

Peter E. Earl: Curriculum Vitae

I have over four decades of experience as a behavioural economist. However, although this is the area in which my contributions are best known, my work has always been pluralistic in its method, with a focus on bringing together insights from Austrian, Behavioural, Evolutionary, Institutional and Post Keynesian economics. Much of my work is also interdisciplinary, intersecting with entrepreneurial studies, management, marketing, psychology and sociology and influenced by ideas from the philosophy of science. My current major project is a book entitled *Principles of Behavioral Economics: Bringing Together Old, New and Evolutionary Approaches*. I hope it will be published by late 2021. Some preview material from the book is available at my personal website.

Personal Details

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Current Appointment: Honorary Associate Professor of Economics, University of Queensland, St Lucia, Brisbane, Queensland 4072, Australia. (

Education and Previous Appointments

- 1974 Commenced study for the Economics Tripos, Queens' College, University of Cambridge.
- 1975 Achieved First Class Honours in Part I B.A. Economics (the second highest place in my year) and was awarded a College Exhibition and the Venn Prize by Queens' College.
- 1977 Achieved First Class Honours in Part II B.A. Economics; awarded a Foundation Scholarship by Queens' College and the Wrenbury Scholarship by the University of Cambridge; commenced postgraduate research, financed by a Social Science Research Council Quota Award.
- 1979 In July, ceased being a full-time research student at Cambridge, to take up a Lectureship in Economics at the University of Stirling.
- 1984 In June, I moved to the University of Tasmania to take up a Lectureship. In July, I was awarded a Ph.D. by the University of Cambridge. My Dissertation was entitled "A Behavioural Analysis of Choice" (my examiners were Professors J.F. Pickering and R.C.O. Matthews).
- 1987 Promoted to Senior Lecturer with effect from 010187.

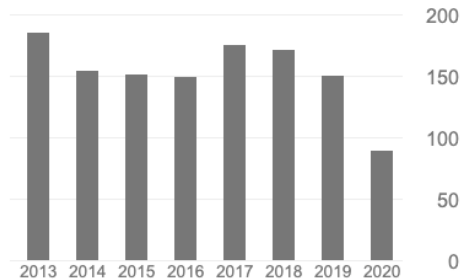
- 1991 In June, I became Professor of Economics, Department of Economics and Marketing, Lincoln University, Canterbury, New Zealand.
- 1995 In November, I was recipient of a Special Achievement Award for Research and Creative Activity at Lincoln University (up to two are awarded each year).
- 1999 Visiting Professor of Economics, University of Queensland, July-December.
- 2001 I resigned my chair to take up a position as Senior Lecturer in Economics at the University of Queensland at the start of July. This was an unusual career move, aimed at getting better students, a world-class research library, more time for research and a more pluralistic collegial environment. The difference that the move made to my research output compared with the 1991-2001 decade is abundantly evident from my publications list below.
- 2004-2020 Associate Professor of Economics, University of Queensland (retired 31 December 2020).

Publications

Google Scholar profile is at

<http://scholar.google.com.au/citations?user=0cLCnC0AAAAJ&hl=en>. Summary Statistics as of 10 December 2020:

Citations	3295	889
h-index	32	17
i10-index	58	30



Journal Articles

1. Friesen, L., & Earl, P. E. (2020). An experimental analysis of regulatory interventions for complex pricing. *Southern Economic Journal*, 86(3, January), 1241–1266. DOI: 10.1002/soej.12414
2. Earl, P.E., Friesen, L. and Shadforth, C. (2019). Elusive optima: A process-tracing analysis of procedural rationality in mobile phone connection plan choices. *Journal of Economic Behavior and Organization* 161: 303–322.
3. Earl, P. E. (2018) ‘Richard H. Thaler: A Nobel Prize for Behavioural Economics’. *Review of Political Economy*, 30(2), 107-125. doi:10.1080/09538259.2018.1513236. (This has Open Access availability and by late December 2020 had been viewed almost 14,000 times.)
4. Earl, Peter E. (2018) ‘G. L. S. Shackle’s introspective behavioural economics’, *Journal of Behavioral Economics for Policy*, 2(1): 19–25.
5. Earl, P.E., Friesen, L. and Shadforth C. (2017) The efficiency of market-assisted choices: An experimental analysis of mobile phone connection service

