

Ira Horowitz
Graduate Research Professor Emeritus

EDUCATIONAL BACKGROUND

B.A. Johns Hopkins University (1955)
Ph.D. Massachusetts Institute of Technology (1959)

PREVIOUS APPOINTMENTS

Massachusetts Institute of Technology
Teaching Assistant (1957-59)
University of Kansas City
Lecturer (1960)
Indiana University
Assistant Professor (1960-63)
Associate Professor (1963-66)
Professor (1966-72)
Catholic University of Louvain (Center for Operations Research and Econometrics)
Visiting Professor (1968-69)
University of Florida
Professor (1972-79)
Graduate Research Professor (1979-present)
Michigan State University
Visiting Professor (1978-79)
Institut Europeen d' Administration des Affaires
Visiting Professor (1984-85; Summer 1987; Summer 1997)
City Polytechnic of Hong Kong
Visiting Professor (1992-94)
Chiba University of Commerce
Visiting Scholar (Summer 1993; November 1998)
Chinese University of Hong Kong
Ho Sin-Hang Visiting Professor of Decision Sciences and
Managerial Economics (April/August 1995)
Visiting Scholar (May 1996)
City University of Hong Kong
Visiting Professor (1997-98; February/April 2002)
San Diego State University
Adjunct Professor (Summer 2000; Summer 2002 – 2004; Summer 2006)
Adelaide University
Visiting Professor (February/August 2001)
University of Kansas (Consortium of International Universities, Paderno Del Grappa)
Visiting Professor (Fall 2001)
Hong Kong Polytechnic University
Visiting Professor (Spring 2005)

SCHOLARLY HONORS AND AWARDS:

Phi Beta Kappa: Johns Hopkins University (1954)
Graduate with Honors: Johns Hopkins University (1955)
Woodrow Wilson Fellow: Massachusetts Institute of Technology (1955-56)
M.I.T. Fellow: Massachusetts Institute of Technology (1956-57)
Beta Gamma Sigma: Indiana University (1964)
Ford Faculty Research Fellowship: Indiana University (1965-66)
Beta Gamma Sigma Distinguished Scholar (1977-78)
American Institute of Decision Sciences Fellow (1978)
American Institute of Decision Sciences Distinguished Service Award (1983)
Teknologie Doktor h. c., Linköping Institute of Technology (1989)
Blue Key Distinguished Faculty Award (1990)

OFFICES IN BUSINESS, CIVIC, AND PROFESSIONAL ASSOCIATIONS

Head, Quantitative Business Analysis, Indiana University (1965-67)
Chairman, Department of Management, University of Florida (1972-78)
Chairman, Decision and Information Sciences (1986-1990)
Mathematical Statistician, U.S. Bureau of the Census (Summer, 1956)
Assistant Analyst, Johns Hopkins Operations Research Office (Summer, 1957-58);
Consultant 1958-59)
Associate Analyst, Midwest Research Institute (1959-60)
Senior Economist, Economic Policy Office, Antitrust Division, U.S. Department of
Justice (1975-6)
Academic Affiliate, Energy and Environmental Economics (1994-Present)

Consultant to:

American Telephone & Telegraph Co., Cummins Engine, Falstaff Brewing Company,
Indiana Bell, Irwin Management Company, Joseph Schlitz Brewing Company, Various
Law Firms, Federal Trade Commission, U.S. Department of Justice, National Science
Foundation.

Prepared Expert Testimony:

In Re Bill S. 3445, Senate Commerce Committee (1972)
In Re FCC Docket 20002, 1975 (prepared statement on natural monopoly)
Hearings before the House Select Committee on Professional Sports (1976)
Various Antitrust and Other Court Cases

Editorships:

EDITOR:

DECISION SCIENCES: 1978-1983

Managerial and Decision Economics: 1988-1993

EDITORIAL BOARD:

