

**University
of Basel**

Faculty of
Business and Economics



Annual Report 2017

Summer School in Law, Business and Economic Policy



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Foreword

The year 2017 was the year of implementation. Most importantly, we implemented some changes in the U.S. Master seminar in Law, Business and Economic Policy – offered jointly by Prof. Jeffrey Macher (Georgetown University) and myself – which we decided in 2016.

First, the seminar was shifted from spring to February in the hope that this would match students' preferences much better. Note that the spring term usually starts around mid-February at the University of Basel. Thus the seminar was held in the U.S. from 4 to 14 February and it took place at Georgetown University as well as at New York University.

Second, we implemented a two-tier system which would allow for more students and papers to be presented at the two universities. There were short presentations of 15 minutes and long presentations of 30 minutes, depending on the contents of the papers. Papers with an own model and/or an own (econometric) empirical analysis based on data assembled by an author typically needed more time to be presented. Note that all papers are subject to the Award for the Best Performance introduced in 2016.

Third, we now also visited interesting and prestigious institutions in New York, i.e., the Federal Reserve Bank of New York and the United Nations. All of these changes worked well and will allow for accommodating more students in future, but also enable us to continuously visit the various important institutions in Washington, D.C.

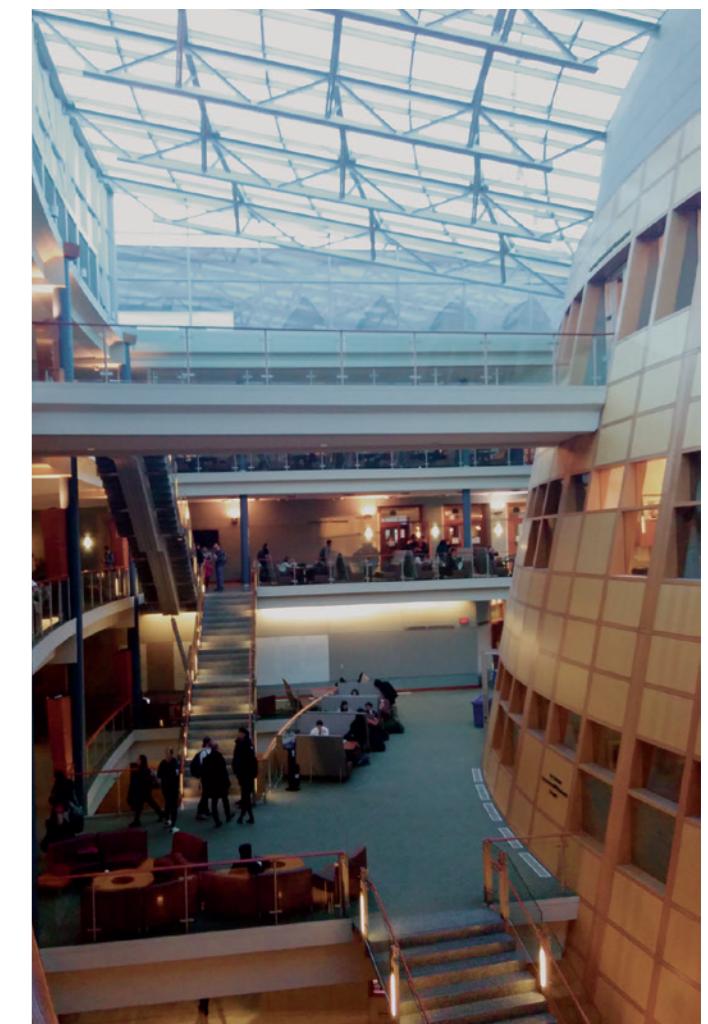
The new course offered by Prof. William Jack from the Economics Department of Georgetown University in "Experimental Development Economics" was well received and has now become an established offering in the Summer School program and therefore in the MSc in Business and Economics of our faculty.

The research events, successfully introduced in 2016, were continued and attracted a large and high-quality audience with academics also from other Swiss universities. We offered four research events on different topics which were hosted by colleagues of the Faculty of Business and Economics of the University of Basel. They led to lively exchanges of ideas among faculties and Ph.D. students.

We also continued the public event series and offered, on July 20 2017, the Public Event 2017 with the title "From Outsourcing of Production to the Dislocation of R&D" which attracted a large audience. Prof. Bradford Jensen (Georgetown University) presented some of his research on the location of R&D of U.S. multinational companies. The panel discussion with him, Dr. Allison Haitz (Lonza) and Dr. Stephan Mumenthaler (Novartis) – chaired by myself – implied that for some production in the pharmaceutical industry the concentration of production and R&D at the same location still remains important.

Let me finally express my gratitude to our sponsors, Dr. Zaelin and Mrs. Zaelin-Bustany as well as Dr. Rudolf Maag, for their generous and constant financial support without which the Summer School would not exist. A big thank you goes also to all the colleagues for their excellent teaching and hosting research events in the Summer School and to all the members of the Executive Committee, Advisory Board and Summer School Office for their support and commitment.

Rolf Weder
Chairman of the Executive Committee



Organization

Summer School Office

Esther Ziegler successfully led the Summer School office in her second year. During the summer months she was again supported by Rahel Fritz who also completed her master program with distinction at this time, so we had to say goodbye to her at the end of August.



