

WILLIAM BOULDING
Fuqua School of Business
Duke University
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EDUCATION

The Wharton School, Doctoral Division, University of Pennsylvania, Ph.D., August, 1986.

The Wharton School, Graduate Division, University of Pennsylvania, Attended MBA Program for one year (1980-1981).

Swarthmore College, Bachelor of Arts in Economics with Honors, May, 1977.

ACADEMIC EMPLOYMENT

The Fuqua School of Business, Duke University, Fall 1984 to present:

Current role

Dean
J. B. Fuqua Professor of Business Administration

Member, Board of Directors, Duke Corporate Education

Past administrative roles

Deputy Dean
Summer 2009 to Summer 2011

Senior Associate Dean for Programs
Summer 2007 to Summer 2009

Associate Dean, Daytime MBA
Summer 2003 to Summer 2007

Co-Director, Teradata Center for Customer Relationship Management
Fall 2002 to Fall 2005

Academic Program Director, Advanced Management Program
(Executive Education)
Spring 1996 to Spring 1999

Marketing Faculty Area Coordinator
Summer 1995 to Summer 1999

Academic Program Director, Marketing Leadership Forum
(Executive Education)
Spring 1991 to Fall 1999

ACADEMIC HONORS AND AWARDS

Selected by the Society for Marketing Science, with the endorsement of the Marketing Science Institute and the Institute for the Study of Business Markets for having written one of the 20 most influential marketing articles over the past 25 years, 2007.

Harold H. Maynard Award for the *Journal of Marketing* article making a “significant contribution to marketing theory and thought,” 2006.

Cited in list of “Outstanding Faculty,” *Business Week Guide to the Best Business Schools*, 2003 ed.

Finalist, The Outstanding Teacher Award, Fuqua School of Business, 2002.

Finalist, for the 2000 John Little Award for the best marketing paper published in *Marketing Science* or *Management Science* in 1999.

William F. O’Dell Award for the *Journal of Marketing Research* article making a “significant long-run contribution to the marketing discipline,” 1998.

American Marketing Association Doctoral Consortium Faculty Speaker, 1998.

The NationsBank Faculty Award “for excellence in teaching, research, leadership and service,” Fuqua School of Business, 1997.

American Marketing Association Doctoral Consortium Faculty Speaker, 1997.

American Marketing Association Doctoral Consortium Faculty Speaker, 1996.

Four-Star (highest) Teaching Rating, *Business Week Guide to the Best Business Schools*, 1995 ed.

Finalist, 1994 AMA Services Division Best Services Article Award.

Finalist, 1994 MSI Best Paper Award for papers published in 1992.

Nominee, The NationsBank Faculty Award, Fuqua School of Business, 1992, 1993, and 1994.

Cited for teaching excellence, *Business Week Guide to the Best Business Schools*, 1990 ed.

The Outstanding Teacher Award, Fuqua School of Business, 1989.

Finalist, The Outstanding Teacher Award, Fuqua School of Business, 1987.

Fellow, 1983 AMA Doctoral Consortium.

Nominee, Wharton Undergraduate Outstanding Teaching Award, 1983.

JOURNAL PUBLICATIONS

“Optimal Admission and Scholarship Decisions: Choosing Customized Marketing Offers to Attract a Desirable Mix of Customers,” with Alexandre Belloni, Mitchell Lovett, and Richard Staelin, Marketing Science (forthcoming).

“Relationship Between Patient Satisfaction and Hospital Readmission Within 30 Days,” with Seth Glickman, Richard Staelin et al., American Journal of Managed Care, 17 (1), 2011.

"General Alliance Experience, Uncertainty, and Marketing Alliance Governance Mode Choice," with Ning Li and Richard Staelin, Journal of the Academy of Marketing Science, 38 (2), 2010.

