

# ECONOMIST LISTS

1. **Alfred Marshal (British)**- Demand -Time concept -Diminishing utility - Marginal Utility Approach -Time element to differentiate market -Welfar -Study of Mankind
2. **Adam Smith** – Nature & Causes of Wealth of Nation (1776) - Father of Economics -Definition of Wealth
3. **Joel Dean** – Business Economics
4. **JB Say** – Economics is science of growth
5. **Nicholas Kaldos** – Cobweb theory
6. **HA Simon** – Satisfying Behavior
7. **Olaf Hamler** – Delphi Method/Expert Opinion
8. **Hicks & Allen** – Indifference Curve
9. **L Robbins** – Nature & Significance of Economic-Scarcity of resource-Positive science
10. **Samuelson** – Growth of business
11. **AC Pigou** – Measuring rod of money-Welfare in economy-Business-Optimism & pessimism
12. **F Knight** – Risk
13. **Schumpeter** – Innovation
14. **A.A Berle & GC Means** – Separation of management and ownership
15. **Williamson** – Profit Maximization
16. **Baumol** – Revenue Maximization
17. **RL Marris** – Management goal of stability & growth

18. **Paul Sweezy** – Kinked demand curve
19. **Hawtrey** – Monetary
20. **Karl Marx & Frederick Engels** – Socialist Economy -The Communist Manifesto (1848)
21. **Cyert & March** – 4 possible functional goals: production, inventory, sales, market
22. **Chamberlin** – Group Behavior
23. **Cobb Douglas** = Capital  $\frac{1}{4}$  - Labour  $\frac{3}{4}$
24. **Jacob Viner** – Economics is what economists do
25. **Thorstein Veblen** -- Conspicuous consumption/ Veblen Goods
26. **Robbert Giffen** - Giffen Goods
27. **Keynes** – Aggregate Effective Demand
28. **Peter Drucker** -Aim – Create & Retain customer
29. **David Easton** –Feedback or Black box model