




Rodney Ndum

✉ upon request | @ rndum@fsu.edu |  LinkedIn |  GitHub |  Research | 📍 Tallahassee, Florida

EDUCATION

Florida State University

Ph.D. in Business Administration: Finance; GPA: 3.93/4.00

Tallahassee, Florida

Jul 2019 – May 2024 (Expected)

University of Florida

M.B.A. concentration in Strategy;

B.Sc. in Computer Science Engineering; (honors)

Gainesville, Florida

Aug 2015 – May 2017

Jan 2012 – Dec 2014

ACADEMIC EXPERIENCE

Florida State University

Instructor of Record

Tallahassee, Florida

Jan 2022 – Present

- Taught Financial Modeling in Excel.
- Taught Corporate Finance.
- Teaching Assistant for Undergrad General Corporate Finance with 2000+ students annually.

McKnight Brain Institute

Research Assistant

Gainesville, Florida

Nov 2013 – Mar 2016

- Built Machine Learning, Computer Vision applications for tracking rodent gait.
- Built hardware using FTIR technology to capture rodent gait.
- Presented research at largest neuroscience conference in world, SFN.

JOB MARKET PAPER

The Economics of Effective Punishment

Leveraging the criminal law rationales for punishment, our study first defines “punishment effectiveness” using the five core rationales, retribution, specific deterrence, general deterrence, incapacitation and rehabilitation. We then utilize these measures of punishment efficacy to test the effectiveness of federal monetary sanctions. Using these definitions we show that punishment effectiveness is strongest and most persistent when measured through retribution and rehabilitation. A \$33,400 increase in average punishment is associated with 0.10% to 6.09% decrease in firm value and a 1.02% to 2.67% increase in firm culture. The decrease in firm value can be partially attributed to a loss of a firm’s reputational capital.

WORKING PAPERS

The Effect of Local Stock Market Participation on Local Housing Prices (with C. Dougal)

The Consequences of Government Funding on Firms

Litigation Risk and Analyst Forecasts: (with Y. Cheng)

RESEARCH IN PROGRESS

Firm Geographic Distribution (with C. Dougal)

Dynamic Cross-sectional Asset Pricing (with C. Goulding)

The Broad Effects of Foreign Directed Investments (with J. Dickinson and K. Wade)

The Broad Effects of the Opioid Crisis

Sports Team Realignment and Corporate Affiliation (with M. Buckwalter-Figueroa)

Litigation Risk and SEO (D. Autore)

MEDIA COVERAGE

FSU Office of Graduate Fellowships: [McKnight Fellowships induction](#)

Poets and Quants: [Spotlight: MBA Class of 2017](#)

TEACHING

Financial Modeling and Forecasting w/ Computers (Summer 2023) Evaluation 4.86/5.0

Financial Modeling and Forecasting w/ Computers (Summer 2022) Evaluation 4.85/5.0

Problems in Financial Management (Spring 2022) Evaluation 3.76/5.0 (1st and largest class - 64 students)

RESEARCH PRESENTATIONS

2021

- **Florida State University** 2nd Year Paper

ACADEMIC SERVICE

Vice President: FEDSA The PhD Project, 2022

Research and Media Facilitator The PhD Project, 2021

AWARDS & ACHIEVEMENTS

McKnight Fellowship: 2022 Graduate Student Fellow

INDUSTRY EXPERIENCE

The Jacobsen

Austin, Texas

Commodities Research Analyst

2018 – 2019

- Automated data sourcing saving approximately 20 weekly man hours and improving data accuracy.
- Supported building of weekly marketing report sold to hedge funds.
- Created futures price forecasts for Soybean complex.

Meta Platforms, Inc (Facebook)

Austin, Texas

Project Manager IV

2017 – 2018

- Supported 2 billion Facebook and 800 million Instagram users.
- Worked with engineering to create Machine Learning training sets.
- Queried Big Data systems with Python and SQL to generate insights.

PROJECTS

Aegus Analytics | [GitHub](#)

- Provides unified source for publicly available data.
- Cleans data for easy joins with common academic data sources.
- Provides data query features to sample data before use.
- Provides data visualization and automated alerts and reporting to track trends.

Academia Python Library | [GitHub](#)

- Library which modularizes commonly used academic classification such as Fama French industry.
- Promotes reproducibility and reduces human error by providing standardized pre-coded classifications.

SKILLS

Programming: Python, STATA, SQL, LATEX, VBA, Google Script, DBT, Tableau

Technologies: Git, Arduino, Cloud Computing, VM, VSCode, Apache Spark, Apache Superset, Apache Druid

Platforms: WRDS, Data.Gov, BEA, Zillow, FEC, NETS, HMDA

Languages: English (Native), Spanish (Elementary)

REFERENCES

Dr. Casey Dougal: Associate Professor Department of Finance, Florida State University, Phone: 850-644-2038, Email: cdougal@business.fsu.edu

Dr. Yingmei Cheng: Professor Department of Finance, Florida State University, Phone: 850-645-7869, Email: ycheng@business.fsu.edu

Dr. Sara Burke: Associate Professor Department of Neuroscience, University of Florida, Phone: 352-294-4947, Email: burkes@ful.edu