DECISION SCIENCES: 1975-1977

Journal of Economics and Business: 1975-1986

Academy of Management Journal: 1976-1982

Journal of Industrial Economics: 1977-1985

Quarterly Journal of Business and Economics: 1984-Present

Journal of Comparative Economics: 1988-1990

Managerial and Decision Economics: 1994-Present

Hong Kong Economic Papers: 1993-1996

Hong Kong Journal of Business Management: 1995-1997

Multinational Finance Journal: 1995-Present

Pacific Economic Review: 1996-Present

Omega: 1997-Present

Journal of Sports Economics: 2002-Present

PUBLICATIONS:

A. Books

1. Small Business and Government Research and Development (Co-author: James A. Alcott). Small Business Administration: Washington, D.C., 1962.
2. An Introduction to Quantitative Business Analysis. McGraw-Hill, 1965. (Also Reprinted in Spanish); Revised Edition, Spring 1972.
3. Decision Making and the Theory of the Firm. Holt, Rinehart and Winston, 1970.
4. Quantitative Economic Policy and Planning. (Co-author: Nicholas Spulber), W.W. Norton, 1976.
5. Organization and Decision Theory (Editor). Kluwer Academic Publishers, 1990.

B. Articles and Notes

1. "Project Selection in New Technical Fields," (Co-author: A.H. Rubenstein). NEC Proceedings, XV: 1960.
2. "Regression Models for Company Expenditures on the Returns from Research and Development." IRE Transactions, EM-7, 1:March, 1960.
3. "Estimating Changes in the Research Budget," Journal of Industrial Engineering, XII, 2: March-April, 1961.

4. "Firm Size and Research Activity," Southern Economic Journal, XVIII, 5: January, 1962.
5. "Depreciation and User Cost in Decision-Making." Quarterly Review of Economics and Business, 2, 2: May, 1962.
6. "Effects of Changes in the Corporate Tax Rate on the Allocation of Research and Development Funds." Journal of Industrial Engineering, XVIII, 4: July-August, 1962.
7. "Some Variables Affecting Investment Fund Performance," (Co-author: Harold Higgins). Quarterly Review of Economics and Business,. 3, 1: Spring, 1963.
8. "Evaluation of the Results of Research and Development: Where We Stand," IEEE Transactions, EM-10, 2: June, 1963.
9. "Research Inclinations of a Cournot Oligopolist," Review of Economic Studies, XIX, 4: July-August, 1963.
10. "A Probability Model for Baseball Management," Journal of Industrial Engineering, XIV, 4: July-August, 1963.
11. "An Econometric Model of Supply and Demand in the Synthetic Rubber Industry," International Economic Review, 4, 3: September, 1963.
12. "Size, Growth, and Concentration of Investment Funds," Quarterly Review of Economics and Business, 3, 3: Autumn, 1963.
13. "Formulation of the Price-Cost Relationship in a Class of Plant Investment Decisions," Journal of Industrial Engineering, XIV, 6: November-December, 1963.
14. "The Varying (?) Quality of Investment Trust Management," Journal of the American Statistical Association, 58, 304: December, 1963.
15. "A Note on the Hart-Prais Measure of Changes of Business Concentration," Journal of the Royal Statistical Society, Series A, 127, Part 2: 1964.
16. "The Regional Distribution of Scientific Talent," Southern Economic Journal, XXXI, 3: January, 1965.
17. "Firms in a Declining Market: The Brewing Case," (Co-author: Ann R. Horowitz). Journal of Industrial Economics, XIV, 2: March, 1965.
18. "A Model for Mutual Fund Evaluation," Industrial Management Review, 6, 2: Spring, 1965.
19. "A Rating of Mutual Fund Managements Investment Ability," Industrial Management Review, 7, 1: Fall, 1965.
20. "Popularity vs. Performance: The Mutual Funds," Quarterly Review of Economics and Business, 6, 1: Spring, 1966.