Esther Ziegler
Program Administrator



Rahel Fritz
Co-Administrator through
the summer months



Prof. Rolf Weder
Chairman of the Executive
Committee

Advisory Board

The advisory board acts as consultants and supervisors to the Executive Committee. It consists of the following members:



Prof. em. Silvio Borner
Professor of Political Economics
(University of Basel, Chairman)



Prof. John Mayo
Professor of Economics, Business
and Public Policy (McDonough
School of Business, Georgetown
University)



Prof. Geoffrey B. Miller
Professor of Law (School of Law,
New York University)

Executive Committee

The committee supports and supervises the Summer School, proposes the choice of visiting professors and courses to the Faculty of Business and Economics of the University of Basel and is responsible for the strategic development of the program. It consists of the following members:



Prof. Sandeep Dahiya
Professor of Finance
(McDonough School of Business,
Georgetown University)



Prof. Catherine Sharkey
Professor of Law (School of Law,
New York University)



Prof. Jeffrey Macher
Professor of Strategy,
Economics and Policy (McDonough
School of Business, Georgetown
University)



Prof. Alois Stutzer
Professor of Political Economics
(University of Basel)



Prof. Georg Nöldeke
Professor of Microeconomic
Theory (University of Basel)



Prof. Rolf Weder
Professor of International Trade
and European Integration
(University of Basel, Chairman)

Courses 2017

An Overview

Bachelor

Course	Professor	Students
Comparative Regulatory Analysis	Dennis Quinn (GTU)	7
Fundamentals of Banking Regulation in a Time of Crisis and Beyond	Geoffrey Miller (NYU)	13
Fundamentals of Law and Economics	Geoffrey Miller (NYU)	34
Negotiations	Catherine Tinsley (GTU)	18
Principled Leadership	Edward Soule (GTU)	15
Venture Capital and Private Equity	Sandeep Dahiya (GTU)	16
Total bachelor students		103

Master

Course	Professor	Students
Competitive Strategy	Jeffrey Macher (GTU)	25
Corporate Restructuring	David Yermack (NYU)	24
Economics and Policy in the Global Business Environment	J. Bradford Jensen (GTU)	22
Economics, Strategy and Public Policy of Pricing	John Mayo (GTU)	13
Environmental Law and Public Policy. Risk and Regulation	John Wargo (Yale)	21
Experimental Development Economics	William Jack (GTU)	17
Mergers and Acquisitions	Yakov Amihud (NYU)	17
Regulatory Analysis of Pharmaceuticals and Medical Devices	Catherine Sharkey (NYU)	9
Total master students		148



Some Student Statements

“The information given can be put to practice instantly.”

“This was the best class in my bachelor program so far.”

“I understood much better the American way of thinking.”

“I really liked the cases and interactive learning”.

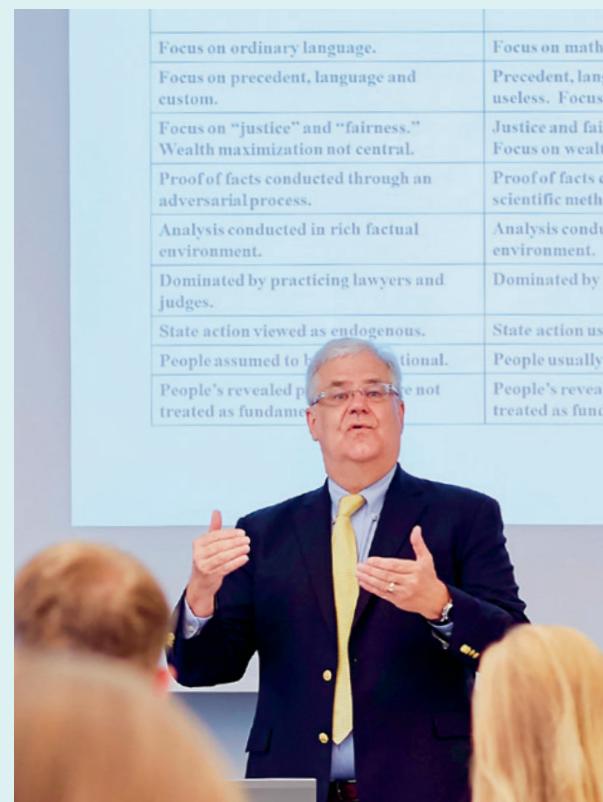
“Excellent teaching, high information level, good combination between theory and actual cases.”

Bachelor Courses

Comparative Regulatory Analysis

by Prof. Dennis Quinn

The course is designed to prepare students for the time when they become senior manager of a business firm, senior public servant, or an academic and will need to understand how private sector business activities are being partly determined by government policies. Over the course of the class, students will learn the skills to analyze positive arguments regarding claims made about the effects of government policies on business; to understand the how and why of government policy-making; and to learn to "forecast" changes in government policy. Students will develop substantive knowledge: of political institutions with reference to the United States and Europe of the effects of differing government policies on national industrial organization; and of the effects of business on government. The course readings compare American political and business institutions with those of other democratic capitalist countries, especially in Europe. A particular focus is the ongoing struggles of the Euro and the resulting effects on European fiscal and monetary integration.



