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**John G. Marcis, Ph.D.**  
**Professor**  
**Accounting, Finance, and Economics**  
**College of Business**  
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## **Academic Background**

### **Degrees**

Ph.D. University of Missouri - Columbia, Columbia, MO, Economics, 1991

B.A. Southern Illinois University - Carbondale, Carbondale, IL, Economics, 1971

### **Dissertation**

#### **Dissertation**

Gender Differences in Job Quitting Among Younger Workers

### **Professional Interests**

#### **Research Interests**

Real Estate (premium prices paid for: Gated Communities; Golf Courses; Water Views); Student Performance (Expected Grades; Natives and Transfers)

#### **Teaching Interests**

Microeconomic Principles; Intermediate Microeconomic Theory; Labor Theory and Policy; Economics of Aging; Statistics; Decision Analysis; MBA Economics; Consumer Economics & Finance

## **INTELLECTUAL CONTRIBUTIONS**

### **Refereed Articles**

Keller, Jr., C. E., Marcis, J. G. , & Deck, A. B. (2008). Demographic Factors and Student Preferences on the Syllabus in the Principles of Accounting Course. *Academy of Educational Leadership Journal*, 12 (2), 11-34.

Burney, R. B., Marcis, J. G. , & Boyles, G. V. (2007). The Pedagogy of Financial Leverage: Using a 'Hook' to Improve Learning. *Journal of Economics and Finance Education*, 6 (1), 57-69.

Marcis, J. G., Keller, Jr., C. E. , Carr, D. R. , & Deck, A. B. (2007). A Survey on Faculty Views Regarding the Course Syllabus. *Journal of Accounting and Finance Research*, 13 (4).

Keller, C. E., Deck, A. B. , & Marcis, J. G. (2006). Institutional Factors and Student Preferences on the Syllabus in the Principles of Accounting Course. *Journal of Business and Behavioral Sciences*, 14 (2), 108-123.

Mortimer, J. W. & Marcis, J. G. (2006). Bond Valuation: A Simpler and More Insightful Approach. *Journal of Theoretical Accounting Research*, 2 (1), 92-98.

Marcis, J. G. & Deck, A. B. (2005). Promoting Internet Site Evaluation Skills in Undergraduate Research. *Journal of Business and Behavioral Sciences*.

Marcis, J. G. & Carr, D. R. (2004). The Course Syllabus in the Principles of Economics: A National Survey. *Atlantic Economic Journal*, 32 (3).

Marcis, J. G. & Carr, D. R. (2003). A Note on Student Views Regarding the Course Syllabus. *Atlantic Economic Journal*, 31 (1).

Marcis, J. G. & Bland, E. M. (2001). A Note On The Value of Professional Certifications in Academe. *Atlantic Economic Journal*, 29 (1).

### **Refereed Proceedings**

## **Full Paper**

- Eason, J. F., Marcis, J. G. , Burney, R. B. , & Boyles, G. V. (2009). Grade Expectations: Evidence of Cognitive Biases in Students' Academic Self-Assessment in the Introductory Finance Course. American Society of Business and Behavioral Sciences.
- Marcis, J. G., Boyles, G. V. , & Burney, R. B. (2006). Students' Expected Grade and Reality In Principles of Finance: Introductory Comments and Preliminary Analysis. Academy of Economics and Finance, 30.
- Boyles, G. V., Burney, R. B. , Hendrick, A. E. , Marcis, J. G. , & Wathen, S. A. (2005). Academic Success of 'Native' Students and 'Transfer' Students in the Introductory Finance Course: A Literature Review. Academy of Economics and Finance.
- Burney, R. B., Marcis, J. G. , & Boyles, G. V. (2004). The Pedagogy of Financial Leverage: Caveats and Current Practice. Financial Education Association.
- Boyles, G. V., Burney, R. B. , Marcis, J. G. , & Hendrick, A. E. (2004). The South Carolina Teacher and Employee Retention Incentive Program: An Assessment of Its Cost. Academy of Economics and Finance.
- Keller, Jr., C. E. & Marcis, J. G. (2004). Student Views on the Course Syllabus: A National Survey of Students in the Principles of Accounting Course. American Academy of Accounting and Finance.
- Marcis, J. G., Carr, D. R. , & Deck, A. B. (2002). Faculty Views on Improving Course Communication With The Course Syllabus: A Survey. Southeastern Chapter INFORMS, 38.
- Marcis, J. G. & Bland, E. M. (2002). The Perceived Value of Professional Certifications, Major Fields of Study, and Applicant Demographic Data in the Academic Job Market: A Survey of Finance Professionals. Academy of Economics and Finance.
- Boyles, G. V., Burney, R. B. , & Marcis, J. G. (2002). The Impact of a Declining Market on Expense Ratios in the Mutual Fund Industry. Academy of Economics and Finance.
- Burney, R. B., Marcis, J. G. , & Boyles, G. V. (2001). Avoiding the Pitfalls of Off-The-Cuff Financial Leverage Examples in the Classroom. Academy of Economics and Finance.