21. "The Plant Investment Decision Revisited," Journal of Industrial Engineering, XVII, 8: August, 1966.
22. "The Reward-to-Variability Ratio and Mutual Fund Performance," Journal of Business, XXXIX, 4: October, 1966.
23. "Some Aspects of the Effects of the Regional Distribution of Scientific Talent on Regional Economic Activity," Management Science (A), 13, 3: November, 1966.
24. "A Note on Semiprobabilistic Grading," Management Science (B), 13, 8: April, 1967.
25. "Risk and the Business Decision," (Co-author: Dale D. McFarlane). Business Horizons, 10, 2: Summer, 1967.(Also reprinted in Greek).
26. "The Advance of the Theory of the Firm: One Step Forward, One Step Back," Quarterly Review of Economics and Business, 7, 2: Summer, 1967.
27. "Profiles of the Future: The Brewing Industry," (Co-author: Ann R. Horowitz) Business Horizons, 10, 3: Fall, 1967. (Also reprinted in English and Italian).
28. "The Relationship Between Interstate Variations in the Growth of R and D Activity and Economic Activity," IEEE Transactions, EM-14, 3: September, 1967.
29. "Markov Processes and the Declining Brewing Population," (Co-author: Ann R. Horowitz). Proceedings of the Business and Economics Section: A.S.A. 1967.
30. "Entropy, Markov Processes and Competition in the Brewing Industry," (Co-author: Ann R. Horowitz). Journal of Industrial Economics, XVI, 3: July, 1968.
31. "Concentration, Competition, and Mergers in Brewing," (Co-author: Ann R. Horowitz). in Weston and Petzman eds. Public Policy Toward Mergers: Goodyear, 1969.
32. "The Price-Quoter Under Risk," Western Economic Journal, VII, 2: June, 1969.
33. "Nondogmatic Conjectures in a Cournot Market," Western Economic Journal, VIII, 1: March, 1970
34. "A Note on Advertising and Uncertainty," Journal of Industrial Economics, XVIII, 2: April, 1970.
35. "Structural Changes in the Brewing Industry," (Co-author: Ann R. Horowitz). Applied Economics, 2, 2: May, 1970.
36. "Employment Concentration in the Common Market: An Entropy Approach," Journal of the Royal Statistical Society, A, 133, Part 3: 1970.
37. "On the Similarity of Wages, Sales, and Investment Among the Industries of the E.E.C. Nations: A Statistical Note," Economia Internazionale, 24, 1: February, 1971.

38. "An International Comparison of the International Effects of Concentration on Industry Wages, Investment and Sales," Journal of Industrial Economics, XIX, 2: April, 1971.
39. "Numbers-Equivalents in U.S. Manufacturing Industries: 1954, 1958 and 1963," Southern Economic Journal, XXXVI, 4: April, 1971.
40. "On Numbers-Equivalents and the Concentration Ratio: An International Empirical Comparison," Quarterly Review of Economics and Business, I, 3: Fall, 1971.
41. "Statistical Contamination and the Selection of Management," (Co-author: E.W. Martin). AIEE Transactions, III, 3: September, 1971.
42. "An Empirical Note on Long-Run Market Structure," Southern Economic Journal, XXXVII, 3: January, 1972.
43. "Entropy and Information Theory -- A Tutorial," Proceedings of NE Aids: 1972.
44. "Risk Preferences, Uncertainty and the Multiplier," Public Finance, XVII, 3: 1972.
45. "The Diminishing Returns to Sample Information in the Beta-Binomial Process," Zeitschrift fur Nationalokomie, 32, 4: 1972.
46. "A Bayesian Interpretation of Concentration Data," Industrial Organization Review, 1, 3: 1973.
47. "Sports and CATV: The Beauty and the Bane of Major College Football," Co-author: Philip Hochberg). Law and Contemporary Problems, XXXVIII, 1: Winter-Spring, 1973.
48. "Sports Broadcasting," in Roger Noll ed. Government and the Sports Business. Brookings Institution, Washington, D.C.,: 1974.
49. "The Implications of Uncertainty for Firm and Industry Behavior," (Coauthor: Saul Pleeter). Metroeconomica, XXVI, Fascioli I-II-III: 1974.
50. "Risk and Economic Policy Decisions," (Coauthor: Christopher B. Barry) Public Finance, XXX, 2: 1975.
51. "The Real and Illusory Virtues of Entropy-Based Measures for Business and Economic Analysis," (Co-author: Ann R. Horowitz). Decision Sciences, 7, 1: January, 1976.
52. "Engineering Economy: An Economist's Perspective," AIEE Transactions, VIII, 4: December, 1976.
53. "Sports Telecasts: Rights and Regulations," Journal of Communication, 27, 3: Summer, 1977.
54. "Decision Theory and Antitrust: Quantitative Evaluation for Efficient Enforcement," Indiana Law Journal: Summer, 1977.
55. "Pay TV and Sports Siphoning," Industrial Organization Review, 5, 2 and 3: 1977.