Fundamentals of Banking Regulation in a Time of Crises and Beyond

by Prof. Geoffrey Miller

This course examines the fundamental rationales for regulating banking institutions. Starting with the definition of a bank as a financial intermediary offering payment services, the course proceeds to investigate the nature of the deposit account and the problem of instability associated with fractional reserves. Attention is paid to mechanisms for coping with instability in banking firms, including government deposit insurance, and the associated problem of moral hazard. The class concludes with an examination of financial crises and panics with special focus on the Crisis of 2007–2009.

Fundamentals of Law and Economics

by Prof. Geoffrey Miller

This course deals with the fundamental principles of Law and Economics—the discipline of using economic methods to understand legal rules and practices. After investigating the implications of the Coase Theorem, which directs attention to the importance of transactions costs in the analysis of legal issues, the class turns to applied issues in areas such as the law of automobile accidents, pollution, rules governing parties in civil lawsuits, and the analysis of criminal law and criminal punishments. The basic principles will be explored with numerical illustrations, examples drawn from Swiss culture, and detailed analysis of judicial opinions from the United States and other countries.

Negotiations

by Prof. Catherine Tinsley

Negotiation is central to business, whether one plans on working in marketing, on Wall Street as a consultant, for government, not-for-profit, or for yourself. This class teaches the basic tenets of successful negotiation, and helps students gain an understanding of the strategies and tactics that work best. This course is designed to complement the technical and diagnostic skills learned in other courses at the university. Although business requires a broad array of analytical skills in marketing, management, finance, accounting, and operations, these skills only go so far. As a complement, managers need a broad array of negotiation skills in order to get their proposals accepted and implemented. In other words, this course not only helps students to get a job, but also to succeed in it. The course develops participants' negotiation skills via experience. A considerable amount of time is used for practicing techniques so that the participants feel comfortable using them.

Principled Leadership

by Prof. Edward Soule

The course addresses the following questions:

1. What do we owe morally to others in a corporate context?
2. What inclines us to follow some people but not others?
3. What do corporate leaders owe to society?
4. What does it take to incline teams, business units, or entire firms to perform ethically?

These questions are not answered comprehensively. Rather, they are used to stimulate discussion and introduce basic frameworks and strategies for navigating the ethical and social domains of business. Multiple literatures are brought to bear: from organizational behavior to business ethics, social psychology, and criminology. A host of findings and theories is abstracted from these and other fields to support an exploration that are equal parts normative and empirical.

The overarching objective of this course is to help students make the most of the leadership opportunities that come their way; and to alert them to the ethical perils and potential of commercial life.

Venture Capital and Private Equity

by Prof. Sandeep Dahiya

The course focuses on a distinct type capital broadly classified as Private Equity. Venture Capital is a specific form of private equity (others being buy-out funds). The impact of this source of capital is considerably larger than its size. It is frequently cited as one of the main reasons why entrepreneurial activity is much higher in the United States compared to the other parts of the world. European policy makers have frequently cited the lack of vibrant private equity (especially venture capital) for Europe's inability to compete in high-technology industries. In recent years the pace of fund raising as well as investment by private equity funds in Europe has picked up considerably. This course introduces students to the private equity and venture capital industry. The course focuses on describing the "Private Equity Cycle". The cycle begins when a typical fund raises money from investors such as pension funds, then invests the raised money in entrepreneurial firms and finally harvests the returns by selling its investments either to another buyer or through an Initial Public Offering (IPO).

Master Courses

Competitive Strategy

by Prof. Jeffrey Macher

Competitive Strategy is concerned with managing the development and competitive position of the business enterprise in order to ensure its survival and long-term success. Every firm must create and sustain a competitive advantage if it is to survive and prosper. This course provides frameworks, tools and concepts to help students analyze and understand the creation and sustainability of competitive advantage. Political, economic, demographic and social environments differ and evolve across industries. Industries differ in the extent to which they provide opportunities for sustained profitability. Industries also evolve over time, providing firms with continuously changing opportunities and threats. While industry analysis provides firms insights into what they must do to succeed, it does not shed much light on what they can do. Resource and capability analysis provides an insight into firms' strengths and weaknesses (as they relate to the external environment). An understanding of internal strengths enables firms to fully exploit and build their capabilities to compete successfully, while an understanding of internal weaknesses suggests recommendations for improvement.

Corporate Restructuring

by Prof. David Yermack

This course covers issues in corporate finance and corporate governance. Topics include choices of organizational form, mergers and acquisitions, spinoffs, capital structure changes, private equity transactions, and takeover defenses. Each topic is analyzed within an agency cost framework, focusing upon conflicts between stockholders, managers, the government, and other constituencies. Many classes involve case studies of prominent companies in the U.S and Europe.

Economics, Strategy and Public Policy of Pricing

by Prof. John Mayo

This is an advanced course in the economics of pricing, strategy and (both private and public) policy of pricing by firms. It is intended to provide a keener analytical basis for managers to understand and make pricing decisions than is possible from the tools provided in other economics and business classes. The course draws heavily, though not exclusively, from the economics discipline. Accordingly, students should enter the course with a comfort level provided by the core microeconomics class.

Economics and Policy in the Global Business Environment

by Prof. J. Bradford Jensen

The objective of the course is to help understand how a firm's strategy is influenced by the firm's environment and the strategy and environment interact to affect the performance of the firm. Students study the forces that shape relative costs of production, trade flows, capital flows, interest rates, exchange rates, and other variables that affect the global economic landscape. They also examine how political institutions influence the global environment. The course examines firm-level decisions in the face of these global forces and how globalization affects firm performance. The ultimate objective is to help students to develop a toolkit for analyzing both opportunities and risks in the global business environment. The course utilizes lectures, case based exercises, and a team project to develop ideas.