- recommendations', *Journal of Institutional Economics*, 13(4): 849–73,
DOI: <https://doi.org/10.1017/S174413741700011>
6. Earl, P.E. (2017) 'Lifestyle changes and the lifestyle selection process', *Journal of Bioeconomics*, 19(1, April): 97–114
 7. Earl, P.E. and Potts, J. (2016) 'The management of creative vision and the economics of creative cycles', *Managerial and Decision Economics*, 37(7, October): 474–484
 8. Earl, P.E. (2015) 'Anchoring in economics: On Frey and Gallus on the aggregation of behavioural anomalies', *Economics E-Journal*, 2015-21: 1–25, July 15.
<http://dx.doi.org/10.5018/economics-ejournal.ja.2015-21>
 9. Friesen, L. and Earl, P.E. (2015) 'Multipart tariffs and bounded rationality: An experimental analysis of mobile phone plan choices', *Journal of Economic Behavior and Organization*, **116**, pp. 239–53. DOI: <http://dx.doi.org/10.1016/j.jebo.2015.04.016>
 10. Earl, P.E. (2014) 'Bringing psychology and pluralism into the teaching of welfare economics', *International journal of Pluralism and Economics Education*, 5(1), pp. 58–77.
 11. Earl, P.E. (2013) 'The robot, the party animal and the philosopher: an evolutionary perspective on deliberation and preference', *Cambridge Journal of Economics*, 37(6), November, pp. 1263–1282
 12. Earl, P.E. and Potts, J. (2013) 'The creative instability hypothesis', *Journal of Cultural Economics*, **37**(2), pp. 153–173.
 13. Earl, P.E. and Peng, T.-C. (2012) 'Brands of economics and the Trojan horse of pluralism', *Review of Political Economy*, **24**(3), July, pp. 451–67.
 14. Earl, P.E. (2012) 'Experiential approach to automotive consumption', *Journal of Business Research*, **65**(7), July: pp. 1067–1072.
 15. Earl, P.E. (2011) 'From anecdotes to novels: Reflective inputs for behavioural economics', *New Zealand Economic Papers*, **45**(1/2), April-August (double issue on behavioural economics and economic psychology) pp. 5–22.
 16. Earl, P.E. and Potts, J. (2011) 'A Nobel prize for governance and institutions: Oliver Williamson and Elinor Ostrom', *Review of Political Economy*, **23**(1) January, pp. 1–24.
 17. Foster, M.M, Earl, P.E., Haines, T.P. and Mitchell, G.K. (2010) 'Unravelling the concept of consumer preference: Implications for health policy and optimal planning in primary care', *Health Policy*, **97**(2-3), October, pp. 105–112.
 18. Earl, P.E. (2010) 'Economics fit for the Queen: A pessimistic assessment of its prospects', *Prometheus*, **28**(3), September, pp. 1–17. (Reprinted in G.M. Hodgson (ed.) (2012) *Mathematics and Modern Economics*, Cheltenham, Edward Elgar. An extended version (incorporating some material from Earl and Peng (2012) 'Brands of economics and the Trojan horse of pluralism') is available as Earl, P.E. and Peng, T.-C.(2013) 'Economics fit for the Queen: Barriers and opportunities', pp. 172–202 in F.S. Lee and M. Lavoie (eds) *In Defence of Post-Keynesian and Heterodox Economics: Responses to their Critics*, London, Routledge.
 19. Earl, P.E. and Wakeley, T. (2010) 'Economic perspectives on the development of complex products for increasingly demanding customers', *Research Policy*, **39**, pp. 1122–1132.
 20. Earl, P.E. and Wakeley, T. (2010) 'Alternative perspectives on connections in economic systems', *Journal of Evolutionary Economics*, **20**, pp. 163–183.
 21. Earl, P.E. (2009) 'Information technology and the economics of storing, spreading and generating knowledge', *Prometheus*, 27(4), December, pp. 389–401.
 22. Earl, P.E. and Mandeville, T. (2009) 'The competitive process in the age of the Internet', *Prometheus*, 27(3), September, pp. 195–209.
 23. Earl, P.E. (2008) 'Heterodox economics and the future of academic publishing', *On the Horizon*, 16(4), pp. 205–213.
 24. Earl, P.E., Peng, T.C. and Potts, J. (2007) 'Decision-rule cascades and the dynamics of speculative bubbles', *Journal of Economic Psychology*, 28(3), June, pp. 351–364.

25. Earl, P.E. and Wakeley, T. (2007) 'Conjectures about future wants: some insights from evolutionary economics with reference to digital photography', *International Journal of Technological Intelligence and Planning*, 3(1), pp. 24-38.
26. Earl, P.E. (2005) 'Economics and psychology in the twenty-first century', *Cambridge Journal of Economics*, 29(6), pp. 909-26.
27. Earl, P.E. and Potts, J. (2004) 'The Market for Preferences', *Cambridge Journal of Economics*, 28(4), July, pp. 619-633.
28. Earl, P.E. (2001) 'Simon's Travel Theorem and the Demand for Live Music', *Journal of Economic Psychology*, 22(3), June, pp. 335-358 (this was accepted, subject to some changes, before I became coeditor of the journal and thereafter continued to go through the normal refereeing process).
29. Earl, P.E. and Potts, J. (2000) 'Latent demand and the browsing shopper' *Managerial and Decision Economics*, 21(3-4), pp. 11-22.
30. Earl, P.E. (1998) 'Information, Coordination and Macroeconomics', *Information Economics and Policy*, 10, pp. 331-342.
31. Earl, P.E. (1994) 'The Economic Rationale of Universities: A Reconsideration' (my Inaugural Lecture) *Prometheus*, 12, No. 2, December, pp. 131-51.
32. Earl, P.E. (1992) 'The Evolution of Cooperative Strategies: Three Automotive Industry Case Studies', *Human Systems Management*, 11, No. 2, pp. 89-100.
33. Earl, P.E. (1992) 'Scientific Research Programmes and the Prediction of Corporate Behaviour', *Cyprus Journal of Economics*, 5, No. 2, December, pp. 75-95.
34. Earl, P.E. (1991) 'Principal-Agent Problems and Structural Change in the Advertising Industry', *Prometheus*, 9, December, pp. 274-95.
35. Earl, P.E. (1991) 'Normal Cost versus Marginalist Approaches to Pricing: A Behavioural Perspective', *Journal of Post Keynesian Economics*, 13, Winter 1990-91, pp. 264-81.
36. Earl, P.E. (1990) 'Coping with Uncertainty in Economics: Interview with G.L.S. Shackle', *Review of Political Economy*, 2, March, pp. 104-113.
37. Earl, P.E. (1990) 'Economics and Psychology: A Survey', *Economic Journal*, September, 100, pp. 718-55.
38. Brooks, M.A. and Earl, P.E. (1987) 'On the Implications of Jointness in a Normative Model of Behavior Based on an Activity Hierarchy', *Journal of Consumer Research*, 14, December, pp. 445-8.
39. Earl, P.E. (1987) 'Unexploited Scope for Quantitative Work in the History of Economic Thought', *HETSA Bulletin*, No. 8, Summer, pp. 1-11.
40. Lee, F.S., Irving-Lessman, J., Davies, J. and Earl, P.E. (1986) 'P.W.S. Andrews' Theory of Competitive Oligopoly: A New Interpretation', *British Review of Economic Issues*, 8, Autumn, pp. 13-40.
41. Earl, P.E. (1986) 'A Behavioural Analysis of Demand Elasticities', *Journal of Economic Studies*, 13(3), pp. 20-37.
42. Earl, P.E. and Kay, N.M. (1985) 'How Economists can Accept Shackle's Critique of Economic Doctrines without Arguing Themselves out of their Jobs', *Journal of Economic Studies*, 12(1/2), pp. 34-48 (reprinted in Mark Blaug's 1992 Elgar volume of readings on Shackle and Joan Robinson).
43. Dow, S.C. and Earl, P.E. (1984) 'Methodology and Orthodox Monetary Policy', *Economie Appliquee*, 37, pp. 143-63.

Books

1. Earl, P.E. and Littleboy, B. (2014) *G.L.S. Shackle (Great Thinkers in Economics Series)*, Basingstoke and London, Palgrave, pp. xiii + 246.
2. Earl, P.E. and Wakeley, T. (2005) *Business Economics: A Contemporary Approach*, Maidenhead, UK, McGraw-Hill, pp. xxv +561 (covers both mainstream and behavioural/evolutionary approaches).

