

**Curriculum Vitae**  
**Marc B. von der Ruhr**

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**Office Address**

Department of Economics  
Cofrin Hall 337  
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De Pere, WI 54115  
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Citizenship: USA

**Education**

Ph.D. Economics, 2000, Indiana University, Bloomington, IN  
Fields: International Trade, Macroeconomics, Econometrics  
Dissertation: Foreign Direct Investment in Services, Chair: Horst Raff  
M.A. Economics, 1995, Indiana University, Bloomington, IN  
M.S. Applied Economics, 1994, Marquette University, Milwaukee, WI  
Master's Essay: An Empirical Analysis of the Effect of the EMS on Currency Substitution in Selected European Countries  
B.S. Economics, College of Business, 1992, Marquette University, Milwaukee, WI

**Professional Experience**

2012-present: Professor, Economics, St. Norbert College  
2006-2012: Associate Professor, Economics, St. Norbert College, Courses: Introduction to Econometrics, Advanced Topics in Applied Econometrics, Introduction to Macroeconomics, Introduction to Microeconomics, Intermediate Macroeconomics, International Trade, Economics of Globalization  
1999-2006: Assistant Professor (granted permanent tenure, Fall 2003), Economics, St. Norbert College, De Pere, WI,  
1996-1999: Associate Instructor, Department of Economics, Indiana University-Bloomington, Courses: Introduction to Microeconomics, Introduction to Macroeconomics  
Summer 1996: Research Assistant, Department of Economics, Indiana University-Bloomington  
1995-1996: Teaching Assistant, Department of Economics, Indiana University-Bloomington, Courses: Introduction to Microeconomics, Introduction to Macroeconomics  
1994-1995: Graduate Assistant, Department of Economics, Indiana University-Bloomington, Course: Introduction to Microeconomics  
1992-1994: Teaching Assistant, Department of Economics, Marquette University, Milwaukee, WI, Courses: Introduction to Microeconomics, Introduction to Macroeconomics, International Trade, International Finance, Mathematical Economics, Econometrics

**Honors and Awards**

Donald B. Kind Distinguished Scholar Award, Spring 2015  
Leonard Ledvina Award for Excellence in Teaching, St. Norbert College, 2004  
W. Phillip Saunders Award for Outstanding Introductory Economics Associate Instructor, 1999, Indiana University  
Department of Economics Outstanding Teacher/Scholar Fellowship, 1998, Indiana University  
College of Arts and Sciences Scholarship, 1997, Indiana University  
Walter Froehlich Memorial Award, 1992, Marquette University

**Research Publications (Refereed Journals)**

Religious Identity Formation: Constraints Imposed on Religious Institutions and Implications for the Meaning of Religious Affiliation., with Paul Ngo and Joseph Daniels, *Interdisciplinary Journal of Research on Religion*, 14, 2018.  
Bilateral Tax Treaties and U.S. Foreign Direct Investment Financing Modes, with Joseph Daniels and Patrick O'Brien, *International Tax and Public Finance*, 22(6) 2015.  
Transportation Costs and U.S. Manufacturing FDI, with Joseph Daniels, *Review of International Economics*, 22(2), 2014  
Explaining Megachurch Growth: Free Riding, Fit, and Faith, with Joseph Daniels, *International Journal of*

*Social Economics*, 39(5) 2012

- Subsidizing Religious Participation Through Groups: A Model of the Megachurch Strategy for Growth, with Joseph Daniels, *Review of Religious Research*, 53(4) , 2012
- Trust in Others: Does Religion Matter?, with Joseph Daniels, *Review of Social Economy*, June 2010
- Foreign Direct Investment in Services, with Horst Raff, *Applied Economics Quarterly*, v53, 2007
- "Following" or "Attracting" the Customer? Japanese Banking FDI in Europe, with Michael Ryan, *Atlantic Economic Journal*, 33, 2005
- God and The Global Economy: Religion and Attitudes Toward Trade And Immigration In The United States, with Joseph Daniels, *Socio-Economic Review*, 3(3), September, 2005. [For Review of this article, see *Foreign Policy* July/August 2003]
- The Relationship Between Religious Affiliation, Region, Race, and Attitudes Towards Globalization, with Joseph P. Daniels. *Faith and Economics*, No. 42 (Fall) 2003
- The Determinants of Immigration-Policy Preferences in Advanced Economies: A Cross-Country Study, with Joseph P. Daniels, *Atlantic Economic Journal*, Volume 31, No.2, June 2003
- Optimal Currency Basket Pegs for Developing and Emerging Economies, with Joseph P. Daniels and Peter G. Toumanoff. *Journal of Economic Integration*, 16(1), March 2001