A key feature of the course is a global industries project that is conducted by teams of students focused on a firm's decisions about business in a range of global industries. Similar to a corporate strategy exercise, each team determines where to locate production and sales and how to organize a firm in each of the industries, and how the firm's business is affected by a major macroeconomic or political shock that is likely to occur.

Environmental Law and Public Policy: Risk and Regulation

by Prof. John Wargo

The master course explores key trends and challenges in the global food sector related to the environment, human health, and profitability. We will explore corporate innovation, government regulation, and certification programs.

Comparisons are made when possible among Swiss, EU and US laws and corporate policies. Students examine corporate strategies in the food sector, differing legal standards among nations, changing consumer preferences, public subsidies, trade barriers, vertical integration of supply chains, branding trends, and organic certification standards.

Students learn to evaluate the effectiveness of environmental law and policy, and to judge the quality and uncertainty of scientific evidence used to claim whether a risk is significant or not. Each topic explores how environmental and health risks are assessed, and how legal and regulatory standards, and alternative government and corporate policies and practices might reduce negative externalities.

Experimental Development Economics

by Prof. Billy Jack

Economic development is a process of trial and error, innovation and experimentation, success and failure. Given the right institutions, some not unfavorable resource endowments, and a bit of luck, incomes can grow, health can improve, and human development can flourish; other times, things do not turn out so well. While the last 150 years have seen broad improvements in well-being around the world, and deep reductions in poverty have been achieved in just the last 25 years, there remains huge disparities in living standard between and within countries. There is much work to be done before we can claim to have reached a just, prosperous, and sustainable world.

Given the urgency of development challenges, it is imperative that we learn quickly from our mistakes and build robustly on our successes. The hope is that by understanding what kinds of innovations and policies "work" to improve the lives of the deprived and vulnerable, and how they work, we might be better placed to accelerate the process of development more generally. To that end, this course will provide an overview of empirical methods and analytical techniques for assessing the impact and effectiveness of development innovations at both the product and policy levels.

Mergers and Acquisitions

by Prof. Yakov Amihud

This course presents the theories and empirical evidence on corporate control transactions, the process of evaluating acquisition targets and its application in practice. Findings on the reaction of stock prices to information on control transactions are used to analyze the effects of various policy options in such transactions. Strategies of acquisition are studied as well as defensive measures against them, their purpose and their consequences. The class combines lecture material, quantitative and qualitative analyses and discussions of relevant news. There is an emphasis on fundamental concepts of valuation and other areas of corporate finance related to Mergers & Acquisitions.

Regulatory Analysis of Pharmaceuticals and Medical Devices

by Prof. Catherine Sharkey

The regulation of pharmaceuticals and medical devices – fields of rapid technological growth and innovation – is a topic of legal, economic, and policy significance. The study of regulation encompasses an exploration of such direct controls as governmental legislation and agency directives and indirect controls like products liability litigation, insurance, intellectual property, and antitrust regimes. The students study how technological advances in the pharmaceutical and medical device industry challenge and demand redefinition of the institutional relationships between agencies and courts, and of the mechanisms of supervision and control provided by the market, government, and common law litigation.

Evaluation Results

In order to constantly improve our quality management and strengthen the high standard of this program, the Summer School conducts evaluations at the end of each course. Within this procedure, all students complete evaluation forms that provide valuable information for improvement. It has to be pointed out that this evaluation procedure is an essential monitoring device in order to guarantee that the courses fulfill the high requirements set by all the participants of the program.

All the courses were regarded as highly interested and certainly justified the extra reading and studying required. The degree of difficulty is, of course, never the same for all students

but, on the whole, it is assessed as adequate. This is also reflected in the high proportion of students who passed the exams. Students like the American interactive method of teaching. The informal attitude of our guest professors and communicative interchange with other students were both highly esteemed.

General evaluation and learning success	2017	2016
Overall, the course was:	5.6	5.6
Overall, my learning success was:	5.4	5.3
I would recommend the course to other students.	5.6	5.6

Evaluation of the lecturers	2017	2016
The lecturer structures the course well and identifies the objectives clearly.	5.4	5.5
The lecturer communicates the teaching material clearly.	5.6	5.6
The lecturer responds thoroughly to students' questions.	5.8	5.8
The lecturer is committed.	5.9	5.8

Scale: (1 = I do not agree at all, 6 = I agree fully); n.a. = not available

The overall appraisal is excellent. We congratulate all the professors for the extraordinary achievement.

Visiting Professors



Prof. Sandeep Dahiya

Associate Professor of Finance
McDonough School of Business,
Georgetown University



Prof. Yakov Amihud

Professor of Entrepreneurial Finance
Stern School of Business, New York University

Course taught in 2017:
Mergers and Acquisitions

Yakov Amihud has been professor at the Stern School since 1990. His research includes the evaluation of corporate financial policies, mergers and acquisitions, initial public offerings, objectives of corporate managers, dividend policy, and law and finance. In 1969 Amihud earned a bachelor's degree in economics and political science from the Hebrew University. In 1973 he graduated with a master's degree in business administration from New York University, where he also completed his Ph.D. in Economics and Quantitative Analysis in 1975. He teaches courses on corporate finance and mergers & acquisitions. His research interests focuses on securities markets microstructure and corporate finance. The focus of his research is the effects of liquidity of assets on their returns and values, and the design and evaluation of securities markets' trading methods. On these topics, Prof. Amihud has done consulting work for the NYSE, AMEX, CBOE, CBOT, and other securities markets. He has published more than seventy research articles in professional journals and in books, and edited and co-edited five books on topics such as LBOs, bank M&As, international finance, and securities market design.