3. Earl, P.E. (2002) *Information, Opportunism and Economic Coordination*, Cheltenham, Edward Elgar Publishing Ltd., pp. xix + 272.
4. Earl, P.E. (1995) *Microeconomics for Business and Marketing: Lectures, Cases and Worked Essays*. Aldershot, Edward Elgar Ltd., pp. xiii + 432, reprinted November 1995; covers both mainstream and behavioural/evolutionary approaches).
5. Earl, P.E. (1990) *Monetary Scenarios: A Modern Approach to Financial Systems*, Aldershot, Edward Elgar Publishing Ltd., pp. xi + 371.
6. Earl, P.E. (1986) *Lifestyle Economics: Consumer Behaviour in a Turbulent World*, Brighton, Wheatsheaf Books/New York, St Martins Press, pp. xii + 314 (paperback edition, 1988).
7. Earl, P.E. (1984) *The Corporate Imagination: How Big Companies Make Mistakes*, Brighton, Wheatsheaf Books/Armonk, NY, M.E. Sharpe, Inc., pp. xvii + 236.
8. Earl, P.E. (1983) *The Economic Imagination: Towards a Behavioural Analysis of Choice* (with a foreword by G.L.S. Shackle), Brighton, Wheatsheaf Books/Armonk, NY, M.E. Sharpe, Inc., pp. xii + 206.
9. Dow, S.C. and Earl, P.E. (1982) *Money Matters: A Keynesian Approach to Monetary Economics*, Oxford, Martin Robertson/New York, Barnes and Noble, pp. ix + 270.

Edited Books

1. Earl, P.E. (2001) *The Legacy of Herbert A. Simon in Economic Analysis*, Cheltenham, Edward Elgar, Volume 1: p xxv + 559; Volume II: pp. xx + 604 (This is a refereed reference collection of reprinted articles which I selected, and each volume has a substantial introductory essay by myself).
2. Earl, P.E. and Frowen, S.F. (eds) (2000) *Economics as an Art of Thought: Essays in Memory of G. L. S. Shackle*, London, Routledge, pp. xxvi + 425. (Includes as pp. 25–50 chapter by myself entitled ‘Indeterminacy in the Economics Classroom’, an updated version which was included as pp. 193-214 of Fullboork, E. (ed.) (2008) *Pluralist Economics*, London, Zed Books.)
3. Earl, P.E. and Kemp, S. (eds) (1999) *The Elgar Companion to Consumer Research and Economic Psychology*, Cheltenham, Edward Elgar, pp. xx + 638, a major reference book containing entries by about 100 leading researchers in the field from all over the world. Paperback, April 2002.
4. Dow, S.C. and Earl, P.E. (eds) (1999) *Economic Organization and Economic Knowledge: Essays in Honour of Brian Loasby, Volume 1*, Cheltenham, Edward Elgar, pp. xxiii+302.
5. Dow, S.C. and Earl, P.E. (eds) (1999) *Contingency, Complexity and the Theory of the Firm: Essays in Honour of Brian Loasby, Volume 2*, Cheltenham, Edward Elgar, pp. xxiii+328.
6. Earl, P.E. (ed.) (1996) *Management, Marketing and the Competitive Process* (editor and contributor of introduction, one solo chapter (‘Contracts, Coordination and the Construction Industry’) and one joint chapter (‘Growth of Knowledge Perspectives on Business Behaviour’, with David Harper), Cheltenham, Edward Elgar, pp. xii + 395.
7. Lee, F.S. and Earl, P.E. (1993) *The Economics of Competitive Enterprise: Selected Essays of P.W.S. Andrews*, Aldershot, Edward Elgar Publishing Ltd., pp. xi + 435. The book ends with a chapter by myself entitled ‘Whatever Happened to P.W.S. Andrews’s Industrial Economics?’, pp. 402-427.
8. Earl, P.E. (ed.) (1988) *Behavioural Economics*, Aldershot, Edward Elgar Publishing Ltd. (a two volume set of 968 pages, in the Schools of Thought in Economics series edited by Professor Mark Blaug, each volume including a detailed introduction by myself and reprints of over twenty significant articles in this field), reprinted 1991.
9. Earl, P.E. (1988) *Psychological Economics: Development, Tensions, Prospects*, Boston, MA, Kluwer Academic Publishers (Kluwer-Nijhoff series on Modern Economic

Thought, series editor Professor Warren Samuels), pp. xi + 274. As well as my introduction it includes a chapter by me entitled 'On Being a Psychological Economist and Winning the Games Economists Play'.

Book Chapters (including papers in refereed annual book volumes)

