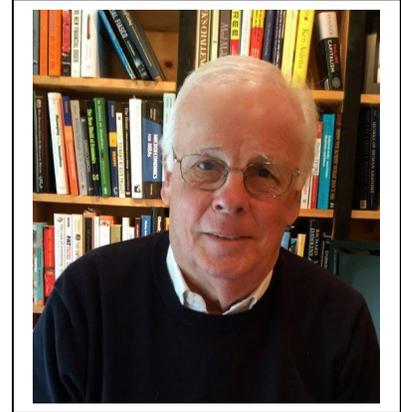


Biographical Sketch

Richard B. McKenzie

Richard McKenzie is the Walter B. Gerken Professor of Enterprise and Society Emeritus in the Paul Merage School of Business at the University of California, Irvine. He retired from UC-Irvine in 2011 after a forty-five year academic career, but only to pursue an array of academic and non-academic ventures, not the least of which is the development of new economic methodology dubbed “brain-centric economics” under which he seeks to reconcile (partially) neoclassical and behavioral economics.



Professor McKenzie has written close to forty books and monographs in economics, the latest of which is [*A Brain-Focused Foundation for Economic Science: A Partial Reconciliation of Neoclassical and Behavioral Economics*](#) (Palgrave 2018). Other books include [*Predictably Rational? In Search of Defenses of Rational Behavior in Economics*](#) (Springer, 2010), [*Why Popcorn Costs So Much at the Movies, And Other Pricing Puzzles*](#) (Copernicus, 2008), [*In Defense of Monopoly: How Market Power Fosters Creative Production*](#) (University of Michigan Press, 2008), and [*Microeconomics for MBAs: The Economic Way of Thinking for Managers*](#) [Cambridge University Press, 2016 (3rd)]. His earlier titles include [*Trust on Trial: How the Microsoft Case Is Reframing the Rules of Competition*](#) (Perseus, 2000); [*Managing Through Incentives: How to Develop a More Collaborative, Productive, and Profitable Organization*](#) (Oxford, 1998).

His [*New World of Economics*](#), co-authored with the late Gordon Tulloch, was first released in the mid-1970s and has gone through six domestic editions and five foreign translations. It has been adopted, at one time or another, in almost all of the country's major colleges and universities.

In addition, Professor McKenzie has written several hundred pamphlets; articles; chapters for larger works; and scholarly articles for a variety of academic journals, including *Southern Economics Journal*, *Antitrust Bulletin*, *Public Choice*, *Journal of Political Economy*, and *Ethics*. His columns and general-interest articles have appeared in the *Wall Street Journal*, *New York Times*, *Los Angeles Times*, *Washington Post*, *USA Today*, *Christian Science Monitor*, *National Review*, *Forbes*, *Reader's Digest*, and most of the country's major regional newspapers.

Professor McKenzie's research ranges over several topic areas but

concentrates on economic policy issues and methodology. In his current work on brain-centric, he seeks to make the human brain the critically scarce resource in economics and to unify conventional economic analytical methods with the findings of behavioral economists and neuroeconomists. His latest book project carries the working title of ***The Brain on Economics: Applications of Brain-Centric Economics***.

A recent policy paper is [“The Climate-Change Doomsday Trap”](#) (summer 2019), the theme of which is that if the climate science is right, the economics of global warming suggests that a correction in climate change will be all but impossible in a timely manner. His latest policy paper is on “How the Downfall of Communism Has Undermined Faith in American Capitalism” (February 2020).

Over his UC-Irvine career, he regularly received teaching and service awards from his MBA students at the Merage Business School. He has also received teaching awards from practically every other university where he has taught.

Professor McKenzie moved to the UC-Irvine in 1991. His main teaching duties involved the microeconomic course for Fully Employed and Executive MBA students.

He received his B.S. from Pfeiffer College in North Carolina (1964), his M.A. from the University of Maryland (1967), and his Ph.D. from Virginia Tech (1972). He was awarded an honorary doctor of letters degree from his alma mater in 2001. He is a past president of the Southern Economic Association.

Professor McKenzie grew up at Barium Springs Home for Children (near Charlotte, North Carolina), an experience that led him to write [The Home: A Memoir of Growing Up in an Orphanage](#), 2nd edition (Dickens Press, 2006). His own orphanage experience caused him to edit [Rethinking Orphanages for the 21st Century](#) (Sage, 1998) and [Home Away from Home: The Forgotten History of Orphanages](#) (Encounter, 2009). He is executive producer of a documentary film on [Homecoming: The Forgotten World of America's Orphanages](#) (which can be viewed by clicking on the link). The film was screened at several film festivals around the country and received the “Best Documentary Award” in the Sedona (AZ) International Film Festival in early 2005. The film was aired in 2006-2008 on more than 220 PBS stations, including stations in practically all major television markets. His most recent personal book is on [How Does a Mother Mean? A Search for the Soul of a Mother Lost Early](#) (2019).

He is married to Karen Albers McKenzie.