### **Solicited Research Publications**

- Megachurches in the Religious Marketplace, Chapter 6 of Handbook of Megachurches, Brill 2020.
- Regional vs. Global Financing Strategies for U.S. MNEs, with Joseph P. Daniels and Walid Hejazi, in *North American Economic and Financial Integration: Research in Global Strategic Management*, Volume 10, 2004 ed. Alan Rugman, Oxford: Elsevier
- Foreign Direct Investment and Trends in Modern Economics: Fact vs. Fiction, in *Globalization Redux*, ed. Tom Connor and Ikuko Torimoto, University Press of America, 2004
- U.S. Firms in World Finance, with Walid Hejazi. *Alliance Capitalism For The New American Economy*, ed. Alan Rugman and Gavin Boyd, Edward Elgar Publishing, 2003
- Special Edition based on Papers Presented at the International Business and Economics Conference 2000 at St. Norbert College, *Management Decision*, 39(4) 2001, Editors: Marc von der Ruhr, Ed Chung

### **Scholarship In Progress**

- Religion and Spirituality in the Context of Religious Competition: Insights on the U.S. Marketplace of Religion and Recent Trends, with Jarret Jordan (undergraduate student at SNC)
- The Impact of Megachurches on Membership of Non-Megachurches: An Industrial Organization Analysis
- The Determinants of Trade-Policy Preferences, with Joseph Daniels, Marquette University, and Emily Kapszukiewicz (graduate of SNC, MU)

### **Pedagogical Publications**

- Instructor's Manual and Test Bank to Accompany Joseph Daniels' and David VanHoose's *International Monetary and Financial Economics*, 2nd ed, Southwestern Publishing, 2002
- Instructor's Manual to Accompany Peter Toumanoff's and Farrokh Nourzad's *A Mathematical Approach to Economic Analysis*, with Chrysos Chrysostomou. West, 1994

### **Undergraduate Student Faculty Collaborative Research**

- Formation of Attitudes Toward international Trade-the American Case, with Viktoriya Zotova, 2012-2013

### **Presentations**

- Wisconsin Economic Association Annual Conference, Steven's Point, WI, November 2019, Religion and Spirituality in the Context of Religious Competition: Insights on the U.S. Marketplace of Religion and Recent Trends, with Jarret Jordan (undergraduate student at SNC).
- 60<sup>th</sup> Annual Western Social Science Association, San Antonio, TX, April 2018, Top Down or Bottom Up: Limits to the Power of Religious Institutions Posed by Religious Identity
- 59<sup>th</sup> Annual Western Social Science Association, San Francisco, CA, April 2017, Religious Identity, Revisited.
- Twelfth Annual Conference on Religion, Economics, and Culture, Washington DC, April 2013, Religious Competition, Religious Capital, and Disagreement Payoffs
- Society for the Scientific study of Religion Meetings, Milwaukee, WI, October 2011, Explaining Megachurch Growth: Free Riding, Fit, and Faith

Session Organizer, Tenth Annual Conference on Religion, Economics, and Culture, Washington DC, April 2011, Building an Academic Career in the study of Religion, Economics, and Culture

Tenth Annual Conference on Religion, Economics, and Culture, Washington DC, April 2011, Explaining Megachurch Growth: Free Riding, Fit, and Faith

Interviewed by Professor Anthony Gill for a podcast on megachurches, July 20, 2010. Posted at: <http://www.researchonreligion.org/> September 6, 2010.

