

ALFRED A. MARCUS

Edson Spencer Endowed Chair in Strategy and Technological Leadership
University of Minnesota, Minneapolis
Strategic Management and Entrepreneurship Department Carlson School of Management
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Education

PH.D. Harvard University, 1977
M.A. University of Chicago, 1973
B.A. University of Chicago, 1971
Hebrew University, junior year abroad

Academic and Professional Positions

2004 ongoing Edson Spencer Endowed Chair in Strategy and Technological Leadership Carlson School
2006-2023 Visiting Lecturer Technion, Industrial Engineering & Management, MBA Program
2015-2023 Visiting Lecturer Tel Aviv University Business School, MBA Program
2020-sabbatical Visiting Lecturer Fordham University Gabelli School Exec. Ed. Lincoln Square
2007-2008 Co-Academic Director Center for Integrative Leadership University of Minnesota
1995-2001 Strategic Management and Organization Department Chair
1992 Full Professor University of Minnesota
1992-95 Director, Minnesota Strategic Management Research Center
1992-94 Visiting Professor, Norwegian School of Management
1991-92 Visiting Professor, MIT Sloan School of Management
1988 Visiting Professor, Institut D'Administration Des Enterprises,
1988 Associate Professor, University of Minnesota
1984 Assistant Professor, University of Minnesota
1979-84 Research Scientist, Battelle Human Affairs Research Centers, Seattle
1977-79 Assistant Professor, University of Pittsburgh Business School
1975-76 Research Consultant, National Academy of Sciences, Washington, D.C.

see Wikipedia https://en.wikipedia.org/wiki/Alfred_A._Marcus

Research Awards

- Distinguished Scholar Award Academy of Management ONE Division 2022
- Outstanding book Award Academy of Management ONE Division *Innovations in Sustainability: Fuel and Food* Cambridge University Press, 2015.
- Finalist for year's best paper "The Natural Environmental Strategies of International Firms: Old Controversies and New Evidence on Performance and Disclosure" with J. Alberto Aragon-Correa, A. Marcus and N. Hurtado-Torres, *Academy of Management Perspectives*, 2016
- Finalist for year's best paper "Implementing Externally-Induced Innovations: A Comparison of Rule-Bound and Autonomous Approaches," *Academy of Management Journal*, 1988.

Teaching Awards

- Outstanding teacher of the year Carlson School part-time MBA.
- Outstanding teacher of the year Carlson School industry MBA
- Outstanding teacher of the year Technion MBA.

Disciplinary Contributions

- Associate editor, *Business and Society*.
- Editorial review board *Organizations and Environment*
- Member of Gronen (Group for Research on Organizations and the Natural Environment) Assembly
- Past Chair of Organizations and Natural Environment Division Academy of Management. .
- Past editorial review board member, *Academy of Management Journal*
- Special journal issue editor: *California Management Review*, *Academy of Management Learning & Education*, *Academy of Management Journal*, and *Industrial and Environmental Crisis Quarterly*.

Media and University Awards

- Named first faculty media star award at the Carlson School in 2004.
- One of 8 University of Minnesota faculty featured in “Driven to Discovery” national advertising campaign.

Contributions to the Community

- Worked with Twin Cities and national companies including Xcel Energy, General Mills, Medtronic, 3M, Corning and IBM.

Current Teaching

- MBA Business Strategy (core): CSOM
- MBA Business Ethics (core): CSOM
- Management of Technology: Technological Leadership Institute University of Minnesota

Publications

For a full list of publications and citations 12,471 as of 1/17/24 and 3,681 since 2019, please see Google Scholar <https://scholar.google.com/citations?hl=en&user=2vWkcVOAAAAJ>

For copies of many of these publications, please see <https://carlsonschool.umn.edu/faculty/alfred-marcus>.

Books

Forthcoming in 2024

- A. Marcus, A. Comeback: Can Great Firms Rise Again Toronto, Ontario: University of Toronto Press.