56. "On Defining the Geographic Market in Section 7 Cases," in Proceedings: Bank Structure and Competition (Federal Reserve Bank of Chicago): 1977.
57. "A Bayesian View of Post-Acquisition Evidence and Antitrust," The Antitrust Bulletin, XXII, 4: Winter, 1977.
58. "Market Entrenchment and the Sports Broadcasting Act," American Behavioral Scientist, 22, 2: January-February, 1978.
59. "The Implications of Home Box Office for Sports Broadcasting," The Antitrust Bulletin, XXIII, 4: Winter, 1978.
60. "The Economic Foundations of Self-Regulation in the Profession," in R. Blair and S. Rubin eds., Regulating the Professions (D.C. Heath and Company, Indianapolis, Indiana): 1980.
61. "The Relevance of the Relevant Market in Section 7 Analysis of Conglomerate Mergers (Whatever Those Are)," in R.F. Lanzillotti and R. Blair eds., Conglomerate Mergers (Oelgeschlager, Bunn & Hain, Inc., Cambridge): 1981.
62. "Limit Pricing in a Cournot-Stackelberg Market," Zeitschrift fur Nationalokonomie, 41, 1-2: 1981.
63. "Market Definition in Antitrust Analysis: A Regression-Based Approach," Southern Economic Journal, 48, 1: July, 1981.
64. "The Perceived Potential Competitor: Antitrust Sinner or Saint," The Antitrust Bulletin, XXV, 2: Summer, 1981.
65. "Market Definition" segment in D. Whitehead et al. "Special Issue" of the Federal Reserve Bank of Atlanta's Monthly Bulletin: April, 1982.
66. "More on the Labor-Managed Firm Under Uncertainty," Journal of Comparative Economics, 6, 3: September, 1982.
67. "Market Definition, Market Power and Potential Competition," Quarterly Review of Economics and Business, 24, 2: Summer, 1984.
68. "Entry Inclinations Under Uncertainty," Journal of Economics and Business, 35, 1: January, 1983.
69. "Market Growth, Demand Uncertainty and Potential Entry," Quarterly Review of Economics and Business, 24, 2: Summer, 1984.
70. "On the Use and Non-Use of Entry Deterrents," Journal of Business and Economics, 36, 4: December, 1984.
71. "Decision Making in the Two-Act Antitrust Decision Problem," (Co-author: Samuel Dennis). Managerial and Decision Economics, 5, 4: December, 1984.