## **Presentation of Refereed Papers**

### **National**

- Eason, J. F., Marcis, J. G. , Burney, R. B. , & Boyles, G. V. (2009, February). Grade Expectations: Evidence of Cognitive Biases in Students' Academic Self-Assessment in the Introductory Finance Course. American Society of Business and Behavioral Sciences, Las Vegas, Nevada.
- Marcis, J. G. (2008, April). Using Music Videos in the Consumer Finance Course. Annual Meetings of the Allied Academies, Tunica, Mississippi.
- Marcis, J. G. (2008, February). Student Self-Assessment Skills and Success in the Finance Course. Academy of Economics and Finance, Nashville, South Dakota.
- Marcis, J. G. (2007, April). Demographic Factors and Student Preferences on the Syllabus in the Principles of Accounting Course. Annual Meetings of the Allied Academies, Jacksonville, Florida.
- Marcis, J. G., Burney, R. B. , & Boyles, G. V. (2007, February). Grade Expectations: Evidence of Cognitive Biases in Students' Academic Self-Assessment in the Introductory Finance Course. Academy of Economics and Finance, Jacksonville, Florida.
- Marcis, J. G. (2006, November). Gated Communities and Residential Housing Prices Along South Carolina's Grand Strand: A Review of the Literature. Academy of Business Disciplines, Fort Meyers Beach, Florida.
- Marcis, J. G. (2006, April). Gated Communities and Residential Housing Prices Along South Carolina's Grand Strand: A Preliminary Analysis. American Real Estate Society (ARES), Key West, Florida.
- Marcis, J. G., Boyles, G. V. , & Burney, R. B. (2006, February). Students' Expected Grade and Reality In Principles of Finance: Introductory Comments. Academy of Economics and Finance, Houston, Texas.

### **Regional**

- Marcis, J. G. (2006, November). The Presence of 'Gated' and 'Guarded' Communities Along South Carolina's Grand Strand: Some Preliminary Findings. Southern Economic Association Annual Conference, Charleston, South Carolina.

## **Working Papers**

- Marcis, J. G. (2008). "Real Estate Prices 'In' and 'Out' of Flood Plains Along South Carolina's 'Grand Strand'"

targeted for Applied Economics Letters.

Marcis, J. G. (2008). "Gated Communities and Residential Housing Prices Along South Carolina's 'Grand Strand'" targeted for Atlantic Economic Journal.

Marcis, J. G. (2008). "Expected Grade, Self-Efficacy, and Reality in The Principles of Economics Course" targeted for American Economist.

## **Presentation of Non-Refereed Papers**

### **National**

Boyles, G. V., Marcis, J. G. , & Burney, R. B. (2006, April). Students' Expected Grade and Reality In Principles of Finance: A Preliminary Analysis. Financial Education Association, San Antonio, Texas.

Boyles, G. V., Burney, R. B. , Hendrick, A. E. , Marcis, J. G. , & Wathen, S. A. (2005, April). The Performance of 'Native' and 'Transfer' Students in the Introductory Finance Course: A Literature Review. Financial Education Association, Orlando, Florida.

Marcis, J. G. & Eason, J. F. (2005, December). Students' Expected Grade and Reality in Intermediate Accounting: Introductory Comments. American Academy of Accounting and Finance, Tampa, Florida.

Marcis, J. G. & Keller, Jr., C. E. (2005, March). Differences in Faculty and Student Perceptions of Important Syllabus Components: A Preliminary Analysis. National Business and Economic Society (NBES), Key West, Florida.