Published: Please (consult Amazon for more details).

1. A.Marcus and M.Islam, Demography and the Global Business Environment, Edgar Elger.2021.
https://www.amazon.com/Demography-Global-Business-Environment-Alfred/dp/1788112822/ref=sr_1_1?erid=1448A5MGU2GF&keywords=Demography+and+the+Global+Business+Environment&qid=1705497049&s=books&srefix=demography+and+the+global+business+environment%2Cstripbooks%2C73&sr=1-1&ufe=app_do%3Aamzn1.fos.18ed3cb5-28d5-4975-8bc7-93deae8f9840
2. A.Marcus and T.Hargrave, Managing Business Ethics: Making Ethical Decisions, Sage Press, 2021.
<https://www.amazon.com/Managing-Business-Ethics-Ethical-Decisions/dp/1506388590>
3. A.Marcus Strategies for Managing Uncertainty: Booms and Busts in the Energy Industry, Cambridge University Press, 2019.
<https://www.amazon.com/Strategies-Managing-Uncertainty-Organizations-Environment/dp/1316641686>

4. A.Marcus and A.Cohen, Management Strategy: Sustaining Competitive Advantage, McGraw Hill/Irwin, 3rd edition 2016.
https://www.amazon.com/Management-Strategy-Achieving-Sustained-Competitive/dp/1259345483/ref=sr_1_1?crd=3VBJWTPPT7BXV&keywords=alfred+a.+marcus&qid=1705497522&s=books&sprefix=alfred+a.+marcus%2Cstripbooks%2C83&sr=1-2&ufe=app_do%3Aamzn1.fos.18ed3cb5-28d5-4975-8bc7-93deae8f9840
5. A.Marcus, The Future of Technology Management and the Business Environment: Lessons on Innovation, Disruption, and Strategy, Pearson, 2016.
https://www.amazon.com/Future-Technology-Management-Business-Environment/dp/0133996131/ref=sr_1_1?crd=DWNMWPVZ1LS2&keywords=The+Future+of+Technology+Management+and+the+Business+Environment%3A+Lessons+on+Innovation%2C+Disruption%2C+and+Strategy&qid=1705497570&s=books&sprefix=the+future+of+technology+management+and+the+business+environment+lessons+on+innovation%2C+disruption%2C+and+strategy%2Cstripbooks%2C86&sr=1-1
6. A.Marcus, Innovations in Sustainability: Fuel and Food, Cambridge University Press, 2015.
https://www.amazon.com/Innovations-Sustainability-Organizations-Natural-Environment/dp/110742111X/ref=sr_1_1?crd=3VBJWTPPT7BXV&keywords=alfred+a.+marcus&qid=1705497432&s=books&sprefix=alfred+a.+marcus%2Cstripbooks%2C83&sr=1-1
7. A.Marcus, P.Shrivastava, S.Sharma, & S. Pogutz (eds.), Cross-Sector Leadership for the Green Economy: Integrating Research and Practice on Sustainable Enterprise Palgrave MacMillan, 2011.
https://www.amazon.com/Cross-Sector-Leadership-Green-Economy-Integrating/dp/0230119409/ref=sr_1_1?crd=N30VU06DA366&keywords=Cross-Sector+Leadership+for+the+Green+Economy%3A+Integrating+Research+and+Practice+on+Sustainable+Enterprise&qid=1705497667&s=books&sprefix=cross-sector+leadership+for+the+green+economy+integrating+research+and+practice+on+sustainable+enterprise%2Cstripbooks%2C66&sr=1-1&ufe=app_do%3Aamzn1.fos.18ed3cb5-28d5-4975-8bc7-93deae8f9840
8. A.Marcus, Management Strategy: Sustaining Competitive Advantage, McGraw Hill/Irwin, 2nd edition 2010.