“Patient Satisfaction and its Relationship with Clinical Quality and Inpatient Mortality in Acute Myocardial Infarction,” with Seth Glickman, Richard Staelin et al., Circulation: Cardiovascular Quality and Outcomes, 3 (2), 2010.

“Patient Satisfaction is Associated With Clinical Quality and Hospital Outcomes in Acute Myocardial Infarction,” with Seth Glickman, Richard Staelin, et al., Annals of Emergency Medicine, 54(3), Supplement S, 2009.

“Alternative Pay-for-Performance Scoring Methods: Implications for Quality Improvement and Patient Outcomes,” with Seth Glickman, Richard Staelin, et al., Medical Care, 47 (10), 2009.

“Pioneering Plus a Broad Product Line Strategy: Higher Profits or Deeper Losses?,” with Markus Christen, Management Science, 55 (6), 2009.

“Optimal Market Intelligence Strategy When Management Attention Is Scarce,” with Markus Christen and Richard Staelin, Management Science, 55 (4), 2009.

"Disentangling Pioneering Cost Advantages and Disadvantages," with Markus Christen, Marketing Science, 27(4), 2008.

“A Framework for Quality Improvement: An Analysis of Factors Responsible for Improvement at Hospitals Participating in the CRUSADE Quality Improvement Initiative,” with Seth Glickman, Richard Staelin, et al. American Heart Journal , 154 (6) 2007.

"The Periodicity of Pricing," with Bart J. Bronnenberg and Carl F. Mela, Journal of Marketing Research, 43 (3), 2006.

"Leadership Development in the Duke Daytime MBA Program," Leader to Leader, Special Supplement, 2006.

"Stuck in the Past: Why Managers Persist with New Product Failures," with Eyal Biyalogorsky and Richard Staelin, Journal of Marketing, 70 (2), 2006. Winner, the 2006 Harold H. Maynard Award.

"A Customer Relationship Management Roadmap: What is Known, Potential Pitfalls, and Where to Go," with Richard Staelin, Michael Ehret, and Wesley J. Johnston, Journal of Marketing, 69 (4), 2005.

"Sustainable Pioneering Advantage? Profit Implications of Market Entry Order," with Markus Christen, Marketing Science, 22 (3), 2003.

"First-Mover Disadvantage," with Markus Christen, Harvard Business Review, 79 (9), 2001.

"The Quality Double Whammy," with Ajay Kalra and Richard Staelin, Marketing Science, 18 (4), 1999. Lead article. Finalist for the John Little Award.

"Pulling the Plug to Stop the New Product Drain," with Ruskin Morgan and Richard Staelin, Journal of Marketing Research, 34 (1), 1997.

"The Price of Safety," with Devavrat Purohit, Journal of Consumer Research, 23 (1), 1996.

"Identifying Generalizable Effects of Strategic Actions on Firm Performance: The Case of Demand-Side Returns to R&D Spending", with Richard Staelin, Marketing Science, 14 (3), 1995.

"Understanding Managers' Strategic Decision Making Process," with Marian Moore, Richard Staelin, Kim P. Corfman, Peter Reid Dickson, Gavan Fitzsimons, Sunil Gupta, Donald R. Lehmann, Deborah J. Mitchell, Joel Urbany, and Barton A. Weitz, Marketing Letters, 5 (4), 1994.

"Mastering the Mix: Do Advertising, Promotion, and Salesforce Activities Lead to Differentiation?," with Eunky Lee and Richard Staelin. Journal of Marketing Research, 31 (2), 1994.

"A Consumer-Side Experimental Examination of Signaling Theory: Do Consumers Perceive Warranties as Signals of Quality?," with Amna Kirmani. Journal of Consumer Research, 20 (2), 1993.

"A Look on the Cost Side: Market Share and the Competitive Environment," with Richard Staelin. Marketing Science, 12 (2), 1993.