72. "On the Probability of Potential Entry in Potential Competition Cases," Managerial and Decision Economics, 6, 2: June, 1985.
73. "The Risk-Averse Price-Taking Firm: A Partial Synthesis," Quarterly Journal of Business and Economics, 24, 3: Summer, 1985.
74. "On Whether to Prosecute Suspected Price-Fixing Conspiracies: A Hypothesis-testing Approach," Review of Industrial Organization, 2, 3: 1985,
75. "On Two-Source Factor Purchasing," Decision Sciences, 17, 2: Spring, 1986.
76. "Market Structure Implications of Export-Price Uncertainty," Managerial and Decision Economics, 8, 2: June, 1987.
77. "Regression-Estimated Market Demand and Quasi-Cournot Behavior," International Journal of Industrial Organization, 5, 2: June, 1987.
78. "On the Price-Taking Labor-Managed Supplier of a Perishable Good of Uncertain Demand Quantity," Atlantic Economic Journal, XV, 2: July, 1987.
79. "Uncertainty and the Lot-Size Reorder-Point Model," (Co-author: Ann R. Horowitz). Decision Sciences, 18, 4: Fall, 1987.
80. "Estimation Uncertainty and Optimal Advertising Decisions," (Co-authors: A. Aykac, M. Corstjens, and D. Gautschi). Management Science, 35, 1: January, 1989.
81. "The Short-Run Policies of the Labor-Managed Uncertain-Export-Price Taker," Economic Analysis and Worker's Management, XXIII, 2: 1989.
82. "Decision Making and Estimation-Induced Uncertainty," Managerial and Decision Economics, 11, 5: December, 1990.
83. "On the Effects of Cournot Rivalry Between Entrepreneurial and Cooperative Firms," Journal of Comparative Economics, 15, 1: March, 1991.
84. "The 'News Vendor Problem' Revisited: The Entrepreneurial Firm Versus The Cooperative," Atlantic Economic Journal, XIX, 2: June, 1991.
85. "Membership Size in the Educable Cooperative Facing Uncertain Demand," Journal of Economics (Zeitschrift für Nationalökonomie), 55, 1: February 1992.
86. "Parameter-Estimation Uncertainty, Risk Aversion, and "Sticky" Output Decisions," Southern Economic Journal, 58, 4: April, 1992.
87. "Experimentation and Optimal Output Decisions: The Cooperative Versus the Entrepreneurial Firm," (Co-Author: Patrick Thompson). Management Science, 39, 1: January, 1993.

88. "Quasi-Cournot Behavior in a Multimarket Setting," (Co-author: Christopher Zappe). Managerial and Decision Economics, 14, 1:January-February, 1993.
89. "On the Persistence of Business Alliances: The Case of Major League Baseball Trading Patterns," Review of Industrial Organization, 8, 4: August, 1993.
90. "The Reasonableness of Horizontal Restraints: NCAA (1984)," in Lawrence J. White and John Kwoka eds., The Antitrust Revolution (HarperCollins: New York, 1993); Revised, (Oxford University Press: Oxford, 1998).
91. "Using Linear Programming to Determine Post-Facto Consistency in Performance Evaluations: An Example from Major League Baseball," (Co-authors: Christopher Zappe and William Webster). INTERFACES, 23, 6: November-December, 1993.
92. "Pythagoras, Tommy Lasorda and Me: On Evaluating Baseball Managers," Social Science Quarterly, 75, 1: March, 1994.
93. "Demand-Side Management and Electric Power Exchange," (Co-authors: Ren Orans, C.K. Woo and Roger Pupp). Resource and Energy Economics, 16, 3: August, 1994.
94. "On the Manager as Principal Clerk," Managerial and Decision Economics, 15, 5: September-October, 1994.
95. "Copy Watches, Tailored Clothes, and the Structure→Conduct→Performance Paradigm," Review of Industrial Organization, 9, 6: December, 1994.
96. "A Further Note on the Theory of Labor Supply with Wage Rate Uncertainty," Seoul Journal of Economics, 7, 4: Winter, 1994.
97. "The Sophisticated Decision Maker: All Work and No Pay?" (Co-author: Patrick Thompson) Omega, 23, 1: February, 1995.
98. "Betto-san and the White Rat: Evaluating Japanese Major League Baseball Managers Vis-à-Vis Their American Counterparts," International Review for the Sociology of Sport, 30, 2: March, 1995.
99. "Product Quality Under Two-Pronged Uncertainty," Japanese Economic Review, 46, 3: September, 1995.
100. "The Linear Programming Alternative to Policy Capturing for Eliciting Criteria Weights in the Performance Appraisal Process," (Co-author: Christopher Zappe) Omega, 23, 6: November-December, 1995.
101. "The Cooperative Firm's Pricing of Durable Goods Under Stock Uncertainty," Journal of International and Cooperative Economics, 4, 4: 1995.
102. "Private Enforcement of the Antitrust Laws Works Occasionally: *The Board of Regents of the Univ. of Okla. v. NCAA*, A Case in Point," (Co-author: D. Kent Meyers). Oklahoma Law Review, 48, 4: Winter, 1995.

