State of Florida
Public Service Commission
INTERNAL AFFAIRS AGENDA
Thursday – January 22, 2026
9:30 AM
Room 105 – Gerald L. Gunter Building

1. Public Utility Research Center 2025 Annual Report to the Florida Public Service Commission, Dr. Mark Jamison (Attachment 1)

2. Legislative Update

3. General Counsel's Report

4. Executive Director's report

5. Other Matters

BB/aml

OUTSIDE PERSONS WISHING TO ADDRESS THE COMMISSION ON ANY OF THE AGENDAED ITEMS SHOULD CONTACT THE OFFICE OF THE EXECUTIVE DIRECTOR AT (850) 413-6463.

Attachment 1

PUBLIC UTILITY RESEARCH CENTER

UF WARRINGTON COLLEGE of BUSINESS

ANNUAL REPORT

2025

Update on PURC Research and Outreach

This update on PURC research and outreach is intended to serve as on overview for FPSC commissioners and professional staff. At the end of this summary is a list of recent research papers that are also available through the research papers search engine on the PURC website at warrington.ufl.edu/purc. We truly appreciate the support of the FPSC and wecome opportunities for future collaboration.

PURC 2025 Annual Report to the Florida Public Service Commission

UPDATE ON PURC RESEARCH AND OUTREACH

Table of Contents

PURC 2025 Annual Report to the Florida Public Service Commission

UPDATE ON PURC RESEARCH AND OUTREACH

STATISTICS AND HIGHLIGHTS

Statistics

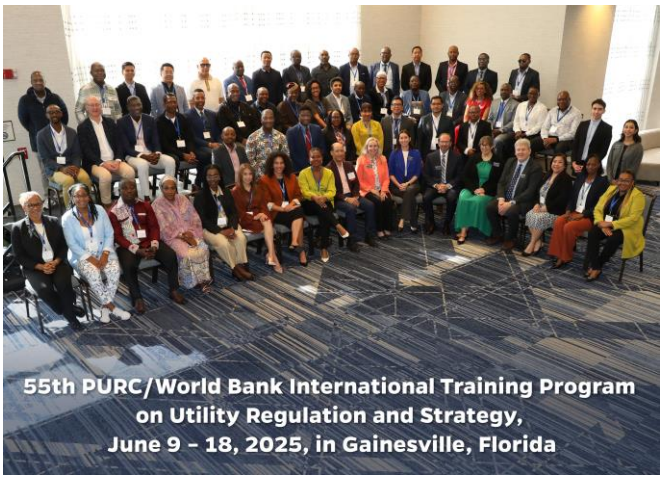
- 10 Training Courses providing 233 hours of in-person classroom instruction
- 28 blog posts
- 8 working papers, journal articles and book chapters
- 10 opinion editorials
- 9 presentations, panels, and events

Plans for 53rd Annual PURC Conference, February 18 – 19, 2026

We are excited to host our 53rd Annual Conference, *Future-Ready Florida: Utilities in a Digital Era*, in Gainesville, Florida. This event will bring together government officials, utility executives, and industry leaders to address the challenges Florida's energy and water sectors are facing with data center growth, infrastructure demands, new generation technologies, and evolving workforce needs. We look forward to seeing you in Gainesville!

54th and 55th PURC/World Bank International Training Program on Utility Regulation and Strategy

We hosted our flagship PURC/World Bank International Training Program on Utility Regulation and Strategy, January 13 – 22, and June 9 – 18, 2025. We welcomed 116 participants from 26 countries to Gainesville for these two programs. Since its inception in 1997, this program has educated more than 4000 professionals representing 157 nations. In addition, 44 participants completed the **PURC Leadership Workshop: Practicing Leadership in a Political Environment** on January 19, 2025, and June 15, 2025.

