

WILLIAM BOULDING

William Boulding is the Dean and J.B. Fuqua Professor of Business Administration at the Fuqua School of Business, Duke University. His previous roles at the Fuqua School include Deputy Dean, Senior Associate Dean for Programs, Associate Dean for the Daytime MBA program, Area Coordinator for the Marketing faculty, Co-Director of the Teradata Center for Customer Relationship Management, and the executive education Academic Program Director for both the Marketing Leadership Forum and the Advanced Management Program.

He received his BA in Economics from Swarthmore College and his Ph.D. in Marketing from the Wharton School, University of Pennsylvania. His research interests lie at the intersection of management, marketing, and strategy. Of particular interest to Dr. Boulding is evaluating how managers make decisions and how consumers respond to those decisions. He publishes his research in marketing and management journals including *Marketing Science*, *Management Science*, *Journal of Marketing*, the *Journal of Consumer Research*, the *Harvard Business Review*, and the *Journal of Marketing Research*. He won the 1998 William F. O'Dell Award for the *Journal of Marketing Research* article making a "significant long-run contribution to the marketing discipline," and the 2006 Harold H. Maynard Award for the *Journal of Marketing* article making a "significant contribution to marketing theory and thought." Dr. Boulding has served on the editorial boards of the *Journal of Marketing Research*, the *Journal of Consumer Research*, and the *Journal of Service Research*. He is a past Associate Editor for the *Journal of Consumer Research*, and a past Area Editor for *Marketing Science*.

Dr. Boulding's teaching interests also span the areas of management, marketing, and strategy. He has taught core courses in all three areas (Leadership, Ethics and Organization; Marketing Management; Foundations of Strategy, and the newly developed Culture, Civilization and Leadership course). He is a past recipient of The Outstanding Teacher award from the Fuqua School, and has been cited for teaching excellence in various editions of the book *Business Week Guide to the Best Business Schools* spanning a period of two decades. He is also a recipient of the Bank of America Faculty Award "for excellence in teaching, research, leadership and service." With respect to industry contact, he has engaged in sponsored research, consulting, or executive development with a number of companies such as IBM, AT&T, Bank of America, Sears, Eli Lilly, Blue Cross/Blue Shield, Ford Motor Company, Lafarge, U.S. Postal Service, Stride Rite, Wolseley, Hanes, Harnischfeger, Thomson Newspapers, Siemens, and Citibank.