103. "Markets, Submarkets, and the Pacific Rim Stock Exchanges," (Co-author: Terence Khoo) in Chang-Soo Kim, Thomas Liaw, and Thomas Chen eds., Emerging Markets In Asia (Center for Asian Studies: St. John's University, 1996).
104. "A Note on Exports under Multi-Market Exchange-Rate Uncertainty," Economia Internazionale, XLIX, 2: Maggio, 1996.
105. "Ramsey Pricing of Electricity under Unknown Bypass Costs," (Co-authors: Dewey Seeto and C.K. Woo). The Energy Journal, 17, 2: 1996.
106. "Insider Ownership and Financial Leverage: An Empirical Analysis," (Co-author: Joseph Kang) in Ng Kaw-Hwa and Kwok Branson eds., Financial Markets and Analysis (Addison Wesley; New York, 1996).
107. "The Evolving Sectoral Structure of Hong Kong," Journal of Asian Economics, 7, 1:1996
108. "The Sino-British Accord and the Changing Industrial Structure of Hong Kong," Advances in the Pacific Basin in Business Economics and Finance, 2: 1996.
109. "Real-Time Pricing of Electricity for Industrial Firms," (Co-authors: C.K. Woo and Peter Chow). Pacific Economic Review, 1, 1: June 1996.
110. "Time-of-Use Pricing vs Hopkinson Tariffs *Redux*," (Co-authors: Dewey Seeto and C.K. Woo). Energy Economics, 19, 3: June, 1997.
111. "The Increasing Competitive Balance in Major League Baseball," Review of Industrial Organization, 12, 3: June,1997.
112. "Electricity Market Integration in the Pacific Northwest," (Co-authors: C.K. Woo and Debbie Lloyd-Zanetti). Energy Journal, 18, 3: 1997.
113. "Reliability Differentiation of Electricity Transmission," (Co-authors: C.K. Woo and Jennifer Martin). Journal of Regulatory Economics, 13, 3: May, 1998.
114. "Thanks for the Memories: Baseball Veterans' End-of-Career Salaries," (Co-author Christopher Zappe). Managerial and Decision Economics, 19, 6: September, 1998.
115. "Analysis of Capacity Management of the Intensive Care Unit in a Hospital," (Co-authors: Seung-Chul Kim, Karl K. Young and Thomas A. Buckley). European Journal of Operational Research, 15, 1: May, 1999.
116. "Risky Assets and the Choice of Tax Base," (Co-author: Ann R. Horowitz) Public Finance Review, 27, 5: September, 1999.
117. "Quality Choice: Does *Which* Workers Own and Manage the Cooperative Firm Matter?" (Co-author: Ann R. Horowitz). Atlantic Economic Journal, 27, 4: December, 1999.

