

# William Brian Arthur

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## Professional Experience

- 1994-present      Santa Fe Institute  
Citibank Professor, Santa Fe Institute
- 1998-2000      PriceWaterhouseCoopers Fellow
- 1983-1996:      Stanford University  
Dean and Virginia Morrison Professor of Economics and Population Studies.  
At age 37, youngest endowed-chair professor at Stanford. Co-founded and chaired Stanford's Morrison Institute of Population Studies. From 1979 to 1990, pioneered the modern approach to increasing-returns (or positive-feedback) economics.
- 1988-present      Santa Fe Institute  
Member, Science Board, from 1987,  
Member, Board of Trustees, from 1994; External Professor, 1998-1994.  
Directed SFI's first Research Program (in Economics) 1988-1989, and in 1995.
- 1977-1982:      Research Scholar, System and Decision Sciences Group.  
International Institute for Applied Systems Analysis, Laxenburg, Austria.  
At this US-Soviet research institute conducted research on optimization theory and on population economics. With two Soviet probability theorists in 1981 generalized the Borel Strong Law of Large Numbers
- 1974-1977:      Associate, The Population Council, New York  
Research on population and economic development in South Asia and the Middle East

## Education

- Ph.D. Operations Research, University of California, Berkeley, 1973  
Doctoral Minor: Finance
- M.A. Economics, University of California, Berkeley, 1973
- M.A. Mathematics, University of Michigan, 1969
- M.A. Operational Research, University of Lancaster, England, 1967
- B. Sc. with 1st class Honours. Electrical Engineering, Queen's University, N. Ireland, 1966

## Consulting Experience

- Dept of Justice vs. Microsoft case (with Wilson, Sonsini, Goodrich & Rosatti) 1994-95
- Citibank: Citicorp Investment Bank, Hong Kong 1990-1991
- BASF, Deutsche Bank, and Volkswagen (with McKinsey & Co.) 1969-1970
- Consultant to several other financial institutions and consulting firms

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## Honors

Schumpeter Prize in Economics, for work on increasing-returns economics, 1990  
 Guggenheim Fellow, for work on increasing-returns economics, 1987  
 Fellow of the Econometric Society  
 Fellow of the World Economic Forum  
 Doctor of Economic Sciences (honorary) National Univ. of Ireland, 2000

## Other Information

Member, Research Council, The Canadian Institute for Advanced Research, Toronto, 1990-1995, Canada. Associate Editor of: *Complexity*, *Economic Dynamics and Structural Change*, *Macroeconomic Dynamics* (1996-2000)

## Talks

Frequent keynote speaker. Talks and keynotes at: The White House, World Economic Forum, Coca-Cola, Intel, Monsanto, Credit Suisse First Boston, Vanguard, Citigroup, AMANA (Brazil), Reuben Rausing Fond (Sweden), PC Forum, McKinsey & Co., American Math Society, etc.

## Publications

*Increasing Returns and Path Dependence in the Economy*, 1994, U. Michigan Press

*The Economy as an Evolving Complex System II*, edited with D. Lane and S. Durlauf, forthcoming 1997, Addison-Wesley

“Increasing Returns and the New World of Business,” *Harvard Business Review*, July 1996

Numerous technical articles in: *Scientific American*, *American Mathematical Monthly*, *American Economic Review*, *Journal of Optimization Theory and Applications*, *Economic Journal*, *Cybernetics*, *Review of Economic Studies*, and other journals

Publication list available on website.

## Research Interests

Currently writing book: *Technology and the Modern Economy* (How modern technology has radically changed the economics of competition, the character of business, and thus economics itself.)

## Website

[www.santafe.edu/arthur](http://www.santafe.edu/arthur)