

# PHILIP P. GUNBY

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## PERSONAL

Married with 4 children. New Zealand and British citizenship.

## EDUCATION

Ph.D. in Economics, 1990-96 University of Western Ontario, Canada.

Thesis title: "Explaining Adoption Patterns of Process Standards".

Supervisor: Professor Robin Cowan.

M.Com. (Hons) 1st class in Economics, 1988, University of Canterbury, New Zealand.

B.Com. in Economics, 1985-87, University of Canterbury, New Zealand.

## EMPLOYMENT

2007-      Senior Lecturer, Department of Economics, University of Canterbury.

1996-06    Lecturer, Department of Economics, University of Canterbury.

1994      Instructor, Department of Economics, University of Western Ontario. Liaison Officer,  
Center for the Study of International Economic Relations, University of Western Ontario.

1993      Instructor, Department of Economics, University of Western Ontario.

1992      Research Assistant, Professors John Whalley and Ian Wooton, University of Western On-  
tario. Research Assistant, Professor Robin Cowan, University of Western Ontario.

1990-94    Teaching Assistant, Department of Economics, University of Western Ontario.

1989-90    Economist, International Department, Reserve Bank of New Zealand.

## TEACHING EXPERIENCE

**Undergraduate:** Principles of Macroeconomics (UWO and Canterbury), Intermediate Macroeconomics (Canterbury), Intermediate Macroeconomics with Calculus (Canterbury), Regional Economics (UWO), Industrial Organisation (Canterbury).

**Graduate:** Microeconomics (Canterbury), Contract Theory (Canterbury).

## RESEARCH INTERESTS

Economics of Information and Contracts

Economics of Education

## ARTICLES IN REFEREED JOURNALS

- (forthcoming) “How Bad is the State of Occupational Fatalities in New Zealand?” *New Zealand Journal of Employment Relations*.
2011. “Improving Clinician-Patient Communication of Health Risks when Diagnostic Test Information is Imprecise.” joint with John Fountain. *New Zealand Medical Journal*. 124(1342):39-47.
2011. “Ambiguity, the Certainty Illusion, and the Natural Frequency Approach to Reasoning with Inverse Probabilities” joint with John Fountain. *New Zealand Economic Papers*. 45(1):195-207.
2003. “The Marketization of New Zealand Schools: Assessing Fiske and Ladd” joint with Alan Woodfield. *Journal of Economic Literature*. 41(3):863-884.
1996. “Sprayed to Death: Pest Control Strategies and Technological Lock-In” joint with Robin Cowan. *Economic Journal*. 106:521-542. (58 citations)

Note: citations are from *Web of Science* and exclude self-citations.

## CHAPTERS IN BOOKS

2006. “Learning from Disaster” joint with R. Cowan, E. Fauchart, and D. Foray. In *Applied Evolutionary Economics and the Knowledge-Based Economy* ed. A. Pyka and H. Hanusch, 40-71. Cheltenham: Edward-Elgar.

## REPRINTS

2007. “Sprayed to Death: Pest Control Strategies and Technological Lock-In” joint with Robin Cowan. In *Innovation and Economic Development* ed. L. Mytelka, ch.21, 492-513. Cheltenham: Edward-Elgar. (Reprint of *Economic Journal* article.)

## DISCUSSION PAPERS (not published elsewhere)

2000. “Dfaillances de Logiciel, Crises Technologique et Apprentissage: Une Approche par l'Economie des Connaissances” joint with Robin Cowan, Emanuelle Fauchart, and Dominique Foray. Rapport de recherche 00/08, IMRI, Universit Dauphine, Paris.
1998. “Demon or Saviour? An Assessment of the ISO 9000 Quality Assurance Standards”, Discussion Paper No. 1998/01, Department of Economics, University of Canterbury.

## WORK IN PROGRESS

- “Fin de Sicle? The Impact of the Global Financial Crisis on Higher Education: Lessons from New Zealand” joint with Nigel Healy, submitted to *Journal of Further and Higher Education*.

“Is Open Entry to New Zealand Universities a Human Right or a Utopian Ideal Past Its Use-By Date?”  
joint with Nigel Healy, submitted to *Journal of Educational Leadership, Policy and Practice*.  
“Egalitarian versus Elite: a Higher-Education Policy Comparison of Education Regime Types” joint  
with James Graham.  
“Evaluating the Impact of the 2002 Amendments to the Health and Safety in Employment Act (1992)”  
joint with Michael Wilkinson.  
“Schooling, Competition, and Regulation” joint with Alan Woodfield.

## REFEREEING

*Economic Journal, European Review of Agricultural Economics, Journal of Economic Behaviour and Organization, Journal of the History of Economic Thought, New Zealand Economic Papers, US National Renewable Energy Laboratory working paper series.*

## OTHER RESEARCH

“Comparing Ambiguous Inferences when Probabilities Are Imprecise” joint with John Fountain. *Wolfram Demonstration Project*. 2010.  
“The Discriminatory Power of Diagnostic Information from Discrete Medical Tests” joint with John Fountain. *Wolfram Demonstration Project*. 2010

## SEMINAR PRESENTATIONS

University of Canterbury; Maastricht Economic Research Institute on Innovation and Technology, University of Maastricht (2); University of Western Ontario (2).