Ninth Annual Conference on Religion, Economics, and Culture, Portland, OR, June, 2010, Subsidizing Religious Participation Through Groups: A Model of the Megachurch Strategy for Growth

Seventh Annual Conference on Religion, Economics, and Culture, Louisville, KY, Oct. 2008, Signaling Quality to Seekers: How Megachurches Attract Religious Refugees

Sixth Annual Conference on Religion, Economics, and Culture, Tampa, FL, November, 2007, A Model of Religious Investment to Explain the Success of Megachurches

Fifth Annual Conference on Religion, Economics, and Culture, Portland, OR, October, 2006, A Survey of Models to Explain the Success of "Megachurches": the Market for Religious Affiliation

Fourth Annual Conference on Religion, Economics, and Culture, Rochester, NY, November 2005, Bridging to Bond: An Application of Economic Theory to Studying Megachurches, Conversion, and the Impact on Spiritual Capital [presented for me by a colleague in my absence due to family illness]

Allied Social Science Associations Meetings, Philadelphia, PA, January, 2005, "Following" or "Attracting" the Customer? Japanese Banking FDI in Europe

Third Annual Conference on Religion, Economics, and Culture, Kansas City, MO, October, 2004, Religious Affiliation and Individuals' Trade and Immigration Policy Preferences

Fifty Third International Atlantic Economic Conference, Quebec City, Quebec, Canada, October 2003, Explaining Financing Patterns of U.S. Foreign Direct Investment

Christianity and Economics, Baylor University, Christianity and Economics: Integrating Faith and Learning in Economic Scholarship, Nov. 7, 2002, Religion and Individual Global Policy Preferences

Economics Department Workshop, Western Michigan University, October 4, 2002, The Determinants of Trade-Policy Preferences in Advanced Economies: A Cross-Country Study

Graduate Seminar Class: Sustainable Economic Growth and Development, Marquette University, September 23, 2002, The Role of the US in World Foreign Direct Investment

Midwest Economics Association (MEA) Meetings, Chicago, Illinois, March 2002, The Determinants of Trade-Policy Preferences in Advanced Economies: A Cross-Country Study

Center for International Education, Conference on Globalization, St. Norbert College, De Pere, WI, October 2000, Foreign Direct Investment and Trends in Modern Economics: Fact vs. Fiction

Fiftieth International Atlantic Economic Conference, Charleston, South Carolina, October 2000, Foreign Direct Investment in Services: Theory and Empirical Evidence

International Trade Commission, Washington, D.C., May 2000, Foreign Direct Investment in Services

Second Annual International Business and Economics Conference, St. Norbert College, De Pere, WI, October 1999, Foreign Direct Investment in Producer Services

Econometric Society North American Summer Meetings, Madison, WI, June 1999, Foreign Direct Investment in Producer Services

Center for European Economic Research, Summer Workshop, Mannheim, Germany, June 1999, Foreign Direct Investment in Services

Midwest Economics Association (MEA) Meetings, Nashville, Tennessee, March 1999, An Empirical Examination of the Determinants of Service Foreign Direct Investment

Microeconomics Workshop, Indiana University-Bloomington, Fall 1998, Foreign Direct Investment in Services

Economics Seminar, Marquette University, Milwaukee WI, Fall, 1998, An Empirical Examination of Service Foreign Direct Investment

Midwest Economics Association (MEA) Meetings, Kansas City, Missouri, March 1997, The Effects of Pegged Exchange Rates on Domestic Prices In Transitional Economies

### **Discussant Presentations**

59th Annual Western Social Science Association, San Francisco, CA, April 2017

Tenth Annual Conference on Religion, Economics, and Culture, Washington DC, April 2011

Ninth Annual Conference on Religion, Economics, and Culture, Portland, OR, June, 2010

Fiftieth International Atlantic Economic Conference, Charleston, South Carolina, October 2000

Econometric Society North American Summer Meetings, Madison, WI, June 1999  
Midwest Economics Association (MEA) Meetings, Kansas City, Missouri, March 1997

