [Status: Published] [Acceptance Date: 2019] [B]

Lubiani, G., Okunade, A., & Chen, W. (2019). Income Elasticity Decomposition Models and Determinants of U.S. Pharmaceutical Expenditures. *Atlantic Economic Journal*. [Status: Published] [A]

Lubiani, G., Okunade, A., & Chen, W. (2018). Sensitivity of Generalized Translog Model Estimates to Alternative Pythagorean Means: Evidence from US Healthcare. *Managerial and Decision Economics: the international journal of research and progress in management economics* [Status: Published] [Acceptance Date: 2018] [B]

Lubiani, G. (2017). REVENUE RETURN ON INVESTMENT FOR CENTER INVOLVEMENT IN A QUALITY IMPROVEMENT COLLABORATIVE FOR A RARE DISEASE: NATIONAL PEDIATRIC CARDIOLOGY QUALITY IMPROVEMENT COLLABORATIVE. *Journal of the American College of Cardiology*. [Status: Published]

Lubiani, G., & Okunade, A. (2014). Quality-adjusted output cost economies of US adult versus paediatric physical therapy production. *Applied Economics Letters*. [Status: Published] [B]

Lubiani, G., Okunade, A., & Chen, W. (2014). Quality-Quantity Decomposition Of Income Elasticity Of US Hospital Care Expenditure Using State-Level Panel Data. *Health Economics*. [Status: Published] [A*]

Lubiani, G., & Okunade, A. (2013). Production cost structure in US outpatient physical therapy health care. *Health*

Economics. [Status: Published] [A*]

Basic or Discovery Scholarship

Nippani, S., Lubiani, G., & Garrett, J. (2024). Navigating CFPB's Proposed Rule on Medical Debt: Implications for Financial Planners. *Journal of Financial Planning*. [Status: Published] [Acceptance Date: 2024] [B]

Teaching and Learning Scholarship

Lubiani, G., Browne, F., & Hooker, E. (2015). Effects of Student and Implementation Characteristics on Peer-Review Outcomes for Students of Health Services Administration. *Journal of Health Administration Education*. [Status: Published]

Papers Under Review

Lubiani, G. (2025). "When to Delegate to Artificial Intelligence: A Constrained Resource Optimization Framework," Initial submission.

Okunade, A., Olarewaju, F., Oyemakinde, B., & Lubiani, G. (2024). "Determinants of COVID-19 Mortality among the US Law Enforcement Officers," Initial submission.

Hansen, M., Osmani, R., Lubiani, G., & Okunade, A. (2024). "Pay for Play: Modeling Attendance Expenditures for Major American Professional Sports," Initial submission.

Osmani, R., Lubiani, G., & Okunade, A. (2024). "Analysis of Hospital Productivity in Afghanistan: A Decade of Insights," Initial submission.

Presentations of Refereed Papers

International

Lubiani, G. (2017-2018). *Quality-Adjusted Economies of Scale and Input Factor Utilization Capabilities of Swiss Nursing Homes*. 92th WEAI Conference, Vancouver, Canada-British Columbia.

Lubiani, G. (2017-2018). *Quality-Quantity Income Elasticity of Demand for Public Education: Examining State Government Policies Toward Alternate Levels of Education*. 92th WEAI Conference, Vancouver, Canada-British Columbia.

National

Lubiani, G. (2020-2021). *Consequences of Data Aggregation on Technological Inferences Among Competing National Basketball Association Organizations*. Midwest Economic Association Conference, Zoom, Virtual.

Lubiani, G. (2014-2015). *Effects of Student and Implementation Characteristics on Peer-Review Outcomes for Students of Health Services Administration*. • AUPHA Annual Meeting, San Antonio, Texas.

Lubiani, G. (2013-2014). *Applying the Elasticity Decomposition Approach to Alternative Income Measurements: Implications for U.S. Prescription Drug Markets and Policy*. • 5th Biennial American Society of Health Economists, Los Angeles, California.

Regional

Lubiani, G. (2014-2015). *Sensitivity of Generalized Translog Model Estimates to Alternative Pythagorean Means: Evidence from US Healthcare*. • 77th Midwest Economics Association Annual Meeting, Chicago, Illinois.

Presentations of Non-Refereed Papers

International

Lubiani, G. (2015-2016). *Applying the Elasticity Decomposition Approach to Alternative Income Measurements: Implications for U.S. Prescription Drug Markets and Policy*. Invited presentation at • International Health Economics Association 11th Congress on Health Economics, Milan, Italy.

Grants

Contract

2015-2016: Lubiani, G. Ethicon Industry Teaching Grant, Co-Principal Investigator.

