

VITA

BRUCE W. MARION

Academic Training—B.S. ('54) and M.S. ('55) from Cornell University; Ph.D. ('63) from Ohio State University

Academic Positions—Ohio State Univ., Harvard Univ., U.S. Dept of Agriculture and Univ. of Wisconsin-Madison

Honors and Awards

Outstanding Research Award, American Council on Consumer Interests, 1970, for publication "Food Marketing in Low Income Areas."

Outstanding Research Publication, Economic Research Service, U.S. Department of Agriculture, 1973, for monograph, *Market Performance: Concepts and Measures*. Honorable Mention, Quality of Communications Award. American Agricultural Economics Association.

Quality of Communications Award, American Agricultural Economics Association, 1977, for basebook and leaflets, *Your Food* (co-recipient with 16 other contributors).

Distinguished Policy Contribution Award, American Agricultural Economics Association, 1980, for contributions of NC117 project to national policies.

Outstanding Contribution to Graduate Program, Taylor-Hibbard Award, Dept. of Agricultural Economics, University of Wisconsin, 1984.

Administrators Special Merit Award, Economic Research Service, U.S. Department of Agriculture, 1985, for superior performance.

Quality of Communications Award, American Agricultural Economics Association, 1985, for book, *The Food Manufacturing Industries: Structure, Strategies, Performance and Policies*.

Selected Publications

A. Books, Monographs and Chapters in Books

Marion, B.W. and C.R. Handy, "Market Performance: Concepts and Measures," *Agricultural Economics Report Nr. 244*, ERS, USDA. September 1973, 130 pp.

Marion, B.W. and H.B. Arthur, "Dynamic Factors in Vertical Commodity Systems: A Case Study of the Broiler System," Research Bulletin 1065, Ohio Agricultural Research and Development Center, November 1973, 48 pp.

Marion, B.W., ed., *Coordination and Exchange in Agricultural Subsectors*, NC117 Monograph No. 2, January 1976, 195 pp.

- Marion, B.W., W.F. Mueller, R.W. Cotterill, F.E. Geithman, and J.R. Schmelzer, *The Profit and Price Performance of Leading Food Chains 1970-1974*, Joint Economic Committee Print, U.S. Congress, March 1977, 132 pp.
- Mueller, W. F. and B.W. Marion. Testimony and presentation of findings, "Prices and Profits of Leading Food Chains, 1970-74," Hearings before the Joint Economic Committee, U. S. Congress, Mar 30 & Apr 5, 1977, 267 pp.
- Marion, B.W., ed., *Agricultural Cooperatives and the Public Interest*, NC117 Monograph No. 4, September 1978, 323 pp.
- Marion, B.W., W.F. Mueller, R.W. Cotterill, F.E. Geithman and J.R. Schmelzer, *The Food Retailing Industry: Market Structure, Profits and Prices*, Praeger Publ. Co., New York, 1979, 225 pp.
- Hayenga, M.L., A.C. Johnson Jr. and B.W. Marion, ed., *Market Information and Price Reporting in the Food and Agricultural Sector*, NC117 Monograph No. 9, August 1980, 183 pp.
- Marion, B.W. and W.F. Mueller, "Industrial Organization, Economic Power and the Food System," Chapter in *Future Frontiers of Marketing Research*, Paul L. Farris (ed.), Iowa State University Press 1983, pp. 16-37.
- Connor, John, Richard Rogers, Bruce Marion and Willard Mueller, *The Food Manufacturing Industries: Structure, Strategies, Performance and Policies*, Lexington Books, September 1984, 474 pp.
- Butler, L.J. and B. W. Marion, *The Impacts of Patent Protection on the U.S. Seed Industry and Public Plant Breeding*, NC117 Monograph No. 16, U. of Wisconsin – Madison, Sept. 1985, 128 pp.
- Marion, B.W. and NC117 Committee, *The Organization and Performance of U.S. the Food System*, Lexington Books, January 1986, 533 pp.
- Marion, Bruce W., "Entry Barriers: Theory, Empirical Evidence and the Food Industries," chapter 11 in Wills, Caswell and Culbertson, eds., *Issues After a Century of Federal Competition Policy*, Lexington Books, 1987, pp. 187-202.
- Marion, Bruce W., Robert L. Wills and L.J. Butler, *The Social and Economic Impact of Biotechnology on Wisconsin Agriculture*, College of Ag and Life Sciences, UW-Madison, April 1988, 154 pp.
- Marion, Bruce W. "Coordination and Competition in the U.S. Food System: Some Conclusions from Recent Research," in proceedings of Conference on Directions and Strategies of Agricultural Development in the Asia-Pacific Region, Institute of Economics, Academia Sinica, Taipei, 1988.
- Marion, Bruce W. "Food Retailing and Wholesaling in the United States: Organization, Trends, and Competition," In Y. Nakano and T. Yamanaka, eds., *An International Comparison of Wholesale and Retail Marketing*, Vol. 1, 1989. pp. 193-214.