https://www.amazon.com/Management-Strategy-Achieving-Sustained-Competitive/dp/1259345483/ref=pd_lpo_scel_1/133-0434468-7158305?pd_rd_w=kylhx&content-id=amzn1.sym.c35e6feb-beeb-48b8-ba98-06ab34ca37b4&pf_rd_p=c35e6feb-beeb-48b8-ba98-06ab34ca37b4&pf_rd_r=CKVKN76NKKF9E25JCGT8&pd_rd_wg=2z1FN&pd_rd_r=4814c76d-6adf-4af4-9347-62eb12edadab&pd_rd_i=1259345483&psc=1
9. A.Marcus, Winning Moves: Cases in Strategic Management, Marsh Books, 2nd edition 2009.
https://www.amazon.com/Winning-Strategic-Management-Publications-Paperback/dp/B00DU7WM18/ref=sr_1_1?crd=1UNC3K0C1LMXA&keywords=Winning+Moves%3A+Cases+in+Strategic+Management%2C+Marsh+Books%2C+2nd+edition+2009&qid=1705497957&s=books&sprefix=winning+moves+cases+in+strategic+management%2C+marsh+books%2C+2nd+edition+2009%2Cstripbooks%2C113&sr=1-1
10. A.Marcus, Strategic Foresight: A New Look at Scenarios, Palgrave MacMillan, 2009.
https://www.amazon.com/Strategic-Foresight-New-Look-Scenarios/dp/0230611729/ref=sr_1_1?crd=17H90TN70N5M7&keywords=Strategic+Foresight%3A+A+New+Look+at+Scenarios%2C&qid=1705498044&s=books&sprefix=strategic+foresight+a+new+look+at+scenarios%2C+%2Cstripbooks%2C81&sr=1-1
11. A.Marcus, Winning Moves: Cases in Strategic Management, Marsh Books, 1st edition 2006.
https://www.amazon.com/Winning-Strategic-Management-Publications-Paperback/dp/B00DU7WM18/ref=sr_1_1?crd=1UNC3K0C1LMXA&keywords=Winning+Moves%3A+Cases+in+Strategic+Management%2C+Marsh+Books%2C+2nd+edition+2009&qid=1705497957&s=books&sprefix=winning+moves+cases+in+strategic+management%2C+marsh+books%2C+2nd+edition+2009%2Cstripbooks%2C113&sr=1-1
12. A.Marcus and S.Kaiser, Managing Beyond Compliance: The Ethical and Public Policy Dimensions of Business, Northcoast Publishers, 2006.
<https://www.amazon.com/Managing-Beyond-Compliance-Dimensions-Responsibility/dp/1933583290>
13. A.Marcus, Big Winners and Big Losers: The Four Secrets of Long-Term Business Success and Failure, Wharton School Press, 2005.
<https://www.amazon.com/Big-Winners-Losers-Long-Term-Business/dp/0132762315>
14. A.Marcus, Management Strategy: Sustaining Competitive Advantage, McGraw Hill/Irwin, 2005.
https://www.amazon.com/Management-Strategy-Achieving-Sustained-Competitive/dp/1259345483/ref=pd_lpo_scel_1/133-0434468-7158305?pd_rd_w=kylhx&content-id=amzn1.sym.c35e6feb-beeb-48b8-ba98-06ab34ca37b4&pf_rd_p=c35e6feb-beeb-48b8-ba98-06ab34ca37b4&pf_rd_r=CKVKN76NKKF9E25JCGT8&pd_rd_wg=2z1FN&pd_rd_r=4814c76d-6adf-4af4-9347-62eb12edadab&pd_rd_i=1259345483&psc=1
15. A.Marcus, D.Geffen, K.Sexton, Reinventing Environmental Regulation: Lessons from Project XL, Resources for the Future/Johns Hopkins University Press, 2002.
<https://www.amazon.com/Reinventing-Environmental-Regulation-Excellence-Leadership/dp/1891853090>
16. K.Sexton, A.Marcus, K.Easter, & T.Burkhardt (eds.), Better Environmental Decisions, Island Press, 1999.
<https://www.amazon.com/Better-Environmental-Decisions-Governments-Communities/dp/1559636149>
17. A.Marcus, Business and Society: Strategy, Ethics, and the Global Economy, Richard D. Irwin, 1996 (2nd edition).
<https://www.amazon.com/Business-Society-Strategy-Ethics-Economy/dp/0256205302>

