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Recommended Citation

San Jose State University, "Greer, Douglas" (2020). *Emeritus and Retired Faculty Biographies*. 305.
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March 2009

CURRICULUM VITAE

DOUGLAS F. GREER
1225 LLAGAS ROAD
MORGAN HILL, CALIFORNIA 95037
408-226-1597

EDUCATION

Ph.D., Cornell University, 1968
M.A., Cornell University, 1967
M.A., University of Oregon, 1965
B.S., University of Oregon, 1963

EXPERIENCE IN HIGHER EDUCATION

September, 1977 to 2008	Professor of Economics San Jose State University
September, 1989 to December, 1989	Visiting Professor of Economics University College, Galway, Ireland
September, 1978 to June, 1979	Visiting Professor of Economics University of California, Berkeley
September, 1975 to August, 1977	Associate Professor of Economics San Jose State University
1968 to May, 1973	Assistant Professor of Economics University of Maryland, College Park
1965 to 1966	Teaching Assistant Cornell University
1963 to 1965	Teaching Assistant University of Oregon

Courses Taught:

Industrial Organization and Antitrust, Economics of Regulation, Energy Economics,
Environmental Economics, Environmental Benefit-Cost Analysis, Price Theory,
Principles of Economics

EXPERIENCE OTHER THAN HIGHER EDUCATION

Senior Economist, J.W. Wilson & Associates, Inc. (Consulting firm in Washington, D.C.), August 1991-August 1992, June 1994 to 1999 (part-time). The cases and issues treated in this capacity include electricity rate design, telecommunications regulation and deregulation in Alaska and Montana, several mergers or prospective mergers (e.g., Macy's/Federated Department Stores and May Company/McCurdy's Department Stores, both for the New York Attorney General) several telecommunications mergers (Bell Atlantic-NYNEX, MCI-World Com, and Bell Atlantic-GTE), and several cases of restraint of trade or price fixing (e.g., oil drill bits and infant formula).

Fulbright Fellow, New Zealand Institute of Economic Research, Wellington, New Zealand, 1988.

Research Economist, Financial Studies Section, Division of Research and Statistics, Federal Reserve Board of Governors, May 1973-July 1975.

Consultant, Center for State Enforcement of Antitrust and Consumer Protection Laws, New York (various matters as they arise), 2006-present.

Consultant, Office of the Attorney General, State of California (general advising on various antitrust matters), 1997-2003

Consultant, Alexander Hawes & Audet of San Francisco (Intel class action), 2006-present.

Consultant, McGuire Woods, Los Angeles, California (bar review preparation course class action), 2005 - 2007

Consultant, Gold, Bennett, Cera & Sidener of San Francisco (rubber chemicals class action), 2004 – 2005

Consultant, Berman, DeValerio, Pease, Tobacco, Burt & Pucillo of San Francisco (pharmaceutical class action) 2004-2008

Consultant, The Furth Firm of San Francisco (various matters including microcrystalline cellulose and San Francisco tours case), 2001 – 2006

Consultant, Meredith, Cohen, Greenfogel & Skirnick of Philadelphia (isostatic graphite class action) 2004

Consultant, Cotchett, Pitre, & Simon of Burlingame, California (auto paint class action), 2003-2004

Consultant, Cotchett, Pitre & Simon of Burlingame, California (methionine class action), 2000-2001.

Consultant, Alexander Hawes & Audet of San Jose, CA (on behalf of plaintiffs in restraint of trade, eye surgery machinery), 2000.

Consultant, Office of the Attorney General, State of California (the proposed Barnes-Ingram merger), 1999.

Consultant, New Zealand Commerce Commission (predatory pricing case), 1997-1999.

Consultant, Thirty-one State Attorneys General (including California) regarding multi-state restraint of trade case in contact lenses (against Johnson & Johnson, Bausch & Lomb, CIBA, and several professional trade associations), 1997-2000.