### **Professional Service**

Reviewer, *International Journal of Religious Research*, beginning 2017  
Associate Editor, *International Journal of Social Economics*, beginning 2017  
Master's essay thesis committee member for Tyler Platz, 2017, University of WI - Whitewater  
Reviewer, *Journal of Behavioral and Experimental Economics*, beginning 2014  
Co-Chair for a candidate in SNC's MLS Program Fall-Spring 2013-2014  
External Reviewer of the Economics Program, Augustana College, Rock Island, IL, Spring 2013  
Master's essay thesis committee member for Taylor Mickelson, 2013, Marquette University  
Reviewer, *International Journal for the Psychology of Religion*, beginning 2012  
Reviewer, *International Journal of Social Economics*, beginning 2012  
Master's essay thesis committee member for Joseph Oh, 2012, Marquette University  
Reviewer, *Review of Social Economy*, beginning 2011  
Reviewer, *Faith and Economics*, beginning 2011  
Master's essay thesis committee member for Emily Kapszukiewicz, 2010-2011, Marquette University  
Master's essay thesis committee member for Pat O'Brien, 2009-2010, Marquette University  
Reviewer, *Review of Religious Research*, beginning Spring 2007  
Reviewer, *Journal of Economics and Business*, beginning Spring 2005  
Textbook Review, *Global Economic Issues and Policies*, by Joseph Daniels and David VanHoose,  
Thomson-Southwest Publishing  
Textbook Review, *Macroeconomics: Theories, Policies, and International Applications*, by Roger Miller  
and David VanHoose, Thomson-Southwest Publishing  
Reviewer, *Review of Social Economy*, beginning Fall, 2002  
Chair and Organizer of the Third Annual International Business and Economics Conference, St. Norbert  
College, Keynote Speakers: Mr. Ron Hutchinson, Vice President of Parts and Accessories, Harley  
Davidson, and Mr. Mike Kennedy, Marketing Manager of Parts and Accessories, Harley Davidson  
Reviewer for Marketing Management Association Conference and Proceedings, 2000, 2001

### **New Course Development**

ECON345: An Economic Approach to Religion  
ECON357: Economics of Globalization, General Education Area XI course, Approved by General  
Education Committee Fall 2005  
ECON326: Advanced Topics in Applied Econometric Analysis. Developed Summer 2000, added to  
College Catalog, 2001

### **Service to the College:**

Elected faculty member of the Faculty Policy Committee, 2019-2020  
Assessment Coordinator, 2000-  
Discipline Coordinator, Fall 2016-  
Schneider School Strategic Planning Committee, Fall 2017-  
Schneider School Growth and Development Committee, Fall 2017-  
Appointed Member of the Campus Climate Committee, 2014-2015  
Discipline Coordinator, Fall 2012-Spring 2014  
Appointed Member of the Taskforce on Alcohol and Drug Abuse Prevention, 2012  
Elected Faculty Representative, Board of Trustees Academic Committee, 2011-2014  
Elected Faculty Representative: Faculty Advisory Committee, 2009-2011; Chair 2010-2011  
Economics Discipline Coordinator, Fall 2009-present  
Elected Faculty Representative: International Education Advisory Committee, 2008-2010  
Elected Faculty Representative, Board of Trustees Finance Committee, 2006-2008  
Elected Faculty Representative, Curriculum and Educational Policy Committee, 2004-2006  
Elected Faculty Representative, Board of Trustees Finance Committee, 2004-2006  
Appointed Faculty Representative: International Education Advisory Committee, 2003-2004  
Elected Faculty Representative, College Community Relations Board, 2002-2004  
Elected Faculty Representative, Harassment Resource Committee, 2002-2004  
Elected Faculty Representative, Computer Services Committee, 2002-2003