18. A.Marcus, Business and Society: Ethics, Government, and the World Economy, Richard Irwin, Inc., 1993 (1st edition).
<https://www.amazon.com/Business-Society-Strategy-Ethics-Economy/dp/0256205302>
19. A.Marcus, Controversial Issues in Energy Policy, Sage, 1992.
<https://www.amazon.com/Controversial-Issues-Energy-Policy-Public/dp/0803939698>
20. J.Post, R.Buchholz, and A.Marcus, Managing Environmental Issues, Prentice-Hall, 1992.
<https://www.amazon.com.au/Managing-Environmental-Issues-Rogene-Buchholz/dp/0135638917>
21. A Marcus, A.Kaufman, and D.Beam (eds.), Business Strategy and Public Policy, Quorum-Praeger, 1987.
<https://www.amazon.com/Business-Strategy-Public-Policy-Perspectives/dp/089930172X>
22. A.Marcus, The Adversary Economy, Quorum-Praeger, 1984.
<https://www.amazon.com/Adversary-Economy-Responses-Government-Requirements/dp/0899300553>
23. A.Marcus, Promise and Performance: Choosing and Implementing an Environmental Policy, Greenwood- Praeger, 1980.
<https://www.amazon.com/Promise-Performance-Environmental-Contributions-Afro-American/dp/0313207070>

2021 Notable Book Chapter

A.Marcus and J. Malen, “Hedging: Organizational Responses to the Formulation, Implementation, and Enforcement of Government Mandated Changes for *Oxford Handbook of Organization Change and Innovation*, A. Van de Ven and M. Scott Poole (eds), 2021. <https://www.amazon.com/Oxford-Handbook-Organizational-Innovation-Handbooks/dp/0198845979>

In Process

A. Marcus, “Elevating Capitalism: Government’s Indispensable Role,” invited chapter for Justifying Next Stage Capitalism, edited by M.Pava and M.Dion for Springer Press

C. Wu and A.Marcus “Waking Up to Sustainability: The Attention Getting Effects of Mandatory CSR Disclosure on Firms’ Socially Responsible Strategies,” revised and resubmitted to *Business and Society*

A. Fremeth and A. Marcus, “Among Many Sustainability Now Matters Regardless But Serious Impediments Remain,” revise and resubmit proposal to *Academy of Management Perspectives*

M.Islam, M. Minniti, A. Marcus, & C. Wu, “Declines in Global Working Age Populations and Entrepreneurship: Perception of Opportunity and Fear of Failure,” submitted to *Academy of Management Perspectives*

M.Islam, M. Minniti, A. Marcus, & C. Wu, “Enabling and Actualizing New Venture Creation: Demographic Changes, Perception of Opportunity, and Fear of Failure,” aiming for *Journal of International Business*

T.Hargrave and A. Marcus “Reasoning and Intuition in Business Ethics: Developing the Habit of Moral Imagination, aiming for *Business Ethics Quarterly*

A.Marcus, M. Islam, and C. Wu, “The Entrepreneurship of Opportunity and the Entrepreneurship of Necessity,” working paper

J. Aragon-Correa, A. Marcus, and N. Hurtado-Torres, “Norms and Coercion: Information Technology and the Acquisition of Global Capabilities for Environmental Management,” working paper.

C.Wu, and A .Marcus, “Does Mandatory CSR Disclosure Regulation Spur Environmental Innovation? Evidence from a Quasi-Natural Experiment Involving Chinese Companies,” working paper

A.Marcus, “Hedging their Bets: Energy Company Responses to Price Volatility and Climate Change,” paper presented at Strategic Management Society Meeting, London, 2020.