Consultant, Corey, Luzaich, Manos & Pliska (on behalf of El Toro Brewing Company), 1998-2000.

Consultant, Covey, Luzaich, Manos & deGhetaldi (methionine), 2002.

Consultant, Office of the Attorney General, State of New York, regarding the proposed Ahold acquisition of Pathmark (grocery retailing), 1999.

Consultant, Drinker, Biddle & Reath.

On behalf of Diamond Multimedia Systems, 1999.

On behalf of ABC Rail Corporation, 1998.

Consultant, Shartsis, Friese & Ginsburg (on behalf of Pabst Brewing Corporation), 1997.

Consultant, Best, Best and Krieger of Riverside, California (on behalf of Bourns, Inc.), 1995-1997.

Consultant, Jones, Day, Reavis & Pogue of Washington, D.C. (on behalf of Coors Brewing Company), 1994-1996.

Consultant, Office of the Attorney General, State of California (and numerous other states) regarding the proposed Staples-Office Depot merger, 1997.

Consultant, Office of the Attorney General, State of California (the merger of Federated Department Stores and Broadway Stores and other matters), 1995-1997.

Consultant, the Federal Trade Commission

The proposed Eli Lilly-PCS merger, 1994

In the matter of American Stair Glide, 1991

The proposed Warner Communications-Polygram merger, 1983-84

The proposed Mobil Oil-Marathon merger, 1982

In the matter of General Foods (coffee), 1981

In the matter of ITT Continental (bread), 1980

Study of grade rating in detergents, 1978

In the matter of Sterling Drug Co., 1970

Consultant, Alioto and Alioto of San Francisco

(on behalf of Go-Video), 1990

Consultant, United Nations Conference on Trade and Development, 1969, 1979. Production of written reports on:

(1) Restrictive Trade Practices Adversely Affecting Developing Countries,

(2) The Economic Benefits and Costs of Trademarks in Developing Countries,

(3) The Use of Generics in Foods and Drugs With an Analysis of Their Potential in Developing Countries.

Consultant, Sutherland, Asbill, and Brennan of Washington, D.C.

(on behalf of Pabst Brewing Company), 1982

Consultant, Drinker, Biddle, and Reath of Washington, D.C.

(on behalf of Stroh Brewing Company), 1996, 1998

Consultant, Pepper, Hamilton, and Scheetz of Washington, D.C.

(on behalf of Stroh Brewing Company), 1988-1989

Consultant, Wald, Harkrader and Ross of Washington, D.C.

(on behalf of Stroh Brewing Company), 1981-1984, 1986-1987

Consultant, Antitrust Division, U.S. Department of Justice

(Household Finance merger case), 1978-1979

Consultant, Government of Canada, Department of Consumer and Corporate Affairs (Portion Packing case), 1980

Consultant, Brennan, Tesseyman, Zelman, and Loonsk of Buffalo, N.Y.

(on behalf of White Yellow Pages Directory), 1980-1981

Consultant, Donovan, Leisure, Newton & Irvine of New York, N.Y.

(on behalf of Westinghouse, with pretrial settlement ending the matter in preliminary stages), 1980

Consultant, Rodman and Nagin of Miami, Florida
(on behalf of Richard Distributing Co., with pretrial settlement ending the matter
in preliminary stages), 1981

Consultant, Jos. Schlitz Brewing Co., 1978-1979

Consultant, Broad, Khourie, and Schultz of San Francisco, California
(on behalf of Inglis Baking Co.), 1978

Consultant, Students Opposed to Unfair Practices
(interveners in FTC case against Firestone Tire Corp.), 1971

Consultant, The National Commission on Consumer Finance, Washington, D.C. 1970-1972

Referee for various journals, including:

The Journal of Finance

The Southern Economic Journal

The Journal of Economic Issues

Economic Inquiry

Journal of Industrial Economics

Review of Industrial Organization

The Antitrust Bulletin

The Quarterly Review of Economics and Business

Economic Development and Cultural Change

American Economic Review

Review of Economics and Statistics

World Development

Business History Review

HONORARY AND PROFESSIONAL SOCIETIES

Phi Beta Kappa - Phi Kappa Phi
American Economic Association
Royal Economic Society, England
Southern Economic Association

Industrial Organization Society of the U.S.