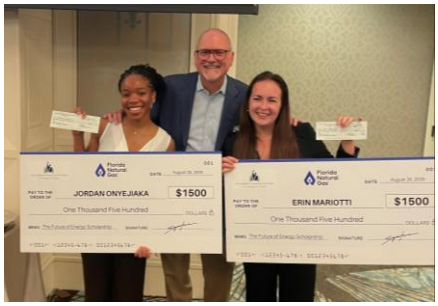

55th PURC/World Bank International Training Program on Utility Regulation and Strategy, June 9 - 18, 2025, in Gainesville, Florida

Project Navigate: Fostering Future Leaders in the Age of AI Regulation

The rapid advancement of Artificial Intelligence (AI) across industries presents both unprecedented opportunities and complex challenges. Among the most significant of these challenges is the evolving landscape of AI regulation. Understanding the span of and conflicts in current and future AI regulations and their potential impact on business is crucial for the next generation of business leaders.

This project, designed for high-achieving students at the University of Florida, provides a comprehensive and practical understanding of AI regulation and its implications. By engaging in in-depth analysis of real and proposed regulatory frameworks and applying this knowledge to business scenarios, students are developing critical analytical and research skills, strategic thinking, and a nuanced perspective on the intersection of technology, law, and business.

Student sponsorship to Florida Women in Energy Leadership Forum



We continue to sponsor students for the Florida Women in Energy Leadership Forum as an opportunity for university students to plug into Florida's energy industry. This year, Natalia Dambe, a PhD student conducting research on a holistic approach to renewable energy transition, and Erin Mariotti, a PhD student focused on integrating solar energy into land-use-planning to improve grid resilience and reduce vulnerability, participated in the three-day forum. Both students' work was recognized with scholarships.

ChatPURC: Your Gateway to Utility Regulation Insights

ChatPURC is an AI-powered assistant that uses PURC's extensive libraries to help answer your questions about the regulation of utility services. ChatPURC launched in June 2025, and we are currently enhancing the user interface. The next step is to leverage ChatPURC to create customized learning opportunities for utility regulation professionals around the world. They'll go through materials, work on reports, and ultimately present them to PURC and their peers. Their research will then go into ChatPURC to continue building a dynamic repository of the latest and most impactful research.

Popular Op-Eds & Interviews

- Data centers need electricity fast, but utilities need years to build power plants – who should pay?, *The Conversation*
- Is AI a Circular Money Machine? 3 Reasons Not to Worry. *Barrons*
- Innovation Shouldn't Be a Liability in the United States, *RealClearMarkets*
- DeepSeek's Direct Challenge to Antitrust Orthodoxy, *National Review*
- AI + Energy: A Quick Q&A with … Mark Jamison on Permitting Reform, *Faster Please!*

PRIMARY RESEARCH PROJECTS

ENERGY

Who Invests in Renewable Energy?

The federal and state governments have long encouraged utilities to use solar and wind technologies for producing electricity. But what really determines whether a utility does so? This research examines determinants of utility investment in renewable energy. It finds that natural endowments, such as amounts of sunlight and wind, are perhaps most important, and the availability of wind resources has a negative effect on solar investment, implying that there is competition between the two sources. Policies such as renewable portfolio standards sometimes promote renewable energy, but not always. Investor-owned utilities are more likely than municipal utilities to use renewables.

Preparing to Harden Electrical Resources for Hurricane Season

Communities that are likely to suffer effects of significant damage from named storms need to have confidence that cost estimates and projected benefits are reliable. This transparency to administrators, political leaders, and planners conveys a public message that utility hardening policies, such as undergrounding cables and vegetation maintenance, reflect a broad consensus among diverse experts. Collaboration among varied planners also ensures that widely noticed disparities among individual estimates do not confuse concerned public observers of the decision-making process.

Motivating the Optimal Procurement and Deployment of Electric Storage as a Transmission Asset

Examined the optimal choice between two means of relieving congestion in an electricity network: (1) traditional expansion of transmission capacity; and (2) storage as a transmission asset (SATA). Assuming the electric utility has unique knowledge of both the cost of implementing SATA and the likelihood of local network congestion, the optimal policy differs considerably from policies under active consideration, in part by paying the utility relatively little for implementing SATA. Despite the relatively limited compensation, the utility profits from its unique knowledge, particularly its knowledge of SATA implementation costs.

