MIRCEA IOAN MARCU

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CONTACT INFORMATION

Department of Economics

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EDUCATION

• Ph.D. Candidate in Economics, University of Florida (Expected May 2008)

Thesis Committee and References:

Professor David Sappington
Department of Economics
University of Florida
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Professor Sanford Berg
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- M.A. in Economics, Central European University, Budapest, Hungary, 2001
- M.A. in Quantitative Economics, Babeş-Bolyai University, Cluj-Napoca, Romania, 1999
- B. Sc. in Economics, Banking and Finance Major, Babeş-Bolyai University, Cluj-Napoca, Romania, 1998

RESEARCH INTERESTS

- Primary Fields: Industrial Organization, Microeconomics, Econometrics
- Secondary Fields: Regulation, Telecommunications, Health Economics, Economics of Transition

PUBLICATIONS

• "Public Technology Infrastructure, R&D Sourcing, and Research Joint Ventures," forthcoming in *Economics of Innovation and New Technology* (with James D. Adams and Andrew Wang).

WORKING PAPERS

- "The Diffusion of Mobile Communications in Countries in Transition" (Job Market Paper).
- "An Empirical Analysis of Fixed and Mobile Broadband Diffusion," revise and resubmit, *Information Economics and Policy* (with Sangwon Lee).
- "Two-Sided Market Aspects of Managed Care."
- "Entry in Two-sided Markets."

RESEARCH AND TEACHING EXPERIENCE

Research Assistant

Professor David E.M. Sappington - Fall 2003-Fall 2004

Professor James D. Adams - Summer 2002

Instructor

Managerial Economics - Summer 2007, Summer 2005, Summer 2004

Economics of Transition and European Union Accession - Spring 2006, Fall 2005

Introductory Mathematics Course for Ph.D. Students - Summer 2003

- Held lectures and managed the courses, from preparation of course material to final evaluation of student performance.

Teaching Assistant

Managerial Economics, Professor David Figlio - Spring 2005, Spring 2002

Economics of Innovation, Professor James D. Adams - Fall 2003, Spring 2002

Intermediate Microeconomics, Professor James D. Adams - Spring 2003, and Professor Megan Werner - Fall 2002

Principles of Macroeconomics, Professor David Denslow - Fall 2001

Principles of Microeconomics, Professor Mark Rush - Fall 2001

PROFESSIONAL ACTIVITIES

• Referee, Utilities Policy

HONORS AND AWARDS

- 1st prize, The 35th Research Conference on Communication, Information and Internet Policy graduate student competition, Arlington, VA, 2007, for "An Empirical Analysis of Fixed and Mobile Broadband Diffusion" (with Sangwon Lee).
- 2nd prize, The 32nd Telecommunications Policy Research Conference graduate student competition, Arlington, VA, 2004, for "The Diffusion of Mobile Communications in Former Socialist Countries", an early version of the Job Market Paper.
- Rafael Lusky Award for best first year graduate student, Department of Economics, University of Florida, 2002.
- Open Society Foundation Scholarship, Central European University, 1999-2001.
- Babes-Bolyai University Scholarship, 1994-1998.
- Placed 1st at the admission exam for the Faculty of Economics, Babes-Bolyai University, 1994, out of more than 2000 candidates.

AFFILIATIONS

American Economic Association

OTHER INFORMATION

- Citizenship: Romanian citizenship, US legal permanent resident
- Languages: Romanian (native), English (fluent), French (intermediary), Italian (intermediary)
- Computer Proficiency: Stata, Gauss, EViews, PcGive, Assistant Programmer Diploma

DISSERTATION ABSTRACTS

• "The Diffusion of Mobile Communications in Countries in Transition" (Job Market Paper)

Given their history of underinvestment in telecommunications, the emergence of new technologies, and the link between infrastructure investment and economic growth, former socialist countries have probably more to gain by investing in communications than in any other utility sector. Yet after more than a decade of adoption, cellular penetration levels vary widely among countries in Eastern Europe and Central Asia. Using a carefully constructed set of instrumental variables, I estimate a logistic model of mobile communications diffusion to examine the determinants of cellular penetration in these countries. I find that digital technology and the introduction of competition increased the speed of diffusion of mobile communications. Countries had to choose whether to award more licenses from the beginning, or delay competition and award digital mobile licenses sequentially. Sequential entry had a greater impact than simultaneous entry, compensating for the delay in the introduction of competition. Larger and richer countries introduced competition earlier, and tended to award more than one digital mobile license initially. Failure to account for this selectivity leads to upward biased estimates of the effect of competition on cellular penetration.

• "An Empirical Analysis of Fixed and Mobile Broadband Diffusion," with Sangwon Lee

Broadband communications lie at the heart of the developing information society. We analyze the factors that influence the diffusion of both fixed and mobile broadband. Using 1999-2005 OECD data, the longest available panel to date, we find that local loop unbundling, information and communications technology infrastructure, population density, and Internet content are all associated with higher fixed broadband diffusion. Platform competition is a significant driver of cable modem broadband, but not DSL diffusion. Multiple standards policy, mobile application price, and population density influence the diffusion of mobile broadband. We also find that fixed broadband is neither a complement nor a substitute for mobile broadband yet.

"Two-Sided Market Aspects of Managed Care"

I develop a two-sided market model of managed care organizations to analyze their pricing and quality decisions. Two-sided markets are markets in which there are two-way externalities between the usual participants in a market, buyers and sellers. The number, quality, health risk, or some other characteristics of members on one side of an intermediary's network affect the utility of individuals on the other side. I find that insurance premiums, physician reimbursements, and the quality of managed care reflect the indirect externalities enrollees on each side of the market exert on members of the other side. Policy makers should therefore be careful to avoid the fallacies of applying the logic of one-sided markets to managed care.