Elected President, 1986

Elected Vice President, 1985

Meritorious Performance and Professional Promise Awards,
San Jose State University, 1990, 1988, 1986, and 1984

President's Scholar, San Jose State University, 1990

Editorial Boards for The Antitrust Bulletin, The Journal of Reprints for Antitrust Law
and Economics, Journal of Economic Issues, and Review of Industrial Organization

Book Review Editor, Review of Industrial Organization, 1987-2004

Faculty Advisor/Sponsor for Tau Delta Phi Honorary Society at San Jose State University

PUBLICATIONS

Books:

Business, Government, and Society (New York: Macmillan Publishing Company, 1983), 587 pages. Second Edition, (New York: Macmillan Publishing Company, 1987), 574 pages. Third Edition (Macmillan), 1993, 606 pages.

Industrial Organization and Public Policy (New York: Macmillan Publishing Company, 1980), 703 pages. Second Edition, (New York: Macmillan Publishing Company, 1984), 572 pages. Third Edition (New York: Macmillan Publishing Company, 1992), 736 pages.

Principles of Economics (with Richard T. Froyen), (New York: Macmillan Publishing Company, 1989), 838 pages.

Principles of Microeconomics and Principles of Macroeconomics (with Richard T. Froyen), split editions of Principles of Economics.

An Econometric Analysis of Consumer Credit Markets in the United States, (with Robert Shay and E. Nagata), Volume IV of Technical Studies, National Commission of Consumer Finance (U.S. Government Printing Office, 1973), 424 pages.

Creditors' Remedies and Contractual Provisions: an Economic and Legal Analysis of Consumer Credit Collections, Volume V of Technical Studies, National Commission on Consumer Finance (U.S. Government Printing Office, 1973), 285 pages.

Monographs:

Efficiency and Competition: Alternative, Complementary, or Conflicting Objectives (Wellington: New Zealand Institute of Economic Research/Monograph 47, 1989), 96 pages.

Market Dominance and Anticompetitive Effect Under New Zealand's Merger Policy (Wellington: New Zealand Institute of Economic Research/Monograph 51, 1989), 86 pages.

Journal Articles and Chapters in Books:

“The Beer Industry” in Industry Studies, third edition, edited by Larry Duetsch (Armonk N.Y.: M.E. Sharpe Publishers, 2002, pp. 27-58.

"The Beer Industry" in Industry Studies, second edition, edited by Larry Duetsch (Armonk N.Y. : M.E. Sharpe Publishers, 1998), pp. 28-64.

"Incremental Transmission Pricing, the Comparability Standard, and an Alternative to the FERC's Higher Of Policy," (with Robert A. Sinclair and John W. Wilson), The Electricity Journal, December 1994, pp. 16-27.

"The Beer Industry" in Industry Studies, edited by Larry Duetsch (Englewood Cliffs, N.J.: Prentice-Hall, 1993), pp. 85-115.

"The Meaning of Merger Mania," San Jose Studies, Spring, 1991, pp. 6-21.

Two chapters in Turning It Around: Closure and Revitalization in New Zealand Industry, edited by John Savage and Alan Bollard (Oxford University Press, 1990):

Chapter 8: "Carpet Manufacturing" (with J. Savage), pp. 97-105.

Chapter 9: "The Automobile Assembly Industry", pp. 107-119.

"Contestability in Competition Policy: Replacement, Supplement or Impediment?," in The Influence of United States Economics on New Zealand Thinking and Policy, edited by Alan Bollard (Wellington, NZ: NZ - US Educational Foundation and NZ Institute of Economic Research, 1988), pp. 39-68. (Fulbright 40th Anniversary Lecture)

"The Concentration of Economic Power" in Market Power and the Economy, edited by Wallace C. Peterson, (Boston: Kluwer Academic Publishers, 1988), pp. 53-81.