1. Earl, P.E. (2019) 'The mortgage treadmill versus discretionary spending and enforced leisure', pp. 51–68 in A. Chai and C.M. Baum (eds) *Demand, Complexity and Long-Run Evolution*, Springer, Cham. DOI: https://doi.org/10.1007/978-3-030-02423-9_4.
2. Earl, P.E. (2017) 'Theory of the Firm', pp. 194–202 in C.L. Spash (ed.) *Routledge Handbook of Ecological Economics*, London and New York, Routledge.
3. Earl, P.E. (2016) 'The evolution of behavioural economics', pp. 5–17 in R. Frantz, S.-H. Chen, K. Dopfer, F. Heukelom, and S. Mousavi (eds) *Routledge Handbook of Behavioral Economics*, London, Routledge.
4. Earl, P.E. (2016) 'Bounded Rationality in the Digital Age', pp. 91–112 in R. Frantz and L. Marsh (eds) *Minds, Markets and Milieux: Commemorating the Centenary of the Birth of Herbert Simon*, Basingstoke, Palgrave.
5. Earl, P.E. (2013) 'Satisficing and cognition: Complementarities between Simon and Hayek', pp. 278–300 in Frantz, R. and Leeson, R. (eds) *Hayek and Behavioral Economics*, Basingstoke and New York, Palgrave, pp. 278–300.
6. Earl, P.E. (2012) 'Behavioural Theory', in Dietrich, M. and Krafft, J. (eds) *Handbook of the Theory of the Firm*, Cheltenham, Edward Elgar, pp. 98–101.
7. Earl, P.E. and Peng, T.-C. (2011) 'Home improvements', in Cameron, S. (ed.) *Handbook of the Economics of Leisure*, Cheltenham, Edward Elgar, pp. 197–220.
8. Earl, P.E. and Potts, J. (2011) 'Creativity under competition and the overshooting problem', Ch. 5 in Potts J. *Creative Industries and Economic Evolution*, Cheltenham, Edward Elgar, pp. 55–67.
9. Earl, P.E. (2011) 'Behavioural economics and economic policy', in Argyrous, G. and Stilwell, F. (eds) *Readings in Political Economy: Economics as a Social Science*, Prahran, VIC 3181, Australia, Tilde University Press. pp. 264–269.
10. Earl, P.E. (2010) 'The sensory order, the economic imagination and the tacit dimension', in Butos, W. (ed.) *The Social Science of The Sensory Order: Advances in Austrian Economics*, 13, Bradford, Emerald, pp. 211–236.
11. Earl, P.E. and Wakeley, T. (2009) 'Price-based versus standards-based approaches to reducing car addiction and other environmentally destructive activities', in Holt, R.P.F., Pressman, S., and Spash, C.L. (eds) *Post Keynesian and Ecological Economics*, Cheltenham, Edward Elgar, pp. 158–77.
12. Earl, P.E. (2007) 'Consumption X-inefficiency and the problem of market regulation', in R. Frantz (ed.) *Renaissance in Behavioural Economics: Essays in Memory of Harvey Leibenstein*, London, Routledge, pp. 176–193.
13. Chai, A., Earl, P.E. and Potts, J. (2007) 'Fashion, growth and welfare: An evolutionary approach', in Bianchi, M. (ed.) *The Evolution of Consumption: Theories and Practice. Advances in Austrian Economics*, 10, Oxford, JAI/Elsevier, pp. 187–207.
14. Earl, P.E. and Potts, J. (2004) 'Bounded rationality and decomposability: The basis for integrating cognitive and evolutionary economics', in Augier, M. and March, J.G. (eds), *Models of a Man: Essays in Memory of Herbert A. Simon*, Cambridge, MA, MIT Press, pp. 317–333.
15. Earl, P.E. (2004) 'How economists model choice, versus how we behave, and why it matters', in Fullbrook, E. (ed.) *A Guide to What's Wrong with Economics*, London, Anthem, pp. 95–105.
16. Earl, P.E. (2003) 'The entrepreneur as a constructor of connections', in Koppl, R. (ed.) *Austrian Economics and Entrepreneurial Studies – Advances in Austrian Economics*, 6, Oxford, JAI/Elsevier, pp. 117–134.

17. Earl, P.E. (2002) 'The perils of pluralism in economics and how to reduce them', in Fullbrook, E. (ed.) (2003) *The Crisis in Economics*, London, Routledge, pp. 90-3 (originally in *Post-Autistic Economics Review*, issue no, 11, January 2002, article 1).
18. Earl, P.E. (1999) 'Marketing as Information Economics', in S. Macdonald and J. Nightingale (eds) *Information and Organisation: A Tribute to the Work of Don Lamberton*, Amsterdam, Elsevier, pp. 243-261.
19. Earl, P.E. (1999) 'Managerialism and the Economics of the Firm', in Werhane, P. and Singer, A.E. (eds) *Business Ethics in Theory and Practice: Contributions from Asia and New Zealand*, Dordrecht, Kluwer, pp. 13-26.
20. Earl, P.E. (1998) 'George Richardson's Career and the Literature of Economics', in Foss, N.J. and Loasby, B.J. (eds) *Economic Organization, Capabilities and Coordination: Essays in Honour of G.B. Richardson*, London, Routledge, pp. 14-43.
21. Earl, P.E. (1998) 'Consumer Goals as Journeys into the Unknown', in Bianchi, M. (ed.) *The Active Consumer: Novelty and Surprise in Consumer Choice*, London, Routledge pp. 122-139.
22. Earl, P.E. (1996) 'Shackle, Entrepreneurship and the Theory of the Firm', in Pressman, S. (ed.) *Interactions in Political Economy: Malvern After Ten Years*, London, Routledge, pp. 43-60.
23. Earl, P.E. (1995) 'Liquidity Preference, Marketability and Pricing', in Dow, S.C. and Hillard, J. (eds) *Keynes, Knowledge and Uncertainty*, Aldershot, Edward Elgar Publishing Ltd., pp. 271-94.
24. Earl, P.E. (1994) 'Herbert Alexander Simon', in Hodgson, G. et al., (eds) *The Elgar Companion to Institutional and Evolutionary Economics*, Aldershot, Edward Elgar Publishing Ltd, Vol. 2, pp 284-7.
25. Earl, P.E. (1992) 'On the Complementarity of Economic Applications of Cognitive Dissonance Theory and Personal Construct Psychology', in Lea, S.E.G., Webley, P. and Young, B. (eds) *New Directions in Economic Psychology*, Aldershot, Edward Elgar Publishing Ltd., pp. 49-65.
26. Earl, P.E. (1992) 'Shearmur on Subjectivism', in Boehm, S. and Caldwell, B. (eds) *Austrian Economics: Tensions and New Developments*, Boston, MA, Kluwer Academic Publishers, pp. 129-135.
27. Earl, P.E. (1992) 'Tibor Scitovsky', in Samuels, W.J. (ed) *New Horizons in Economic Thought: An Appraisal of Ten Leading Economists*, Aldershot, Edward Elgar Publishing Ltd, pp. 265-93.
28. Earl, P.E. (1989) 'Bounded Rationality, Psychology and Financial Evolution: Some Behavioural Perspectives on Post Keynesian Monetary Analysis', in J. Pheby (ed.) *New Directions in Post Keynesian Economics*, Aldershot, Edward Elgar Publishing, Ltd., pp. 165-189.
29. Earl, P.E. (1987) Entries on P.W.S. Andrews, A.G. Hart and G.L.S. Shackle, in Eatwell, J., Milgate, M. and Newman, P. (eds) *The New Palgrave: A Dictionary of Economics*, London, Macmillan, pp. 94 (vol. 1), 604-5 (vol. 2), 315-6 (vol. 4).
30. Earl, P.E. and Dow, S.C. (1984) 'Monetary Policy in a Speculative Environment', in Hare, P.G. and Kirby, M.W. (eds) *An Introduction to British Economic Policy*, pp. 61-75, Brighton, Wheatsheaf Books.
31. Earl, P.E. (1983) 'The Consumer in his/her Social Setting: A Subjectivist View', in Wiseman, J. (ed.) *Beyond Positive Economics?* (based on papers presented to Section F of the British Association for the Advancement of Science, York, 1981), London, Macmillan, pp. 176-91.
32. Earl, P.E. (1983) 'A Behavioral Theory of Economists' Behavior', in Eichner, A.S. (ed.) *Why Economics is not yet a Science*, pp. 90-125, London, Macmillan/Armonk, NY, M.E. Sharpe, Inc. (Japanese edition, 1986, Tokyo, Nihon Keizei Hyronsha).