Course taught in 2017:
Venture Capital and Private Equity

Professor Dahiya has been on the faculty of the McDonough School of Business since 1999. He has published in Journal of Finance, Journal of Financial Economics, Journal of Corporate Finance and Financial Markets, Institutions & Instruments. He received his Ph.D. in Finance from New York University. Dahiya is also a Faculty Associate of the Capital Markets Research Center. He spent two years working in the Corporate Finance and Strategy practice of McKinsey & Company, a leading strategy consulting firm. He worked with CEOs and CFOs of Fortune 500 firms in Healthcare, Financial Services and Chemical industries focusing on Valuation, Mergers & Acquisitions, Capital Markets and Risk Management issues. He has also consulted for leading law firms on corporate finance issues. Before getting his Ph.D., he spent three years with ICICI Bank, a large financial institution in India. His primary responsibilities included managing lending relationships with leading Indian corporations and arranging project finance for textile and energy sector companies.

**Prof. William Jack**

Professor of Economics
Department of Economics,
Georgetown University

Course taught in 2017:
Experimental Development Economics

Billy Jack is Vice Provost of Research and Professor of Economics at Georgetown University. He is also director of guide – the Georgetown University Initiative on Innovation, Development and Evaluation – which conducts empirical field-based research to assess the impact and effectiveness of development interventions. Previously he held positions on the Joint Committee on Taxation of the US Congress, the IMF, the Australian National University, and the University of Sydney. He holds a BSc in mathematics and physics from the University of Western Australia, and an MPhil and DPhil in Economics from Oxford University, where he was a Rhodes Scholar.

His research interests are in development economics, health economics and public economics. He has published in highly ranked journals such as the American Economic Review, the Journal of Public Economics or the Journal of Health Economics on various topics. Some of his recent publications are on "Mobile Money in Kenya" or on "large-scale randomized behavior change intervention on road safety in Kenya".

**Prof. Bradford Jensen**

Professor of Economics and International Business
McDonough School of Business,
Georgetown University

Course taught in 2017:
Economics and Policy in the Global
Business Environment

J. Bradford Jensen is professor of economics and international business at the McDonough School of Business at Georgetown University, a non-resident senior fellow at the Peterson Institute for International Economics, a senior policy scholar at the Georgetown Center for Business and Public Policy, and a research associate of the National Bureau of Economic Research. Jensen currently serves as the executive director of the Georgetown Census Research Data Center.

Jensen received his Ph.D. in Economics from Stanford University and B.A. from Kalamazoo College. His work focuses on the relationship between international trade and investment and firm performance. His recent work examines the impact of trade in services on the U.S. economy. His research has been supported by the National Science Foundation, the Alfred P. Sloan Foundation, and the John D. and Catherine T. MacArthur Foundation. His work has been published in scholarly journals including the American Economic Review, International Organization, Review of Economics and Statistics, Journal of International Economics, Journal of Monetary Economics, and Harvard Business Review. Jensen's research has been cited in popular press publications including the Economist, Financial Times, Wall Street Journal, New York Times, Fortune, and Business Week.

**Prof. Jeffrey T. Macher**

Professor of Strategy, Economics and Policy
McDonough School of Business,
Georgetown University

Course taught in 2017:
Competitive Strategy

Jeffrey T. Macher is a professor at the McDonough School of Business and academic director of Georgetown's Center for Business and Public Policy. He teaches full-time, evening and executive MBA and executive education courses in microeconomics, competitive strategy, and the management of technology and innovation. Macher received his undergraduate degree in computer engineering from the College of Engineering at the University of Michigan; his MBA from the Amos Tuck School of Business Administration at Dartmouth College; and his Ph.D. from the Walter A. Haas School of Business at the University of California, Berkeley. Prior to Georgetown University, Professor Macher worked for Braxton Associate (a strategy consulting firm now part of Deloitte Consulting), IBM and Motorola. He is on the editorial boards of Production and Operations Management Journal and Strategic Management Journal, and a reviewer for several academic journals. He is also a Special Government Employee (SGE) of the Food and Drug Administration (FDA).

