Mark Casson

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| Current Positions |

Professor of Economics - Department of Economics, School of Politics, Economics and International Relations, and Department of International Business and Strategy, Henley Business School, University of Reading (1981 - present)

Research Centres

* Director, Centre for Institutional Performance
* Member, John H. Dunning Centre for International Business
* Member, Centre for Economic History
* Member, Centre for Entrepreneurship
* Member, Centre for International Business History

External Appointments

* Visiting Research Professor, University of York (2011 – date)
* Visiting Associate, Institute for Enterprise and Economic Development, University of Lancaster (2003 – date)
* Visiting Associate, Centre for Globalisation Research, Queen Mary, University of London (2012 – date)

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| Employment History |

* Visiting Professor of Management, Queen Mary, University of London (2004 – 8)
* Visiting Professor of International Business, University of Leeds (1998 – 1991)
* Head of Department of Economics, University of Reading (1987 – 1994)
* Reader in Economics, University of Reading (1977-1981)
* Lecturer in Economics, University of Reading (1969-1977)

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| Research Student Supervision |

Twenty students have been awarded PhD degrees under my supervision. Five are currently being supervised.

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| professional memberships |

* President of the Association of Business Historians, 2007-9
* Member of Council, Royal Economic Society, 1985-1990
* Fellow of Academy of International Business

# Fellow of Royal Society of Arts

* Member of the editorial advisory boards of the following journals (currently):
* Business History; International Journal of the Economics of Business; International Business Review; Journal of International Business Studies; International Entrepreneurship and Management Journal, Multinational Business Review
* General editor of two book series:
* The Globalisation of the World Economy
* Handbooks on Research Methods and Applications in the Social Sciences

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| major research funding |

* ESRC £76,460 (with J.A.Cantwell, J.H.Dunning and R.D.Pearce) Global Research Strategy and International Competitiveness, Oct 1987 - Sept 1990.
* ESRC £91,230 Economic Aspects of Human Resource Management in Large Multinational Enterprises, Oct 1991 - Sept 1994.
* ESRC £88,140 Evolution of the British Railway Network, 1825-1914, Oct. 2002 -Sept 2005.
* Leverhulme Trust £117,520 Major Research Fellowship for the Study of the Economics of Social Networks, Oct. 2006 - Sept 2009

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| knowledge transfer consultancies |

* UNCTAD (Transnational Corporations)
* World Bank (various projects)
* UK Department of Business, Innovation and Skills (formerly Department of Trade & Industry
* UK Foreign & Commonwealth Office (e.g. Asia Task Force)
* UK Trade & Investment
* European Commission (Social Affairs),
* New Zealand Treasury
* Private companies such as BT, DTZ

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| community outreach activities |

* Chairman of Trustees: Business Enterprise Heritage Trust (registered charity for the promotion of education and research)
* Vice-Patron: Abbeyfield Housing Trust
* Member: Railway Studies Association
* Member: Transport Economists Group
* Member: Berkshire Industrial Archaeology Group
* Member: Company of Art Historians (London livery company)
* Member: Oxford Building Record, Oxfordshire Historical Society, Historical Society of Lancashire and Cheshire, Suffolk Records Society
* Associate member: Passenger Demand Forecasting Council, Association of Train Operating Companies
* Freeman, City of London

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| research publications |

**Articles in refereed journals**

Casson, Mark C. (2013) [Economic analysis of international supply chains: an internalization perspective.](http://centaur.reading.ac.uk/32391/) *Journal of Supply Chain Management*, 49 (2). 8-13. ISSN 1745-493X doi: [10.1111/jscm.12009](http://dx.doi.org/10.1111/jscm.12009)

Casson, Mark C. (2013) [The determinants of local population growth: a study of Oxfordshire in the nineteenth century.](http://centaur.reading.ac.uk/32386/) *Explorations in Economic History*, 50 (1). 28-45. ISSN 0014-4983 doi: [10.1016/j.eeh.2012.09.003](http://dx.doi.org/10.1016/j.eeh.2012.09.003)

Casson, Mark C. and Teresa da Silva Lopes (2013) [Foreign direct investment in high-risk environments: an historical perspective.](http://centaur.reading.ac.uk/32389/) *Business History*, 55 (3). 375-404. ISSN 1743-7938 doi: [10.1080/00076791.2013.771343](http://dx.doi.org/10.1080/00076791.2013.771343)

Casson, Mark C. and Nigel Wadeson (2013) [The economic theory of international supply chains: a systems view.](http://centaur.reading.ac.uk/29785/) *International Journal of the Economics of Business*. ISSN 1466-1829 (In Press)

