

**Mark J. McCabe**  
**Curriculum Vitae**

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University of Michigan

1075 Beal Ave.

Ann Arbor, MI 48109-2112

Languages: English (native)

Deutsch

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**I. DEGREES**

Ph.D., Applied Economics, Sloan School of Management, MIT, 1991

M.S., Technology and Policy, MIT, 1986.

A.B., Environmental Studies, Brown University, 1982.

**II. EXPERIENCE**

School of Information, University of Michigan,

Visiting Associate Professor, 2009 - present

Visiting Assistant Professor, 2007 – 2009.

Ross School of Business, University of Michigan

Lecturer, 2007-2008.

Ludwig Maximilian Universität, München,

Visiting Scholar, April 2008.

School of Economics, Georgia Institute of Technology

Asst. Professor, 1998 – 2007.

Sloan Industry Studies Program Affiliate, 2006 - present

[State Center's Panel of Economists](#), 2006 - present

Department of Economics, Ruhr-Universität Bochum,

Visiting Scholar, June, 2006.

Member, National Research Council's Committee on Geophysical and Environmental Data,  
2001-2004.

Economic Analysis Group, Antitrust Division, US Department of Justice

Economist, 1991 - 1998

Departments of Economics, American University  
Adjunct Professor, 1993.

Sloan School of Management, MIT  
Teaching Assistant, 1987-88.

### III. RESEARCH INTERESTS

Industrial Organization, Antitrust and Regulation.  
Market Structure and Pricing in Scholarly Publishing Markets.  
Information Goods Markets.  
Intellectual Property.  
Electric Power.

### IV. GRANTS

Co-PI for Andrew W. Mellon Foundation Grant (With Christopher Snyder, Dartmouth College), "Measuring the Impact of Digitization and Online Availability on Journal Citations." 7/06-5/09. Total Grant: \$282K. Funding included support for a recent [workshop](#).

Co-PI for Networks, Electronic Commerce and Telecommunications ("NET") Institute Grant (with Chris Snyder Professor of Economics at George Washington University). Summer, 2004. \$7.5K

Co-PI for Open Society Institute Grant (with Christopher Snyder, George Washington University), "Access to Science: Exploring New Markets for Digital Journals," 10/03-1/05. Total Grant: \$112K.

Co-Recipient of Andrew W. Mellon Foundation Grant (with Daniel Rubinfeld, Aviv Nevo and Aaron Edlin, all at UC Berkeley), "Scholarly Journals," (2002-2004), summer support for 2 years plus RA funding. Total Grant: \$300K+; \$31.7K received by Georgia Tech.

California Digital Library (University of California System, "Business Models for Digital Libraries" (2001), Total Grant: \$20K.

American Association of Law Libraries, "Pricing in the Legal Serials Market" (2000-2001), \$25K.

V. SCHOLARLY ACCOMPLISHMENTS

A. PUBLISHED BOOKS AND PARTS OF BOOKS

[A Portfolio Approach to Journal Pricing](#) in *Economics and Usage of Digital Libraries: Byting the Bullet*, 2008. University of Michigan, Scholarly Publishing Office, Jeffrey K. MacKie-Mason and Wendy Pradt Lougee, editors.

[Resolving Conflicts Arising from the Privatization of Environmental Data](#), National Academy of Sciences, 2001. Joint with other members of the NRC Committee on Geophysical and Environmental Data.

B. ECONOMICS JOURNAL ARTICLES

["Academic Journal Prices in a Digital Age: A Two-Sided Market Approach"](#) with Christopher Snyder. *The B.E. Journal of Economic Analysis & Policy*: Vol. 7 : Iss. 1 (Contributions), Article 2, 2007.

["Open Access and Academic Journal Quality,"](#) (with Christopher Snyder), *American Economic Review*, Vol. 95, No.2, May, 2005.

["The Demand for Economics Journals by Academic Libraries": An Econometric Analysis,](#)" (with Aviv Nevo and Daniel Rubinfeld ) *American Economic Review*, Vol. 95, No. 2, May, 2005.

["Information Goods and Endogenous Pricing Strategies: the Case of Academic Journals,](#) *Economics Bulletin*, Vol. 12, No. 10, 2004.