**Prof. John Mayo**

Professor of Economics, Business and Public Policy
McDonough School of Business,
Georgetown University

Course taught in 2017:
Economics, Strategy and Public Policy of Pricing

John W. Mayo is a professor at the McDonough School of Business. His research interests lie in the areas of industrial organization, regulation and antitrust, and, more generally, the application of microeconomics to public policy. He has published over 60 articles in economics, law and public policy journals including the RAND Journal of Economics, the Journal of Law and Economics, the Yale Journal on Regulation, the Review of Economics and Statistics, the Journal of Industrial Economics, and the Journal of Regulatory Economics. He is also the author of numerous book chapters and monographs, and is the co-author of a comprehensive text, "Government and Business: The Economics of Antitrust and Regulation." Professor Mayo has held a number of senior administrative positions at Georgetown including a term as the Dean of the McDonough School of Business from 2002-2004. He has served as a visiting scholar at both UC-Berkeley and Stanford University. Additionally, he has been the Chief Economist, U.S. Senate Small Business Committee (Democratic Staff) and has served as an advisor and consultant to both public and private agencies including the U.S. Department of Justice, the Federal Trade Commission, the U.S. Department of Energy, AT&T, MCI, Sprint, Verizon, the Tennessee Valley Authority and Oak Ridge National Laboratory. Mayo has participated in a number of regulatory and antitrust proceedings and has testified before both federal and state legislative and regulatory bodies on a number of matters, including monopolization, price fixing, mergers, and regulatory policy. His research and or interviews have appeared in the popular press, including the Washington Post, New York Times, Financial Times, Wall Street Journal, USA Today and the San Francisco Chronicle.

**Prof. Geoffrey P. Miller**

Professor of Law,
School of Law, New York University

Courses taught in 2017:
Fundamentals of Law and Economics; Fundamentals
of Banking Regulations in a Time of Crisis and Beyond

Professor Miller is author or editor of a dozen books and more than 200 research papers on topics in business law, compliance and risk management, financial institutions, securities law, the legal profession, ancient law, and legal theory. He received his bachelor's degree from Princeton University in 1973 and his JD from Columbia Law School in 1978, where he was editor-in-chief of the Columbia Law Review. Miller clerked for Judge Carl McGowan of the U.S. Court of Appeals for the DC Circuit and Justice Byron White of the U.S. Supreme Court. After two years as an attorney adviser at the Office of Legal Counsel of the U.S. Department of Justice and one year with a Washington, DC, law firm, he joined the faculty of the University of Chicago Law School in 1983, where he served as associate dean, director of the Program in Law and Economics, and editor of the Journal of Legal Studies. He came to NYU School of Law in 1995. Miller has been a visiting professor or visiting scholar at universities and facilities of higher learning around the world. He is a founder of the Society for Empirical Legal Studies, director of the NYU Law Center for Financial Institutions, co-director of the Center for Civil Justice, and co-director of the NYU Law Program on Corporate Compliance and Enforcement. He serves on the board of directors, chairs the audit committee, and is a member of the compensation and risk committees of State Farm Bank. Miller is a 2011 inductee into the American Academy of Arts and Sciences.

**Prof. Dennis Quinn**

Professor of Political Economy
McDonough School of Business,
Georgetown University

Course taught in 2017:
Comparative Regulatory Analysis

Dennis Quinn joined the McDonough School of Business as a professor in 1997. He specializes in business and public policy. His current research focuses on democratization and economic liberalization in emerging markets, the origins and consequences of international financial liberalization, globalization, and international political economy. He teaches undergraduate and graduate courses in business and public policy and business ethics. In 1977 he graduated from Columbia University with a bachelor's degree in American History. One year later he received a Master of Science in Sociology from the London School of Economics as well as a Master of Arts in Political Science from Columbia University. In 1984 he graduated with a Ph.D. in Political Science from Columbia University.

**Prof. Catherine Sharkey**

Professor of Law
School of Law, New York University

Course taught in 2017:
Regulatory Analysis of Pharmaceuticals and Medical Devices

Catherine Sharkey is a leading authority on the economic loss rule, punitive damages, and federal preemption. She has published dozens of law review articles, essays, reviews, and book chapters in the fields of torts, products liability, administrative law, remedies, and class actions. In 2014 she was named a Public Member of the Administrative Conference of the United States (ACUS). She previously served as an academic consultant to ACUS, and the recommendations in her report concerning internal procedures governing preemptive rulemaking by federal agencies were adopted by ACUS. Professor Sharkey is the editor-in-chief of the Sedona Working Group on Punitive Damages and Mass Litigation. She is a founding member of the World Tort Law Society, established in 2012. She is an elected member of the American Law Institute (ALI) and adviser for the ALI's Restatement Third of Torts: Liability for Economic Loss, and a past chair of the AALS Torts and Compensation Systems Section. In April, 2011, Professor Sharkey was named a Guggenheim Fellow by the John Simon Guggenheim Memorial Foundation. Sharkey's scholarship has been cited by numerous federal appellate and trial courts. She is also an active participant at domestic and international workshops and conferences of torts, administrative law, and preemption scholars. Sharkey is an international adviser for a remedies and products liability research group at Universitat Pompeu Fabra in Barcelona, Spain. She earned a bachelor's degree in Economics from Yale University. A Rhodes Scholar, she received a Master of Science in Economics for Development from Oxford University (Magdalen College), and her J.D. from Yale Law School, where she was executive editor of the Yale Law Journal. She became Professor of Law at New York University in 2007.

**Prof. Edward Soule**

Associate Professor of Managerial Ethics, Leadership and Corporate Social Responsibility
McDonough School of Business,
Georgetown University

Course taught in 2017:
Principal Leadership

Ed Soule is an Associate Professor at the McDonough School of Business, where he teaches courses in business ethics, corporate social responsibility, and leadership. His research has focused on the ethical dimensions of commercial life from the points of view of managers and regulators. He is currently engaged in a cross-disciplinary examination of labor practices in the apparel industry, with emphasis on a "living wage" initiative in the Dominican Republic.