Articles

1. Alfred Marcus and Mazhar Islam, "Old Vs. Young Nations: Opportunities And Challenges For Entrepreneurs: Research Insight" Entrepreneur & Innovation Exchange 2022
2. J. Alberto Aragon-Correa, A. Marcus, and Vogel, ""The Effects of Mandatory and Voluntary Regulatory Pressures on Firms' Environmental Strategies: A Review and Recommendations for Future Research" Academy of Management Annals, 2020.
3. A. Marcus and A. Ginsburg, "Venture Capital's Role in Creating a More Sustainable Society: The Effects of Clean Energy Exits on Venture Capital Investments" Advances in Strategic Management: Sustainability, Stakeholder Governance, and Corporate Social Responsibility 2018.
4. M. Islam, A. Fremeth, and A. Marcus, "Signaling by Early Stage Startups: US Government Research Grants and Venture Capital Funding" Journal of Business Venturing 2018.
5. H. Rowhouser, M. Cummings, and A. Marcus, ""Sustainability Standards and Stakeholder Engagement: Lessons From Carbon Offset Markets" Organization & Environment 2018
6. J. Aragon-Correa, A. Marcus, J. Rivera, and A. Kenworthy, "Sustainability Management Teaching Resources and the Challenge of Balancing Planet, People, and Profits" Academy of Management Learning & Education 2017.
7. J. Malen and A. Marcus, "Environmental Externalities and Weak Appropriability: Influences on Firm Pollution Reduction Technology Development" Business & Society 2017.
8. A. Fremeth and A. Marcus, "Commentary: Disentangling the Politics of Climate Change" Academy of Management Discoveries 2017.
9. J. Malen and A. Marcus, "Promoting Clean Energy Technology Entrepreneurship: The Role of External Context" Energy Policy 2017.
10. A. Fremeth, and A. Marcus, "The Role of Governance Systems and Rules in Wind Energy Development: Evidence from Minnesota and Texas" Business and Politics Oct. 2016.
11. J. Aragon-Correa, A. Marcus, and N. Hurtado-Torres, "The Natural Environmental Strategies of International Firms: Old Controversies and New Evidence on Performance and Disclosure" Academy of Management Perspectives 2016.
12. A. Marcus and S. Cohen, "Public Policies in a Regulated Entrepreneurial Setting" Business and Politics 2015.
13. A. Marcus, J. Malen, and S. Ellis, "The Promise and Pitfalls of Venture Capital as an Asset Class for Clean Energy Investment: Research Questions for Organization and Natural Environment Scholars" Organization & Environment 2013.
14. A. Marcus, J. Aragon-Correa, and J. Pinske, "Firms, Regulatory Uncertainty, and the Natural Environment" California Management Review 2011
15. A. Marcus, M. Islam, and J. Moloney, "Youth Bulges, Busts, and Doing Business in Violence Prone Nations" Business and Politics 2009.