["Law Serials Pricing and Mergers: A Portfolio Approach."](#) *The B.E. Journal of Economic Analysis & Policy*: Vol. 3 : Iss. 1 (Contributions), Article 11, 2004.

["Journal Pricing and Mergers: A Portfolio Approach,"](#) *American Economic Review*, Vol. 92, No. 1, March, 2002.

["Do American and European Industrial Organization Economists Differ?"](#) (with Karl Aiginger, Dennis C. Mueller and Christoph Weiss). *Review of Industrial Organization*. December 2001, Volume 19, Number 4.

["Principals, Agents, and the Learning Curve: the Case of Steam-Electric Power Plant Construction."](#) *Journal of Industrial Economics*, December 1996.

["The Effects of Industrial Structure on Learning by Doing in Nuclear Power Plant Operation,"](#) (with Richard K. Lester) *Rand Journal of Economics*, Vol. 24, no. 3, Autumn 1993.

**C. OTHER PUBLICATIONS**

"Merging West and Thomson: Pro- or Anti-Competitive?", *Law Library Journal*, Summer 2005, Vol. 97, No. 3.

"The Best Business Model for Scholarly Journals: An Economist's Perspective," *Nature* (July 16, 2004), with Chris Snyder.

"The Impact of Publisher Mergers on Journal Prices: Theory and Evidence," in *Making Waves: New Serials Landscapes In a Sea of Change*. Proceedings of the North American Serials Interest Group, Inc., ed. by P. Michelle Fiander and Joseph C. Harmon. New York: Haworth Information Press, 2001. Co-published simultaneously in the *Serials Librarian*, Vol. 40, No. 1/2, 2001, pp. 157-166.

"The Impact of Publishers Mergers on Journal Prices: An Update." *ARL*, the Newsletter of the Association of Research Libraries, December, 1999. Note that this paper is an expanded version of the paper published in *Against the Grain*, earlier in 1999.

"The Impact of Publishers Mergers on Journal Prices: An Update." *Against the Grain*, September, 1999.

"The Impact of Publisher Mergers on Journal Prices: A Preliminary Report." *The Journal of Information and Technology Association*, Vol. 50 no.3 (March, 2000). (in Japanese). Note that this article appeared originally in the *ARL*, in 1998.

"The Impact of Publisher Mergers on Journal Prices: A Preliminary Report." *ARL*, the Newsletter of the Association of Research Libraries. October, 1998.

**D. WORK IN PROGRESS/WORKING PAPERS**

1. Non-Parametric Estimation of Asymmetric Procurement Auctions with Policy Experiments: Evidence from NJ School Bus Contracts (supported with funds from the [State Center](#), and the University of Michigan [STIET](#) program). With Ben Stearns. December 2007 – August, 2009.
2. "The Impact of Digitization and Online Availability on Journal Citations". With Christopher Snyder and Roger Schonfeld (supported with funds from the Andrew W. Mellon Foundation). July, 2006 - May, 2009.
3. The Pricing of Academic Journal Journals." With Aviv Nevo and Daniel Rubinfeld. Revised Summer, 2008. Working Paper.
4. "The Economics of Open Access Journals." With Christopher Snyder. May 2006.

5. [“A Model of Academic Journal Quality with Applications to Open-Access Journals”](#) (with Christopher Snyder. Latest version: March, 2005).
6. “Portfolio Models of Journal Pricing: Print v. Digital,” 2003 working paper.
7. “Academic Journals and Market Power: A Portfolio Approach,” 2000.
8. “Aftermarket Exclusion,” 1997.
9. “Analyzing Welfare in Related Markets: Durable Goods and Aftermarkets.” 1997.
10. “Dynamic Behavior of Regulated Firms: Evidence from Nuclear Utilities,” with James Hewlett. 1996.

#### E. PRESENTATIONS

Economics Conferences/Workshops:

[Workshop: Economic Perspectives on Scholarly Communication in a Digital Age](#), University of Michigan (9/2008), “Measuring the Impact of Digitization and Online Availability on Journal Citations.” (organized by McCabe and Snyder).

International Industrial Organization Conference (Savannah, 4/2007) “Online Access and Journal Citation Rates”.

Sloan Industry Studies Conference (Cambridge, MA, 4/2007), “Online Access and Journal Citation Rates”.