Academia is Ed Soule's second career. The first was in business and included his work as a CPA and as the Chief Financial Officer of Edward Jones. Between his two careers, he earned a Ph.D. in philosophy from Washington University in St. Louis. Ed chairs the Board of Trustees of Rare, an international conservation organization headquartered in Arlington, Virginia.



Prof. Catherine Tinsley
Professor of Management
McDonough School of Business,
Georgetown University

Course taught in 2017:
Negotiations

Catherine Tinsley is a professor at the McDonough School of Business, faculty director of the Georgetown University Women's Leadership Institute, academic director of Georgetown McDonough's Executive Master's in Leadership program, and a senior policy scholar at the Georgetown Center for Business and Public Policy. She received a master's and a PhD in Organizational Behavior from J.L. Kellogg Graduate School of Management at Northwestern University, and a Bachelor in Anthropology from Bryn Mawr College. Tinsley is an expert on gender intelligent leadership, gender parity and workforce development, negotiations, and decision making. For the past two years, she participated in The World Economic Forum's annual meeting in Davos (Switzerland). In 2012 and 2013, she partnered with the U.S. Chamber of Commerce to study a decade of gender in the C-suite. Prof. Tinsley is currently doing field research with two Fortune 500 firms and one Fortune 100 firm, analyzing the implications of various corporate policies and structures for women's advancement. Tinsley also has collaborated with the White House and U.S. State Department to execute a woman-to-woman mentorship summit. She has published more than 50 articles and book chapters in peer-reviewed journals. She has won various academic rewards for her research. In addition to her research on gender dynamics in organizations, she studies how factors such as culture, reputations, and gender influence negotiation and conflict resolution. She also studies how people make decisions under risk, applying decision analytic frameworks to understand organizational disasters, and individual and expert responses to natural disasters (such as hurricanes) and man-made disasters (terrorist attacks).



Prof. John Wargo
Professor of Environmental Health and Political Science
Yale School of Forestry & Environmental Studies

Course taught in 2017:
Environmental Law and Public Policy.
Risk and Regulation

John Wargo is professor at Yale University, chair of the Yale College Environmental and a fellow of Branford College. Wargo's research focuses on understanding threats to human health posed by environmental hazards. He has concentrated on the susceptibility of children and pregnant women, and has evaluated the effectiveness of law in reducing environmental threats to human health. He has written about human exposures to pesticides, vehicle emissions, toxins in foods, plastics, flame-retardants, metals, and chemicals in built environments. Professor Wargo has lectured extensively on the limits and potential of environmental law, with a focus on human health. He has participated in several National Academy of Sciences committees, analyzing children's exposure to toxic substances. He also has testified before both Senate and House Committees, and been an advisor to the White House, the World Health Organization, the Food and Agriculture organization, the EPA, USDA, and the Centers for Disease Control and Prevention on environmental threats to children's health. Wargo has participated in the design of federal and state laws and regulations intended to reduce human exposures to air pollution, pesticides, plastics, mercury, and endocrine-disrupting chemicals. Professor Wargo holds a bachelor's degree in English from the University of Pennsylvania. In 1974 he received a Master of Landscape in Architecture at the University of Massachusetts, followed by a Master of Philosophy in 1982, and a Doctor of Philosophy in 1984 – both from Yale University.



Prof. David L. Yermack
Professor of Finance and Business Transformation
Stern School of Business, New York University

Course taught in 2017:
Corporate Restructuring

David L. Yermack is a professor at the Stern School of Business. He also serves as the chairman of the Finance Department and director of the NYU Pollack Center for Law and Business. Professor Yermack teaches joint MBA-Law School courses in Restructuring Firms & Industries and Bitcoin & Cryptocurrencies, as well as Ph.D. research courses in corporate governance, executive compensation, and distress and restructuring. He has been with NYU Stern since 1994. His primary research areas include boards of directors, executive compensation, and corporate finance. Professor Yermack has published more than 25 articles in leading academic journals in Finance, Accounting, Economics, and Law. He is a faculty research associate of the National Bureau of Economic Research and has been a visiting scholar at the U.S. Federal Reserve Bank. Yermack received his Bachelor of Arts in Economics (1985), Master of Business Administration (1991), Juris Doctor (1991), Master of Arts in Business Economics (1993), and Doctor of Philosophy in Business Economics (1994) all from Harvard University.

U.S. Seminar

Review of the stay in Washington D.C. and New York City, February 2017

The U.S. Master Seminar in Law, Business and Economic Policy – offered jointly by Prof. Jeffrey Macher (Georgetown University) and Prof. Rolf Weder (University of Basel) – could again successfully be held with 11 students who presented 11 papers. The seminar started already in the beginning of February in order to use the lecture-free period. During the first week, students presented their seminar papers in front of several additional faculty members at Georgetown University. In addition, the group visited many institutions located in the U.S. capital like CATO, Peterson Institute, the International Monetary Fund and the World Bank as well as the Swiss Embassy and the Anti-Trust Division of the U.S. Department of Justice.

After a full week in Washington D.C., the group travelled by AMTRAK to New York City where students could explore the “Big Apple” over the weekend. This was followed by a visit to the New York University where the last seminar papers were presented. A visit to the Federal Reserve Bank New York, including a visit to the famous gold vault, and a tour through the U.N. headquarter completed the program. In all of these cases, discussions with high-level representatives of these institutions took place and allowed for a variety of questions and insightful discussions.