Keller, Jr., C. E. & Marcis, J. G. (2004, December). Accounting Student Views on the Course Syllabus: Preliminary Results of a National Survey. American Academy of Accounting and Finance, New Orleans, Louisiana.

Marcis, J. G., Boyles, G. V. , & Burney, R. B. (2003, February). Preliminary Results of a Survey of Finance Student Views Regarding the Course Syllabus. Academy of Economics and Finance, Savannah, Georgia.

## **Professional Associations**

### **Memberships**

Academy of Economics and Finance

American Economic Association

American Real Estate Society

Atlantic Economic Association

Missouri Valley Economic Association

Southern Economic Association

Southern Finance Association

## **Teaching**

### **Courses Taught**

Applied Research Methods (MBA)

Consum Economics

Consumer Economics

Decision Analysis

Economic Strategy (Specialized Masters)

Economic Strategy (MBA)

Economics of Aging

Independent Study

Intermediate Microeconomic Theory

Labor Theory and Policy

Macroeconomic Principles

Management Science

Managerial Economics

Microeconomic Principles

## Other Teaching Activities

### **Distance Learning**

2004 - Distance Learning. Taught video conference graduate course (ECON 524: Essentials of Economics) as part of M.A.T. program.

2004 - Distance Learning. Taught video conference graduate course (ECON 693: Industrial Economics) as part of CCU-Winthrop University MBA agreement.

2003 - Distance Learning. Taught video conference graduate course (ECON 693: Industrial Economics) as part of CCU-Winthrop University MBA agreement.

2003 - Distance Learning. Developed video conference graduate course (ECON 524: Essentials of Economics) as part of M.A.T. program.

2003 - Distance Learning. Taught video conference graduate course (ECON 524: Essentials of Economics) as part of M.A.T. program.

2002 - Distance Learning. Taught video conference graduate course (ECON 693: Industrial Economics) as part of CCU-Winthrop University MBA agreement.

2001 - Distance Learning. Taught video conference graduate course (ECON 693: Industrial Economics) as part of CCU-Winthrop University MBA agreement.

### **Course (New) - Creation/Delivery: Conventional**

2008 - Course (New) - Creation/Delivery: Conventional. Honors Section of ECON 110 (Consumer Economics) for the Honors College at CCU.

2008 - Course (New) - Creation/Delivery: Conventional. Honors Section of ECON 202 (Microeconomics) for the Honors College at CCU

2007 - Course (New) - Creation/Delivery: Conventional. New course (ECON 720: Economic Strategy) developed for the new M.B.A. program at CCU.

2007 - Course (New) - Creation/Delivery: Conventional. New course (ECON 110: Consumer Economics) major revision of course for the new core curriculum at CCU.

2006 - Course (New) - Creation/Delivery: Conventional. New course (ECON 525: Topics in Economics) developed for the Social Sciences area within the M.A.T. program at CCU.

2005 - Course (New) - Creation/Delivery: Conventional. New course (ECON 302: Intermediate Microeconomic Theory) developed as requirement for new Economics major.

2004 - Course (New) - Creation/Delivery: Conventional. New course (ECON 335: Intermediate Economics) developed as requirement for new Economics minor.

2003 - Course (New) - Creation/Delivery: Conventional. Developed video conference graduate course (ECON 524: Essentials of Economics) as part of M.A.T. program.

2001 - Course (New) - Creation/Delivery: Conventional. Developed distance education course (ECON 472: Economics of Aging) for Certificate in Gerontology.

2000 - Course (New) - Creation/Delivery: Conventional. Developed video conference graduate course (ECON 693: Industrial Economics) as part of the CCU-Winthrop University agreement; this course was a 6 credit hour MBA course with another professor at Winthrop University.

### **Other Teaching Activities**

2010 - Other Teaching Activities. I taught an integrated section of ECON 202 for the Honors program.

2009 - Other Teaching Activities. I taught an integrated section of ECON 202 for the Honors program.

2008 - Other Teaching Activities. I taught a separate (and distinct) section of ECON 110 for the Honors program.

## Cases

Bland, E. M. & Marcis, J. G. (2008). "Winnebago - 2007", In Fred David (Ed.) Strategic Management and Cases, 12th edition. Pearson (Prentice-Hall Publishing Company).