2014-2015: Lubiani, G. CHP & Health Policy Source Faculty Research Grant, Principal Investigator.

2014-2015: Lubiani, G. CHP & Health Policy Source Student Research Grant, Principal Investigator.

2013-2014: Lubiani, G. Ethicon Industry Teaching Grant, Co-Principal Investigator.

Research

2019-2020: Lubiani, G., Miller, F., Liu, L., Shwiff, S., & Malaki, M. Hospital closures and their economic impact on rural communities: An IMPLAN approach, Co-Investigator, GOV-Health Resources and Services Administration (HRSA).

2018-2019: Lubiani, G. Non-Urgent and Preventable Emergency Department Utilization; A Cause and Cost Analysis of Texas Healthcare Providers, Principal Investigator.

2013-2014: Lubiani, G. Xavier University Summer Fellowship Grant, Principal Investigator.

Travel

2015-2016: Lubiani, G. CSSHE Faculty Development Grant – International Research, Principal Investigator.

Other Research

2024-2025: Lubiani, G., *Inflation Uncovered: How Housing, Policies, and More Makes Your City More Expensive (or Cheaper)*. WalletHub

2024-2025: Lubiani, G., *Scope for pair-wise factor substitution strategies in US rural transit operations when factor prices change: Why should people care?* The Know Show

2024-2025: Lubiani, G., *Why Do Car Insurance Rates Vary Across States?* WalletHub

2024-2025: Lubiani, G., *SR-22 Insurance Simplified: Save Money and Avoid the Pitfalls*. WalletHub

2019-2020: Lubiani, G., *Scouting the Enemy: Denver Nuggets*.

2019-2020: Lubiani, G., *Scouting the Enemy: Dallas Mavericks*.

2019-2020: Lubiani, G., *Was Jaren Jackson Jr. really the right choice?*

2019-2020: Lubiani, G., *Valuing the Memphis Grizzlies Roster*.

2019-2020: Lubiani, G., *Turning Up the Tempo and Letting It Fly with New Coaching Staff*.

2019-2020: Lubiani, G., *Five Questions for a Stat Nerd*.

2019-2020: Lubiani, G., *Stats that matter in Memphis*.

2019-2020: Lubiani, G., *A Tale of Two Grizzlies*.

2019-2020: Lubiani, G., *A Night to Forget*.

2019-2020: Lubiani, G., *Fighting Hard for the Win*.

2019-2020: Lubiani, G., *Grizzlies Hold on to 8th with Win*.

2019-2020: Lubiani, G., *Overpowered in Philadelphia*.

Working Papers

Lubiani, G. & Okunade, A. (2024). "Labor Substitution and Quality of Care in Swiss Nursing Homes."

Lubiani, G. (2022). "Alcohol Sales and Non-Urgent Emergency Department Utilization."

Lubiani, G. (2022). "Player Position Utilization in the Modern NBA: A Panel Data Analysis."

Williams, A. & Lubiani, G. (2022). "Do Mission Statements Correspond to Employee Perceptions in Healthcare Organizations."

Lubiani, G. (2022). "Quality-Quantity Income Elasticity of Demand for Public Education: Examining State Government Policies Toward Alternate Levels of Education."

Honors & Awards

Honors/Awards

2020-2021: Dr. Augustine 'Chuck' Arize Junior Faculty Award, Texas A&M University - Commerce. [Type: Award]
[Category: Teaching-Research-Service] [Status: Received]

2011-2012: Barbara Tuckman Memorial Fellowship, University of Memphis. [Type: Award] [Category: Other]
[Status: Received]

Teaching

Courses Taught

Courses from the Teaching Schedule: APPLIED BUSINESS RESEARCH, APPLIED FIN RESEARCH, BUSINESS AND ECO STATISTICS, ECONOMICS/DECISION MAKERS, GLB/US-PRIN MACRO ECONOMICS, H HONORS RDGS, H HONORS THESIS, HEALTH CARE SERVICES IN U.S., Health Economics, Health Policy, INDEPENDENT STUDY, INTERMEDIATE MACROECONOMICS, INTERMEDIATE MICRO ECONOMICS, MACRO FOR MANAGERS, MANAGERIAL ECONOMICS, PRIN MICRO ECONOMICS

Teaching Activities and Efforts toward Continuous Improvement

2021-2022 - Economics of Sex, Drugs, and Rock N' Roll. Course (New) - Creation/Delivery: Conventional.

2020-2021 - The Collegiate E-sports Frontier: Viability as a Method for Student Attraction, Engagement and Retention. Student Assign-Supervised Thesis (UG Seniors).

