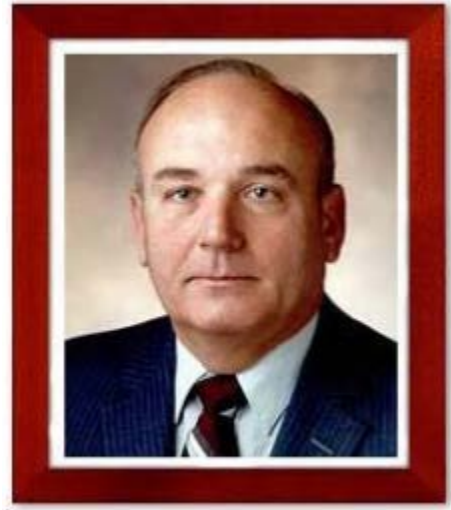


Former Agricultural Economics Faculty

EMERSON M. BABB (1930-)

Emerson Babb joined the faculty in 1960 and retired in 1985. He was a pioneer in the design and use of computerized business decision simulators to teach management principles to agribusiness managers. His management games are widely used by resident and extension teachers at Purdue and many other universities. His innovative research has included dairy marketing, pricing of public goods, managerial behavior, returns of agricultural research effort and performance of agricultural cooperatives. He received one American Agricultural Economics Association award for excellence in extension teaching and four awards (with others) for excellence in research.



He served the Department, School and University in many capacities including assistant head of the Department for Research (1966 - 1969) and president of the University Senate (1974 - 1975).

After retirement, he started a "new" career as the Ben Hill Griffin Professor at the University of Florida.

He received his B.S. from Virginia Polytechnic Institute, 1951; M.S. from Virginia Polytechnic Institute, 1955; and Ph.D. from Pennsylvania State University, 1957.