



# The Entrepreneur:

## A 'Missing Person' in Mainstream Economic Theory

Tuesday 28 March 2023 | 2–3:30pm | Van Emden Theatre, Whiteknights Campus

We are delighted to invite you to participate in the forthcoming GEAR Quarterly Lecture organised by the Group for Economic Analysis at Reading (GEAR) at the Department of Economics of the University of Reading. GEAR covers the core topics in microeconomics, macroeconomics and econometrics, as well as modern extensions, with particular application to policymaking at global, national or local level.

The lectures were inaugurated in the first quarter of 2022, and we hold them every quarter as a hybrid event via MS Teams.

Attendance is free. To register your interest, email [g.reisnothen@reading.ac.uk](mailto:g.reisnothen@reading.ac.uk) or [a.mihailov@reading.ac.uk](mailto:a.mihailov@reading.ac.uk)

Professor Mark Casson, University of Reading

### ABOUT THE SPEAKER

Mark Casson is a Professor of Economics in the Department of Economics and the Henley Business School at the University of Reading, and a member of the Henley Centre for Entrepreneurship. Mark has advised the UK government on attracting and regulating foreign investment, and has worked with the United Nations Committee on Trade and Development on the role of international subcontracting in developing countries. Mark's research interests are in the areas of entrepreneurship, business culture, the economics of the multinational enterprise, business history and transport studies.

To join the lecture online [click here](#)

