THE UNIVERSITY OF MEMPHIS | Intermodal Freight Transportation Institute

Dr. **John E. Gnuschke** is Director of the Sparks Bureau of Business and Economic Research and the Center for Manpower Studies and Professor of Economics at The University of Memphis. The Bureau and the Center are the applied business, economic, and labor market research divisions of the Fogelman College of Business and Economics. The divisions support the research and publication efforts of faculty members and interact with other research organizations, government agencies, and the business community. The Bureau and the Center rank among the top applied research divisions in the nation with approximately $3.0 million in research contracts and approximately 40 staff members and students. Dr. Gnuschke also serves as the Director of the Applied Information Technology Center and is Co-Director of the Center for Real Estate Research.

Dr. Gnuschke received his Ph.D. and M.A. degrees from the University of Missouri at Columbia and his B.S. from Utah State University. His areas of expertise include market assessments, survey research, impact studies, revenue and cost estimates, labor market studies, and competitor analyses. As a widely recognized leader in his profession, he serves on numerous local, state, and national committees and boards. He has served as president of AUBER (the national Association for University Business and Economic Research). He works closely with community leaders and organizations throughout the Mid-South. In addition to his academic and contract research activities, Dr. Gnuschke has over 25 years of experience as a private consultant to major business, legal, financial, and government organizations.

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