

William G. Morrison

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EDUCATION

1993 Ph.D., Economics, Simon Fraser University
1983 M.A., Economics, Carleton University
1981 B.A. (Hons), Economics, Stirling University

RESEARCH INTERESTS

Transportation Economics; Behavioural Economics; Applied Microeconomics, Game Theory, Industrial Organization.

TEACHING EXPERIENCE

Microeconomic Theory; Economics for MBA; Applied Game Theory; Economics, Technology and Intellectual Capital.

PROFESSIONAL APPOINTMENTS

1998 – Associate professor, School of Business and Economics, Wilfrid Laurier University.
1997-98 Visiting Assistant Professor, Moore School of Business, University of South Carolina.
1993-97 Assistant Professor, School of Business and Economics, Wilfrid Laurier University.

OTHER ACADEMIC APPOINTMENTS

2017 Visiting Professor, Cranfield University, UK.
2017- Associate Editor, Journal of Air Transport Management, Elsevier (reappointment)
2016 Advisory Committee Member, The European Aviation Conference.
2015 Co-Editor, Journal of Air Transport Management Special Issue: Aviation Security.
2013 - 2016 Associate Editor, Journal of Air Transport Management, Elsevier.
2012 - 2013 Editorial Board Member, Journal of Air Transport Management, Elsevier.
2008 -2014 Director, Laurier Centre for Economic Research and Policy Analysis, Wilfrid Laurier University.
2007 - Research Fellow, Centre for Transportation Studies, University of British Columbia.
2005 Visiting Research Professor, Groupe ESC-Toulouse (Toulouse Business School).
1997-1998 Visiting Professor, Darla Moore School of Business, University of South Carolina.

PROFESSIONAL AFFILIATIONS

Canadian Economics Association.
Canadian Experimental and Behavioural Economics Research Group (CEBERG).
Centre for Transportation Research, University of British Columbia.
Economic Science Association
German Aviation Research Society

External Research Funding

- 2013 Public Safety Canada: *Kanishka Project* (Principal Investigator), *Airport Security: Design, Governance, Performance, Financing and Policy*. \$109,000.
- 1997 SSHRC (Principal Investigator), *Learning and Emergent Behaviour in Bargaining Games*. \$24,300.00

SCHOLARSHIP

Work in Progress

- “Behavioural Effects of Pre-populated Insurance Claim Forms”, with Bradley Ruffle
- “Air Transport Market Liberalisation and Incentives for Regional Subsidies”
- “On Liberalisation, Market Structure and the Distribution of Economic Welfare with an Application to ‘Open Skies’ Agreements in Air Transportation”
- "The Not-For-Profit Model of Airport Governance: Why Has Canada Been The Only Adopter?"
- “Measuring and comparing structural and strategic components of airline business models”, with Keith Mason.
- “The Evolution of Airline Business Strategies in the Liberalisation Era”, with Keith Mason.

Working Papers

- 2019 “Asset Integration and Risk-taking in the Laboratory”, with Robert Oxoby.

Refereed Publications in Academic Journals

- 2019 “US Open Skies Agreements and Unlevel Playing Fields”, with Jaap DeWitt, *Journal of Air Transport Management*, published online:
<https://doi.org/10.1016/j.jairtraman.2018.09.004>
- 2016 Low cost carriers in the Middle East and North Africa: Prospects and strategies." with Keith Mason, *Research in Transportation Business & Management* 21: 54-67.
- 2016 "Product bundling and shared information goods: A pricing exercise." *The Journal of Economic Education* 47 (1): 49-63.
- 2015 "Aviation security: Costing, pricing, finance and performance." with David Gillen, *Journal of Air Transport Management* 48 (2015): 1-12.
- 2013 "The endowment effect and intertemporal choice: a laboratory investigation." with Robert Oxoby, *Canadian Journal of Economics/Revue canadienne d'économique* 46 (2): 689-704.
- 2009 "Real estate, factory outlets and bricks: A note on non-aeronautical activities at commercial airports." *Journal of Air Transport Management* 15 (3): 112-115.

