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**John G. Marcis, Ph.D.**  
**Professor**  
**Economics**  
**Department of Accounting, Finance, and Economics**  
**Wall College of Business Administration**  
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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

### **Academic Experience**

Economics Area Coordinator, Department of Accounting, Finance and Economics (August, 2010 - 2011). The duties and responsibilities of the position are evolving but have involved meeting with the Economics Faculty to discuss issues of scheduling, timing of course offerings, revising course descriptions, building consensus on issues related to the Economics majors, and assessing staffing needs.

### **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**

Marcis, J. G., King-Skinner, V. L., Deck, A. B., & Bauer, D. L. (in press, 2012). A Study of Students' Views of Market Fairness. *Journal of Economics and Economic Education Research*.

Marcis, J. G., Damonte, L. T., & Rella, T. (2012). Estimating Direct Spending by 'New' Tourists in Event Studies. *Journal of Interdisciplinary Business Studies*, 1, 1-10.

Marcis, J. G., Mortimer, J. W., & Little, P. (2012). Learning Style Preferences of Accounting Majors and Performance on Gleim Review Assessments. *Journal of Advancements in Business Education*, 1, 1-7.

Marcis, J. G., Damonte, L. T., & Rella, T. (in press, 2012). Methodology to Reduce Bias in Tourism-Driven Economic Impact Studies. *Atlantic Economic Journal*.

Marcis, J. G., Deck, A. B., & Bauer, D. L. (in press, 2011). A Study of Differences in Students' Perceptions of the Market System and the Role of the Federal Government. *Journal of Economics and Economic Education Research*.

Deck, A. B., Marcis, J. G., & Keller, Jr., C. E. (in press, 2010). A National Survey on the Perceived Importance of Syllabi Components: Differences and Agreements Between Students and Instructors in the Principles of Accounting Course. *Academy of Educational Leadership Journal*.

Marcis, J. G. & Burney, R. B. (in press, 2010). Grade Expectations: Evidence of Cognitive Biases in Students' Academic Self-Assessment in the Introductory Finance Course. *Academy of Educational Leadership Journal*.

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.

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

- Marcis, J. G., Deck, A. B., & Bauer, D. L. (in press, 2012). An Exploratory Study of Students' Views Regarding Distributing Scarce Goods. *Academy of Business Education*.
- Marcis, J. G., Deck, A. B., & Bauer, D. L. (2012). Students' Views of Market Fairness. *Allied Academies*.
- Marcis, J. G., Deck, A. B., & Bauer, D. L. (2011). Differences in Students' Views of the Market System. *Allied Academies*.
- Marcis, J. G. & Carr, D. R. (2011). An Exploratory Study of Differences in Students' Views of the Market System. *Academy of Economics and Finance*, 35, 43-47.
- Marcis, J. G. (2011). An Exploratory Study of Differences in Students' Views of Traditionally Female and Traditionally Male Occupations. *Academy of Economics and Finance*, 35, 49-52.
- Marcis, J. G. & Burney, R. B. (2010). Evidence of Cognitive Biases in Students' Academic Self-Assessment in the Introductory Finance Course. *Allied Academies Fall 2010 International Conference*, 15 (2), 28-32.
- Marcis, J. G., Deck, A. B., & Keller, Jr., C. E. (2010). Differences and Agreements on Syllabi Components Between Faculty and Students in the Principles of Accounting Course. *Allied Academies Fall 2010 International Conference*.
- 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*.
- 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*.
- 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*.
- 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. (2002). The Impact of a Declining Market on Expense Ratios in the Mutual Fund Industry. *Academy of Economics and Finance*.
- 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*.
- 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.
- 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