Load-Following Forward Contracts

Load-following forward contracts (LFFCs) are becoming increasingly popular in the electricity sector. A LFFC obligates an electricity supplier to deliver at a pre-specified unit price at a fraction of the buyer's ultimate demand for electricity. This paper shows that relative to more standard ("swap") forward contracts, LFFCs can increase the expected wholesale price of electricity and thereby reduce expected consumer and economic benefits.

Market Structure, Risk Preferences, and Forward Contracting Incentives

This paper examines the distinct impacts of forward contracting on generators and buyers of electricity. Increased forward contracting systematically reduces the variance of a generator's profit but can increase the variance of a buyer's profit. Consequently, increased risk aversion or market uncertainty can lead buyers, but not generators, to prefer reduced levels of forward contracting. This paper examines how the extent of equilibrium forward contracting varies with industry conditions, including the number of generators, the number of buyers, their aversion to profit variation, and the structure of retail electricity prices.

Vertical Integration and Capacity Investment in the Electricity Sector

This paper examines the incentives for and the effects of vertical integration in the electricity sector. It finds that vertical integration often reduces retail prices and increases industry capacity investment, consumer surplus, and total welfare. Unilateral vertical integration is often profitable. However, ubiquitous vertical integration can reduce aggregate industry profit.

Energy Blogs

Dr. Kury blogs on energy issues for The Conversation. He addresses issues including increasing demand, storm hardening, and grid security. Dr. Kury's most recent essay on the increasing energy demand from data centers has over 20,000 reads on the platform and has been picked up by a dozen other outlets. His blogs are available at https://theconversation.com/profiles/theodore-j-kury-406888/articles.

ICT AND TELECOM

Broadband Pricing Under BEAD

This paper examines how price restrictions on broadband would impact broadband deployment and adoption. The federal government's preference for extensive price controls would be counterproductive as they would decrease investment, innovation, and new technology adoption. If states find themselves in situations where subsidized broadband providers are monopolies, deployment and adoption obligations would be more effective than price controls.

AEI's Broadband Barometer Project

PURC's Dr. Jamison led a team of scholars from five universities and a technology think tank to examine state policies for broadband deployment under BEAD. The effort produced scorecards for each state and sponsored several events where state leaders provided insights on how broadband efforts could be improved.

Platform Competition and Differentiation: Developer Choices in Mobile Platforms

This paper examines how app developers and other tech companies choose whether to build on the Apple platform, the Android platform, or both. It finds that the platforms compete for these businesses and differentiate

primarily in "thin" markets where it is uneconomical for more than one platform to accommodate specialized needs.

Comments filed with states regarding competition and rules for broadband subsidies

PURC researchers participated in comments filed with various state broadband offices regarding their plans for broadband subsidies. The comments emphasized lessons from research regarding imposing price constraints and how to have effective competition for grants.

Net Neutrality in the USA During COVID-19

The COVID-19 pandemic provides an opportunity to review policy assertions about net neutrality. There was an expectation that without *ex ante* FCC net neutrality rules, there would be harmful demonstrations of market power and anticompetitive conduct. This paper offers a review of the evidence. Given that little to no incidence of net neutrality violations could be uncovered for the period, the paper suggests some explanations as to why broadband providers behaved opposite to predictions. Contrary to many policy assertions, broadband providers did not block or throttle service, nor did they increase prices arbitrarily or decrease quality. In fact, broadband providers appeared to take significant efforts to expand availability, lower broadband prices, and make more networks available, in many cases without charge.

Revealing Transactions Data to Third Parties: Implications of Privacy Regimes for Welfare in Online Markets

This paper examines the effects of privacy policies regarding transactions (e.g., price/quantity) data on online shopping platforms. Disclosure of transactions data induces consumer behavior that affects merchant pricing decisions and the welfare of platform participants. A profit-maximizing platform prefers the disclosure policy that maximizes social benefit. Although this policy benefits sophisticated consumers, it harms those who do not understand the implications of their behavior. Consequently, the welfare effects of alternative privacy policies, data breaches, willful violations of stated privacy policies, and opt-in/opt-out requirements differ sharply, depending on the level of consumer sophistication and on other factors such as the prevailing status quo.