- 2009 "Understanding the complexities and challenges of airport performance benchmarking." *Journal of Airport Management* 3 (2): 145-158.
- 2008 "Towards a means of consistently comparing airline business models with an application to the 'low cost' airline sector." with Keith Mason, *Research in Transportation Economics* 24 (1): 75-84.
- 2005 "Regulation, competition and network evolution in aviation." with David Gillen, *Journal of Air Transport Management* 11 (3): 161-174.
- 2005 "The economics of franchise contracts and airport policy." with David Gillen, *Journal of Air Transport Management* 11 (1): 43-48.
- 2004 "Dimensions of predatory pricing in air travel markets." *Journal of Air Transport Management* 10 (1): 87-95.
- 2003 "Evolutionary stability in the investment-opportunism-retaliation game." with Curtis Eaton, *Journal of Bioeconomics* 5 (1): 27-45.
- 2003 "Bundling, integration and the delivered price of air travel: are low cost carriers full service competitors?." with David Gillen, *Journal of Air Transport Management* 9 (1): 15-23.
- 2001 "Adapt or Mitigate? A Note on Some Competing Incentives Created by Northern Climate Change", *Northern Review*, 24:172-173.
- 2000 "WARPED TABLES: The decision-making process used by Canada's climate change round tables has built-in biases." with David Gillen, *Alternatives Journal* 26 (2): 17-18.
- 1998 "On the evolutionary dynamics of crime." with Ross Cressman and Jean-François Wen, *Canadian Journal of Economics*, 31 (5):1101-1117.
- 1996 "Instincts as reflex choice: does loss of temper have strategic value?," *Journal of Economic Behavior & Organization* 31 (3): 335-356.
- 1996 "Drift and Selective Imitation." with Jasmina Arifovic and Curtis Eaton, In *Evolutionary Programming*, 37-44.

Refereed Chapters in Books

- 2018 "Aviation Security", with Kathleen Rodenburg, in [*Rutledge Companion in Air Transport Management*](#), Nigel Halpern and Anne Graham (eds.), Rutledge.
- 2017 "Economic Perspectives on Aviation Security", with David Gillen, in [*Air Transport Liberalization: A Critical Assessment*](#), Matthias Finger and Kenneth Button (eds.), Edward Elgar.
- 2017 "Airline Deregulation in Canada and the Sustainability of Competition", with David Gillen, in [*Air Transport Liberalization: A Critical Assessment*](#), Matthias Finger and Kenneth Button (eds.), Edward Elgar.

- 2014 “Bundling, integration and the delivered price of air travel: are low-cost carriers full-service competitors?”, with David Gillen, in *Low Cost Carriers* Lucy Budd and Stephen Ison (eds.): 277, Ashgate. [Reprinted from *The Journal of Air Transport Management*, 9.1 (2003): 15-23].
- 2013 “Liberalization of Air Transport in Europe and the Evolution of ‘Low-cost’ Airlines, with Keith Mason and Ian Stockman, in *Liberalisation in Aviation*, P. Forsyth, D. Gillen, K. Hüschelrath, HM Niemeier, H. Wolf (eds.):141, Ashgate.
- 2008 “Slots and Competition Policy”, with David Gillen, in *Airport Slots: International Experiences and Options for Reform*, A. Czerny, P. Forsyth, D. Gillen, H-M. Niemeier (Eds.):173, Ashgate.
- 2007 “Air Travel Demand Elasticities: Concepts, Issues and Measurement”, with David Gillen and Chris Stewart, in *Advances in Airline Economics Volume 2: The Economics of Airline Institutions, Operations and Marketing*, D. Lee, Elsevier (ed.), Elsevier.
- 2005 “A Case of Beer and Pretzels”, in *Competition versus Predation in Aviation Markets: A Survey of Experience in North America, Europe and Australia*, P. Forsyth, D. Gillen, O. Mayer, H. Niemeier (Eds.), Ashgate.
- 2004 “Airport Pricing, Financing and Policy”, with David Gillen, in *The Economic Regulation of Airports: Recent Developments in Australasia, North America and Europe*, D. Gillen, P. Forsyth, O. Mayer, H. Niemeier (Eds.), Ashgate.
- 1997 “International Coordination in a Global Trading System: Strategies and Standards”, with Glenn Harrison, in *Competition and Regulation: Implications of Globalization for Malaysia and Thailand*, F. Flatters and D. Gillen (Eds.), Queens University: John Deutsch Institute for the Study of Economic Policy.
- 1997 “Subsidies for the Performing Arts: Evidence on Voter Preferences”, in *Cultural Economics: The Arts, Heritage and the Media*, R. Towse (Ed.), Edward Elgar.

Publications in Professional Journals

- 2009 “Canada’s Gateways and Corridors: ten messages”, SCL Canada Journal; Supply Chain and Logistics Association Canada, Spring Issue.

Published Books and Monographs

- 2001 “Airport Financing, Costing, Pricing and Performance”, with David Gillen and Len Henriksson, The Canada Transportation Act Review Board, Government of Canada.