### International

- Marcis, J. G. (2012). An Exploratory Study of Gender Differences in Students' Views of Market 'Fairness'. Academy of Economics & Finance, Charleston, South Carolina.
- Marcis, J. G., Deck, A. B., Bauer, D. L., & Carver, P. (2012). Student Perceptions of 'Just Allocations' of Goods in Times of Shortages. Academy of Business Research, Biloxi, Mississippi.
- Mortimer, J. G., Little, P., & Marcis, J. G. (2012). Learning Style Preferences of Accounting Majors and Performance on Gleim Review Assessments. International Academy of Business and Economics, Key West, Florida.
- Marcis, J. G., Deck, A. B., & Bauer, D. L. (2011). Differences in Students' Views of the Market System. Allied Academies, Orlando, Florida.
- Marcis, J. G. (2011, February). An Exploratory Study of Differences in Students' Views of Traditionally Female and Traditionally Male Occupations. Academy of Economics and Finance, Jacksonville, Florida.
- Marcis, J. G. (2011, February). An Exploratory Study of Differences in Students' Views of the Market System. Academy of Economics and Finance, Jacksonville, Florida.
- Marcis, J. G. & Burney, R. B. (2010). Evidence of Cognitive Biases in Students' Academic Self-Assessment in the Introductory Finance Course. Allied Academies Fall 2010 International Conference, Las Vegas, Nevada.
- Marcis, J. G., Deck, A. B., & Keller, Jr., C. E. (2010, October). Differences and Agreements on Syllabi Components Between Faculty and Students in the Principles of Accounting Course. Allied Academies Fall 2010 International Conference, Las Vegas, Nevada.

### 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., Keller, Jr., C. E., & Deck, A. B. (2009). Differing Perceptions of Importance on Syllabi Components Between Students and Instructors in the Principles of Accounting Course. American Academy of Accounting and Finance, New Orleans, Louisiana.
- Marcis, J. G., Housand, S., & Richardson, M. (2009). Pricing the Premium of Golf Course Lots. American Academy of Accounting and Finance, New Orleans, Louisiana.
- 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, Tennessee.
- 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

- Damonte, L. T., Rella, T., & Marcis, J. G. (2012). Estimating Direct Spending by 'New' Tourists. Annual Conference & Tourism Research Symposium of the Southeast Chapter of Travel and Tourism Research Association (SETTRA), Tunica, Mississippi.
- 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. & Engelhard, A. C. (2011). "Using MyFinanceLab to Motivate Students in the Consumer Finance Course" targeted for Academy of Educational Leadership Journal.

Marcis, J. G. & King-Skinner, V. L. (2011). "Student Perceptions of On-Line Homework in the Principles of Economics Course" targeted for Journal of Economics and Finance Education.

Marcis, J. G., Deck, A. B. , & Bauer, D. L. (2011). "Student Views of the Market System" targeted for journal of entrepreneurship education.

Marcis, J. G., Bland, E. M. , & Cutshall, R. C. (2011). "Use of Web-Based Homework for the Introduction to Finance Course" targeted for Advances in Financial Education.

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

### **International**

Marcis, J. G., Deck, A. B., & Bauer, D. L. (2012). An Exploratory Study of Students' Views Regarding Distributing Scarce Goods. Academy of Business Education, Charleston, South Carolina.

Marcis, J. G., Deck, A. B., Bauer, D. L., & King-Skinner, V. L. (2012). Student Views of Market Fairness. Allied Academies, New Orleans, Louisiana.

Mortimer, J. W., Little, P., & Marcis, J. G. (2012). The Impact of Student Learning Styles on Scholastic Performance. Academy of Business Education, Charleston, South Carolina.

### **Local**

Bell, L., Pritchard, N., Marcis, J. G., & Pickus, R. (2012). An Analysis of Vehicular Collisions in the Myrtle Beach Area, 2001-2010. Wall Interdisciplinary Talks (WITS), Conway, South Carolina.

### **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**

**Courses from the Teaching Schedule:** Applied Research Methods (MBA), Business Process Improvement, Consum Economics, Economic Strategy, Economic Strategy. (MBA), Economics of Energy, Economics of Human Resources, Independent Study, Leadership in Project Management, Microeconomics, Survey of Economics, The Service Learning Experience in Economics

**Courses taught, but not in the Schedule:**

Microeconomic Principles, Macroeconomic Principles, Intermediate Microeconomic Theory, Labor Theory and Policy, Managerial Economics, Economics of Aging, Statistics, Decision Analysis, Management Science, Economic Strategy (MBA), Consumer Economics

## Other Teaching Activities

### Assurance of Learning - Teaching

2012 - Assurance of Learning - Teaching. 10/17/2012: Downloaded video and activities from Cengage site on "Learning What NOT to Do" in the classroom. Presentation by Constance Staley.

