

ROBERT H. BRUHL  
5500 NICHOLSON DRIVE  
HOFFMAN ESTATES, ILLINOIS 60192  
[rhbruhl@aol.com](mailto:rhbruhl@aol.com)

*Curriculum Vitae*

Education

Ph.D., Public Policy Analysis–Political Science, University of Illinois at Chicago, 2000  
M.B.A., Business Economics, University of Chicago, 1982  
M.S., Computer and Communication Science, University of Michigan, 1980  
B.A., Mathematics, Northwestern University, 1973

Current Academic Appointment

University of Illinois at Chicago, Department of Political Science  
Clinical Associate Professor, 2013-Present;  
Clinical Assistant Professor, 2007-2013;  
Lecturer, 2001-2007

Other Academic Appointments

National-Louis University, Chicago, Illinois  
Program in Applied Behavioral Sciences,  
Assistant Professor, 2003-2016,  
Adjunct Instructor, 1991-2003;  
College of Management and Business,  
Adjunct Instructor, 1991-2003.  
DePaul University, Chicago, Illinois  
Public Services Graduate Program,  
Visiting Assistant Professor, 2000-2001  
University of Michigan, Ann Arbor, Michigan  
Institute for Social Research,  
Programmer Analyst II; 1979-1980

Areas of Teaching and Research

Research Methods, Statistics, American Government, Legislative Politics, Voting and Elections,  
Economics, Economic Historical Analysis, Public Policy Analysis, Strategic Analysis,  
Leadership, and Group Decision-Making

Professional History

Anixter Brothers/ ITEL, Skokie, Illinois; Vice President--Corporate Planning, 1989-1991  
  
Sytec Enclosures/ALCAN Aluminum, Chicago, Illinois; Director of Marketing and Sales, 1989  
  
Cook Electric/Northern Telecom Inc., Morton Grove, Illinois; Market Manager, 1985-1989;  
Senior Business Analyst, 1984-1985  
  
Rollins Burdick Hunter/Aon Corporation, Chicago, Illinois; Assistant Director of Corporate  
Planning, 1983; Risk Analyst, 1981

Kirst and Associates Management Consulting, Chicago, Illinois; Project Manager—Market Analysis, 1976–1978

Publications, Presentations, and Workshops

*Understanding Statistical Analysis and Modeling*. Sage, 2018. A textbook emphasizing the reasoning behind statistical analysis with a focus on probability theory.

“After the Voting Rights Act of 1965: Some Statistical Findings on Voting and Registration Behavior,” presented to the League of Women Voters, Naperville, Illinois, October 12, 2016.

“A Model of Electoral Politics as a Market Exchange,” presented at the 11<sup>th</sup> Annual (2015) International Conference of the Western Economics Association International, Wellington, New Zealand.

“Explaining Party Polarization Given Voters with Convergent Preferences: A Marketing Model of Branding,” American Political Science Association Annual Meeting, 2014

“Some Laboratory Observations on the Distributional Aspects of Decision-Making in Small Committees,” Western Economics Association International Annual Meeting, 2009

“Some Observations on the 2008 Presidential Elections,” January Meeting of the Meeting of the State University Annuitants of Illinois, 2009

“Economic Factors in U.S. Presidential Election Outcomes,” Western Economics Association International Annual Meeting, 2007

“A Possible Solution to the Principal-Agent Problem Posed by the Contemporary CEO,” *Journal of Business Ethics*, December, 2003

“Committee Decisions under Majority Rule: Some New Experimental Observations,” Midwest Political Science Association Annual Meeting, 2001

“Negative Policy Instruments and Rational Legislators: Is the Result Universalism?” Midwest Political Science Association Annual Meeting, 1997

“Rethinking Rational Choice, Legislative Norms and the Nature of Compromise: Can a Case be made for Universalism?” American Political Science Association Annual Meeting, 1996

“A Rational Choice Perspective on Congressional Norms: A Theoretical Case for Universalism in General Legislation,” Midwest Political Science Association Annual Meeting, 1996

“A Rational Choice Perspective on Congressional Norms: A Theoretical Case for Universalism in General Legislation,” Invited Junior Master, Merriam Laboratory Junior Master Class in Formal Modeling, University of Illinois at Urbana-Champaign, 1995

*Economic Issues in Global Perspective: A Course Guide in the Applied Behavioral Sciences Program, College of Arts and Sciences, National-Louis University, 1995*

“Designing for Competitive Advantage;” National Communications Forum, Chicago, Illinois, 1987

#### Other Published Contributions to Public Discourse

“More Labor Mobility Would Help Fill Jobs,” *Wall Street Journal*, April 10, 2018

“Response Bias May Have Mised Polls,” *Daily Herald*, November 19, 2016

Expert Opinion on “Voter Representation,” *WalletHub.com*, November 11, 2016

#### Work in Progress

*Electoral Politics as Brand Marketing*. This book introduces a strategic/psychological model of voting that accommodates the ways in which marketing efforts can affect the voter demand function for competing candidates.

*Understanding the Social and Cultural Foundations of the American Polity*. A book focusing on the social, historical, and economic aspects of the founding of the American polity.

“Labor demand, wages, economic growth, and foreign trade”. A research paper in progress.

#### Awards

Finalist, Silver Circle Teaching Award, University of Illinois at Chicago, 2004, 2005, and 2009

Finalist, UIC Flame Award for Teaching Excellence, University of Illinois at Chicago, 2002

University Fellowship, University of Illinois at Chicago, 1996 and 1997

American Political Science Association Travel Award, 1996 Annual Meeting

“Pass with Distinction,” Doctoral Preliminary Examination, Department of Political Science, University of Illinois at Chicago, 1996

#### Honorary Societies

Phi Kappa Phi, 1995

Phi Beta Kappa, 1973

#### Professional Memberships

Illinois Political Science Association; Treasurer (2011-Present)

American Economic Association

American Sociological Association

American Political Science Association

Midwest Political Science Association

Western Economics Association International

American Anthropology Association