"Concentration and Nonprice Competition in the Recording Industry," (with Michael Black), Review of Industrial Organization, Vol. 3, No. 2, 1987, pp. 13-43.

"Acquiring in Order to Avoid Acquisition," Antitrust Bulletin, Spring 1986, pp. 155-186.

"Size, Efficiency, and Fortune Magazine," Review of Industrial Organization, Spring 1984, pp. 53-59.

"The Effect of Market Share Distribution on Industry Performance-Reexamined," (with Willard F. Mueller), Review of Economics and Statistics, May 1984, pp. 353-358.

"Advertising and Brand Loyalty as Barriers to Entry," (with Roger Nils Folsom), Advertising and the Food System (Madison: University of Wisconsin Press for North Central Region Agricultural Economics Research Project, 1983), pp. 47-70.

"The Causes of Concentration in the U.S. Brewing Industry," Quarterly Review of Economics and Business, Winter 1981, pp. 87-106.

"Control of Terms and Conditions for International Transfers of Technology to Developing Countries," in Competition in International Business: Law and Policy on Restrictive Practices, edited by Oscar Schacter and Robert Hellawell (New York: Columbia University Press, 1981), pp. 41-83.

"A Critique of Areeda and Turner's Standard for Predatory Practices," Antitrust Bulletin, Summer 1979, pp. 233-261. Reprinted in The Journal of Reprints for Antitrust Law and Economics, Vol. X, No. 1, 1980.

"The Economic Benefits and Costs of Trademarks: Lessons for the Developing Countries," World Development, July, 1979, pp. 683-704. Reprinted in Spanish, Comercio Exterior of Mexico. Also reprinted in Technology Transfer by Multinationals, Part 2, edited by H. Singer, N. Hatti, and R. Tandon (Ashish Publishing House, 1988).

"Market Structure and Price Collusion: An Empirical Analysis," (with A.G. Fraas), Journal of Industrial Economics, September 1977, pp. 21-44. Reprinted in The Journal of Reprints for Antitrust Law and Economics, Volume X, No. 1, 1980.

"A Test of the Labor Reserve Hypothesis," (with S.A. Rhoades), The Economic Journal, June, 1977, pp. 290-299.

"Concentration and Productivity Changes in the Long and Short Run," (with S.A. Rhoades), Southern Economic Journal, October, 1976, pp. 1031-1044.

"Market Power and Wage Inflation: A Further Analysis," Southern Economic Journal, January, 1975, pp. 466-479.

"Imports and the United States Apparel Industry," (with J. Tilton and E. Cohen), Industrial Organization Review, No. 3, 1974, pp. 206-214.

"Rate Ceilings, Market Structure, and the Supply of Finance Company Personal Loans," Journal of Finance, December, 1974, pp. 1363-1382.

"The Case Against Patent Systems in Less-Developed Countries," The Journal of International Law and Economics, December, 1973, pp. 223-266.

"Restrictive Business Trade Practices Affecting Developing Countries," in Restrictive Business Practices, United Nations Conference on Trade and Development, 1973, (U.N. Sales No. #.73.II.D.8.), pp. 39-87.

"Some Case History Evidence on the Advertising - Concentration Relationship," Antitrust Bulletin, Summer, 1973, pp. 307-332.

"Product Differentiation and Concentration in the Brewing Industry," Journal of Industrial Economics, July, 1971, pp. 201-219.

"Advertising and Market Concentration," Southern Economic Journal, July, 1971, pp. 19-32.

Published Testimony:

"Advertising, Concentration, and Small Business" in Advertising and Small Business, Hearings, U.S. Congress, Subcommittee on Activities of Regulatory Agencies of the Select Committee on Small Business, 92nd Congress, 1st Session, 1971, pp. 636-655.