2012 - Assurance of Learning - Teaching. 03/30/2012: Attended on-line presentation of "Writing in Economics: Automated Grading and Feedback via Artificial Intelligence" presented by John Carey (Senior Editor, Economics, Cengage).

2012 - Assurance of Learning - Teaching. 03/16/2012: Attended on-line presentation of "Is Your Principles Class Balanced? Market Failures and Government Failures," presented by James Gwartney (Florida State University).

### Distance Learning

2012 - Distance Learning. Attended pre-conference (Annual Meeting of the Academy of Economics and Finance) session in February 2012 hosted by Pearson Publishing Company that presented on-line product line.

2012 - Distance Learning. Attended pre-conference (Annual Meeting of the Academy of Economics and Finance) session in February 2012 hosted by Cengage Publishing Company that presented on-line product line.

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

2003 - Distance Learning. Developed 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

2011 - Course (New) - Creation/Delivery: Conventional. During Spring 2011 I taught a new course (ECON 332: Economics of Human Resources/Labor Economics) in the Economics curriculum. Most of the students enrolled in the course were majoring in Economics.

2010 - Course (New) - Creation/Delivery: Conventional. During Summer I 2010, I taught a section of ECON 101 (Essentials of Economics). This course was a new preparation for me. The students enrolled in the course were non-business majors.

2009 - Course (New) - Creation/Delivery: Conventional. During Fall 2009, I taught a new course (ECON 333: Economics of Energy) in the Economics curriculum. Most of the students enrolled in the course were majoring in Economics.

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

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

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

### **Student Assign-Supervised Thesis (UG Seniors)**

2010 - Student Assign-Supervised Thesis (UG Seniors). 1 student. One of my advisees (Mr. David Barnes Anderson) graduated in May 2010 with a BSBA in Marketing through the Honors Program at CCU. I also served as Faculty Advisor for Mr. Anderson's Honor Thesis entitled 'Net Metering and Interconnection Standards for Santee Cooper and Three Investor-Owned Utility Companies in South Carolina.'

### **Other Teaching Activities**

2012 - Other Teaching Activities. I was an invited participant to a 'Forum on Teaching Finance With Technology' that was held in Burr Ridge, IL, in March 2012. McGraw-Hill/Irwin sponsored approximately twenty (20) Economics and Finance professors from across the country to discuss teaching strategies outside the 'brick-and-mortar' environment.

2012 - Other Teaching Activities. At the conclusion of the February 2012 Annual Meeting of the Academy of Economics and Finance (AEF) in Charleston, SC, I attended and participated in the Teacher Training Program (TTP). A Certificate of Attendance was received.

2011 - Other Teaching Activities. During Spring 2011, I used MyEconLab in my section of ECON 202: Microeconomics. Some assignments were Homework Assignments (not as part of course grade) while other assignments were Quizzes (included as part of the overall course grade). The online nature of the material allowed students to have some flexibility in responding to the assignments.

2011 - Other Teaching Activities. I compiled and published my class notes for ECON 202. These notes were made available as 'Lecture Outline for Principles of Microeconomics, 2010-2011' and were sold through the university bookstore. The manuscript was 170 pages and students enjoyed having my lecture templates, sample questions, and old examinations readily available.

2011 - Other Teaching Activities. During Fall 2011, I used MyFinanceLab in my two (2) sections of ECON 110: Consumer Economics. Some assignments were Homework Assignments (not as part of course grade) while other assignments were Quizzes (included as part of the overall course grade). The online nature of the material allowed students to have some flexibility in responding to the assignments.

2011 - Other Teaching Activities. I was an invited participant to a 'Forum on Teaching Economics With Technology' that was held in Greensboro, NC, in March 2011. The McGraw-Hill/Irwin sponsored approximately twenty (20) Economics professors from across the country to discuss teaching strategies outside the 'brick-and-mortar' environment.

2011 - Other Teaching Activities. In Fall 2011, I taught two (2) integrated sections of ECON 110 (Consumer Economics) in the Honors program.

2011 - Other Teaching Activities. At the conclusion of the February 2011 Annual Meeting of the Academy of Economics and Finance (AEF) in Jacksonville, FL, I attended and participated in the Teacher Training Program (TTP). I received a Certificate of Attendance.