Haggerty, John, Mark C. Casson, Sheryllynne Haggerty, and M.J. Taylor (2012) [A framework for the forensic analysis of user interaction with social media.](http://centaur.reading.ac.uk/32390/) *International Journal of Digital Crime and Forensics*, 4 (4). 15-30. ISSN 1941-6229 doi: [10.4018/jdcf.2012100102](http://dx.doi.org/10.4018/jdcf.2012100102)

Lopes, Teresa da Silva and Mark C. Casson, (2012) [Brand protection and the globalization of British business.](http://centaur.reading.ac.uk/20484/) *Business History Review*, 86 (2). 287-310. ISSN 2044-768X doi: [10.1017/S0007680512000414](http://dx.doi.org/10.1017/S0007680512000414)

[Casson, Mark C.](http://centaur.reading.ac.uk/view/creators/90001345.html) and Nigel Wadeson (2012) [The economic theory of international business: a supply chain perspective.](http://centaur.reading.ac.uk/26628/) *Multinational Business Review*, 20 (2). 114-134. ISSN 1525-383X doi: [10.1108/15253831211238203](http://dx.doi.org/10.1108/15253831211238203%20)

Buckley, Peter J. and [Mark](http://centaur.reading.ac.uk/view/creators/90001345.html) C. Casson (2011) [Marketing and the multinational: extending internalisation theory.](http://centaur.reading.ac.uk/17978/) *Journal of the Academy of Marketing Science*, 39 (4). 492-508. ISSN 1552-7824 doi: [10.1007/s11747-010-0243-0](http://dx.doi.org/10.1007/s11747-010-0243-0)

Buckley, Peter J. and Mark C. Casson, M. (2011) [Marketing and the multinational: extending internalisation theory.](http://centaur.reading.ac.uk/17978/) *Journal of the Academy of Marketing Science*, 39 (4), 492-508. 1552-7824

Casson, Mark C. (2011) [Networks in economic and business history: a theoretical perspective.](http://centaur.reading.ac.uk/17663/) *German Historical Institute London Bulletin Supplement*, 2. 17-49. ISSN 0269-8552

Casson, Mark C. and John S. Lee (2011) [The origin and development of markets: a business history perspective.](http://centaur.reading.ac.uk/17664/) *Business History Review*, 85 (1). 9-37 9-37. ISSN 2044-768X doi: [10.1017/S0007680511000018](http://dx.doi.org/10.1017/S0007680511000018)

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Casson, Mark C. (2009) The efficiency of the Victorian railway network: A counterfactual analysis, *Networks and Spatial Economics*, 9 (3), 339-378

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Buckley, Peter J. and Mark C. Casson (2009) The internalisation theory of the multinational enterprise: A review of the progress of a research agenda after 30 years, *Journal of International Business Studies*, 40, 1563-1580

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Casson, Mark C. (2010) *Entrepreneurship: Theory, Networks, History*, Cheltenham: Edward Elgar, viii + 400 pp.

Casson, Mark C. (2009) *The World’s First Railway System: Enterprise, Competition and Regulation on the Railway Network in Victorian Britain*, Oxford: Oxford University Press, xvi + 523 pp.

Buckley, Peter J. and Mark C. Casson (2009): *The Multinational Enterprise Revisited*, Basingstoke, Hants: Palgrave Macmillan, x + 310 pp.

Casson, Mark C. (2000) *Enterprise and Leadership: Studies on Firms, Markets and Networks*, Cheltenham: Edward Elgar, x + 290 pp.

Casson, Mark C. (2000) *Economics of International Business; A New Research Agenda*, Cheltenham: Edward Elgar, xi + 316 pp.

Casson, Mark C. (1997) *Information and Organization*, Oxford: Oxford University Press, vii + 314 pp..

Casson, Mark C. (1995) *Entrepreneurship and Business Culture*, Aldershot: Edward Elgar, x + 283 pp.

Casson, Mark C. (1995) *The Organization of International Business*, Cheltenham: Edward Elgar, x + 209 pp.

Casson, Mark C. (1991) *Economics of Business Culture: Game Theory, Transaction Costs and Economic Performance*, Oxford: Clarendon Press, xi + 286 pp.

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x + 192 pp.

Casson, Mark C. (1987) *The Firm and the Market: Studies in Multinational Enterprises and the Scope of The Firm*, Cambridge, Mass: MIT Press and Oxford: Blackwell, xii + 283 pp.

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Buckley, Peter J. and Mark C.Casson (1985) *The Economic Theory of the Multinational Enterprise: Selected Papers*, London: Macmillan, xii + 235pp.

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Casson, Mark C. (1982) *The Entrepreneur: An Economic Theory*, Oxford;

Martin Robertson, xiv + 418 pp. [2nd. ed., Edward Elgar, 2003]

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Casson, Mark C. (1979) *Alternatives to the Multinational Enterprise*, London: Macmillan xiii + 120pp

Buckley, Peter J. and Mark C. Casson (1976) *The Future of the Multinational Enterprise*, London: Macmillan [25th Anniversary ed. 2001], 112pp.