Technology Blogs

Dr. Jamison blogs on technology issues for the American Enterprise Institute. He addresses issues of net neutrality, universal service, privacy, innovation, competition, and regulatory institutions. His blogs are available on the American Enterprise Institute website at http://www.aei.org/scholar/mark-jamison-2/.

WATER

Performance Assessment Using Key Performance Indicators (KPIs) for Water Utilities: A Primer

Key Performance Indicators (KPIs) are widely recognized as a basis for evaluating water utility operations in developing countries and for designing both regulatory and managerial incentives that improve performance. A number of methodologies can be used for assessing performance. However, regulatory oversight requires data analysis of trends, current performance, and realistic targets. Quantitative studies can provide clues regarding the extent of economies of scale, scope, and density, but policymakers need much more detail and specificity than most scholars provide. Here, the focus is on information systems that provide accurate, reliable, and relevant data.

MULTISECTOR

Access Pricing in Mixed Oligopoly

Characterizes optimal access prices in mixed oligopoly where a private, profit-maximizing firm competes against a public enterprise after purchasing an essential input (e.g., network access). Optimal access prices tend to be lower for the private firm than for the public enterprise, and can be particularly low for a relatively efficient private supplier. The optimal access price for a private firm is the same whether it competes against another private firm or a public enterprise. Failure to tailor the prevailing access pricing policy to the objectives of the competing suppliers can reduce welfare substantially.

Principles and Strategies for Effective Leadership in the "New Normal"

To lead effectively during times of constant change and uncertainty, leaders should: (1) Lean into the uncertainty (Learning to live in the discomfort of uncertainty will free up some space for clearer thinking.); (2) Recognize that it is all about experimentation (It is about “next practices” rather than best practices.); (3) Embrace mistakes (Mistakes are a necessary part of this evolving process and need to be used as learning tools and experiments.); and (4) Lead with a focus on empathy and communication (In a time in which so many are struggling and uncertainty is king, we must ensure people know you are “there” for them.)

Inspiring Leadership for Innovation

This book chapter examines communication and cultural strategies for companies to provide industry-leading innovations.

OUTREACH

Why do only a few mobile apps succeed in crowded app stores?

At the Southern Economic Association's 94th Annual Meeting, Byoungmin Yu, a postdoctoral researcher at the PURC-DMI, explored how product differentiation shapes app success. The presentation showed that apps perform best when they share core features with the average competitor while differentiating themselves from the top apps. The research also highlighted that the presence of first-party apps can either stimulate demand (on Apple's App Store) or reduce it (on Google Play) for third-party apps. These findings offer practical insights for developers choosing market segments and designing effective differentiation strategies.

42nd U.S. Association of Energy Economists (USAEE) North American Conference

The electricity grid is experiencing considerable uncertainty in both the growth and interconnection of large load centers and the generation required to serve them. What factors contribute to this uncertainty on the supply side and the demand side? How are states managing the risk of this uncertainty and allocating it to the various stakeholders in the system? PURC Director Mark Jamison, Director of Energy Studies Ted Kury, and Billy Yancey of Electric Power Engineers addressed these questions in a lively panel discussion at the annual meeting of the US Association of Energy Economists in Fort Worth on November 19.

What would a fully AI-enabled grid look like?

It would look like Amazon, according to PURC director Dr. Mark Jamison. Amazon built the first AI engine about 20 years ago. The first step was putting all data in a common format on a common platform. With that the company was able to build AI systems everywhere. Getting to that future grid will be an evolutionary process, involving creative ideas that build on and change the technologies and institutions of the moment, and selection processes that emulate market forces. Leaders should keep in mind that evolution is a conservative process, both protecting the DNA that is truly essential to success and adopting changes that pass the market test. Dr. Jamison shared these thoughts at the AI Clean Energy Summit, sponsored by BrightNight in Portland, Oregon, November 6, 2025.

Artificial intelligence is reshaping the global economy, and governments are racing to control it. Who will win?