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

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

2010 - Other Teaching Activities. During Fall 2010, I used MyFinanceLab in my section of ECON 110: Consumer Economics. Some assignments were Homework Assignments (not a part of course grade) while other assignments were Quizzes (that were included as part of the overall course grade). The on-line nature of the material allowed students to have some flexibility in responding to the assignments.

2010 - Other Teaching Activities. One of my advisees (Mr. Tim Kahn) graduated in May 2010 with a BSBA degree in Economics and earned a score on the Law School Aptitude Test (LSAT) that was in the 99.5th percentile for that cohort. I assisted Mr. Kahn in his applications to law schools. Tim was awarded a scholarship to attend Georgetown University Law School (in Washington, DC).

2010 - Other Teaching Activities. I taught ECON 524 in Summer I (and Summer II) of 2010. The students enrolled in ECON 524 are either enrolled in the Master of Arts in Teaching (M.A.T.) Program at CCU or the Master of Education (M.E.D.) Program at CCU or are area high school Social Studies teachers from Horry, Georgetown, or Marion Counties. I had previously purchased a series of videos on economic concepts that were developed by CBS News and narrated by John Stossel. These video vignettes were initially presented in the CBS '20/20' Program and illustrate economic concepts and applications that allow students to see economic concepts in the 'real world.' Although the videos purchased were for the pre-2007 period, CBS News and John Stossel made subsequent annual videos for 2007, 2008, and 2009. I contacted CBS News and was able to obtain a set of each of the individual year videos for each student enrolled in the class free of charge. In exchange for receiving the set of videos free of charge, I made a class requirement that the students had to write an essay that suggested (or recommended) at least two economic or social studies topics for John Stossel and CBS News cover in the future. I revised/edited the student suggestions and forwarded the list to John Stossel at CBS News (and '20/20'). The ECON 524 students enjoyed receiving the 'free' DVDs. Moreover, some students told me they subsequently used the videos when they did their required practicum in the classroom during Fall 2010.

2010 - Other Teaching Activities. I compiled and published my class notes for ECON 202. These notes were made available as 'Lecture Outline for Principles of Microeconomics, 2009-2010' and were sold through the university bookstore. The manuscript was 170 pages and students enjoyed having my lecture templates and sample questions readily available.

2010 - Other Teaching Activities. I was an invited participant to a 'Forum on Teaching Economics' that was held in St. Louis, MO, in October 2010. The McGraw-Hill/Irwin sponsored twenty (20) Economics professors from across the country to discuss teaching strategies outside the 'brick-and-mortar' environment.

2010 - Other Teaching Activities. During Fall 2010, I used MyEconLab in my section of ECON 202: Microeconomics. Some assignments were Homework Assignments (not a part of course grade) while other assignments were Quizzes (that were included as part of the overall course grade). The on-line nature of the material allowed students to have some flexibility in responding to the assignments.

2009 - Other Teaching Activities. I taught an Honors Section of ECON 110 in Fall 2009. Twelve students from CCU's Honors Program were enrolled in an 'Honors-Only' section of ECON 110. It is my understanding that this section had the largest enrollment of students from the Honors Program in a non-required course for the 2009-2010 academic year. One of the course requirements was for each student to select a song and write a 1,000 word paper that discussed the economic/financial concepts contained in the song and how the topics related to course material. In addition to the required material, the students also had to provide a 'hot-link' to a YouTube video of the song.

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

2009 - Other Teaching Activities. I was an invited participant to a 'Forum on Teaching Economics' that was held in Chicago, IL, in October 2009. The McGraw-Hill/Irwin sponsored twenty (20) Economics professors from across the country to discuss teaching strategies outside the 'brick-and-mortar' environment.

2008 - Other Teaching Activities. I was an invited participant to a 'Forum on Teaching Economics' that was held in New Orleans, LA, in October 2007. The McGraw-Hill/Irwin sponsored twenty (20) Economics professors from across the country to discuss teaching strategies outside the 'brick-and-mortar' environment.

2007 - Other Teaching Activities. I was an invited participant to a 'Forum on Teaching the Principles of Economics' that was held in New Orleans, LA, in March 2007. The McGraw-Hill/Irwin sponsored twenty (20) Economics professors from across the country to discuss teaching strategies outside the 'brick-and-mortar' environment. Participants in attendance were from Cornell University, Indiana University, Indiana State

University, Smith College, and the University of Texas

## **Consulting**

2012: Pearson Publishing Company, Major review of existing text in Principles of Economics, Reviewed, edited, and made suggestions/recommendations to Editor for changes in new edition of text.

