

CURRICULUM VITA: JOHN M. HEINEKE

April, 2009

EDUCATION:

Ph.D., University of Iowa, Iowa City, Iowa

PROFESSIONAL SOCIETIES:

American Economic Association
Econometric Society

PROFESSIONAL EMPLOYMENT:

Assistant Professor of Economics, University of Santa Clara, 1968-71
Associate Professor of Economics, University of Santa Clara, 1971-76
Research Associate, Hoover Institution, Stanford University, 1976-1977
Professor of Economics, University of Santa Clara, 1976-

PUBLISHED PAPERS:

"Stochastic Reserve Losses," The American Economist, XI, no.2, 1967 (co-author E. Birch)

"Stochastic Reserve Losses: A Rejoinder," The American Economist, XI, no.2, 1967 (co-author E. Birch)

"Demand for Refined Lead," The Review of Economics and Statistics, LI, no.3, 1969

"A Note on a Compound Distribution: The Demand for Hospital Beds," Santa Clara Business Review, 1, no.1, 1970

"Rigid Prices and Profit Maximization," Santa Clara Business Review, 2, no.1, 1971 (co-author G. Fethke)

"A Note on Uncertainty and Household Decisions," Review of Economic Studies, XXXIX, no.4, 1972 (co-author M. Block)

"A Theory of Household Behavior Under Uncertainty," Santa Clara Business Review, 3, no.1, 1972 (co-author M. Block)

"The Allocation of Effort Under Uncertainty: The Case of Risk Averse Behavior," Journal of Political Economy, 81, no.2, 1973 (co-author M. Block)

"The Supply of Legal and Illegal Activity: A Choice Theoretic Analysis," Santa Clara Business Review, 4, no.1, 1973 (co-author M. Block)

"An Analysis of Wildfire Prevention," IEEE Transactions on Systems Man and Cybernetics, SMC-4, no.6, 1974 (co-author S. Weissenberger)

"A Stochastic Model of Wildfire Ignitions and Damages," Santa Clara Business Review, 5, no.1, 1974 (co-author S. Weissenberger)

"Factor Allocation Under Uncertainty: An Extension," Southern Economic Journal, 41, no.3, 1975 (co-author M. Block)

"A Labor Theoretic Analysis of the Criminal Choice," American Economic Review, LXV, no.3, 1975 (co-author M. Block)

"A Note on Modeling the Criminal Choice Problem," Journal of Economic Theory, 10, no.1, 1975

"The Cost of Entrepreneurship and Output Decisions: Certainty and Uncertainty," Journal of Economic Studies, 39, no.4, 1975 (co-author M. Block)

"Modeling Arson: An Exercise in Qualitative Model Building," IEEE Transactions on Systems Man and Cybernetics, SMC-5, no.4, 1975

"Models of Economic Choice Theory: A Paradigm for Non-Economists," Santa Clara Business Review, 6, no.1, 1975

"Modeling the Offense Decision: A Critical Survey," Santa Clara Business Review, 7, no.1, 1976

"The Multi-Output Translog Production Function: The Case of Law Enforcement Agencies," Santa Clara Business Review, 8, no.1, 1977 (co-author M. Darrough)

"Substitution Among Crimes and the Question of Deterrence: An Indirect Utility Function Approach to the Supply of Criminal Activity," chapter 5, Economic Models of Criminal Behaviour, J.M.Heineke, editor, North Holland Publishing Co., 1978

"Economic Models of Criminal Behaviour," chapter 1, Economic Models of Criminal Behaviour, J.M.Heineke, editor, North Holland Publishing Co., 1978

"Technical and Allocative Efficiency: Preliminary Ideas Toward Discriminating Between the Hypotheses," Santa Clara Business Review, vol.9, no.1, 1978 (co-author M. Darrough)

"The Multi-Output Transcendental Logarithmic Production Cost Function: The Case of Law Enforcement Agencies," chapter 7, Economic Models of Criminal Behaviour, J. M. Heineke, editor, North Holland Publishing Co., 1978 (co-author M. Darrough)

"Law Enforcement Agencies as Multiproduct Firms: An Econometric Investigation of Production Costs," Public Finance, 34, no.2, 1979 (co-author M. Darrough)

"On Duality Theory in Intertemporal Choice with Uncertainty," Economics Letters, 3, 1979 (co-author H. Shefrin)

"Exact Aggregation and Estimation," Economics Letters, 4, 1979

"Law Enforcement Agencies as Multiproduct Firms: Correcting Some Misconceptions," Public Finance, 35, no.3, 1980 (co-author M. Darrough)

"The Finite Basis Property and Exact Aggregation," Economics Letters, 9, 1982 (co-author H. Shefrin)

"Optimal Pricing in the Presence of Experience Effects," Journal of Business, 55, no.4, 1982 (co-authors F. Clarke and M. Darrough)

"Issues and Perspectives in Retailing Productivity," Journal of Retailing, 60, no.3, 1984 (co-authors D. Achabal and S. McIntyre)

"An Economist's Thoughts on Modeling Criminality," in New Dimensions of Criminality and Crime Prevention in the Context of Development: Challenges for the Future, published under the auspices of Centro Nazionale di Prevenzione e Difesa Sociale, 1985

"Productivity Measurement and the Output of Retailing," Journal of Retailing, 61, no.3, 1985 (co-authors D. Achabal and S. McIntyre)

"Notes on Estimating Experience Curves: Econometric Issues," IEEE Transactions on Engineering Management, EM-33, no.2, 1986

"On an Implication of a Theorem Due to Gorman," Economics Letters, 21, 1986 (co-author H. Shefrin)