That is the question Dr. Mark Jamison addressed at a symposium on October 13, 2025. China's top-down strategy to achieve global leadership in AI is struggling. For this to succeed, the Chinese Communist Party must accurately predict innovation, which it cannot do. Europe's precautionary regulations approach is also floundering because it assumes officials can accurately foresee AI's risks and benefits. Both approaches stifle creativity. The United States, by contrast, relies on markets, entrepreneurship, and limited regulation allowing investors, innovators, and consumers to determine which AI ideas succeed. That openness and diversity have made America the clear global leader in AI research, investment, and commercialization. The symposium was held at Oak Hammock in Gainesville, Florida.

Censorship by Perception: LLM Predictions of Social Media Behavior in the Face of Government Scrutiny

What happens when people believe the government is watching what they say? That is the question studied by PURC student Isabelle Hansen. Her research uses large language models (LLMs) to simulate how people adapt their social media behavior when they receive news that the government is monitoring social media. Early results indicate that people change their behaviors and that the change is influenced by whether users see themselves aligned with or in opposition to the government. Early results were presented at the 53rd Annual Research Conference on Communications, Information, and Internet Policy (TPRC53), September 2025 in Washington, DC.

Investment Heroes: Tracking US Capital Investment in a Changing Economy

Which companies are investing most in America's future? That was the topic of the report *Investment Heroes 2025: The Shape of the AI-Enabled Economy* developed by the Progressive Policy Institute. PURC's Dr. Mark Jamison discussed this report with other economic experts at an event hosted by the PPI and the American Enterprise Institute in September 2025. Dr. Jamison emphasized the importance of light-handed and predictable regulation for encouraging investment.

Workshop on Rural x AI + Policy

What are the impacts of artificial intelligence (AI) in rural areas, especially with respect to demands on rural water supplies? This was the question PURC Director Mark Jamison addressed in the Workshop on Rural x AI + Policy, sponsored by UF's Infrastructure for Communities, Ecology for Data (ICED) Hub. Dr. Jamison focused on the impacts of AI data centers and explained that electricity is the primary consideration for AI data center location, noting that water is also important for cooling the computing resources, which are often massive. Large AI companies, such as Meta and Google, sometimes address the water challenge by paying to expand local water infrastructure and by decreasing data center water needs. Dr. Jamison was joined on the April 4, 2025, panel by Professor Maura Allaire of Arizona State University and Karyn Riley of Oakwood Blue Advisory. Professor Jasmine McNealy of UF moderated the panel.

The Energy Demands of the Data-Driven Future: Challenges and Solutions

Data centers are popping up around the country, consuming vast sums of electricity and prompting concerns over whether the electric grid can cope with demand. Many fear that the grid will not be able to adapt, resulting in instability and higher electricity prices. At this March 25, 2025, AEI conference, PURC Director Mark Jamison moderated a panel that addressed business and regulatory challenges. Jose Esparza (Arizona Public Service), Martin Hermann (BrightNight), and Tricia Pridemore (Georgia Public Service Commission) discussed infrastructure investment, permitting reform, and how utilities and "hyperscalers" can collaborate to support growing energy needs while protecting consumers.

52nd Annual PURC Conference – Resilient Infrastructure in a Changing World: Technology, Policy and Preparedness

Accelerating use of artificial intelligence in infrastructure and across the economy is creating opportunities for new efficiencies and enhanced service, as well as new complexities. The 52nd Annual PURC Conference, hosted

February 19 – 20, 2025, provided utility and regulatory professionals with the platform to address investment strategies for capacity expansion, the effective use of AI, and cutting-edge approaches to cybersecurity.

State Leadership: Making the Broadband Equity, Access, and Deployment Program Work

On January 9, PURC's and AEI's Mark Jamison hosted a discussion with state broadband leaders to evaluate the implementation challenges of the National Telecommunications and Information Administration's $42.5 billion Broadband Equity, Access, and Deployment (BEAD) Program. The participants first explored strategies to ensure BEAD funding reaches the most qualified broadband providers through competitive challenge and bidding processes. The discussion then shifted to accountability measures, focusing on developing robust systems to monitor provider performance and verify results. Finally, participants examined potential challenges and opportunities in coordinating with the incoming Trump administration.