2012: McGraw-Hill/Irwin Publishing Company, Major Review of existing Principles of Economics text., Reviewed, edited, and made suggestions/recommendations to Corporate Editor regarding changes to new edition of current text.

2011: Pearson Publishing Company, Reviewed Prospectus for new (1st edition) text in Principles of Economics, Reviewed and made suggestions/recommendations to Corporate Editor regarding text Proposal.

2011: Pearson Publishing Company, Major review of new (1st edition) text in Economics Principles, Reviewed, edited, and made suggestions/recommendations to Corporate Editor for changes to draft manuscript.

2011: McGraw-Hill/Irwin Publishing Company, Review of Prospectus for new text in Personal Finance, Reviewed Prospectus and made suggestions/recommendations to Corporate Editor.

2011: McGraw-Hill/Irwin Publishing Company, Major Review of new (1st edition) text in Personal Finance, Reviewed, edited, and made suggestions/recommendations to Corporate Editor for changes to draft manuscript.

## **Paid Service**

2010: Major Publishing Company (B), Provided detailed review of five chapters of a manuscript on 'Principles of Economics' submitted to Major Publishing Company (B). I made recommendations and copious notes regarding the viability of proposed text in market.

2010: Major Publishing Company (A), Reviewed and made suggestions/recommendations for next edition of major text in 'Consumer Finance.'

2010: Major Publishing Company (B), Reviewed and made suggestions/recommendations for next edition of major text in 'Principles of Economics.'

2010: Major Publishing Company (A), Reviewed and made suggestions/recommendations for next edition of major text in 'Principles of Economics.'

## **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**

#### **Department Assignments**

#### **Mentoring Activities:**

2012: Invited Speaker: Made a 45-minute presentation (three times) discussing the Economics major and discipline to CBAD 120 (Introduction to the Global Culture of Business). (NOTE: Video is available.)

#### **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: Curriculum Committee: Reviewed applications for new courses within E. C. Wall College; various curriculum proposals presented  
2006-2007 – 2007-2008: Assessment Committee: Review standards for E. C. Wall College of Business and review/create rubrics.  
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: Business Policy/Strategy Search Committee: Reviewed applications of candidates for one (1) tenure-track appointment; 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  
1999-2000 – 2002-2003: Curriculum Committee: Reviewed applications for new courses within E. C. Wall College; various curriculum proposals presented

**College Assignments**

**Member:**

2008-2009 – 2012-2013: Curriculum Committee: Reviewed applications for new courses within E. C. Wall College; various curriculum proposals presented

**College Assignments**

**Member:**

2010: Dean Search Committee: The Dean Search Committee was responsible for reviewing candidate files, participating in telephone interviews with candidates, meeting with candidates in Charlotte, NC, and recommending candidate/s to Wall College Faculty and Staff for visit. The Search proved to be successful.  
2007-2008 – 2012-2013: Faculty Performance and Review (FPR): Make policy recommendations for E. C. Wall College of Business.  
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: Curriculum Committee: Reviewed applications for new courses within E. C. Wall College; various curriculum proposals presented; Resort Tourism Management major proposal approved  
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 – 2004-2005: Economics Major Committee: Designed and refined new Economics major and course offerings for Spring 2005 offering

**College Assignments**

**Member:**

2010-2011 – 2011-2012: MBA Curriculum Development Ad Hoc Committee

**College Assignments**

**Member:**

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

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

### **University Assignments**

#### **Chair:**

2013: Faculty Welfare and Development Committee on Scholarly Reassignment: Chair of Faculty Welfare and Development Committee on Scholarly Reassignment for the 2013-2014 Academic Year. Presented recommendations directly to the Provost.