"On Some Global Properties of Gorman Class Demand Systems," Economics Letters, 25, 1987 (co-author H. Shefrin)

"Crime, Deterrence and Choice: Testing the Rational Behavior Hypothesis," American Sociological Review, 53, no. 2, 1988

"Exact Aggregation and the Finite Basis Property," International Economic Review, 29, no. 3, 1988 (co-author H. Shefrin)

"Aggregation and Identification in Consumer Demand Systems," Journal of Econometrics, 44, 1990 (co-author H. Shefrin)

"Exact Aggregation of Consumer Demand Systems," Ricerche Economiche, 47, 1993

"A Labour Theoretic Analysis of the Criminal Choice," (with M.K. Block) reprinted in THE INTERNATIONAL LIBRARY OF CRITICAL WRITINGS IN ECONOMICS, The Economics of Corruption and Illegal Markets, eds. Gianluca Fiorentini & Stefano Zamagni, 1999

"The Role of Customer Satisfaction in Retailing Resource Allocation Models," The European Retail Digest, 43, 2004, Oxford England

"A Labour Theoretic Analysis of the Criminal Choice," (with M.K. Block) reprinted in THE INTERNATIONAL LIBRARY OF CRITICAL WRITINGS IN ECONOMICS, The Economics of Crime, eds. Isaac Ehrlich and Zhiquiang Liu, 2005

ASSORTED PRESENTATIONS, TECHNICAL REPORTS AND BOOK REVIEWS:

"Price, Production, and Sales Policy in an Uncertain and Imperfect Market: The Lead Industry," Ph.D. dissertation, University of Iowa, 1968

"Income Uncertainty, Risk Aversion and Incentive Effects," contributed paper, European meetings of The Econometric Society, Budapest, Hungary, 1972 (co-author M. Block)

"An Analysis of the Prevention Effectiveness of Penalties and Enforcement," chapter 9, Wildland Fire Management, vol.1, Stanford Ames NASA/ASEE Summer Faculty Systems Design Workshop, 1973

"The Criminal Choice and Trading Ethics," presented at the European meetings of the Econometric Society, Oslo, Norway, 1973 (co-author M. Block)

"A Model of Wildfire Ignitions and Damages with Applications to Activity Regulation," chapter 10, Wildland Fire Management, vol.1, Stanford Ames NASA/ASEE Summer Faculty Systems Design Workshop, 1973 (co-author S. Weissenberger)

The Supply of Legal and Illegal Activity: An Econometric Model, Technical Report ESCD-1-78, Center for Econometric Studies of Crime and the Criminal Justice System, The Hoover Institution, Stanford University, 1978

Adversary Modeling: An Analysis of Criminal Activities Analogous to Potential Threats to Nuclear Safeguard Systems, Lawrence Livermore National Laboratory Technical Report/USRL-13940, 1978

The Distribution of Illegal Incident Characteristics: Cases of Bank Fraud and Embezzlement, Computer-Related Crimes, and Insider Theft From Drug Manufacturers and Distributors, NUREG/CR-1118, U. S. Nuclear Regulatory Commission, 1979

"Measuring the Degree of Substitution Between Legitimate and Illegitimate IncomeGenerating Activities: A Dual Approach," presented at the European meetings of

The Econometric Society, Athens, Greece, 1979

The Insider Threat to Secure Facilities: Data Analysis, NUREG/CR-1234, The Nuclear Regulatory Commission, 1980

"Use of Analogous Incidents in Characterizing Threats to Nuclear Safeguards," in Proceedings of the 4th Annual Symposium on the Role of Behavioral Science in Physical Security, 1980 (co-author R. Schechter)

"Group Specific Cost of Living Indices and Exact Aggregation: An Application to Translog Indirect Utilities," presented at the World Congress of The Econometric Society, Aix-en-Provence, France, 1980

"The Finite Basis Property: A Necessary and Sufficient Condition for Exact Aggregation," presented at the European meetings of The Econometric Society, Dublin, Ireland, 1982 (co-author H. Shefrin)

"Aggregation and Identification: The Finite Basis Property," presented at the European meetings of The Econometric Society, Pisa, Italy, 1983 (co-author H. Shefrin)

"Forecasting Sales for Computers and Peripherals: Key Economic Indicators and a New Forecasting Methodology," report prepared for InfoCorp, Cupertino, CA., 1983

"The Economics of Crime Control," by Llad Phillips and Harold L. Votey, book review, Journal of Economic Literature, XXI, 1983

"An Economists' Thoughts on Modeling Criminal Behavior," Presentation to The International Congress on "New Dimensions of Criminality and Crime Prevention in the Context of Development: Challenges for the Future," St. Vincent, Italy, 1985

BOOKS:

Microeconomics for Business Decisions: Theory and Application, Prentice-Hall, 1976

Economic Models of Criminal Behaviour, editor, North Holland Publishing Company, 1978 (Reviewed in Economic Journal, June, 1981 and in Zeitschrift fur Nationalokonomie, no. 41, 1981)

WORK IN PROGRESS:

"Short and Long Term Price Elasticities of Demand for Gasoline."

"The Economics of Customer Satisfaction"

"Risk Measurement and Management: The Role of VaR Models in Assessing Risk" (2009) (1st draft of paper was given as a seminar 2/26/09 at SCU--with S.Das and G.Chacko)

SELECTED CONSULTING ACTIVITIES:

Department of Energy
Nuclear Regulatory Commission
Lawrence Livermore National Laboratory
CooperVision
InfoCorp
Various Startups—Pricing Related Issues