Refereed Conference Papers and Edited Proceedings

1. Earl, P.E. and Littleboy, B. (eds) (2008) *Regarding the Past: Proceedings of the 20th Conference of the History of Thought Society of Australia, Brisbane*, School of Economics, University of Queensland, pp. xi + 240.
2. Earl, P.E. and Wakeley, T. (2006) 'Entrepreneurship as a potential point of departure for a course in pluralist economic principles', pp 499-512 in Kriesler, P., Johnson, M. and Lodewijks, J. (eds) *Essays in Heterodox Economics: Proceeding of the Fifth Australian Society of Heterodox Economics Conference, 11-12 December 2006*, Sydney, University of New South Wales. An earlier version is available [here](#)

Review Articles

1. Earl, P.E. (2012) 'On Kahneman's *Thinking, Fast and Slow*: What You See Is Not All There Is', *Prometheus*, **30**(4), pp. 449-455.
2. Earl, P.E. (1993) 'The Economics of G.L.S. Shackle in Retrospect and Prospect' (triple review article), *Review of Political Economy*, 5, March, pp. 245-261.
3. Earl, P.E. (1988) Review article of 'Economic Psychology: Intersections in Theory and Applications. Edited by Alan J. MacFadyen and Heather W. MacFadyen', *Prometheus*, 6, June, pp. 142-9.

Book Reviews

1. Earl, P.E. (2019) 'Book Review: *Human Evolution, Economic Progress and Evolutionary Failure*, by Rao, Bhanaji (Routledge, Abingdon, 2017), pp. xvii + 131', *Economic Record* (published online 28 November 2019), <https://doi.org/10.1111/1475-4932.12513>
2. Earl, P. E. (2015) 'Book Review: *Alfred Marshall and Modern Economics: Equilibrium Theory and Evolutionary Economics*, by N. Hart', *History of Economics Review*, No. 62, Summer, pp. 98-101.
3. Earl, P.E. (2014) 'Book Review of *On Skidelsky's Keynes and Other Essays and The Making of a Post-Keynesian Economist: Cambridge Harvest* by G.C. Harcourt', *Economic Record*, **90**(221) December, pp. 553-6.
4. Earl, P.E. (2012) Book Review: 'B. Sheehan *The Economics of Abundance*, in *The Economic and Labour Relations Review* **23**(1), pp. 173-184.
5. Earl, P.E. (2008) 'Book review: 'R. Church and A. Godley *The Emergence of Modern Marketing*, in *Review of Political Economy*, 20(4) October, pp. 630-2.
6. Earl, P.E. (2006) 'Book review: '*Schumpeter on the Economics of Innovation and the Development of Capitalism* by Arnold Heertje', *History of Economics Review*, No. 44, Summer, pp. 120-122.
7. Earl, P.E. (2006) 'Book review: '*Hollywood Economics* by Arthur De Vany', *Review of Political Economy*, Volume 18, No. 4, October, pp. 577-9.
8. Earl, P.E. (2006) Book review: '*The Elgar Companion of Post Keynesian Economics* edited by J.E. King'. *Journal of Economic Behavior and Organization*, 60:4 pp. 608-611.
9. Earl, P.E. (2005) 'Book Review of *The economics of sin: Rational choice or no choice at all?* by Samuel Cameron', *Journal of Economic Psychology*, Elsevier, vol. 26(1), pages 147-149, February.
10. Earl, P.E. (2004) 'Book Review of *The Personality Continuum and Consumer Behavior* by Paul Albanese, in *Journal of Economic Psychology*, 25, pp. 293-296.
11. Earl, P.E. (2001) Book review: 'K.-E. Warneryd, *The Psychology of Saving*', *Journal of Economic Psychology* **22**, pp. 295-99.
12. Earl, P.E. (2000) Book review: 'J. Elster, *Alchemies of the Mind*', *Economic Journal* **110**(464), pp. 462-3.
13. Earl, P.E. (1999) Book review: 'M. Callon (ed) *The Laws of the Markets*', *International Journal of Social Economics* **26**(12), pp. 1505-16.