118. "An Option-Pricing Look at the Introduction of Private Labels," Journal of the Operational Research Society, 51, 2: February, 2000.
119. "EOQ and Inflation Uncertainty," International Journal of Production Economics, 65, 3: April, 2000.
120. "The Impact of Competition on Performance Disparities in Organizational Systems: Baseball as a Case," Journal of Sports Economics, 1, 2: May, 2000
121. "Constrained Service Reliability under Stochastic Demand," Omega, 28, 3: June, 2000.
122. "Flexible Bed Allocation and Performance in the Intensive Care Unit," (Co-authors: Seung-Chul Kim, Karl A. Young, and Thomas A. Buckley). Journal of Operations Management, 18, 4: June, 2000.
123. "Cross Hedging and Forward-Contract Pricing of Electricity," (Co-authors: Chi-Keung Woo and Khoa Hoang). Energy Economics, 23, 1: January 2001.
124. "Kyou-sou in the Nippon Baseball Leagues," Pacific Economic Review, 6, 2: June, 2001.
125. "On Professor Kohn and Expected Utility: Correction and Clarification," International Economic Journal, 15, 2: Summer, 2001.
126. "Finessing the Unintended Outcomes of Price-Cap Adjustments: An Electric Utility Multi-Product Perspective," (Co-authors: Dewey Q. Seeto and Chi-Keung Woo). Energy Policy, 29, 13: 2001.
127. "Cross Hedging and Value at Risk: Wholesale Electricity Forward Contracts," (Co-authors: Chi-Keung Woo and Khoa Hoang). Advances in Investment Analysis and Portfolio Management 8, 2001.
128. "What Price Quality? An Investigation into the Prediction of Wine-Quality Ratings," (Co-Author: Larry Lockshin). Journal of Wine Research, 13, 1: April, 2002.
129. "Scheduling Hospital Services: The Efficacy of Elective-Surgery Quotas," (Co-author: Seung-Chul Kim). Omega, 30, 5: October, 2002.
130. "Preference-Neutral Attribute Weights in the Journal-Ranking Problem," Journal of the Operational Research Society, 54, 5: May, 2003.
131. "Managing Electricity Procurement Cost and Risk by a Local Distribution Company," (Co-Authors: Chi-Keung Woo and Rouslan I. Karimov). Energy Policy, 32, 5: March, 2004.
132. "Aggregating Expert Ratings Using Preference-Neutral Weights: The Case of the College Football Polls," INTERFACES, 34, 4: July-August, 2004.
133. "The Efficient Frontier for Spot and Forward Purchases: An Application to Electricity," (Co-Authors: Chi-Keung Woo, Brian Horii and Rouslan I. Karimov). Journal of the Operational Research Society, 55, 11: November, 2004.

134. "New-Product Success in the Pharmaceutical Industry: how many bites at the cherry?" (Co-Authors: Marcel Corstjens and Edouard Demeire). Economics of Innovation and New Technology, 14, 4: June, 2005. An adapted version appears in Scrip Magazine (146, June 2005) as "Pharma's 9-month launch window."
135. "Does Product Diversity Signal Bargains in Australian Wine?" (Co-Author: Larry Lockshin). International Food and Agribusiness Management Review 9, 1: January, 2006.
136. "Efficient Frontiers for Electricity Procurement by an LDC with Multiple Purchase Options," (Co-Authors: Chi-Keung Woo, Arne Olson, Brian Horii and Carmen Baskette). Omega 34, 1: January, 2006.
137. "Designing Pareto-Superior Demand-Response Rate Options," (Co-Author: Chi-Keung Woo). Energy 31, 6-7: May-June, 2006.
138. "Market Efficiency, Cross Hedging and Price Forecasts: California's Natural Gas Markets," (Co-Authors: Chi-Keung Woo and Arne Olson). Energy 31, 8-9: July-August, 2006.
139. "Viewpoint: A Critical Assessment of the Hong Kong Government's Proposed Post-2008 Regulatory Regime for Local Electricity Entities," (Co-Authors: Chi-Kleung Woo and Asher Tishler). Energy Policy 34, 13: September, 2006.
140. "Bi-directional Causality in California's Electricity and Natural-Gas Markets," (Co-Authors: Arne Olson, Chi-Keung Woo and Stephen Luk). Energy Policy 34, 15: October, 2006.
141. "Determining Innocence in Innocent Spouse Court Cases Using Logit/Probit Analysis," (Co-Authors: Gerald W. Whittenbug and William A. Raabe). Advances In Taxation 17, 2005 (In press).
142. "If You Play Well They Will Come – and Vice Versa: Bidirectional Causality in Major League Baseball," Managerial and Decision Economics (forthcoming).