2020-2021 - Effectiveness of State Policy Attempts to Reduce Adolescent E-Cigarette Use: A Difference-in-Differences Analysis. Student Assign-Supervised Thesis (UG Seniors).

2018-2019 - Microsoft Excel Certification Training. Innovations in Course Content / Presentation.

2017-2018 - Self Evaluation of Teaching. Other Teaching Activities.

2016-2017 - Microsoft Excel Training. Innovations in Course Content / Presentation.

Service

College Assignments

Chair:

2024-2025: Teaching Effectiveness Committee

Texas A&M University - Commerce

Department Assignments

Member:

2019-2020 – 2023-2024: Scholarship Committee

2021-2022: Faculty Search Committee - Department of Marketing & Business Analytics

2017-2018: Faculty Search Committee - Department of Marketing & Business Analytics

College Assignments

Chair:

2020-2021: Jacob Stripland

2020-2021: Kara Blasingame

Member:

2023-2024: Excellence in Teaching (Ad-Hoc)

2019-2020 – 2022-2023: Assurance of Learning

2019-2020 – 2022-2023: Scholarship Committee

2021-2022: Faculty Search Committee - Department of Accounting & Finance

2017-2018: Microsoft Excel Student Certification Committee

University Assignments

Committee Chair:

2023-2024: Strategic Plan Assessment Committee

Committee Member:

2023-2024: Graduate Council Scholarship Committee

2022-2023 – 2023-2024: QEP Committee

2022-2023 – 2023-2024: Graduate Council
2019-2020 – 2023-2024: Undergraduate Appeals Committee
2022-2023: Graduate Council Curriculum Committee
2021-2022: NCFDD Steering Committee
2021-2022: Faculty Search Committee - College of Innovation and Design
2016-2017 – 2018-2019: Faculty Senate
2016-2017: Lions Innovation Showcase

Thesis Assignments

Chair:

2022-2023 – 2023-2024: Michael Hansen Honors Advisor

Service to the Profession

Academic Conference: Moderator / Discussant

2017-2018: 92th WEAI Conference (International).
2015-2016: • International Health Economics Association 11th Congress on Health Economics (International).
2014-2015: • 5th Biennial American Society of Health Economists (National).
2013-2014: 88th Annual Western Economics Association International Conference (International).

Board Member: Advisory Board

2014-2015: • AUPHA Annual Meeting (National).

Reviewer - Article / Manuscript

2020-2021 – 2023-2024: Health Economics (International).
2021-2022: Journal of Public Transportation (International).
2017-2018: Journal of the Operational Research Society (International).
2016-2017: Economic Modelling (International).
2015-2016: Decision Sciences (International).
2015-2016: Journal of Health Administration Education (National).

Editor: Associate Editor

2016-2017 – 2021-2022: Frontiers in Public Health (International). Review Editor

Personal Professional Development

2024-2025: Data Analysis with ChatGPT: Promises and Pitfalls. .
2023-2024: Ethics in the Age of Generative AI. .
2023-2024: Generative AI: The Evolution of Thoughtful Online Search. .
2023-2024: Introduction to Artificial Intelligence. .
2023-2024: Learning Microsoft 365 Copilot. .
2023-2024: Streamlining Your Work with Microsoft Copilot. .
2023-2024: What Is Generative AI?. .
2022-2023: Bayesian Analysis Using Stata.
2022-2023: Digital Teaching Symposium.
2022-2023: It's not Easy Being a Rural Pharmacy: Services, Payments, Closures, and Deserts Confirmation.
2022-2023: KFF - The Commercialization of COVID.
2022-2023: McGraw Hill - Coffee Chat w/ Alex Lancaster.
2022-2023: McGraw Hill - Coffee Chat w/ Laura Maghoney.
2022-2023: McGraw Hill - Using Cases to Bridge Employability and Student Learning.

2022-2023: Stata Virtual Symposium.
2022-2023: TAMUC - Graduate Student Data Reports.
2020-2021: Association of College & University Educators - Effective Online Teaching Practices.
2020-2021: ExPrep - How Professors Build Assignments in Excel.
2020-2021: Frontiers Editors' Summit.
2020-2021: STATA - Reproducible reporting--Creating customized reports in Word, Excel, and PDF.
2020-2021: STATA - Structural equation modeling (SEM) using Stata.
2020-2021: STATA - Tips & Tricks.
2020-2021: Treatment Effects Analysis.
2018-2019: Grant Writing Workshop - UT Tyler.
2018-2019: Responsible Conduct of Research.
2017-2018: Sedona Training. Introduction to Sedona for Faculty

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