14. Earl, P.E. (1998) Book review: 'N.M. Kay, *Pattern in Corporate Evolution*', *Scottish Journal of Political Economy* **45**(3), pp. 345-6.
15. Earl, P.E. (1996) Book review: 'Y.B. Choi, *Paradigms and Conventions*', *Journal of Economic Psychology* **17**, pp. 145-8.
16. Earl, P.E. (1995) 'The dissenting economist (book review: J.L. Ford, *G.L.S. Shackle: The Dissenting Economist's Economist*)', *History of Economics Review*, **23**, Winter, pp. 135-8.
17. Earl, P.E. (1994) Book review: 'J.L. Baxter, *Behavioural Foundations of Economics*', *Economic Journal* **104**(425), pp. 945-6.
18. Earl, P.E. (1993) Book review: S. Moss & J. Rae (eds), *Artificial Intelligence and Economic Analysis*', *Economic Journal* **103**, July, pp. 1106-7.
19. Earl, P.E. (1993) Book review: 'H.A. Simon, *Models of my Life*', *Eastern Economic Journal*, **19** (2, Spring), pp. 247-9.
20. Earl, P.E. (1992) Book review: 'R.E. Lane, *The Market Experience*', *Economic Journal* **102**(415), pp. 1566-8.
21. Earl, P.E. (1991) Book review: 'D. Moggridge (ed.), *Perspectives on the History of Economic Thought, Volume IV*', *Manchester School* **LIX**(1), pp. 107-8.
22. Earl, P.E. (1990) Book review: 'J.G. March, *Decisions and Organizations*', *Review of Political Economy* **2**(3), pp. 368-9.
23. Earl, P.E. (1990) Book review: 'P. Albanese (ed.) *Psychological Foundations of Economic Behavior*', *Journal of Economic Literature* **XXVIII**, December, pp. 1716-17.
24. Earl, P.E. (1990) Book review: 'K. Grunert and F. Olander (eds)., *Understanding Economic Behaviour*', *Economic Journal* **100**(403), pp. 1341-2.
25. Earl, P.E. (1990) Book review: 'B.J. Loasby, *The Mind and Method of the Economist*', *Economic Journal* **100**(401), pp. 642-4.
26. Earl, P.E. (1989) Book review: J.L. Ford, *Economic Choice Under Uncertainty*', *Review of Political Economy* **1**(2), pp. 238-40
27. Earl, P.E. (1989) Book review: 'S. Lea, R. Tarpy and P. Webley, *The Individual in the Economy*', *Economic Analysis and Policy* **19**(1), pp. 118-21.
28. Earl, P.E. (1988) Book review: D.J. Juttner and T. Valentine (eds), *The Economics and Management of Financial Institutions*', *Economic Analysis and Policy* **18**(2), pp. 255-7.
29. Earl, P.E. (1988) Book review: 'N. Rosenberg and L. Birdzell, *How the West Grew Rich*', *Prometheus* **6**(1), pp. 174-6.
30. Earl, P.E. (1987) Book review: 'B. Gilad and S. Kaish (eds) *Handbook of Behavioral Economics*', *Journal of Economic Psychology* **8**, pp. 385-88. (I also published a different review of this work, focused for a different audience, in *Economic Journal* **97**, pp. 1012-14.)
31. Earl, P.E. (1986) Book review: 'L.A. Boland, *Methodology for a New Microeconomics*', *Economic Journal* **96**, December, pp. 1134-5.

Newspaper articles

- (2009) 'Shoppers need more than unit pricing to find value', *The Courier Mail*, 17 December.
- (2000) 'Paying the profit makers: The safety of the known', *Otago Daily Times*, 25 July.

Case Study

Earl, P.E. (1992) 'Case Study and Instructors' Notes: The Erebus Air Disaster', pp. 190-202 of G Hearn et al. *Organisational Behaviour: Australian Teaching Resources to accompany, R.P. Vecchio, G Hearn and G Southey Organizational Behaviour: Life at Work in Australia*, Sydney, Harcourt Brace (instructors' notes jointly written with Cathy Fisher).

External Funding

Australian Research Council Discover Grant DP1093840
LM Friesen

A/Prof PE Earl; Dr

A study of consumers' competence when choosing between complex mobile phone contracts and the regulatory implications of their coping strategies

2010 : \$ 93,000
2011 : \$ 96,000
2012 : \$ 100,000
2013 : \$ 60,000

Project Summary

In 2010, Australian consumers could choose between over 800 mobile phone connection products (many more if handset options are included) from over 50 providers. Since then, their set of options has been continually changing. This is a multi-methods study involving a nationwide large-sample (n=1000) online survey, experimental economics, and verbal protocol analysis and simulation methods. We are trying to find out how much consumers are wasting through mistaken choices of mobile phone service contracts, what causes their errors, which choice strategies work effectively in this 'confusopoly' environment and which policy measures are likely to be most effective at enabling consumers to make better choices.

Professional Involvements

Consultant to New Zealand Ministry of Economic Development/Ministry of Consumer Affairs (2005), delivering seminars in Wellington on behavioural economics and its relevance for policy design (September), written up subsequently as discussion paper for Ministry staff. A copy of the report is available at <http://espace.library.uq.edu.au/view/UQ:8811>.

Invited submissions to Submission to Productivity Commission Review of Australia's Consumer Policy Framework (2007), Senate Economic References Committee Inquiry into the GROCERYchoice website, October 2009, and Senate Inquiry into the Trade Practices Amendment (Guaranteed Lowest Prices - Blacktown Amendment) Bill 2009, November 2009.

Co-Editor (with Simon Kemp, University of Canterbury) *Journal of Economic Psychology* from August 2000 to March 2004 (volumes 22-25, 2001-2004) (editorial board member 1991-1995, 2005-2010; book review editor 2000-2003).

Editorial Board Member, *Review of Political Economy* (co-founder, 1989, resigned end 1995 to make space for major edited book projects, rejoined late 1999, resigned 2016 as, with teaching concentrated in semester 1, I could not promise that I could be available as a referee throughout the year).

Founding Editorial Board Member of the *Marketing Theory*, launched 2001 by Sage Publications; served on the Board until 2018.

Editorial Board Member, *Review of Social Economy* (2013-2018).

External PhD examiner for the University of Queensland (twice, prior to my appointment there); the University of Canterbury (twice: Department of Management 2002; Department of Psychology 2018); Department of Economics, Newcastle

University, NSW; Department of Economics, University of Auckland (twice); 2011, Monash University; and, 2013, La Trobe University. In 2009-10 I served as a PhD adjudicator and then examiner for Lincoln University, for whom I was again a PhD examiner in 2016), Federation University, 2018.

Referee of research grant applications for FoRST (NZ), University of Queensland (before I worked there), Australian Research Council, Irish Research Council, National Science Foundation (USA), National Research Foundation (South Africa).

Founding Member of the International Network on Economic Method and, until mid 1993, Area Correspondent for the Network's publication *Methodus*.

Referee of articles for the *Australian Economic Papers*, *Economic Journal*, the *Cambridge Journal of Economics* (frequently), *Journal of Institutional Economics* (frequently), *Journal of Economic Surveys*, *Review of Political Economy*, *Journal of Cultural Economics*, *American Journal of Economics and Sociology*, *Cyprus Journal of Economics*, *Manchester School*, *Journal of Economic Psychology* (over 30 papers), *New Zealand Economic Papers*, *International Review of Applied Economics*, *British Review of Economic Issues*, *Human Systems Management*, *International Journal of the Economics of Business*, *Journal of Economic Studies*, *Journal of the History of Economic Thought*, *Review of Social Economy*, *Review of Austrian Economics*, *Prometheus*, *British Journal of Management*, *Environmental Innovation and Societal Transitions*, *Economic Analysis and Policy* and *Encyclopedia of Information Systems*, *Journal of Neuroscience, Psychology and Economics*, *Journal of Economics Education*, *Environmental Innovation and Societal Transition*, *International Journal of Pluralism and Economic Education*, *Review of Social Economy*, *Building Research and Information*, *Journal of Economic Methodology*, *Economic and Labour Relations Review*, *Review of Behavioral Economics*, *Review of Behavioral and Experimental Economics*, *Utilities Policy*.