Annual PURC Award for Best Paper in Regulatory Economics

The 2025 Public Utility Research Center Prize for the best paper in regulatory economics was awarded to Pello Aspuru (NYU School of Law) for *Delaying the Coal Twilight: Local Mines, Regulators, and the Energy Transition*. Pello Aspuru's paper documents an important yet initially puzzling observation regarding the willingness of regulators in coal-producing states to allow coal-burning electric generating facilities to invest in pollution control rather than retiring plants. The paper estimates that regulators in coal-producing states were willing to sacrifice over $200 of consumer surplus for every $100 gained in mining revenue and concludes that without this protective regulatory stance, total CO2 emissions would be substantially lower. The prize committee commend the paper's demonstration of how local political considerations significantly influence regulatory outcomes.

TRAINING AND DEVELOPMENT

Harnessing Artificial Intelligence in Regulatory Practice: Vision, Strategy, and Action

What is artificial intelligence? How can a regulatory agency use AI? What will it look like to work fully engaged with AI? This professional development workshop delivered for the Florida Public Service Commission helped the PSC staff explore how AI can enhance their work, envision AI's future integration into regulatory processes, and develop practical, collaborative strategies for implementation. It was hosted October 2 – 3, 2025 in Tallahassee, Florida.

Regulation by Contract in Brazil

Eighty-two (82) government and industry professionals from Brazil learned about the economics, political economy, and best practices for infrastructure regulation by contract. They studied regulatory tools, contract design, economic incentives, engaging with policy makers and other stakeholders, negotiation strategies, risk management, financing, applications of artificial intelligence, and causes of regulatory failure. Participants examined numerous case studies from around the world. This training was held May 19 – 24, 2025, in São Paulo, Brazil.

Artificial Intelligence for Utility Regulators: Navigating Opportunities and Risks

Delivered online in partnership with the National Association of Regulatory Utility Commissioners (NARUC), this professional development course provided regulators and others with insights into the key concepts, applications, and risks for utility applications of AI. Through a combination of presentations, case studies, practical problem solving, and hands-on work, participants will learn the basics of how AI works, where it is being applied by utilities, and challenges and future directions.

54th & 55th PURC/ World Bank International Training Program on Utility Regulation and Strategy

One hundred and sixteen (116) regulatory and utility professionals from around the world travelled to the University of Florida for PURC's flagship program! The international training program is an intensive course specifically tailored to the professional requirements of utility regulators and regulatory staff. The course is designed to enhance the economic, technical, and policy skills required for implementing policies and managing sustainable regulatory systems for infrastructure sectors. This training was held in-person from January 13 – 22, 2025 and June 9 – 18, 2025.

Practicing Leadership in a Political Environment – A One-Day Intensive Training for Leaders in Utility Policy

Forty-four (44) regulatory and utility professionals participated in our January and June 2025 Leadership Workshops. Throughout the workshops, they identified and developed their individual leadership profiles; examined personal practices of successful leaders to develop vision, resolve conflict and set priorities; analyzed

what is different about practicing leadership in a political environment; and developed their own personal action plans and an accountability system to address their unique challenges.

Advanced International Practices Program: Benchmarking Infrastructure Operations course

We hosted 5 utility and regulatory professionals from the energy and water sectors for an intensive four-day technical course in benchmarking. Participants analyzed the benefits, best practices and pitfalls of benchmarking utilities. After completing the course, participants were able to understand why benchmarking is essential for improving the performance of infrastructure organizations. They could analyze the implications of partial, limited, or incorrect information as well as assess how information on trends in key performance indicators helps decision-makers. They could understand how model specification and data outliers affect performance comparisons as well as identify the strengths and limitations of alternative quantitative methodologies and how to communicate results. This course was held in-person on the University of Florida campus from August 4 – 7, 2025.

Advanced International Practices Program: Energy and Water Pricing course

We hosted 8 utility and regulatory professionals from the energy and water sectors for a week-long technical course in pricing. Participants discussed the challenges and best practices in pricing; the innovative ideas to addressing efficiency and environmental issues; and the core principles in pricing. After completing the course, participants were able to prepare for and perform price reviews, develop economic incentives appropriate for utilities in small economies, evaluate market competition and develop remedies for market failure, analyze financial statements for rate setting and evaluating sector performance, and develop innovative price structures that create incentives for consumers and producers to behave in a manner consistent with your utility policy. This course was held in-person on the University of Florida campus from July 28 – August 1, 2025.