**Books: edited**

Casson, Mark C. and Catherine Casson (eds.) (2013) [History of entrepreneurship: innovation and risk-taking, 1200-2000.](http://centaur.reading.ac.uk/32393/) Edward Elgar, Cheltenham, pp1608. ISBN 9781781955239 (In Press)

[Casson, Mark C.](http://centaur.reading.ac.uk/view/creators/90001345.html) and Nigar Hashimzade (eds.) (2013) [Large databases in economic history: research methods and case studies.](http://centaur.reading.ac.uk/32392/) Routledge Explorations in Economic History. Routledge, Abingdon, pp256. ISBN 978041520684 (In Press)

Casson, Mark C. (ed.) (2011) [Markets and market institutions: their origin and evolution.](http://centaur.reading.ac.uk/20485/) International library of critical writings in economics. Edward Elgar, Cheltenham, UK, pp752. ISBN 9781849803892

Casson, Mark C. and Marina Della Giusta (2008) (eds.) *Economics of Networks*, Cheltenham: Edward Elgar, xvii + 401 pp.

Casson, Mark C. and Andrew Godley (eds.) (2000) *Cultural Factors in Economic Growth*, Berlin: Springer, x + 200 pp.

Casson, Mark C. (2000) (ed.) *The Evolution of International Business*, 7 volumes with an introduction, London: Routledge.

Casson, Mark C. (2000) (ed.) *The Hegemony of International Business*, 7 volumes with an introduction, London: Routledge.

Casson, Mark C. (ed.) (1999) *The Emergence of International Business*, 7 volumes, with an introduction, London: Thoemmes press.

Casson, Mark C. (ed.) (1999) *The Railway Revolution*, 7 volumes, with an introduction, London: Thoemmes Press.

Casson, Mark C. (ed.) (1998) *International Competitiveness*, 7 volumes, with an introduction, London: Thoemmes Press.

Casson, Mark C., Martin Carter and Vivek Suneja (eds.) (1998) *The Economics of Marketing*, (International Library of Critical Writings in Economics) Cheltenham: Edward Elgar, xxiv + 735 pp.

Casson, Mark C. (ed.) (1997) *Culture, Social Norms and Economics*, Cheltenham: Edward Elgar (International Library of Critical Writings in Economics), 2 vols., xxxi + 505pp. and xi + 647 pp.

Casson, Mark C. and Mary Rose (eds.) (1997) *Institutions and the Evolution of Modern Business*, London: Frank Cass, 184pp.

Casson, Mark C. (ed.) (1997) *Entrepreneurship and the Industrial Revolution*, 7 volumes, with an Introduction, London: Thoemmes Press.

Casson, Mark C. (ed.) 1997 *The Rise of Big Business: The British Experience*, 7 volumes, with an Introduction, London: Thoemmes Press.

Casson, Mark C., (ed.) (1996) *The Theory of the Firm* (International Library of Critical Writings in Economics), Cheltenham: Edward Elgar, xx + 739 pp.

Casson, Mark C. and John Creedy (eds.) (1993) *Industrial Concentration and Economic Inequality: Essays in honour of Peter Hart*, Cheltenham: Edward Elgar,

xix + 235pp.

Buckley, Peter J. and Casson Mark C. (eds.) (1992) *Multinational Enterprises and World Development: Essays in honour of John Dunning*, Cheltenham; Edward Elgar, x + 360pp.

Casson, Mark C. (1992) (ed.) *International Business and Global Integration: Empirical Studies*, London: Macmillan, 271pp.

Casson, Mark C. (1991) (ed.) *Global Research Strategy and International Competitiveness*, Oxford: Blackwell, vii + 312 pp.

Casson, Mark C. (1990) (ed.) *Multinational Corporations* (International Library of Critical Writings in Economics) Cheltenham: Edward Elgar, xviii + 478 pp.

Casson, Mark C. (1990) (ed.) *Entrepreneurship* ( International Library of Critical Writings in Economics) Cheltenham: Edward Elgar, xxv + 610 pp.

Casson, Mark C. (1983) (ed.) *The Growth of International Business*, London: George Allen & Unwin, xii + 276pp.

**Contributions to books**

Casson, Mark C., Leigh Shaw-Taylor, E. W. M. Satchell and E.A. Wrigley (2013) Railways and population growth: Northamptonshire and Rutland, 1801-91. In: [Casson, M.](http://centaur.reading.ac.uk/view/creators/90001345.html) and [Hashimzade, N.](http://centaur.reading.ac.uk/view/creators/90002394.html) (eds.) *Large databases in economic history: research methods and case studies*. Routledge explorations in economic history. Routledge, Abingdon. ISBN 9780415820684 (In Press)

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