

For Ralph L. Keeney

Ralph L. Keeney is A Research Professor of Decision Sciences at the Fuqua School of Business at Duke University. He is a member of the Decision Sciences area. Prof. Keeney received his PhD in operations research from MIT in 1969 and has been on the faculties at MIT and the University of Southern California prior to joining the Fuqua School of Business in 2002.

Prof. Keeney's research interests are the areas of decision-making and risk analysis, with a focus on problems involving multiple objectives. He has applied such work as a consultant for numerous private and public organizations addressing corporate management problems, environmental and risk studies, decisions involving life-threatening risks, and important personal decisions. In addition to his academic career, Professor Keeney was a Research Scholar at the International Institute for Applied Systems Analysis in Austria, and the founder of the decision and risk analysis group of a large geotechnical and environmental consulting firm headquartered in San Francisco.

Professor Keeney is the author of many books and articles and has served on the editorial boards of several journals. A current interest concerns distilling the body of information in the decision sciences to provide practical and usable advice to help people make better decisions. His books include Decisions with Multiple Objectives, co-authored with Howard Raiffa, which won the ORSA Lanchester Prize, Value-Focused Thinking: A Path to Creative Decisionmaking, which received the Decision Analysis Society Best Publication Award, and Smart Choices: A Practical Guide to Making Better Decisions with John S. Hammond and Howard Raiffa, which also received the Decision Analysis Society Best Publication Award. It has been translated into more than fifteen languages. Dr. Keeney was awarded the Ramsey Medal for Distinguished Contributions in Decision Analysis by the Decision Analysis Society and is a Member of the U.S. National Academy of Engineering.