4<sup>th</sup> Workshop on Media Economics (Washington, DC November 2006), “Academic Journal Prices in a Digital Age: A Two-Sided Market Approach.”

Latin American Meetings of the Econometric Society (Mexico City, November 2006). “Pricing of Academic Journals.”

6<sup>th</sup> ZEW Conference on the Economics of Information and Communication Technologies (Mannheim, Germany, October 2006). “Academic Journal Prices in a Digital Age: A Two-Sided Market Approach.”

2006 Meetings of the EEA (*invited session*, Vienna, Austria, August 2006). “Estimating Demand for Academic Journals: A Portfolio Approach.”

5<sup>th</sup> ZEW Conference on the Economics of Information and Communication Technologies (Mannheim, Germany, July 2005). “A Model of Academic Journal Quality with Applications to Open-Access Journals.”

2005 Meetings of the AEA (*invited session*) “Open Access to Journals”

April 17, 2009

2005 Meetings of the AEA (*invited session*) “The Demand for Economics Journals by Academic Libraries: An Econometric Analysis”

Media Economy Workshop (*invited* key note speaker), University of Göttingen, Germany (11/2004). “The Economics of Open Access Journals: A Strategic Perspective”

International Industrial Organization Conference (Chicago, 2004) “The Economics of Open Access Journals”

Meetings of the European Economic Association (Stockholm 2003) (*invited session*), “Journal Pricing and Mergers: Print v. Digital”

Southern Economics Association Meetings (New Orleans, 2002) “Portfolio Models of Journal Pricing: Print v. Digital”

Kiel Workshop on the Economics of Network and Information Industries (Kiel, Germany 2002) “A Portfolio Model of Journal Pricing: Print v Digital”

American Economic Association Meetings (Atlanta 2002) “A Portfolio Model of Journal Pricing: Print v Digital”

European Association of Research in Industrial Organization Conference (Dublin, Ireland 2001) “Journal Pricing and Mergers: A Portfolio Approach”

American Economic Association Meetings (Boston, MA 2000) “Academic Journal Pricing and Market Power: A Portfolio Approach”

European Association of Research in Industrial Organization Conference (Turin, Italy 1999) “Academic Journal Pricing and Market Power: A Portfolio Approach”

Western Economics Association Meetings (San Diego 1999) “Academic Journal Pricing and Market Power: A Portfolio Approach”

Southern Economics Association Meetings (New Orleans 1998) “Academic Journal Pricing and Market Power: A Portfolio Approach”

European Association of Research in Industrial Organization Conference (Leuven, Belgium 1997) “Analyzing Welfare in Related Markets: Durable Goods and Aftermarkets”

American Economic Association Meetings (Washington DC 1995) "Dynamic Behavior of Regulated Firms: Evidence from Nuclear Utilities"

Southern Economics Association Meetings (Orlando, 1994) "Principals, Agents, and the Learning Curve: the Case of Steam-Electric Power Plant Construction."

American Economic Association Meetings (Washington DC, 1991) “Principals, Agents, and the Learning Curve: the Case of Steam-Electric Power Plant Construction.”

***Invited*** Economics Seminars:

[University of Michigan STIET seminar](#), (3/2009), “Taller Profiles and/or Longer Tails?: Online Access and Scientific Communication.”

Friedrich-Alexander-Universität Erlangen-Nürnberg (4/2008), “Online Access to (Old?) Knowledge: Measuring the Impact on Scientific Communication.”

Ludwig Maximilian Universität, München, Department of Management (4/2008), “Online Access to (Old?) Knowledge: Measuring the Impact on Scientific Communication.”

[University of Michigan STIET seminar](#), (11/2007), “Online Access to (Old?) Knowledge: Measuring the Impact on Scientific Communication.”

University of Toronto, Rotman School of Business (11/2007), “Online Access to (Old?) Knowledge: Measuring the Impact on Scientific Communication.”

Clemson University, Department of Economics (9/2007), “On the Economics of Economic Journals: Theory and Empirics.”

Rheinisch-Westfälisches Institut für Wirtschaftsforschung (RWI) Essen (6/2006), “Academic Journal Prices in a Digital Age: A Two-Sided Market Model.