C. Comments, Replies, and Short Notes

1. "Comments on the Growth of Research and Development Expenditures," Operations Research, 8, 4: July-August, 1960.
2. "Some Comments on 'The Future of Industrial Research'," Journal of Business, XXV, 2: April, 1962.
3. "Some Comments on 'Brand Loyalty'," Econometrica, 31, 3: July, 1963.
4. "Reply: To Dr. Fleischer," Journal of Industrial Engineering, 1: January-February, 1965,

5. "Re: How to Rate Management of Investment Funds," Harvard Business Review, 43, 3: May-June, 1965.
6. "Discussion," Proceedings: Bank Structure and Competition (Federal Reserve Bank of Chicago): 1970.
7. "A Comment on Branded Competition and Concentration Measures," Southern Economic Journal, XLIII, 4: April, 1978.
8. "How to Think Straight," FORTUNE, 105, 8: April 1982.
9. "Reply," Southern Economic Journal, XLVII, 2: October, 1982.
10. "Comment on the Misuse of Accounting Rates of Return to Infer Monopoly Profits," American Economic Review, 74, 3: June, 1984.
11. "Comment on 'Monopoly Supply'," Atlantic Economic Journal, XIX, 4: December, 1991.
12. "FM Letter: Insider Equity Ownership and the Debt/Equity Ratio," (Coauthor: Joseph C. Kang). Financial Management, 22, 4: December, 1993.
13. "Does IO Economics *Really* Make the Case for Investments in IT? Comment on West and Courtney," Decision Sciences, 5, 4: July/August, 1994.
14. "The Effects of Business Taxes on Output and Location of the Firm Under Uncertainty: Comment," Public Finance Review, 25, 2: March, 1997.
15. "Pythagoras's Petulant Persecutors," Managerial and Decision Economics, 18, 4: June, 1997.
16. "Will a Risk-averse Decision Maker ever *Really* Prefer an Unfair Gamble?" Decision Sciences, 29, 3: Summer, 1998.
17. "A Law Enforcement Perspective of Electricity Deregulation," Energy, 31, 6-7: May-June, 2006.

D. Book Reviews

1. John Meyer and Robert Glauber, Investment Decisions, Economic Forecasting and Public Policy in Engineering Economist, 9, 4: Summer, 1964.
2. George H. Hildebrand and Ta-Chang Liu, Manufacturing Production Functions in the United States, 1957 in Econometrica, 34, 2: April, 1966.
3. Donald Mulvihill (ed.), A Guide to the Quantitative Age in Journal of Business, XXIX, 4: October, 1966.
4. Daniel Hamberg, Essays on Research and Development in American Economic Review, VLII, 1: March 1967.

5. Yuji Ijiri, Fundamentals of Accounting Measurement in American Economic Review, LVII, 1: March, 1968.
6. Hadley, Introduction to Probability and Statistical Decision Theory in Journal of Business, 41,2: April, 1968.
7. G. Weber, Management in Interfaces, 6, 1: November, 1975.
8. K. Cohen and J. Cyert, Theory of the Firm in Journal of the American Statistical Association, 71, 356: June, 1976.
9. Jacquemin, Economie Industrielle Europeenne in Journal of Economic Literature, XV, 2: June, 1977.
10. H. Theil, Theory and Measurement of Consumer Demand in Interfaces 8, 3: May, 1978.
11. G. Schwodiauer (ed). Equilibrium and Disequilibrium in Economic Theory in Interfaces, 9, 5: November, 1979.
12. P. Schoemaker, Experiments on Decisions Under Risk, in Interfaces, 11, 6: December, 1981.
13. Kahneman, P. Slovic and A. Tversky (eds.) Judgment Under Uncertainty: Heuristics and Biases, in Interfaces, 14, 1: Jan.-Feb. 1984.
14. F.M. Fisher, J.J. McGowan, and J.E. Greenwood, Folded, Spindled and Mutilated, in Information Economics and Policy, 2: 1986.
15. S.I. Gass, Decision Making, Models and Algorithms, in Interfaces, 16, 5: Sept.-Oct., 1986.
16. M. Ben-Akiva and S.R. Lerman, Discrete Choice Analysis, in Interfaces 17, 1: Jan.-Feb., 1987.
17. K.J. Arrow and R. Herve, Social Choice and Multicriterion Decision-Making, in Interfaces, 17, 5: Sept.-Oct., 1987.
18. G. Scully, The Business of Major League Baseball, in Review of Industrial Organization, 5, 3: Fall, 1990.
19. K.T. Marshall and R. M. Oliver, Decision Making and Forecasting, in International Journal of Forecasting, 12, 3: Sept., 1996