Bland, E. M. & Marcis, J. G. (2005). "Winnebago - 2004", In Fred David (Ed.) Cases in Strategic

Management. Prentice-Hall Publishing Company.

Marcis, J. G. & Bland, E. M. (2003). "Winnebago Industries - 2002", In Fred David (Ed.) Cases in Strategic Management. Prentice-Hall Publishing Company.

Marcis, J. G. (2001). "Winnebago Industries - 2000", In Fred David (Ed.) Cases in Strategic Management. Prentice-Hall Publishing Company.

## **Service:**

### **Service to the University**

#### **College Assignments**

##### **Chair:**

2006-2007: Economics Search Committee: Chaired committee and reviewed applications of candidates for one (1) tenure-track appointment (Mr. Robert Salvino); participated in interview process

2005-2006: Economics Search Committee: Chaired committee and reviewed applications of candidates for one (1) tenure-track appointment (A. Weinbach, Ph.D.); participated in interview process

2002-2003: Economics Search Committee: Chaired committee and reviewed applications of candidates for one (1) tenure-track appointment (Y. Wachsman, Ph.D.); participated in interview process

2001-2002: Economics Search Committee: Chaired committee and reviewed applications of candidates for one (1) tenure-track appointment (D. Edwards, Ph.D.); participated in interview process

##### **Member:**

2007-2008 through 2008-2009: Faculty Performance and Review (FPR): Make policy recommendations for E. C. Wall College of Business.

2007-2008 through 2008-2009: Curriculum Committee: Reviewed applications for new courses within E. C. Wall College; various curriculum proposals presented

2006-2007 through 2007-2008: Assessment Committee: Review standards for E. C. Wall College of Business and review/create rubrics.

2005-2006: MBA Task Force: Assisted in preparation of new M.B.A. program at CCU; reviewed course proposals and general policy regarding M.B.A.

2005-2006: Curriculum Committee: Reviewed applications for new courses within E. C. Wall College; various curriculum proposals presented; revisions to Accounting program; revisions to Economics program; revisions to Finance program

2004-2005: AACSB Learning Outcomes Committee: Established Learning Outcomes for students in the Wall College of Business and the manner in which to measure achievement of those rubrics

2004-2005: Curriculum Committee: Reviewed applications for new courses within E. C. Wall College; various curriculum proposals presented; Resort Tourism Management major proposal approved

2004-2005: Business Policy/Strategy Search Committee: Reviewed applications of candidates for one (1) tenure-track appointment; participated in interview process

2004-2005: Management/Statistics Search Committee: Reviewed applications of candidates for two (2) tenure-track appointments; participated in interview process

2003-2004: AACSB Learning Outcomes Committee: Established Learning Outcomes for students in the Wall College of Business and the manner in which to measure achievement of those rubrics

2003-2004: Curriculum Committee: Reviewed applications for new courses within E. C. Wall College; various curriculum proposals presented; Economics major proposal approved; changes to Management major and Management course offerings

2003-2004 through 2004-2005: Economics Major Committee: Designed and refined new Economics major and course offerings for Spring 2005 offering

2003-2004 through 2004-2005: MBA Task Force: Designed and refined MBA program and course offerings for new Fall 2006 offering

1999-2000 through 2002-2003: Curriculum Committee: Reviewed applications for new courses within E. C. Wall College; various curriculum proposals presented

#### **University Assignments**

##### **Chair:**

2006-2007 through 2008-2009: University Grievance Committee: Various situations presented

**Member:**

2007-2008: Committee to Review the New Core Curriculum: Review current standards and make recommendations per committee charge

2007-2008: Strategic Planning Task Force on Faculty and Staff Success: Review current standards and make recommendations per committee charge.

2007-2008 through 2008-2009: Faculty Welfare and Development (FWD) Committee: Evaluation of faculty 'developmental grant' applications; salary compression; other activities

2006-2007: Center for Study of Aging and Active Retirement (CSAAR): Instructional and promotional role.

