



Richard D. Marcus

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Ph.D., Economics, University of Chicago

M.S., Finance, University of Wisconsin-Madison

M.A., Economics, University of Chicago

A.B., Economics, University of Michigan

Professional Background

During our Block 4 – Corporate Economics 752, we explore *microeconomics*. We start with price elasticities and pricing strategies in different market structures, oligopolistic behavior, and game theory. I will help you to know when to “*Raise the Price!*” as I like to have you shout. Another focus is *behavioral economics* in our corporate economics class and find common mistakes we tend to make. In place of a final, we write a short essay on behavioral economics that uncover examples of errors we have encountered in ourselves or others. We will also give oral presentations on McDonald’s challenges and opportunities as an integrative case project. Each class period includes an in-class quiz.

I teach both finance and economics. My recent research includes management buyouts and initial public offerings. My publications appear in *Economic Modeling*, *The Financial Review*; *International Review of Accounting, Banking, and Finance*; *Managerial and Decision Economics*; *Southern Economic Journal*; *Land Economics*; *Global Business and Finance Review*; *Recent Developments in International Banking and Finance*; *The Journal of Business Forecasting*; *Economics of Education Review*; *Journal of Educational Statistics*; *Journal of Marketing for Higher Education*; *Journal of Economic and Social Measurement*; *Ideas on Liberty*; and elsewhere. My macroeconomic forecasts occasionally appear in *BizTimes Milwaukee*.

The *Sheldon B. Lubar School of Business* is non-departmentalized, which means that all the areas are technically in one large Department of Business. I have the pleasure of chairing the Lubar Executive Committee, which means that have been chairing the Department of Business since 2003. (I think they reelect me each year since I run short faculty meeting.) I have been teaching at UWM for 34 years with every one, except my first year, in the EMBA program. Before that, I taught at Cleveland State University, including their CSU Executive MBA Program.

I’m involved in a number of hobbies. My daughter teaches English in China, and I have another short trip there during in Block 4. My wife died three years ago due to complications from multiple sclerosis. I enjoy being a member of a monthly book club that reads works of fantasy. I sing both in my church choir and in a large barbershop chorus called the *Midwest Vocal Express* that competes in international *a cappella* contests, one being in July 2019 in Salt Lake City in one of the weeks we don’t meet! Singing on stage before thousands of enthusiastic barbershop fans is great preparation for standing in front of eager graduate students such as the Executive MBA Class. I look forward to working with you once again.