Elected Faculty Representative, Library Advisory Committee, 2002-2004  
Advisory Member, Fifth Annual International Business and Economics Conference, 2001-2002  
Elected Faculty Representative, Social Science Advisory Council, 2001-2003  
Elected Faculty Representative, Faculty Welcoming Committee, 2001-2004  
Advisory Member, Fourth Annual International Business and Economics Conference, 2000-2001  
Chair, Committee for the Third Annual International Business and Economics Conference, 1999-2000  
Elected Faculty Representative, Business and Finance Advisory Committee, 2000-2002  
Elected Faculty Representative, Admissions Committee, 2000-2002  
Appointed Faculty Representative, IBLAS Advisory Committee, 2000-present  
Lilly Grant sub-committee, December, 1999 to Spring, 2000.  
Advisory Member, Second Annual International Business and Economics Conference, 1999

**Other Service to the College:**

SNC Alumni Day Presenter, Spring 2014  
SNC Day presenter, September 22, 2012  
Chair of 2011-2012 Tenure Track Economics Search  
Junior Knights and Days Faculty Presenter, February 19, 2011  
Chair of 2009-2010 Tenure Track Economics Search – Resulted in the hire of Daniel Groft  
Worked with Marquette University to create the joint 5 year B.S./M.S.A.E degree between SNC and MU  
Lecturer, First Annual “Alumni College” Fundraising Event, May 20, 2005  
Assessment Coordinator, Economics Discipline, Spring 2001-present  
Contributor to “Beyond Borders” newsletter, Fall 2004  
Search Committee for Social Science Divisional Chair/Associate Dean, 2003-2004  
Search Committee for Two Marketing Positions, 2003-2004  
International Economic Studies Coordinator, Summer 2002-Fall 2003  
Ethics and Information Technology, Information Technology Symposium, Panelist , March 25, 2002  
Faculty Development Conference Participant, “Liberal Arts: The Ideal and the Real”, Winter 2002  
Search Committee for Political Science Position, 2001  
Great Discussion Series, Trade and Globalization, Bemis International Center, February 7, 2001  
Member of the A100 Men Who Cook to help raise funds for future service trips, February, 2000  
The Dean’s Hour: The New Economy, Participant, March 23, 2000  
Addressed students participating in the Jubilee 2000 trip to Washington D.C. regarding the economic impact of debt relief, September, 1999

**Professional Activities in the Local Community:**

Keynote Speaker at the Green Bay Estate Planners Group, January 15<sup>th</sup>, 2010  
Co-authored G20 Simulation with Joseph Tullbane and Wendy Scattergood for use at West De Pere High School and University of Wisconsin-Madison, Spring 2009  
Guest Speaker, Great Decisions-Energy and the Economy SNC, February 18, 2009  
Guest Speaker St. Norbert Distinguished Lecture series at the Door County Auditorium, March 19, 2005  
“Myths and Realities of Globalization”  
Guest Speaker for gifted and talented students at Gibraltar High School, March 18, 2005  
“Myths and Realities of Globalization”  
Panelist, “Great Decisions- Offshoring Jobs” sponsored by the Center for International Education, February 16<sup>th</sup>, 2005  
Panelist and Interviewee, Great Decisions-Offshoring Jobs” sponsored by University of Wisconsin, Milwaukee, including Milwaukee Public TV, Wisconsin Public Radio, and WUWM Radio interviews and public lectures at UW Milwaukee and UW Waukesha, February 14<sup>th</sup>-15<sup>th</sup>, 2005  
Guest Speaker at Allouez Optimist Club, August 17, 2004 discussing “off-shoring” and the jobless recovery  
Guest Speaker at Allouez Optimist Club, May 19, 2004 discussing the federal deficit and debt  
Interviewed by the Green Bay NBC affiliate to comment on the economic impact of the terrorist attack on the U.S., September 18, 2001  
Interviewed by the Green Bay CBS affiliate to comment on the economic causes and consequences of consumption spending, September 10, 2001  
Keynote Speaker, De Pere Kiwanis Club, The Modern Economy and Globalization, January 29, 2001  
Interviewed by the Green Bay News Chronicle to comment on local economics, July 2000  
Interviewed by the Green Bay CBS affiliate to comment on the riots in Seattle during the World Trade

Organization meetings, November, 1999.

**Advisee Load**

25 (current) full-time students

**Professional Affiliations**

American Economics Association, Association for the Study of Religion, Economics, and Culture