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# ABOUT OUR SPEAKERS

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## James V. Koch, Ph.D.

James V. Koch is Board of Visitors Professor of Economics Emeritus and President Emeritus at Old Dominion University. He has held positions at Illinois State University, California State University at Los Angeles, the University of Grenoble (France), Brown University, Rhode Island College, Ball State University, the University of Hawaii, the Royal Melbourne Institute of Technology in Australia, and the University of Montana. He served as President of the University of Montana (1986-1990) and Old Dominion University (1990-2001), and was named one of the 100 most effective college presidents in the United States.

Dr. Koch has published 12 books and 110 articles in refereed journals. His research has focused primarily upon applied microeconomics topics, and his work on the economics of intercollegiate athletics, the economics of discrimination and affirmative action, TQM, and the economics of education has been reprinted and cited frequently. He has done extensive work in the economics of e-commerce.

Dr. Koch's research on the risk-taking behavior of corporate CEOs was funded by the Kauffman Foundation and was published as *Born, Not Made* (Praeger, 2008, co-author James L. Fisher). Another book—*America For Sale*, a study of the purchase of U.S. assets by foreigners (Praeger, 2009, co-author, Craig T. Bouchard)—earned wide attention, especially in the steel industry, its primary focus. Dr. Koch served as a member of the board of the Wheeling-Pittsburgh Steel Company and its successor, Esmark.

Dr. Koch has served as a consultant/expert witness for more than 100 legal firms, corporations, and universities. His diverse cases have included the ordering and sale of wine via the Internet, the value of copyrights, and the economics of the leather furniture industry. Lumina Foundation published his analysis of textbook markets, *Turning the Page*, in 2013.

Dr. Koch has led or been a part of teams commissioned by boards of trustees of more than 50 universities to evaluate the strategic positions of these institutions. He has evaluated the presidents of institutions such as the University of Hawaii, Muhlenberg College, Talladega College, Louisiana Tech, the University of Central Florida, Auburn University, and the University of Alaska. His 1996 book, *Presidential Leadership* (co-authored with James L. Fisher), is used as a reference and textbook in many universities and leadership institutes. In July 2004, his *The Entrepreneurial College President* (with James L. Fisher), was published by Praeger for the American Council on Education.

He has two recent books that have received warm reviews: *The Impoverishment of the American College Student* (The Brookings Institution, 2019) and *Runaway College Costs: How College Governing Boards Fail to Protect Their Students* (Johns Hopkins University Press, 2020).

### ***Runaway College Costs***

**Keynote Address | Thursday, April 7, 2022 | 12 p.m. CDT**

**Student Center Ballroom | Live Broadcast available at <https://go.tamiau.edu/koch>**

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