### **University Assignments**

#### **Chair:**

2006-2007 – 2011-2012: University Grievance Committee: Various situations presented

#### **Member:**

2011-2012 – 2012-2013: Faculty Welfare and Development (FWD) Committee: Evaluation of faculty 'developmental grant' applications; salary compression; other activities

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

2007-2008 – 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 – 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 – 2006-2007: Faculty Welfare and Development (FWD): Evaluation of faculty 'developmental grant' applications; salary compression; other activities

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

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

2002-2003 – 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

### **University Assignments**

#### **Member:**

2010-2011 – 2012-2013: Strategic Management Committee (for CCU): The Strategic Management Committee meets quarterly to develop and discuss issues involving the direction of the university.

### **University Assignments**

#### **Member:**

2010-2011: University Core Curriculum Committee

2010-2011 – 2012-2013: University Calendar Committee

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

2004-2005: University Grievance Committee: Various situations presented

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

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

### **Service to the Profession**

#### **Academic Conference: Discussant**

2011: Academy of Economics and Finance, Jacksonville, Florida. Economic Education

2011: Academy of Economics and Finance, Jacksonville, Florida. Labor Economics

2009: American Society of Business and Behavioral Sciences, Las Vegas, Nevada.

2009: American Academy of Accounting and Finance, New Orleans, Louisiana. Served as a Discussant on a Finance Education paper.

2009: American Academy of Accounting and Finance, New Orleans, Louisiana. Served as a Discussant on a Real Estate paper

#### **Academic Conference: Moderator / Facilitator**

2011: Academy of Economics and Finance, Jacksonville, Florida.

2009: American Society of Business and Behavioral Sciences, Las Vegas, Nevada.

2009: American Academy of Accounting and Finance, New Orleans, Louisiana. Served as Chair of Real Estate Session

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

2005: Academy of Economics and Finance. Elected to Board of Directors of Academy of Economics and Finance

2003: Journal of Economics and Finance Education. Served as one of the Founding Members of the Journal of Economics and Finance Education

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

2011 – 2012: Journal of Economics and Finance Education. Served on Board of Editors of Journal of Economics and Finance Education

2006 – 2011: Journal of Economics and Finance Education. Served on Board of Editors of Journal of Economics and Finance Education

2005: Journal of Economics and Finance Education. Served on Board of Editors of Journal of Economics and Finance Education

2003 – 2004: Journal of Economics and Finance Education. Served on Board of Editors of Journal of Economics and Finance Education

#### **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

#### **Chair: Conference / Track / Program**

2011: Academy of Economics and Finance, Charleston, South Carolina. Was Local Arrangements Co-Chair

for 2012 Annual Meeting of Academy of Economics and Finance. Involved personal travel to site in Charleston, SC.

### **Editor: Peer Reviewed Journal**

2012: Journal of Economics and Economic Education Research. One of three Co-Editors of JEEER.

### **Other Professional Service Activities**

2010: Coastal Carolina University Advising Seminar (08/05/2010), Conway, South Carolina. Participated in Coastal's Advising Seminar held prior to the start of Fall 2010 term.

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

2007 – 2012: Coastal Business Journal. Reviewed manuscripts for possible publication

2007 – 2010: Journal of Economics and Economic Education Research. Reviewed manuscripts for possible publication

2008: Academy of Economics and Finance. Reviewed manuscripts for possible publication

2008: Academy of Economics and Finance. Reviewed manuscripts for possible publication

2007: Journal of Economics and Finance Education. Reviewed manuscripts for possible publication

2006: Journal of Economics and Economic Education Research. Reviewed manuscripts for possible publication

2006: Coastal Business Journal. Reviewed manuscripts for possible publication

2006: Journal of Economics and Finance Education. Reviewed manuscripts for possible publication

2005: Journal of Economics and Finance Education. Reviewed manuscripts for possible publication

2005: Coastal Business Journal. Reviewed manuscripts for possible publication

2003 – 2004: Journal of Economics and Finance Education. Reviewed manuscripts for possible publication

2003 – 2004: Coastal Business Journal. Reviewed manuscripts for possible publication

2002: Coastal Business Journal. Reviewed manuscripts for possible publication

2001: Coastal Business Journal. Reviewed manuscripts for possible publication

## **Service to the Community**

### **Member of a Committee**

2011 – 2012: Coastal Leadership Academy, Member of the Board for the Coastal Leadership Academy (CLA), a Charter High School for grades 9-12, emphasizing leadership and problem resolution. I am also on the Committee to Hire Teaching Faculty for CLA. CLA will open for instruction in August of 2013.