Ruhr-Universität Bochum (10/2005), “Some Economics of Academic Journals: A Two-Sided Market Approach.”

NC State (2001) “Academic Journal Pricing and Market Power: A Portfolio Approach”

Georgia Tech, IAC Lecture Series (2000) “Scientific Journals in Crisis: An Economic Perspective”

US Federal Trade Commission (2000) “Academic Journal Pricing and Market Power: A Portfolio Approach”

Wissenschaft Zentrum Berlin (2000) “Academic Journal Pricing and Market Power: A Portfolio Approach”

SUNY Stony Brook (1999) “Academic Journal Pricing and Market Power: A Portfolio Approach”

Georgia Tech (1999) “Academic Journal Pricing and Market Power: A Portfolio Approach”

Georgia Tech (1998) “Aftermarkets.”

Colorado School of Mines (1998) "Dynamic Behavior of Regulated Firms: Evidence from Nuclear Utilities"

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University of Maryland (1997) "Analyzing Welfare in Related Markets: Durable Goods and Aftermarkets

US Department of Justice (1995) "Dynamic Behavior of Regulated Firms: Evidence from Nuclear Utilities"

Resources for the Future (1991) "Principals, Agents, and the Learning Curve: the Case of Steam-Electric Power Plant Construction."

US Department of Justice (1991) "Principals, Agents, and the Learning Curve: the Case of Steam-Electric Power Plant Construction."

University of Southern California (1991) "Principals, Agents, and the Learning Curve: the Case of Steam-Electric Power Plant Construction."

William and Mary (1991) "Principals, Agents, and the Learning Curve: the Case of Steam-Electric Power Plant Construction."

Library/Publishing Conferences (*all invited*):

Society for Scholarly Publishing Annual Meeting (San Francisco, 6/2007), "Online Access and Journal Citation Rates".

Society for Scholarly Publishing's Top Management Roundtable (Philadelphia, 9/2006), panelist.

Third Nordic Conference on Scholarly Communication (Lund, Sweden, 4/2006), "The Scholarly Journals Market: Is There Room for Multiple Business Models?".

5<sup>th</sup> Frankfurt Scientific Symposium (10/2005), "Scholarly Communications and the Market: Is there Room for Multiple Publishing Models?"

American Association for the Advancement of Science (AAAS) Annual Meetings (Washington, DC, 2/2005): "The Economics of Open Access Publishing: A Strategic Perspective."

Information Access Alliance Conference on Publishing and Antitrust (Washington DC, 2/2005) Title: "Library Portfolio Behavior: Implications for Pricing and Antitrust."

Cologne Summit On Open Access Publishing (Cologne, Germany (12/2004).  
"The Economics of Open Access Publishing: A Strategic Perspective"

ALPSP/OSI/SPARC Meeting (Washington, DC 11/2004). "The Economics of Open Access"

Symposium on Open Access and Digital Preservation at Emory University, (10/2004)  
"(Some) Economics of (Archival) Access"

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American Library Association (Orlando, 7/2004) “Merger Impacts and Bundling Threats in Journal Publishing”

Trans-Atlantic Consumer Dialogue on Intellectual Property (NYC, 6/2004) “Academic Journals: What is the Best Business Model?”

Information Futures Institute (Washington, DC 2004). “Journal Economics: What is the Best Business Model”

ALPSP/OSI/SPARC Meeting (London, 9/2003). “Prospects for Open Access Publishing: A Strategic Perspective

Royal Library of Stockholm (2003) “Journal Pricing and Mergers: Print v. Digital”

American Library Association Meetings (Philadelphia 2003) “Journal Pricing and Mergers: Print v Digital”

American Association of Law Libraries Annual Meetings (Orlando 2002) "A Portfolio Approach to Print Legal Serials Pricing"

American Library Association Meetings (Atlanta 2002) “Serial prices, Past and Future”

American Association of Law Libraries Annual Meetings (Minneapolis 2001) “Pricing Trends in Legal Publishing: Some Preliminary Evidence”

NASIG conference (2000), plenary address, "The Impact of Publisher Mergers on Journal Prices: Theory and Evidence”

PEAK Conference (Ann Arbor 2000), "Academic Journal Pricing and Market Power: A Portfolio Approach"

American Association of Law Libraries Annual Meetings (Washington, DC 1999) "Journal Pricing and Market Power: A Portfolio Approach"

Medical Library Association (Chicago, 1999), "Journal Pricing and Market Power."