- Marion, Bruce W. "The Concentration-Price Relationship in Food Retailing." In L.W. Weiss, ed., *Concentration and Price*. The MIT Press. Cambridge, 1989, pp. 183-193.
- Marion, Bruce W. and Frederick Geithman. 1989. "Live Cattle Prices and Packer Buyer Concentration." In L.W. Weiss, ed., *Concentration and Price*. The MIT Press, Cambridge, MA pp. 213-218.
- Marion, Bruce W., K. Heimforth and W. Bailey. "Strategic Groups, Market Concentration and Retail Food Prices." In *Competitive Strategy Analysis in the Food System*, Ronald Cotterill, ed., Westview Press, 1993, pp. 179-199.
- Geithman, F.E. and Bruce W. Marion. "Testing for Market Power in Supermarket Prices: A Review of the KaufmanHandy/ERS Study." In *Competitive Strategy Analysis in the Food System*, Ronald Cotterill, ed., Westview Press, 1993, pp. 253-291.
- Mueller, Willard F., Bruce W. Marion, Maqbool H. Sial and F.E. Geithman. *Cheese Pricing: A Study of the National Cheese Exchange*. A Report of the Food System Research Group, Department of Agricultural Economics, UW-Madison, prepared for the Wisconsin Dept of Agriculture, Trade and Consumer Protection Investigation into Cheese Pricing, March 1996, 210 pp.
- Marion, Bruce W. "Competition and Trade Practice Policies: An Overview," in *Government and the Food Industries*, L. Tim Wallace and Wm. R. Schroeder, ed., Kluwer Academic Publ., 1997, pp. 39-55.

B. Journal Articles

- Marion, B.W. and T.L. Sporleder, "An Evaluation of the Economic Basis for Antitrust Policy in the Food Industry," *American Journal of Agricultural Economics*, December 1976.
- Marion, B.W. and F.E. Walker, "Short Run Predictive Models for Retail Meat Sales," *Amer. Journ. of Agr. Econ.*, November 1978.
- Geithman, F.E. and B.W. Marion, "A Critique of the Use of BLS Data for Market Structure-Price Analysis," *Amer. Journ. of Agr. Econ.*, November 1978.
- Marion, B.W., "Effects of Marketing Boards on the Agribusiness Sector: Discussion," *Amer. Journ. of Agric. Econ.*, December 1978.
- Marion, B.W., "Government Regulation of Competition in the Food Industry," *Amer. Journ. of Agric. Econ.*, Feb. 1979.
- Devine, D.C. and B.W. Marion, "The Influence of Consumer Price Information on Retail Pricing and Consumer Behavior," *Amer. Journ. of Agric. Econ.*, May 1979.
- Marion, B. W., W.F. Mueller, R.W. Cotterill, F.E. Geithman and J.R. Schmelzer, "The Price and Profit Performance of Leading Food Chains," *Amer. Jour. of Agric. Econ.*, August 1979.

- Devine, D.G. and B.W. Marion, "The Influence of Consumer Price Information on Retail Pricing and Consumer Behavior: A Reply," *Amer. Journ. of Agric. Econ.*, May 1980.
- Jesse, E.V., A.C. Johnson, Jr., B.W. Marion and A.C. Manchester, "Interpreting and Enforcing Section 2 of the Capper-Volstead Act," *Amer. Journ. of Agric. Econ.*, August 1982.
- Marion, B.W. and H.J. Nash, "Foreign Investment in U.S. Food Retailing Industry," *AJAE.*, May 1983.
- Butler, L.J. and B.W. Marion, "The Importance of Public Plant Breeders to Competition in the Seed Industry," *J. of Agronomic Education*, Vol. 14 (Spring) 1985, pp. 11-15.
- Marion, B.W., "The Structural and Performance Effects of Retail Mergers," *J. of Food Distribution Research*, February 1985.
- Marion, B.W., "Interrelationships of Market Structure, Competitive Behavior and Market/Firm Performance: The State of Knowledge and Some Research Opportunities." *Agribusiness: An International Journal*, Vol. 2, Nr. 4: 443-454 (Winter) 1986.
- Marion, Bruce W. and Robert L. Wills. "A Prospective Assessment of the Impacts of Bovine Somatotropin: A Case Study of Wisconsin," *American J. Agricultural Econ.*, Vol. 72 (May 1990): 326-336.
- Rogers, R.T. and B.W. Marion. "Food Manufacturing Activities of the Largest Agricultural Cooperatives: Market Power and Strategic Behavior Implications," *J. of Agricultural Cooperatives*, Vol. 5 (1990): 59-73.
- Marion, B.W. and Donghwan Kim. "Concentration Change in Selected Food Manufacturing Industries: The Influence of Mergers vs. Internal Growth," *Agribusiness*, Vol 7: 415-3 1 (1991).
- Marion, B.W. and F.E. Geithman. "Concentration-Price Relations in Regional Fed Cattle Markets," *Review of Industrial Organization* Vol 10: 1-19, 1995.
- Mueller, W. F., B. W. Marion, and Maqbool Sial. "Price Leadership on the National Cheese Exchange," *Review of Industrial Organization*, 12: 145-170, 1997.
- Kim, Donghwan and B. W. Marion. "Domestic Market Structure and Performance in Global Markets: Theory and Empirical Evidence from U. S. Food Manufacturing Industries," *Review of Industry. Org.*, 12: 335-354, 1997
- Marion, B. W. "Changing Power Relationships in the U. S. Food Industry," *Agribusiness: An International Journal*, 14:85-93, 1998.
- Marion, B. W. "Competition in Grocery Retailing: The Impact of New Strategic Group on BLS Price Increases," *Review of Industrial Organization*, 13: 38 1-399, 1998.
- Mueller, W. F. and B. W. Marion. "Market Power in the Cheese Industry: Further Evidence," *Review of Industrial Organization*, forthcoming.