Published Conference Proceedings

- 2016 On the Strategies of and Prospects for Low Cost Carriers in the Middle East and North Africa (Extended abstract), with Keith Mason, Australia-Middle East Conference on Business and Social Sciences, Dubai, UAE;
<https://www.aabss.org.au/conference/AMECBSS-2016-Dubai/proceedings>
- 2012 La Evolución de las Aerolíneas de Bajo Costo: Estrategias de Negocio en Canadá, México y Otros Países., with Keith Mason, in *Liberalización Del Transporte Aéreo: Necesaria Sí, Suficiente No*, Victor H. Valdes Cervantes, Isabel Bagnasco Sanchez (Eds.), Mexico: Limusa.

News Media and Other Non-refereed Publications

- 2008 “BMO's Doug Porter revisits the eight big economic questions that need answers”
Financial Post: FP Executive, Dec. 4th.
- 2002 “Bandwagon Effects, Attribution and the Value of Sunflowers”, Art Business Exchange
Magazine, May.
- 1996 “Economics and Economic Perspectives of the Art Market”, Art Business Exchange, May.

Research and Technical Reports

- 2018 *Behavioural Innovations: Strategies to Improve Financial and Insurance Decision-making, Risk Mitigation and Honest Reporting*, with Bradley Ruffle, The Cooperators Group Ltd., October.
- 2014 *Aviation Security: Design, Governance, Performance, Financing and Policy*, with David Gillen, Public Safety Canada; Kanishka Program Research Initiative.
- 2010 *Economic Research Using Laboratory Experiments to Investigate Behavioural Aspects of Savings Decisions*, with Robert Oxoby, Task Force on Financial Literacy Secretariat, Department of Finance, Government of Canada.
- 2009 *Behavioural Elements of Savings Decisions: an Initial Investigation of Entitlement and Discount Rates in a Laboratory Experiment*, with Robert Oxoby, Task Force on Financial Literacy Secretariat, Department of Finance, Government of Canada.
- 2008 *Airport Economics: Governance and Recent International Experience*, with David Gillen, Greater Toronto Airport Authority, December.
- 2008 *Airport Governance and Regulation in the 21st Century: Stated Opinions of Expert Airport Stakeholders*, with David Gillen, Greater Toronto Airport Authority, December.
- 2008 *Airport Governance and Regulation in the 21st Century: Economic and Financial Indicators from Selected Airports*, with David Gillen, Greater Toronto Airport Authority, December.
- 2007 *Airport, Governance, Economic Oversight and Rent: An Analysis of Policy Issues*, Greater Toronto Airport Authority.
- 2006 *A Review of Canada's Airports and Airport Policy*, Greater Toronto Airport Authority.
- 2004 *Assessing Potential Changes in Air Cargo Policy in Canada: an Industry Analysis of the Integrated Courier Market*, with David Gillen, Purolator Courier Ltd.
- 2004 *US Domestic and Trans-border Integrated Courier Markets: Industry and Air Cargo Policy Scenario Analysis for North America*, with David Gillen, Purolator Courier Ltd..
- 2004 *Quantitative Impact Analysis of Potential Changes in Air Cargo Policy on Integrated Courier Markets*, with David Gillen, Purolator Courier Ltd..

- 2003 *Parking Strategies for Toronto International Airport*, with David Gillen, Greater Toronto Airports Authority.
- 2002 *An Economic Assessment of the Trends and Prospects for Air Cargo and Canadian ACMI Operators*, with David Gillen, Morningstar Air Express Ltd.
- 2000 *Evaluating Alternative Approaches to Modeling Policy Prescriptions for Improved Energy Efficiency in Passenger Automobiles and Light Trucks*, with David Gillen, Office of Energy Efficiency, Natural Resources Canada.
- 1999 *A review of Transport and Climate Change: Options for Change*, with David Gillen, Ministry of Transportation, Government of Ontario.
- 1999 *An Assessment of Incremental Measures Effecting Greenhouse Gas Emissions*, with David Gillen, Ministry of Transportation, Government of Ontario.

Invited Presentations

- 2017 *Airlines in the European Era of Liberalisation*, (with Keith Mason), European Aviation Conference, Dublin, Ireland.
- 2015 *Behavioural Aspects of Saving and Financial Decision Making: From Laboratory Experiments to Program Design and Performance*, Annual General Meeting, The Canadian Association of Family Resource Programs (FRP Canada), Ottawa.
- 2015 *Saving, Financial Decision-making and Human Behaviour*, Family Resource Programs Canada 40th Anniversary National Conference, Hamilton, Ontario.
- 2011 *On the Future of Low Cost Air Travel in Arab Countries* (Keynote speaker), Economic Research Forum: ‘Liberalization and Performance in the Arab Passenger Airlines Market’, Casablanca, Morocco.
- 2010 *The Evolution of Low Cost Airline Business Models in Canada, Mexico and Beyond*, ‘The Importance of Access to Air Transport Services: Liberalization in Aviation Markets’, Anáhuac University and USAid, Mexico City, Mexico.
- 2010 *Loss Aversion, Entitlement and Discount Rates in a Laboratory Experiment*, Task Force on Financial Literacy Secretariat, Government of Canada. Financial Literacy Roundtable, Canadian Economics Association Meetings, Quebec City.
- 2008 *Should airports have casinos? Governance, competition and the promotion of non-aviation revenues*. The Hamburg Aviation Conference, Hamburg, Germany.
- 2007 *Canada’s Gateways and Corridors*, Executive Management and Board of Directors, Vancouver International Airport Authority (YVR), Vancouver.
- 2007 *Open Skies Agreements, Airport Competition and Competition Law: Implications for Airlines and Regulators* (panel discussion), Chatham House: ‘Turbulent Times: Regulation, Security and Profitability in the Airline Industry’, London, UK.