American Library Association Meetings (Philadelphia 1999) “The Impact of Publisher Mergers on Journal Prices”

Association of Research Libraries Meetings (Washington, DC 1998) “The Impact of Publisher Mergers on Journal Prices: A Preliminary Report”

*Invited* Library Seminars:

Staats- und Universitätsbibliothek Göttingen (2/2008), “Online Access to (Old?) Knowledge: Measuring the Impact on Scientific Communication.”

Georgia Tech (2004) “Academic Journals: What is the Best Business Model?”

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Georgia Tech (2000) "Academic Journal Pricing and Market Power: A Portfolio Approach"

Georgia Tech (1999) "The Impact of Publisher Mergers on Journal Prices: A Preliminary Report"

University of California, Berkeley (2001) "Business Models for Digital Libraries"

**VI. TEACHING at MICHIGAN/GEORGIA TECH**

**A. COURSES TAUGHT**

[Competitive Tactics](#) (Michigan)

[Information in Social System](#) (Michigan)

[Information Economics](#) (Michigan)

[Incentive Centered Design: Contracting and Signaling](#) (Michigan)

Intro and Intermediate Microeconomics (Georgia Tech)

Industrial Organization (Georgia Tech)

Economic Regulation (Georgia Tech)

Graduate Microeconomics (Georgia Tech)

Graduate Economic Regulation (Georgia Tech)

**B. INDIVIDUAL STUDENT GUIDANCE**

Benjamin Stearns, PhD Economics. Expected 2009. Non-Parametric Estimation of Asymmetric Procurement Auctions with Policy Experiments: Evidence from NJ School Bus Contracts.

Geoff Perrin, Summer 2008, Bidding Behavior in Government Procurement Auctions

Kyle Thomason, B.S. Economics 2007. Senior Essay. "The Economics of Higher Education."

Gabriel Arniella, B.S. Economics 2007. Senior Essay. "Telecom Regulation in Europe: the Case of Mobile Phones."

David Johnson, B.S. Economics 2006. Senior Essay: "International Comparisons of Pension Systems: US, UK & Germany."

April 17, 2009

Brian McKinley, B.S. Economics 2005. Senior Essay: "Restructuring in the Utility Wind Turbine Industry."

Bill McCulley, B.S. Economics 2004. Senior Essay: "Minimum Advertised Price Policies and the CD-Music Music Market: An Empirical Analysis."

Graham Haer, B.S. Economics 2004. Senior Essay: "An Intellectual and Legal History of Competition in the U.S. and EU."

Benjamin Stearns, PURA Award, Spring 2003, "The Economics of Science Journals."

Somboon Nuchprayoon, PhD, 2003. Electrical and Computer Engineering. Thesis title: The Impact of Transmission Losses on the Costs and Pricing of Transmission Services in a Deregulated Electric Utility Industry.

Doug Heslep, B.S. Economics 2002. Senior Essay: "Economics of the Pharmaceutical Industry"

Carolyn Conner Seepersad, M.S. 2001. Mechanical Engineering. Thesis title: A Quantitative Approach for Determining Product Platform Extent.

Gabriel Hernandez, PhD, 2001. Mechanical Engineering. Thesis title: Designing Open Product and Process Architectures: A Constructal Approach.

David Schooley, PhD, 1998. Electrical and Computer Engineering. Thesis title: Unit commitment and system reliability in electric utility systems with independent wind and solar generation.