### **Other Community Service Activities**

2012: National Audubon Society Litchfield Beach-Pawleys Island Bird Watch, Part of national bird count. We visited six (6) sites and counted various types of birds. Results were tallied and reported to Audubon Society representative.

2012: 2012 Beach Sweep, Participated in 2012 Beach Sweep at Huntington Beach, State Park.

2010: Interviewed by Sun-News (Myrtle Beach) for news story, Article ('Horry County Jobless Rate Down') appeared July 21, 2010 (Wednesday) in Sun-News with personal comments by John Marcis regarding the state unemployment statistics for Horry and Georgetown Counties.

2010: Interviewed by Sun-News (Myrtle Beach) for news story, Article ('Panel Clocks End of Slide: 18-month recession over in June 2009') appeared September 21, 2010 (Tuesday) in Sun-News with personal comments by John Marcis regarding the official end of the recession.

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

## **Faculty Development**

### **Instructional-Related Conference**

2011: Academy of Economics and Finance, Jacksonville, Florida. Attended Economic Education Workshop on Saturday after completion of the Annual Meeting. The Workshop is sponsored by Cengage Publishing. A Certificate of Attendance and Completion was sent to each participant..

2011: Economics Teaching Workshop at UNC-Wilmington, Wrightsville Beach, North Carolina. 11th Annual Economic Education Workshop/Conference in Wrightsville Beach, NC.

2010: Economics Teaching Workshop at UNC-Wilmington, Wrightsville Beach, North Carolina. 10th Annual Economic Education Workshop/Conference in Wrightsville Beach, NC.

2009: Economics Teaching Workshop at UNC-Wilmington, Wrightsville Beach, North Carolina. 9th Annual Economic Education Workshop/Conference in Wrightsville Beach, NC.

2008: Economics Teaching Workshop at UNC-Wilmington, Wrightsville Beach, North Carolina. 8th Annual Economic Education Workshop/Conference in Wrightsville Beach, NC.

2007: Economics Teaching Workshop at UNC-Wilmington, Wrightsville Beach, North Carolina. 7th Annual Economic Education Workshop/Conference in Wrightsville Beach, NC.

2006: Economics Teaching Workshop at UNC-Wilmington, Wrightsville Beach, North Carolina. 6th Annual Economic Education Workshop/Conference in Wrightsville Beach, NC.

2005: Economics Teaching Workshop at UNC-Wilmington, Wilmington, North Carolina. 5th Annual Economic Education Workshop/Conference in Wrightsville Beach, NC.

2004: Economics Teaching Workshop at UNC-Wilmington, Wrightsville Beach, North Carolina. 4th Annual Economic Education Workshop/Conference in Wrightsville Beach, NC.

2003: Economics Teaching Workshop at UNC-Wilmington, Wrightsville Beach, North Carolina. Third Annual Economic Education Workshop/Conference in Wrightsville Beach, NC.

2002: Economics Teaching Workshop at UNC-Wilmington, Wilmington, North Carolina. Second Annual Economic Education Workshop/Seminar held in October in Wrightsville Beach, NC.

2001: Economics Teaching Workshop at UNC-Wilmington, Wrightsville Beach, North Carolina. First Annual Economic Education Workshop/Conference in Wrightsville Beach, NC.

#### **Professional Seminars / Workshops**

2012: Academy of Economics and Finance, Charleston, South Carolina. Attended Economic Education Workshop on Saturday (02/11/2012) after completion of the Annual Meeting. The Workshop is sponsored by Cengage Publishing. A Certificate of Attendance and Completion was sent to each attendee..

2012: Coastal Carolina University Advising Seminar, Conway, South Carolina. Actively participated in the "Program Evaluation Training for Advisors and More" that was hosted by the TEAL Center on 04/18/2012. We discussed This seminar/workshop looked at advising tips using the Program Evaluation and asked for input of improving the document..

2012: Coastal Carolina University, Conway, South Carolina. Participated in the Faculty Development and Appreciation Meeting on 10/15/2012 in the Wall College Board Room. One of the primary topics of the discussion was increasing student retention..

## **Computer Skills**

Microsoft Office

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## **Qualification: Academic/Professional**

Academically Qualified

**Last updated by member on 08-Mar-13 (12:54 PM)**