Award for Best Performance

In 2016, the Award for the Best Performance in the master seminar had been introduced. In 2017, Ms. Tina Buchmeier who participated in the U.S. seminar in Washington D.C. and New York City received the second award for her research paper on «Job Security in the Labor Market Model: The Effects on Wage and Employment».

In July 2017, the price was handed over to her by Prof. Rolf Weder during the Public Event with Prof. J. Bradford Jensen (Georgetown University), Dr. Allison Haitz (Lonza AG and Research and Development Management, UK) and Dr. Stephan Mumenthaler (Novartis AG and Member of the Great Council in Basel-Stadt).

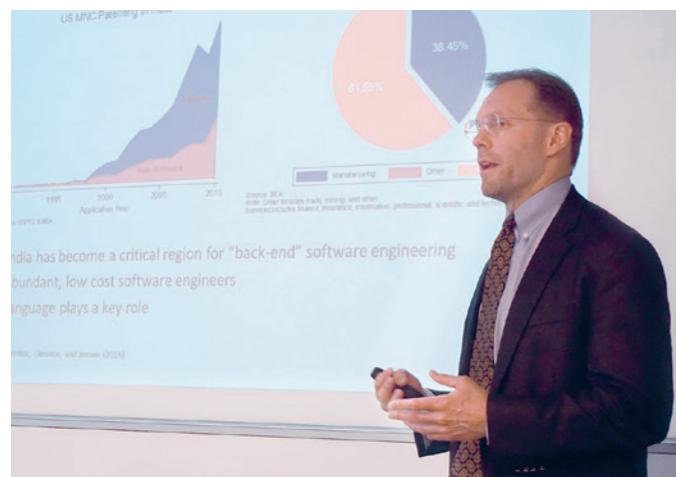


From left to right: Prof. R. Weder, Prof. B. Jensen, Ms. T. Buchmeier, Dr. A. Haitz and Dr. S. Mumenthaler

Public Event

On 20 July 2017, the public event "From the Outsourcing of Production to the Dislocation of R&D?" attracted an interested audience to the Faculty of Business and Economics. Prof. Bradford Jensen (Georgetown University) presented some of his research on the R&D activities of U.S. multinational companies in the manufacturing and service sector. Dr. Allison Haitz (Vice President Strategic Innovation at Lonza) and Dr. Stephan Mumenthaler (Head Economic Affairs at Novartis and Councilor of the City of Basel) presented their views on the locational relationship between production and R&D.

Prof. Rolf Weder (University of Basel) chaired this event and embedded the question into the Ricardian theory of comparative advantage (that, in 2017, became 200 years old). The theory implies that R&D and production of an industry may very well have different locations, given the different requirements of these tasks and the different environment offered by countries for the performance of these tasks. It turned out that this seems to be the case for many industries. However, it was also argued that for some pharmaceutical products the geographical proximity between production and research remains quite beneficial and crucial.



Research Events

During the time of the Summer School, lectures for the students were accompanied by a series of engaging seminars for the junior and senior members of the faculty as well as for the fellow colleagues from the Summer School. In four events, current research was presented and lively discussed, involving Ph.D. students and members of our faculty, but also from faculties from other Swiss universities. The research events turned out to be very productive meetings, strengthening the scientific network and promoting the exchange of ideas.

11 July 2017	"Finding Mr. Schumpeter: An Empirical Examination of Competition and Technology Adoption" presented by Prof. Jeffrey Macher (Georgetown University), Host: Prof. Catherine Roux and Prof. Georg Nöldeke
19 July 2017	"The Political Origins of Exchange Rate Valuations", presented by Prof. Dennis Quinn (Georgetown University), Host: Prof. Aya Kachi
7 August 2017	"Ambiguity and Tradeoff Theory of Capital Structure" presented by Prof. David Yermack (New York University), Host: Prof. Tim Kröncke
22 August 2017	"There is Something in the Air – A Debate on Air Quality, Health Risks and Energy Policy", presented by Prof. John Wargo (Yale University), Host: Prof. Hannes Weigt



Alumni

ZAESLIN ALUMNI CLUB (ZAC)

The ZAESLIN ALUMNI CLUB (ZAC) is the Alumni Club of the Zaeslin Program (today: Summer School in Law, Business and Economic Policy). The ZAC embraces the most qualified participants of the program, all of which had the honor to be part of the U.S. Master Seminar in Law, Business and Economic Policy at Georgetown University and New York University. Besides the club is open for successful alumnis of the Zaeslin+Maag Summer School.

According to the club motto "Audiatr et altera pars" the ZAC promotes the interdisciplinary and international exchange between lawyers and economists.

Our goal is to prolong the learning and social experience of the Zaeslin Program into a life-long experience. Therefore, we organize, on a regular basis, events in the U.S. as well as in Switzerland.

Contact:

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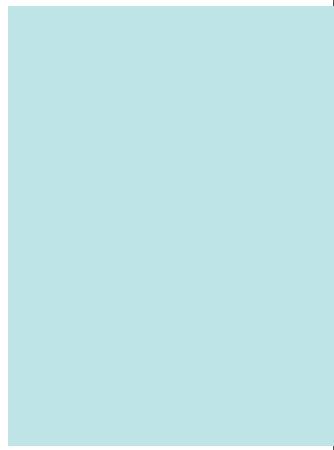
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