16. E. Naveh and A. Marcus. "Financial performance, ISO 9000 standard and safe driving practices effects on accident rate in the US motor carrier industry" Accident Analysis & Prevention 2007.
17. E. Naveh, O. Meilich, and A. Marcus, "The Effects of Administrative Innovation Implementation on Performance: An Organizational Learning Approach" Strategic Organization, 2006,
18. Marcus and M. Anderson "A General Dynamic Capability: Does it Propagate Business *and* Social Competencies in the Retail Food Industry" Journal of Management Studies 2006.
19. W. McEvily and A. Marcus, "Embeddedness and the Acquisition of Competitive Capabilities" Strategic Management Journal 2005.
20. E. Naveh and A. Marcus, "Achieving Competitive Advantage Through Implementing a Replicable Management Standard: Installing and Using ISO 9000" Journal of Operations Management, 2005.
21. M. Delmas and A. Marcus "Firm's Choice of Regulatory Instruments to Reduce Pollution: A Transaction Cost Approach" Business and Politics 2004.
22. E. Naveh and A. Marcus, "The Successful Implementation of a Managerial Practice: Assimilation and Going Beyond" IEEE Transactions on Engineering Management, 2004.
23. S. Majumdar & A. Marcus, "Rules versus Discretion: The Productivity Consequences of Flexible Regulation" Academy of Management Journal 2001.
24. M.Starik & A. Marcus, "New Research Directions in the Field of Management of Organizations in the Natural Environment" Academy of Management Journal 2000.
25. A. Marcus & M. Nichols, "On the Edge: Heeding the Warning of Unusual Events" Organization Science 1999.
26. K. Verma, B. Mitnick, & A .Marcus, "Making Incentive Systems Work: Incentive Regulation in the Nuclear Power Industry," Journal of Public Administration, 1999.
27. A. Marcus & D.Geffen,"The Dialectics of Competency Acquisition: Pollution Prevention in Electric Generation" Strategic Management Journal 1998.
28. J. Maxwell, S.Rothenberg, F.Briscoe, & A.Marcus, "Green Schemes: Corporate Environmental Strategies and their Implementation" California Management Review spring 1997.
29. A.Marcus & R. Goodman, "Rigor and Relevance in Strategic Management Research" Advances in Strategic Management 1995.
30. A .Marcus, "Explaining the Renewed Competitiveness of the U.S. Economy" Business and the Contemporary World 1994.
31. S. McEvily, K. Sutcliffe, and A. Marcus, "Explaining Preferences for Public Policy, Strategic and Contextual Deferminants" Academy of Management Proceedings 1994
32. A. Marcus, M. Nichols, & G. McAvoy, "Economic and Behavioral Perspectives on Safety" Research in Organizational Behavior 1993.
33. S. Rothenberg, J. Maxwell, and A. Marcus, "Issues in the Implementation of Proactive Environmental Strategies" Business Strategy and the Environment 1992/93.

34. I. Fox & A. Marcus, "The Causes and Consequences of Management Buyouts" Academy of Management Review 1992.
35. A. Marcus & R. Goodman, "Victims and Shareholders" Academy of Management Journal, 1991.
36. A. Marcus, "EPA's Organizational Structure" Law and Contemporary Problems, 1991.
37. A. Kaufman, L. Zacharias, & A. Marcus, "United for Division: Collective Action Theory, Corporate Solidarity, and History" The Journal of Policy History 1990.
38. P. Young, A. Marcus, R. Koot, & B. Mevorach, "Improved Business Planning" Journal of Forecasting, 1990.
39. A. Marcus & P. Bromiley, "The Market Deterrent to Dubious Behavior" Strategic Management Journal 1989.
40. A. Kaufman, A. Marcus, & E. Englander, "Issues' Management: Theoretical Perspectives on the Structural Issue" Research in Corporate Social Performance and Policy 1989.
41. A. Marcus & R. Goodman, "Corporate Adjustments to Catastrophe: A Study of Investor Reaction to Bhopal" Industrial Crisis Quarterly 1989.
42. P. Bromiley, M. Govekar, & A. Marcus, "On Using Event Study Data in Strategic Management Research" Technovation, vol. 8; reprinted in Organizational Responses to New Business Conditions: An Empirical Perspective, edited by Richard M. Burton, John D. Forsyth, and Borge Obel, Amsterdam, Elsevier, 1989.
43. A. Marcus & P. Bromiley, "The Rationale for Regulation: Shareholder Losses Under Various Assumptions About Managerial Cognition" Journal of Law, Economics, and Organization 1988.
44. A. Marcus, "Implementing Externally-Induced Innovations: A Comparison of Rule-Bound and Autonomous Approaches" Academy of Management Journal 1988.
45. A. Marcus, "Responses to Externally-Induced Innovation: Their Effects on Organizational Performance" Strategic Management Journal 1988.
46. A. Marcus, "Risk, Uncertainty, and Scientific Judgment" Minerva 1988.
47. A. Marcus & M. Irion, "The Continued Growth of the Corporate Public Affairs Function," Academy of Management Executive, Summer 1987; a slightly different version of this paper was published in Business Horizons 1988.
48. A. Marcus & B. Mevorach, "Planning for the Political Cycle" Long-Range Planning 1988.
49. A. Marcus, P. Bromiley, & R. Goodman, "Does the Stock Market Dependably Discourage Managers From Engaging in Actions That Lead to Corporate Crises?" Columbia Journal of World Business 1987.
50. P. Bromiley & A. Marcus, "Deadlines, the Activation of Organizational Routines, and Change" Policy Sciences 1987.
51. A. Marcus & R. Goodman, "Compliance and Performance: Toward a Contingency Theory" Research in Corporate Social Performance and Policy 1987.
52. A. Marcus, "From Market Dominance to Credible Commitments: Shipper Strategies in a Deregulated Trucking Environment" Transportation Journal 1987.