FACULTY RESEARCH FOCUS

Mark A. Jamison, Director

Dr. Jamison conducts studies on regulation and strategy in telecommunications, information technologies, and energy. In recent years, his research has been presented at meetings of the American Economic Association, American Enterprise Institute, Industrial Organization Society, Western Economic Association, Telecommunications Policy Research Conference, and the International Telecommunications Society. He is the director of the university's Digital Markets Initiative and was a co-principal investigator on a National Science Foundation grant to examine barriers to adoption of solar technologies in developing countries. His current research examines artificial intelligence, broadband development, market competition, innovation, antitrust, and platform economies. He has conducted training programs for regulatory organizations in Africa, Asia, Australia, the Caribbean, Central America, Europe, North America, and South America.

Ted Kury, Director of Energy Studies

Dr. Ted Kury's research has focused on two current issues confronting energy markets: risk allocation for new large load centers with a high degree of flexibility in consumption, and the efficacy of relocating power lines. Data centers may have far more flexibility in consumption than traditional large load centers such as refineries and mills. This flexibility represents an opportunity for efficiency but also impacts how risks in demand and supply growth are allocated. States are implementing several interesting mechanisms to address this allocation, but the challenge remains open. The relocation of power lines is a complicated question because relocation is very expensive and does not necessarily reduce the damage associated with storm events. In areas more susceptible to storm surge and flooding, the relocation may even increase damage, leading to a waste of valuable consumer and utility resources. Understanding how the efficacy of undergrounding changes with location is critical to ensure that customers are receiving safe, reliable electricity service at just and reasonable rates. In addition to his academic work, Dr. Kury has published several essays in the popular press on the topics.

Araceli Castaneda, Director of Leadership Studies

Ms. Castaneda researches effective leadership in regulatory environments. She helps agency leaders develop strategies for managing critical stakeholder relationships, fostering collaboration and team cohesion, and creating a vision that drives necessary change and progress. Most recently, her work has focused on how artificial intelligence (AI) is transforming utility regulation—and why regulatory leaders need a clear vision for an AI-enabled agency, one that keeps human judgment, wisdom, and public purpose at the forefront.

Byoungmin Yu, Post-Doctoral Associate

Byoungmin Yu's research lies at the intersection of industrial organization and microeconomics, with a particular focus on digital platforms. During his five years in the Ph.D. program at Iowa State University, he explored ongoing antitrust issues related to mobile app stores. Now a postdoctoral associate at PURC-DMI, Dr. Yu continues to investigate the app economy and has presented his work at conferences such as the Southern Economic Association and the American Economic Association. His future research agenda will delve into competition in the AI industry, especially examining the dynamics between foundation model developers (e.g., Meta) and downstream deployers working on generative AI models.

David Sappington, Lanzillotti-McKethan Eminent Scholar

Professor Sappington's ongoing research focuses on the design of reward structures in the presence of limited information, particularly in regulated industries. Professor Sappington has also served as the Chief Economist for the U.S. Federal Communications Commission.

APPENDIX

Public Utility Research Center

Recent Publications and Working Papers

Barrentes, Roxana, David Cox, Mark Jamison, and Dorothy Okello. 2023. "Regulatory and Broadband Industry Responses to COVID-19: Cases of Uganda, Peru, and the Caribbean." In *Beyond the Pandemic? Exploring the Impact of COVID-19 on Telecommunications and the Internet*, ed. Jason Whalley, Volker Stocker, and William Lehr, 169-193. Bingley, UK: Emerald Publishing.

Castaneda, Araceli, and Mark A. Jamison. 2023. "Inspiring Leadership for Innovation," In *New Leadership Communication – Inspire Your Horizon: World Lecture*, ed. Nichole Pfeffermann and Monika Schaller.

Castaneda, Araceli, and Mark A. Jamison. 2025. "Beyond Algorithms: How AI is Transforming Utility Regulation" University of Florida, Warrington College of Business. PURC Working Paper.