Referee of book manuscripts and proposals for Allen & Unwin, Wheatsheaf Books, Prentice-Hall Australia, Martin Robertson/Basil Blackwell, Kluwer Academic Press, Routledge, Edward Elgar Publishing, and University of Michigan Press.

Conference Presentations

1981 New Orthodoxy in Economics, Sidney Sussex College, Cambridge (June), British Association for the Advancement of Science (York), 1984 Workshop on Economic Beliefs at the University of Bath, organized by the Economic and Social Research Council (January). 1985 14th Conference of Economists at the University of New South Wales (May), 1986 3rd Australasian Personal Construct Psychology Conference, Melbourne, Lincoln Institute of Health Sciences (July). 1987 History of Economic Thought Society of Australia Conference at the University of Newcastle, NSW (May), 'New Directions in Post Keynesian Economics' conference held at Great Malvern in the UK (August). 1988 second Malvern conference (First *Review of Political Economy* Conference) (August) discussant at a conference on Post Keynesian Economics at the University of New South Wales in Sydney on 7 October. 1990 IXth International Colloquium of the International Association for Research in Economic Psychology, 4-7 July; 1991 New Zealand Economists' conference, Lincoln University (August); 1992 Economics Society of Australia conference at the University of Melbourne, 8 July; 1993 Keynes, Knowledge and Uncertainty, Leeds University (March); 1994 Roundtable participant at 8th Malvern Political Economy conference, 24 August and Scottish Economic Society Conference, The Burn, 8 September; 1995 Colloquium in honour of G.B. Richardson, St John's College, Oxford, 4-6 January, HETSA conference, University of Queensland, Brisbane, 12-14 July; 1996 10th Malvern Political Economy Conference; 1997 Symposium on

Business Ethics, University of Canterbury, 19 September; 2001 IAREP conference, University of Bath (September); 2003 Plenary speaker Economics for the Future conference, organized by the Cambridge Journal of Economics, University of Cambridge (September); 2005 AHE conference, City University, London (July), 2006 AHE conference, UCL/LSE (July); 2007 HETSA conference, University of Queensland (July); 2008 AHE conference, Anglia Ruskin (July); 2012 ATEC conference, Gold Coast (July; invited speaker); 2012 HETSA conference, Melbourne (July); 2013 Association for Heterodox Economics, London Metropolitan University (July). Following the last of these I decided that, in order to reduce further my carbon footprint, I would cease attending international conferences.

Presentations as a Visiting Speaker

1982 University of Kent at Canterbury (October); 1984 City of Birmingham Polytechnic (May) Psychology Department Staff Seminar, University of Tasmania (November); 1986 University of Adelaide (October); 1987 University of Queensland (May), Hobart branch of the Economics Society (June), Monash University (June), Psychology Department Staff Seminar, University of Tasmania (July); 1989 Northern Territory University, Darwin (July); Royal Society of Tasmania, Tasmanian Museum and Art Gallery (August); 1991 CIRCIT, Melbourne (May), University of Queensland (May); 1993 Lancaster University, Leeds University Business School and Victoria University Wellington (March), University of Auckland and Department of Management, University of Canterbury (April); 1995 University of Southern Queensland, Northern Territory University (July 1996); Psychology Department, University of Canterbury (June); 1998 Economics Department, University of Canterbury (May); 1999 Economics Department, University of Queensland (October); 2000 University College London, (June); 2015 University of Southern Queensland (September).

Conference Organisation

I co-organized (with Sheila Dow) a conference to celebrate Brian Loasby's 30 Years at Stirling University, held on 26-8 August 1997. Around thirty papers were presented and over sixty researchers attended, from the US, UK, Italy, France, Denmark, Hungary, Japan, South Africa, Australia and New Zealand, with some support from the Royal Economics Society and Post Keynesian Study Group.

Co-organizer (with Bruce Littleboy) of the 2007 conference of the History of Economic Thought Society of Australia, University of Queensland, July 11-13.

Teaching Experience and Achievements

My teaching has covered the following (courses that I developed or substantially re-engineered are in bold):

University of Cambridge: supervisions on core courses on Economic Principles and Problems. Awarded Munro Scholarship by Queens' College (a major award for teaching excellence after my first year as a supervisor).

University of Stirling: in addition to giving tutorials on first to fourth year core courses on microeconomics and macroeconomics, I lectured/tutored on Monetary Economics (1980), Intermediate Microeconomics (1982), Introduction to Marketing (1980-2), **Comparative Macroeconomic Policy** (1982), British Economic Policy Since 1939

(1982-3), Behavioural Economics and the History of the Theory of the Firm (1984), Semester 7 Management Economics (1981-2), Semester 8 Management Economics (1984), Semester 6 Decision Studies (1984).

1979 Attended the 'Four Universities' Training Course for Probationary Lecturers', at Dundee University, and served as co-organizer and tutor the following year when it was held at Stirling.

University of Tasmania: **Money and Banking** (1984-7), Theory of the Firm (1984), Third Year Macroeconomic Theory (1984), Australian Political Economy (1985-7), Marketing (1985, 1989-1991), **Business and Government Policy** (1986-9), Honours Microeconomic Theory (1985-7), Trade and Development (1988-9), Economics of Industry (1988), Quantitative Methods 1 (Maths), 1990, **Strategic Marketing** (1990-1), Business Organization (1990-1).

Lincoln University: **Microeconomics for Business and Marketing** (1991-9); New Zealand Economy (1991-3, 1995); Advanced Microeconomic Theory (1992); Advanced Macroeconomics (1993, 1995, 1998, 2000); New Zealand and the Asian Economies (1996); Banking and Financial Institutions (1996); Leisure Theory (1996-7); **Society and Business** (1997-9); **Masters Advanced Society and Business** (1998), Masters Microeconomic Theory (1995); Masters Macroeconomic Theory (1991-3, 1998); **Masters Economics of Information and Knowledge** (1992); Economic Growth and Development (2000) **Globalization** (2001). Also guest lectures at the University of Canterbury (both to a Masters unit in Economic Psychology and to MBA classes) and University of Queensland (Microeconomic Policy, and Philosophy of Economic Thought, 1999).