"Extending an Exemption from the Antitrust Laws to Chartered Export Associations," in Export Expansion Act of 1971, Hearings, U.S. Senate, Subcommittee on Foreign Commerce and Tourism of the Committee on Commerce, 92nd Congress, 2nd Session, 1972, pp. 683-694.

"Advertising and Mergers in the Drug Industry: A Courtroom Study of Product Differentiation," Antitrust Law and Economics Review:

Part I; Winter 1970-71, pp. 31-54.

Part II; Spring 1971, pp. 63-85.

Notes and Reviews:

"Review of John M. Connor, Global Price Fixing," Review of Industrial Organization, November 2002, pp. 325-327.

"Review of David I. Rosenbaum (ed.), Market Dominance: How Firms Gain, Hold, or Lose It and the Impact on Economic Performance," Review of Industrial Organization, June 2000, pp. 417-420.

"Review of Edward Zajac, Political Economy of Fairness," Review of Industrial Organization, June 1997, pp. 457-459.

"Review of John C. Hilke, Competition in Government-Financed Services," Review of Industrial Organization, August 1993, pp. 513-514.

"Review of M.L. Greenhut and Bruce Benson, American Antitrust Laws in Theory and in Practice," Journal of Economic Literature, December 1990, pp. 1754-1756.

"Review of Robert E. McAuliffe, Advertising, Competition, and Public Policy," Review of Industrial Organization, Spring, 1990, pp. 185-188.

"Understanding Raising Rivals Costs: Comment," Antitrust Bulletin, Winter 1989, pp. 895-907.

"Review of H.W. de Jong and W.G. Shepherd (eds.), Mainstreams in Industrial Organization, Books I & II," Journal of Economic Issues, December, 1988, pp. 1260-1264.

"Review of Albert N. Link and Gregory Tassej, Strategies for Technology-based Competition," Review of Industrial Organization, Vol. 3, No. 4, 1988, pp. 173-177.

"Review of Walter Adams and James W. Brock, The Bigness Complex," Journal of Economic Issues, March, 1988, pp. 271-275.

"Review of Bruce W. Marion, The Organization and Performance of the U.S. Food System," American Journal of Agricultural Economics, November, 1986, pp. 1045-1047.

"Review of J.M. Connor, R.T. Rogers, B.W. Marion, and W.F. Mueller, The Food Manufacturing Industries," Journal of Economic Issues, September, 1985, pp. 867-869.

"Review of Henry M. Peskin, Paul R. Portney and Allen V. Kneese (eds.), Environmental Regulation and the U.S. Economy," Journal of Economic Issues, December, 1982, pp. 1132-1143.

"Review of Dean A. Worcester, Jr., Welfare Gains from Advertising: The Problem of Regulation," Antitrust Bulletin, Summer, 1979, pp. 395-409.

"Usury Legislation and Market Structure: Reply," Journal of Finance, September, 1977, pp. 1345-1347.

"Review of William Tongue's How We Can Halt Inflation and Still Keep Our Jobs," Monthly Labor Review, November, 1975, pp. 87-88.

"A Note on Rate Ceilings and Loan Turndowns," Journal of Finance, December, 1975, pp. 1376-1383.

"A Positive Program for the Social Control of Corporate Power: Discussion," (Meetings of the Association of Evolutionary Economics in San Francisco), Journal of Economic Issues, June, 1975, pp. 395-397.

"Review of John Blair's Economic Concentration," Journal of Economic Issues, September, 1975, pp. 520-523.

"Evaluation of a Study on Competition in Financial Services," (with S.A. Rhoades), Journal of Bank Research, Spring, 1975, pp. 61-65.

"Advertising and Market Concentration: Reply," Southern Economic Journal, January, 1973, pp. 451-453.

Miscellaneous:

Editor of Predatory Conduct and Empirical Studies in Collusion, Volume X, No. 1, The Journal of Reprints for Antitrust Law and Economics, (1980).