Domonkos, Andrew, Lily Haak, Isabelle Hansen, Rafeh Khan, and Mia Molinelli. 2025. "Dynamic Pricing: The Functionality of Interactive Pricing Models" University of Florida, Warrington College of Business, PURC Working Paper.

Esmaelian, Behzad, Joseph Sarkis, Sara Behdad, and Mark A. Jamison. 2023. "Sustainable Future: Principles and Expectations in Cryptocurrency Design," *In Blockchain and Smart-Contract Technologies for Innovative Applications*, Berlin, Germany: Springer Nature.

Haak, Lily. 2024. "COMMENTARY: DataU: How Much Are You Worth Online?" University of Florida, Warrington College of Business, PURC Working Papper.

Hauge, Janice, Mark A. Jamison, and Jakub Tecza. 2023. "Mobile platform preference: A comparison of U.S., Indian and Japanese firms" University of Florida, Warrington College of Business, PURC Working Paper.

Howell, Bronwyn, Fernando Herrera González, Georg Serentschy, Mark Jamison, Petrus Potgieter, Roslyn Layton, and Íñigo Herguera García. 2024. "Perspectives on Political Influences on Changes in Telecommunications and Internet Economy Markets," *Telecommunications Policy*.

Jamison, Mark A. 2023. "An Alternative Focus for Antitrust: Addressing Harmful Competitive Advantage," University of Florida, Warrington College of Business, Digital Markets Initiative working paper, 2023.

Jamison, Mark A. 2023. "A Public Portal Option for Content Management" University of Florida, Warrington College of Business, PURC Working Paper.

Jamison, Mark A. 2023. "Broadband Pricing Under BEAD" University of Florida, Warrington College of Business, PURC Working Paper.

Jamison, Mark A. 2023. "Lessons From Economics Literature Regarding Title II Regulation of the Internet" University of Florida, Warrington College of Business, PURC Working Paper.

Jamison, Mark A. 2024. "The State of Broadband in the United States" University of Florida, Warrington College of Business, PURC Working Paper.

Jamison, Mark A. 2024. "Minimum Standards for Maximum Pricing Constraints" University of Florida, Warrington College of Business, PURC Working Paper.

Jamison, Mark A. 2025. "Disbanding the Federal Communications Commission" University of Florida, Warrington College of Business, PURC Working Paper.

Jamison, Mark and Byoungmin Yu. 2026. "Choosing Product Space: Lessons from the App Economy" University of Florida, Warrington College of Business, PURC Working Paper.

Jamison, Mark and Jakub Tecza. 2024. "Determinants of Industry Concentration and Dispersion" University of Florida, Warrington College of Business, PURC Working Paper.

Jamison, Mark and Jakub Tecza. 2025. "Vertical Integration in Platforms: Evidence from Mobile App Stores" University of Florida, Warrington College of Business, PURC Working Paper.

Jamison, Mark, Jakub Tecza, and Peter Wang. 2023. "Effects of platforms' entry into own marketplace: Evidence from the mobile application market" University of Florida, Warrington College of Business, PURC Working Paper.

Kury, Theodore. 2023. "Public-Private Cooperation in Broadband" University of Florida, Warrington College of Business, PURC Working Paper.

Kury, Theodore. 2025. "Potential Energy Savings from Load Shifting at University Chiller Plants" University of Florida, Warrington College of Business, PURC Working Paper.

Layton, Roslyn, and Mark A. Jamison. 2023. "Net Neutrality in the USA During Covid-19." In *Beyond the Pandemic? Exploring the Impact of COVID-19 on Telecommunications and the Internet*, ed. Jason Whalley, Volker Stocker, and William Lehr, 195-214. Bingley, UK: Emerald Publishing.

Rosston, Greg, Michelle Connolly, Janice Hauge, Mark Jamison, James Prieger, and Scott Wallsten. December 2023. "Economists' Comments on State BEAD Proposals," Comments filed with various state broadband offices.

Tecza, Jakub, Scott Wallsten, and Yoojin Lee. 2023. "Do Broadband Subsidies for Schools Improve Students' Performance? Evidence from Florida." University of Florida, Warrington College of Business, PURC Working Paper.