

## **Tony Lima**

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### EDUCATION

- 1973-1980 Stanford University, Stanford, CA  
Ph.D., Economics, March, 1980; M.A., Economics, January, 1977  
Dissertation: *Inflation and the Demand for Life Insurance*  
Areas of Specialization: Macroeconomics, international economics, monetary theory, econometrics, finance
- 1969-1971 Harvard Business School, Cambridge, MA  
M.B.A., June, 1971  
Areas of Specialization: Managerial economics, finance, quantitative methods
- 1965-1969 Massachusetts Institute of Technology, Cambridge, MA  
B.S., Chemical Engineering, June, 1969  
Minors: Computer science, economics, management

### EMPLOYMENT

- 1980 – present Professor of Economics, California State University, East Bay (formerly CSU Hayward)
- 1978-1979 Brandeis University, Waltham, MA  
Lecturer, Department of Economics
- 1976-1978 Stanford University, Stanford, CA  
Lecturer, Department of Economics
- 1971-1972 Data Resources, Inc., Lexington, MA  
Marketing Consultant, New York City office.

### PUBLICATIONS: ECONOMICS

#### BOOKS

“Instructor’s Manual” to accompany Karl Case & Ray Fair, *Principles of Microeconomics* (9e). Prentice-Hall Publishing, Upper Saddle River, NJ, 2008. Also wrote the IM for the 7<sup>th</sup> and 8<sup>th</sup> editions.

“Instructor’s Manual” to accompany Karl Case & Ray Fair, *Principles of Macroeconomics* (9e). Prentice-Hall Publishing, Upper Saddle River, NJ, 2008. Also wrote the IM for the 7<sup>th</sup> and 8<sup>th</sup> editions.

*Economics: An Introduction to Analysis and Policy* (with G.L. Bach, R. Flanagan, F. Levy, and J. Howell), Prentice-Hall, Inc., March, 1987.

#### ARTICLES

“Mondovino: Turnover or Terroir” (review, with N. Schroder). *Journal of Wine Economics*, 4:1 (Spring, 2009), pp. 114-115.

“Ernest Gallo, 1909 – 2007: A Life in Wine” (with N. Schroder). *Journal of Wine Economics*, 2:2 (Fall, 2007), pp. 109-128..

(ARTICLES, continued)

“Digitized Technology and Student Learning of Macroeconomics in the Short and Long Term: Caveat Emptor” (with N. Maxwell). Perspectives on Economic Education Research, 3:1 (Spring, 2007), pp. 32 - 52.

“Price and Quality in the California Wine Industry: An Empirical Investigation.” Journal of Wine Economics, 1:2 (December, 2006), pp. 176-189.

“The Evolution of Baseball’s Amateur Draft” (with P. Staudohar and F. Lowenthal). NINE: Journal of Baseball, 15:1 (Fall, 2006), pp. 27 – 45.

"Book Review: *Full Count: Inside Cuban Baseball*." Journal of Sports Economics, August, 2001.

“A Game Theoretic Analysis of Owner-Player Relations.” in Paul Staudohar (ed.) *Diamond Mines: Labor and Baseball*. Syracuse University Press, 2000.

“You Can’t Put a Price on an Award -- Or Can You? Do Consumers Pay More for Medal-Winning Wines?” Wine Business Monthly, September, 1999, p. 34.

“Grey Ladies: Another Consequence of San Francisco Rent Control,” Challenge, September-October, 1990.

“An Economic Model of the Objectives of Education” (with A.E. Cassuto), Proceedings of Conf. on Productivity and the Schools, Far West Lab. for Ed. Research and Development, San Francisco, CA, October, 1982.

“An Economic Model of Teaching Effectiveness,” American Economic Review, December, 1981.

“Inflation: Its Causes, Measurement, and Cure,” The Collegiate Forum, Winter, 1981.

“Price Determination and the Transmission of Inflation in the LINK System” (with B. Hickman), in *Modeling the International Transmission Mechanism*, J. Sawyer, ed., North Holland Press, 1979.

“Optimum Lifetime Portfolio Selection Under Uncertain Inflation,” Disc. Paper #8, Workshop on the Microeconomics of Inflation, Department of Economics, Stanford University, February, 1977.

*Great Ideas for Teaching Economics*. Case studies on the economics of the catalytic converter and the Edsel. Scott, Foresman & Co., March, 1984. Reprinted in 1988 edition.

CONFERENCE PAPERS

“The New Structure of the California Wine Industry” (with N. Schroder). Presented at first annual meeting of American Association of Wine Economists, Trier, Germany, May 23 – 25, 2007.

“A Life in Wine: Ernest Gallo, 1909 - 2007” (with N. Schroder). Presented at first annual meeting of American Association of Wine Economists, Trier, Germany, May 23 – 25, 2007.

PUBLICATIONS, COMPUTER SCIENCE AND ENGINEERING

Author of seven books and over 120 articles covering technical aspects of desktop computer hardware and software.

ELECTRONIC PUBLICATIONS

*Electronic Lectures for Principles of Economics* (Addison-Wesley, 1995). A set of 3,000 Powerpoint slides to accompany Michael Parkin's *Economics* text (third edition, Addison-Wesley, 1995).

EDITORIAL POSITIONS

Editorial advisory board, Journal of Sports Economics, 2000 - present

COMMUNITY ACTIVITIES

Editor, *Among Friends*, 2004-2005. Friends of the San Carlos Library, San Carlos, CA.