53. A. Marcus, "Responses to Regulation: Opportunism and Stonewalling" Long-Range Planning 1987.
54. A. Marcus & A. Kaufman, "Why It Is Difficult to Implement Industrial Policies" California Management Review, Summer, 1986.
55. A. Marcus & R. Goodman, "Airline Deregulation: Factors Affecting the Choice of Firm Political Strategy" Policy Studies Journal 1986.chosen as the outstanding article published in the Policy Studies Journal in 1986.
56. A. Marcus, "Airline Deregulation: Why the Supporters Lost Out" Long Range Planning Fall 1986.
57. A. Marcus, "Compensating "Victims for Harms Caused by Pollution and Other Hazardous Substances: A Comparison of American and Japanese Policies" Law and Policy, April 1986.
58. A.Marcus, "A Comparison of Japanese and American Approaches to a Policy Problem," Public Policy Analysis and Management 1986.
59. A.Marcus, "Creating Interstate Compacts" Energy Policy 1986.
60. A.Marcus, "Business Demand for Regulation: An Exploration of the Stigler Hypothesis" Research in Corporate Social Performance and Policy 1985, reprinted in Government Regulation and Business Response: Research Issues and Empirical Studies edited by L. Preston, JAI Press, 1990.
61. A.Marcus,"Professional Autonomy as a Basis for Conflict in an Organization" Human Resource Management 1985.
62. A. Marcus, M. Nadel, & K. Merrikin, "The Applicability of Regulatory Negotiation " The Administrative Law Review 1984.
63. A. Marcus, P.Sommers, & F.Morris, "Cost-Effective Pollution Control: The Need to Supplement Economically Elegant Solutions with Implementation Analysis," Policy Studies Review, 1982.
64. A. Marcus, P. Sommers, & B.Berk, "Organizational Barriers to the Adoption of an Energy Efficient Technology" Energy Policy, 1982.
65. A. Marcus, E.DuVernoy, & T. Overcast, "Public Participation at Nuclear Waste Hearings" Radioactive Waste Management 1982.
66. A. Marcus, "Policy Uncertainty and Technological Innovation" Academy of Management Review 1981.
67. A. Marcus, "Public Interest Leaders - Whom Do They Represent?" Business Horizons, 1979.
68. A. Marcus, "The Disproportionate Influence of Environmentalists" Harvard Environmental Law Review 1977.
69. A. Marcus, "Recent Proposals to Improve Environmental Policy-Making: Generalizing Institutions, Pollution Charges, and Information Uncertainty" Harvard Environmental Law Review 1976.

Book Chapters

1. A. Marcus, "Environmental Management and Strategy," chapter for The Oxford Handbook of Corporate Social Responsibility: Psychological and Organizational Perspectives edited by McWilliams, Rupp, Siegel, Stahl, and Waldman, Oxford University Press, 2020.