## **VII. SERVICE**

### **A. PROFESSIONAL CONTRIBUTIONS**

#### **Professional Memberships**

American Economic Association  
Econometric Society

#### **Professional Service Activities**

AEA Meetings session organizer and chair (2000, 2002)

Referee for the following journals:

American Economic Review  
American Economic Journal: Applied Economics  
American Economic Journal: Economic Policy  
B.E. Journals in Economic Analysis and Policy

Empirica  
Economics Bulletin  
International Journal of Industrial Organization  
Journal of Economic Literature  
Journal of Economics and Finance  
Journal of Economics and Management Strategy  
Journal of the European Economic Association  
Journal of Industrial Economics  
Journal of Institutional and Theoretical Economics  
Journal of Industry, Competition, and Trade  
Journal of Law, Economics and Organization  
Journal of Media Economics  
Review of Industrial Organization  
The Energy Journal

Reviewer for various National Science Foundation grant proposals

## B. OTHER CONTRIBUTIONS

Citations in News Publications:

*Chronicle of Higher Education* (October 30, 1998, “Research Libraries Newsletter Examines Profits of Journal Publishers”)

*New York Times* (Dec. 8, 1998, “[Soaring Prices Spur a Revolt in Scientific Publishing](#)”)

*Nature* (Jan. 21, 1999, “[The Writing is on the Web for Science Journals in Print](#)”)

*Le Monde* (Jan. 22, 1999, “Les journaux scientifiques sont menaces par la concurrence d'Internet”)

*Atlanta Journal-Constitution* (April 15, 1999, “Lobbying Gets Heavy Over Bill On Car Sales; Industry Groups Urging Barnes to Veto Measure”)

*Associated Press* (October 28, 1999, “Soda Vending Can Be Price Sensitive”)

*New York Times* (Nov. 3, 2000, “[As Publishers Perish, Librarians Feel the Pain](#)”)

*Science* (Nov. 3, 2000, “[Librarians Seek to Block Merger of Scientific Publishing Giants](#)”)

*Wall Street Journal* (Nov. 3, 2000, “[Reed, Thomson Attempt to Buy Harcourt Could Face Tough Antitrust Scrutiny](#)”)

*Atlanta Journal-Constitution* (October 20, 2002, “Beverage Industry: Giants Leave Few Places for Little Guys”)

*Information Today* (December, 2002, Interview: “[A True Market Failure](#)”)

*Tufts Medicine* (Spring, 2003, “Squeeze Play: The time-honored system of disseminating research findings is now under siege, owing to a precipitous rise in the cost of medical journals, and the consequences are starting to be grim”)

*Newsday* (April 18, 2003, “Librarians Target Science Publishers; They Decry Rising Prices of Academic Journals”)

*Harper’s Index for May, 2003* (“Percentage change since 1988 in the average subscription price of a U.S. scientific, medical, or technical journal: +250)

*Macon Telegraph* (October 29, 2003, “Feds Could Block B&W Deal; FTC Antitrust Concerns Might Save Macon Jobs”)

*NSBE* (Published by the National Society of Black Engineers), (2003, “What Hath the Telecom Act Wrought”)

*Inside Higher Ed*, (January 10, 2005, “[Open Access Journals Can be High Quality](#)”)

*Chronicle of Higher Education* (Dec. 4, 2006, “[Planned Merger of Two Big Journal Publishers Worries Many Academic Librarians](#)”)

*Chronicle of Higher Education* (August 1, 2008), “Free Access to Science Papers Found Not to Increase Citations.”

Research Cited:

In testimony by James Neal, Dean, University Libraries, Johns Hopkins University, before House Committee on Commerce, Telecommunications, Trade and Consumer Protection. (July, 1999)

In the Information Access Alliance’s white paper: “[Publisher Mergers: A Consumer-Based Approach to Antitrust Analysis](#)” (June, 2003).

By Elias Zerhouni, Director of the NIH, in his paper: “[Access to Biomedical Research Information](#) (May 2004).” This paper was prepared in response to a request by the US House Committee on Appropriations.

In the European Commission’s, “[Study on the Economic and Technical Evolution of the Scientific Publication Markets in Europe](#).” (January, 2006).

## VIII. HONORS AND AWARDS

University of California Irvine Chancellor's Distinguished Fellow, nominated, 2003

The Assistant Attorney General's Outstanding Contribution Award, 1995

Sloan School Fellowship, 1986-1990

Phi Beta Kappa, 1982

**IX. CONSULTING ACTIVITIES**

After leaving the Department of Justice I have assisted government antitrust agencies (including AG offices in California, Illinois, Massachusetts and New York) in their investigations of various industries, including healthcare, media, online services, publishing, and transportation. I have also advised private parties on issues related to antitrust, intellectual property, damages and general strategic questions. I have testified as an expert witness. Additional information and references are available upon request.