2006-2007: Faculty Senate: Represented E.C. Wall Sr., College of Business at monthly Faculty Senate meetings

2006-2007 through 2008-2009: Graduate Council: Attend monthly meeting; policies and procedures regarding graduate programs across campus; other activities

2005-2006: Center for Study of Aging and Active Retirement (CSAAR): Promotional (and related) activities; changing emphasis of committee with a new Director

2005-2006: Faculty Senate: Represented E.C. Wall Sr., College of Business at monthly Faculty Senate meetings

2005-2006 through 2006-2007: Faculty Welfare and Development (FWD): Evaluation of faculty 'developmental grant' applications; salary compression; other activities

2004-2005: University Grievance Committee: Various situations presented

2004-2005: Academic Affairs: Temporarily replaced one E.C. Wall College of Business professor who had a time conflict with scheduled meetings of committee

2004-2005: Faculty Senate: Attend monthly meeting; represent E. C. Wall College of Business; other activities

2004-2005: Faculty Welfare and Development Committee: Evaluation of faculty 'reassigned time' applications; evaluation of faculty 'developmental grant' applications; salary compression; other activities

2003-2004 through 2004-2005: Center for Aging Task Force: Promotional (and related) activities

2003-2004 through 2004-2005: University Long-Range Planning Committee: Participated in university SWOT Analysis; reviewed and discussed university goals for expansion

2003-2004 through 2004-2005: University Budget Committee: Reviewed proposed university budget

2002-2003 through 2004-2005: Graduate Council: Attend monthly meeting; policies and procedures regarding graduate programs across campus; other activities

2002-2003 through 2003-2004: Faculty Welfare and Development: Evaluation of faculty 'reassigned time' applications; evaluation of faculty 'developmental grant' applications; salary compression; other activities

2001-2002: Graduate Council: Attend monthly meeting; policies and procedures regarding graduate programs across campus; other activities

2000-2001: Graduate Council: Attend monthly meeting; policies and procedures regarding graduate programs across campus; other activities

2000-2001: Faculty Welfare and Development: Evaluation of faculty 'developmental grant' applications; other activities

## **Service to the Profession**

### **Board Member: Advisory Board**

2005: Academy of Economics and Finance, Elected to Board of Directors of Academy of Economics and Finance (National).

2003: Journal of Economics and Finance Education, Served as one of the Founding Members of the Journal of Economics and Finance Education (National).

### **Board Member: PRJ Editorial Review Board**

2006-2008: Journal of Economics and Finance Education, Served on Board of Editors of Journal of Economics and Finance Education (National).

2005: Journal of Economics and Finance Education , Served on Board of Editors of Journal of Economics and Finance Education (National).

2003-2004: Journal of Economics and Finance Education, Served on Board of Editors of Journal of Economics and Finance Education (National).

**Chair: Committee / Task Force**

2005: Academy of Economics and Finance, Shared responsibilities as Local Arrangements Co-Chair for February 2005 Annual Meeting of Academy of Economics and Finance in Myrtle Beach, SC (National).

**Reviewer: Ad Hoc Reviewer for a Journal**

2008: Academy of Economics and Finance, Reviewed manuscripts for possible publication (National).

2008: Academy of Economics and Finance, Reviewed manuscripts for possible publication (National).

2007-2008: Journal of Economics and Economic Education Research, Reviewed manuscripts for possible publication (National).

2007: Coastal Business Journal, Reviewed manuscripts for possible publication (National).

2007: Journal of Economics and Finance Education, Reviewed manuscripts for possible publication (National).

2006: Journal of Economics and Economic Education Research, Reviewed manuscripts for possible publication (National).

2006: Coastal Business Journal, Reviewed manuscripts for possible publication (National).

2006: Journal of Economics and Finance Education, Reviewed manuscripts for possible publication (National).

2005: Journal of Economics and Finance Education, Reviewed manuscripts for possible publication (National).

2005: Coastal Business Journal, Reviewed manuscripts for possible publication (Regional).

2003-2004: Journal of Economics and Finance Education, Reviewed manuscripts for possible publication (National).

2003-2004: Coastal Business Journal, Reviewed manuscripts for possible publication (Regional).

2002: Coastal Business Journal, Reviewed manuscripts for possible publication (Regional).

2001: Coastal Business Journal, Reviewed manuscripts for possible publication (Regional).

## **Service to the Community**

**Other Community Service Activities**

2006: Interviewed and appeared on television, Interviewed and discussed 'The Rising Price of Gasoline' on May 15, 2006 on local television channel

## **Computer Skills**

Microsoft Office

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## **Section**

## **Section**

## **Qualification: Academic/Professional**

Academically Qualified

**Last update by member: 17-May-09 (09:22 PM)**