2. A. Marcus and J. Malen, “Techniques for Navigating the Risks of Investing in Cleaner Energy Technologies,” chapter for Emerging Dynamics of Sustainability in Multinational Enterprises edited by McIntyre, Ivanaj, and Kar, Elgar, 2018..
3. A. Marcus and A. Van de Ven, “Managing Shifting Goal Consensus and Task Ambiguity in Implementing Corporate Sustainable Projects,” chapter for Change and Sustainability edited by Henderson, Gulati, and Tushman, Oxford University Press, 2015.
4. A. Marcus, P. Shrivastava, P. Sharma, & S. Pogutz. “Introduction” chapter for Cross-Sector Leadership for the Green Economy: Integrating Research and Practice on Sustainable Enterprise edited by Marcus, Shrivastava, Sharma, and Pogutz, Palgrave MacMillan, 2011.
5. A. Marcus, S. Cohen, and K. Sutcliffe, “Why Some Managers Expect to Benefit from Public Policies and Others Do Not” chapter for Cross-Sector Leadership for the Green Economy: Integrating Research and Practice on Sustainable Enterprise edited by Marcus, Shrivastava, Sharma, and Pogutz, Palgrave MacMillan, 2011
6. A. Marcus, S. Ellis, J. Malen, I. Drori, & I. Sened, “Path Dependence and Creation in Venture Capital Investment” chapter for Cross-Sector Leadership for the Green Economy: Integrating Research and Practice on Sustainable Enterprise edited by Marcus, Shrivastava, Sharma, and Pogutz, Palgrave MacMillan, 2011.
7. A. Marcus, “Moving the Green Economy Forward: Conclusions from Research and Practice” chapter for Cross-Sector Leadership for the Green Economy: Integrating Research and Practice on Sustainable Enterprise edited by Marcus, Shrivastava, Sharma, and Pogutz, Palgrave MacMillan, 2011.
8. A. Marcus and A. Fremeth, "Institutional Void and Stakeholder Leadership" chapter for Science and Stakeholders: Solutions to Energy and Environment Issues, edited by J. Burger, Springer Press, 2011.
9. A. Marcus, K. Sutcliffe, S. Cohen, & M. Anderson, “Prolonged Gestation And Commitment To An Emerging Organizational Field: Energy Efficiency and Renewable Energy Businesses in Minnesota 1993- 2009” chapter for Handbook of Research on Energy Entrepreneurship: edited by R. Wüstenhagen, and R. Wuebker, Edward Elgar Publishing Ltd.. 2010.
10. A. Marcus and E. Naveh, “Nuclear Power Plant Meltdowns to Voluntary, Low Consequence, High Probability Events like Traffic Accidents: A Re-Assessment of Road Accidents Data Analysis Policy” chapter in Transportation Research Trends edited by P. O. Inweldi. Nova Science Publishers Inc. forthcoming.
11. O. Meilich, E. Naveh, and A. Marcus, “Bridging the Performance Gap in Implementing an Administrative Innovation: Planning and Learning-in-Action” chapter for Organization Design - New Forms of Organization and Design Approaches Anticipating the Future, edited by C. Snow, A. Bøllingtoft, J. Flohr Nielsen, J.P. Ulhøi, and Dorthe Døjbak Håkonsson, 2009.
12. A. Marcus “Strategic Direction and Management,” chapter for Business Management and Environmental Stewardship, edited by Robert Staib, Palgrave Macmillan, 2009.
13. E. Naveh, and A. Marcus, Applying Theory from Involuntary, High Consequence, Low Probability Events like Nuclear Power Plant Meltdowns to Voluntary, Low Consequence, High Probability Events like Traffic Accidents: A Re-assessment of Road Accidents Data Analysis Policy,” chapter for Transportation Research Trends edited by P. O. Inweldi. Hauppauge NY: Nova Science Publishers Inc. 2008.

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