

The St. Norbert College
Office of Faculty Development
invites you to attend

Spotlight On Scholarship

A Sabbatical Report

Throughout the year we will host a series of presentations to recognize professional achievement in scholarship and to celebrate the rich diversity and talents of our colleagues.

This Spotlight on Scholarship features

Marc von der Ruhr
Associate Professor of Economics

“An Economic Analysis of Megachurch Growth”

Recent trends in religious affiliation and religious switching largely support Iannaccone’s well regarded theory that strict churches will thrive while low commitment churches will atrophy. The recent success of megachurches (often referred to as a low commitment “spectator churches”) seems to refute the strictness theory, however. Marc analyzes strategies megachurches may employ to successfully compete with other churches in a religious market for attendees. These strategies involve how megachurches have signaled their fit to potential members in an effort to grow and how megachurches encourage new(er) attendees to deepen their commitment to the church over time. Survey data comparing various aspects of denominational life provide support for the theoretical predictions.



Monday, September 14, 2009
3:00 – 3:50 p.m.
Union Shield Room



The Office of Faculty Development will provide light refreshments.