Invited Presentations at Academic Institutions

- 2013 *Saving and Financial Literacy: Behavioural and Experimental Research*, Roundtable on Financial Literacy Policy Research, Carleton University, Ottawa.
- 2012 *The Endowment Effect and Intertemporal Choice*, School of Business, University of Manchester, UK.
- 2011 *Loss Aversion, Inter-temporal Choice and Behavioural Foundations of Financial Decision*, Department of Economics, University of Aberdeen, UK.

Recent Conference Presentations

- 2018 *Canadian Not-for-profit Airports: Why in Canada and why Nowhere Else?*
Air Transportation and Regional Development (ATARD) Workshop, National Hellenic Research Foundation, Athens, Greece.
- 2018 *Air Transport Liberalisation, Market Structure and the Distribution of Surplus Welfare*
Canadian Economics Association Annual Meetings, Montreal, Quebec.
- 2017 *Air Transport Market Liberalisation and Incentives for Regional Subsidies*,
Workshop on Air Transportation and Regional Development, Dublin City University, Dublin, Ireland.
- 2017 *On Liberalisation, Market Structure and the Distribution of Economic Welfare with an Application to 'Open Skies' Agreements in Air Transportation*, Air Transport Research Society World Conference, University of Antwerp, Antwerp, Belgium.
- 2016 *Low Cost Carriers in the Middle East and North Africa*, Australia-Middle East Conference on Business and the Social Sciences, Australian Academy of Business and Social Sciences, Dubai, UAE.
- 2016 *Low Cost Carriers in the MENA Region*, German Aviation Research Society Workshop, Amsterdam.
- 2015 *Do Gulf Carriers Distort the Level Playing Field?*, European Aviation Conference, Cranfield University, U.K.
- 2015 *Economic Issues in Aviation Security*, Canadian Economics Association Meetings, Toronto.
- 2014 *Aviation Security in a Global Context*, Air Transport Research Society World Conference, Bordeaux, France.
- 2013 *The Future of Low Cost Air Travel in Arab Countries*, Air Transport Research Society World Conference, Bergamo, Italy.
- 2013 *Risk taking, Intertemporal choice, and Loss aversion in the laboratory*, Canadian Economics Association Meetings, Montreal.

- 2013 *Risk taking, Intertemporal choice, and Loss aversion in the laboratory*, 2013 Florence Workshop on Behavioural and Experimental Economics, Florence, Italy.
- 2012 A lab test of Two Behavioural Mechanisms to encourage saving from Reference-dependent income, Economic Science Association Conference, Tucson, Arizona.
- 2012 *Incentives to save in the presence of an endowment effect: some laboratory experiments*, Canadian Economics Association Meetings, Calgary.
- 2011 *Reference dependence, default bias and provision of training and information in an intertemporal choice experiment*, Canadian Economics Association Meetings, Ottawa.
- 2009 *Airport governance, regulation and financing: an international survey of stakeholder experience and opinion*. Canadian Economics Association Conference, Toronto.
- 2009 *Airport governance, dual markets and environmental oversight*, German Aviation Research Workshop, Bremen, Germany.

Recent Academic Refereeing

- 2017 Transportation Research A
- 2014-present Associate Editor, Journal of Air Transport Management
- 2013 Journal of Economics and Management Strategy
Journal of Air Transport Management
- 2012 The Transportation Journal; Journal of Air Transport Management; Journal of Economics and Management Strategy.
- 2011 Transportation Research – E; Journal of Air Transport Management (1)
- 2010 Transportation Research – E; The Transportation Journal
- 2009 Transportation Research – E; Journal of Air Transport Management
- 2008 Transportation Research – E
- 2007 Canadian Journal of Transportation
- 2006 Economic Inquiry; Journal of Transport Economics and Policy;
Transportation Research – E
- 2005 Journal of Economic Behaviour and Organization; Transportation Research – E