University of Queensland: ECON2400 **Business Economics** (2001-2007); ECON2100 Philosophy of Economic Thought (2001-2002, 2011-2012); ECON2420 Macroeconomy and the Business Environment (2002, 2007); ECON7010 Microeconomics for Managers (2002); ECON7020 Macroeconomics for Managers (2004); ECON7011/2 **Business Economics for MBA Students Only** (normally twice a year in standard, weekend and/or intensive mode, 2003-2009); ECON7540 Economics of Entrepreneurship and Innovation (2007); ECON2060 **Behavioural and Evolutionary Economics** (2008-10, 2014-2019) and ECON8920 Research Degree Preparation 2008-9); ECON2110 **Political Economy and Comparative Systems** (2011-2015: I completely redesign this course for delivery as a second-year unit rather than first-year; in 2011, I received my highest ever teaching evaluation score for this unit – 4.9/5 overall – and was a recipient of the Dean's Commendation for High Achievement in the Faculty of Arts, whence most of its enrolment comes; 2012). International Economy in the 20th Century (2012-2015); **ECON3540/ECON7060 Evolution of Economic Systems** (2016-2020). **PPES4101 Political Philosophy and Economics IV** (honours year course on 'wicked problems') (2020).

I have also written two textbooks that are radically different from the norm via their coverage of both mainstream and heterodox approaches (with elements of behavioural, evolutionary, institutional and Austrian approaches). My first one (1995) has achieved over 130 hits on Google Scholar, is still in print and was critically very well received by leading economists (Herbert Simon in a 1999 paper 'The Many Shapes of Knowledge', called it 'an excellent recent textbook representing the modern view'). Like my 2000 paper in Earl and Frowen that has been reprinted recently in Fullbrook (2008), it makes explicit use of the ideas of Harvard educationalist William G. Perry on student intellectual development. The second text, jointly written with Tim Wakeley, was based on the new MBA business economics course that I was asked to design in 2002 as part

of the UQ Business School's accreditation process. It has a considerable website of back-up resource including about 80.000 words of sample case study answers that I have written over many years. As of April 2020, it has 37 citations listed on Google Scholar.

Honours and Postgraduate Supervision.

University of Stirling and University of Tasmania:

Supervised several honours theses.

Lincoln University:

- Supervisor of 3 one-year masters theses, on NZ macroeconomics (Christopher Smith) and on consumer behaviour/marketing (Juan Guaqueta and Vanessa Moore).
- Principal advisor for PhDs: evolutionary economics (Jason Potts, now Professor of Economics at RMIT; the book based on his thesis shared the 2000 Schumpeter Prize); and economics history/technological change (Greg Clydesdale).
- Associate advisor for 2 PhDs: tourism/economic anthropology (David Fisher); and farm management/economic psychology (Ngenang Jangu)

University of Queensland:

- Supervisor of 3 honours theses and 4 masters projects.
Supervisor of 4 masters theses, on: decision rules for choosing mobile phone service plans (Morgan Spearritt); the spatial dynamics of the Brisbane real estate market (Ti-Ching Peng); economics of the music industry (Anders Moe); and the economics of the videogames sector (Ruangrit Chanaka).
- Principal advisor for 4 completed PhDs, on: the history of economic thought (Lauchlan Mackinnon, awarded 2006); experimental economics and superannuation choices (Joseph Clark, awarded 2008); economics of property renovation (Ti-Ching Peng, awarded 2009); tertiary education choices in NZ (Mary Hedges, awarded 2010).
- Associate advisor for 2 PhDs, on: differences in how junior and experienced competition lawyers think (Peter Macmillan, commenced 2012, awarded 2015 [I continued my role after he transferred to Bond University to follow his Principal Advisor there]); the complex systems approach to economics (Brendan Markey-Towler, commenced 2013, awarded early 2017 – this was a 50:50 associate arrangement, where the load was equally shared aside from signing forms).

Administration

University of Stirling

Committee on Academic Staff Training and Development; Library Liaison Committee.

University of Tasmania:

Library Liaison Committee; Editor, Departmental Annual Report 1985-90; Sub-Dean in Economics and Member of the Standing Committee of the Faculty of Economics and Commerce, 1989; Student Applications Committee, 1990; Member of Economics Department Appointments Committee, 1990.

Lincoln University:

Economics Discipline Area Coordinator. Academic Board (non-elected professorial Board member, 1991-8, elected as professorial representative to restructured Board June 1998); Working Party to design a Bachelor of Social Sciences; Degree Programme and on the implementation committee for it; Working Party on Ethics in Social Science

Research and founding Chair of Human Ethics Committee (a role I held for about five years); Working Party on University Structure; Staff/Council Forum presenter and group leader on 'Lincoln as an interdisciplinary institution'; Consultative Panel on Academic Audit (quality section); occasionally Acting Head of Department; member of Departmental Curriculum Review Committee; co-organiser of 1995 Departmental planning retreat and guest speaker at 1994 Lincoln Library Retreat; frequently on search and interview committees for positions in Commerce and in Philosophy, Finance, Computing, and Multimedia/Education; scenario writer for Management Forum Futures Working Party; member of Working party preparing bid for IKATAN (Malaysia) B.B.A. programme; examinations moderator for economics, marketing and management papers.

University of Queensland

January 2007 to June 2009: PhD Programme Coordinator for the School of Economics, Chair of School of Economics Postgraduate Studies Committee, and Member of Executive Committee, School of Economics. Past member of School of Economics Human Ethics Committee; past member of Staffing Shortlisting/Interview Committee; PhD oral examination chair and confirmation assessor for UQ Business School; Business Economics Coordinator/Economics representative on MBA redesign working committee. 2014 School of Economics Scholarships selection panel member. 2013-2016 PhD milestones convener. 2017-2019 BA Board of Studies representative for Economics. 2019-2020 Higher Degrees by Research Program Coordinator for Economics.

Referees

Names and contact details available on request.