“Learning from Disasters - the Case of the Therac-25.” Workshop on “Software Failure, Technological Disaster and Learning: the Point of View of the Economics of Knowledge”, Centre National de la Recherche Scientifique, University of Paris - Dauphine, April 2000.

“Evaluating the Impact of the 2002 Amendments to the Health and Safety in Employment Act (1992).” New Zealand Association of Economists and Law and Economics Association of New Zealand Joint Conference, University of Auckland Business School, June 2010.

## GRANTS

2004 New Zealand Institute for the Study of Competition and Regulation (NZ\$7,000). For the project “The Role of Information when Schools Compete for Students.”  
2000 Centre National de la Recherche Scientifique travel grant (FFR17,650). For the project Learning from Technological Crises as part of the CNRS research programme on Crises Technologiques.  
1998 Centre National de la Recherche Scientifique travel grant (FFR10,000). For the project Learning from Technological Crises as part of the CNRS research programme on Crises Technologiques.

1996 University of Canterbury Research Grant No. 2313777 (NZ\$7,000). For the study of the adoption of process standards.

## **GRADUATE SUPERVISION**

### **M.Com. Research Projects**

1998 Matthew Burgess, "The Great Textbook Rip-Off: Assessing the Cost of Parallel Importing Restrictions."  
1997 Rowena Hume, "A Critique of the Reforms to New Zealand's Research and Development Policy."

### **B.Com.(Hons) Research Projects**

2010 James Graham, "Egalitarian versus Elite: a Higher-Education Policy Comparison of Education Regime Types."  
2009 Bin Shao, "The Gender Gap in New Zealand."  
2008 Dion Gamperle, "Limitations on Political Campaign Advertising Spending."  
2006 Rachael Hatton, "A Study of New Zealand Migration Patterns with an Application to the Issue of the New Zealand Brain Drain."  
2005 Melissa Adams, "Provision of Pre-School Childcare Services in New Zealand."  
2004 Daria Kwon, "Pay Equity in New Zealand."  
2001 Michael Wilkinson, "The Health and Safety in Employment Act (1992) and Proposed Changes: An Assessment."  
2000 Artika Reddy, "Kickbacks in the New Zealand Tourism Industry."  
1999 David Shaharudin, "Plea Bargaining in New Zealand."

## **SCHOLARSHIPS AND AWARDS**

1995 Lynde and Harry Bradley Foundation Fellowship  
1990-93 Ontario Fee Waiver Bursary  
1990-93 Special University Scholarship  
1990-92 Admission Scholarship  
1998 Canterbury Economic Society Prize  
1998 Reserve Bank of New Zealand Bursary  
1998 UGC Senior Scholarship (1988)  
1987 Reserve Bank of New Zealand Junior Scholarship

## **OTHER**

Research Associate, New Zealand Institute for the Study of Competition and Regulation, Wellington, New Zealand

## **SERVICE**

### **University**

- 2004-05 University of Canterbury Integrity of Assessment Task Group.
- 2000-01 Convenor, University of Canterbury Hardship Fund Panel.
- 1999 University of Canterbury Hardship Fund Panel.

### **Department**

- 2009- Undergraduate Teaching Co-ordinator, Department of Economics, University of Canterbury.
- 2008- Humanities and Social Science Faculty Representative, Department of Economics, University of Canterbury.
- 2006 Member, HOD Selection Panel, Department of Economics, University of Canterbury.
- 2005-2007 Graduate Studies Co-ordinator, Department of Economics, University of Canterbury.
- 2002 Deputy Graduate Studies Co-ordinator, Department of Economics, University of Canterbury.
- 2002- Academic & Teaching Committee, Department of Economics, University of Canterbury.
- 2001 Convenor, Research Committee, Department of Economics, University of Canterbury.
- 1996-2000 Humanities and Social Science Faculty Representative, Department of Economics, University of Canterbury.
- 2000 Research Committee, Department of Economics, University of Canterbury.
- 1999-2000 Economics Chair Search Committee member, Department of Economics, University of Canterbury.
- 1998-99 Chair, ad hoc committee on semesterising 4th year programme, Department of Economics University of Canterbury.
- 1997-2000 Assessment Schedule Co-ordinator, Department of Economics, University of Canterbury.
- 1996-2000 Arts Faculty Representative, Department of Economics, University of Canterbury.
- 1996 Course Survey Co-ordinator, Department of Economics, University of Canterbury.

## **REFEREES**

Professor Robin Cowan  
Maastricht Economic Research Institute  
on Innovation and Technology  
P.B 616, University of Maastricht  
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The Netherlands  
Fax: (31) 43 325 6516

Dr John Fountain  
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Professor Dominique Foray  
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