"A Dynamic Process Model of Service Quality: From Expectations to Behavioral Intentions," with

Ajay Kalra, Richard Staelin and Valarie Zeithaml. Journal of Marketing Research, 30 (1), 1993. Lead article (following editorial). One of four 1993 JMR papers selected for presentation at the AMA Advanced Research Techniques Forum. Finalist for the AMA Services Marketing Division Best Services Article Award. Co-winner, the 1998 William F. O'Dell Award. Named by the Marketing Science Society as one of the 20 most influential articles published over the last 25 years (2007).

"Differentiation Via the Marketing Mix," with Eunkyu Lee. Marketing Letters, 3 (4), 1992.

"Pioneering and Market Share: Is Entry Time Endogenous and Does it Matter?," with Michael J. Moore and Ronald C. Goodstein. Journal of Marketing Research, 28 (1), 1991.

"Environment, Market Share, and Market Power," with Richard Staelin. Management Science, 36 (10), 1990.

"Unobservable Effects and Business Performance: Do Fixed Effects Matter?" Marketing Science, 9 (1), 1990.

"Conjoint Reliability Measures," with Dick R. Wittink, David J. Reibstein, John E.G. Bateson and John W. Walsh. Marketing Science, 8 (4), 1989.

"Conjoint Analysis Reliability: Empirical Findings," with David J. Reibstein and John E.G. Bateson. Marketing Science, 7 (3), 1988.

"Conjoint Analysis Reliability and Validity: A Framework for Future Research," with John E.G. Bateson and David J. Reibstein. Review of Marketing, 1987.

BOOK CHAPTERS and MSI TECHNICAL PAPERS

"The Structure Choice of Strategic Alliances," with Ning Li, Preyas Desai and Richard Staelin. Appearing in Growing the International Firm: Success in Mergers, Acquisitions, Networks and Alliances, Michael A. Trick, ed. Carnegie Mellon Free Press: Pittsburgh, PA, 2002.

"Stuck in the Past: Why Managers Persist with New Product Failures," with Eyal Biyalagorsky and Richard Staelin. Marketing Science Institute Technical Working Paper No. 98-130.

"A Dynamic Process Model of Service Quality Assessment," with Richard Staelin. Appearing in The Service Quality Handbook, Scheuing and Christopher, eds., AMACOM: New York, 1993.

"The Long-Term Differentiation Value of Marketing Communication Actions," with Eunkyu Lee and Richard Staelin. Marketing Science Institute Technical Working Paper No. 92-133. (This is a preliminary version of "Mastering the Mix: Do Advertising, Promotion and Salesforce Activities Lead to Differentiation?")

"Conceptualizing and Testing a Dynamic Process Model of Service Quality," with Richard Staelin, Ajay Kalra, and Valarie Zeithaml. Marketing Science Institute Technical Working Paper No. 92-121. (This is a version of "A Dynamic Process Model of Service Quality: From Expectations to Behavioral Intentions," with more conceptual detail.) Finalist for the MSI Best Paper Award.

"Conjoint Analysis Reliability: Empirical Findings," with David J. Reibstein and John E.G. Bateson. Marketing Science Institute Technical Working Paper No. 87-102. (This is a preliminary version of the paper appearing in Marketing Science.)

WORKING PAPERS

"Marketing Strategy and Real Options: A Gold Mine or Fool's Gold?" with Abhijit Guha and Richard Staelin

"Consumer Learning Models for Perceived and Actual Product Instability," with Mitchell Lovett and Richard Staelin.

"Target Marketing with Infrequent Multi-stage Choices: Scholarship and Admissions Decisions in the School Choice Problem with Choice Set Effects," with Mitchell Lovett and Richard Staelin.

"Controlling the Odds: Skill or Conceit?" with Abhijit Guha and Richard Staelin.

"A 'New' Data Source for Interindustry Studies in Industrial Organization: (Disguised) PIMS Data," with Michael J. Moore. Wharton/PIMS Working Paper No. 92-010.

"Using PIMS Data to Estimate Own- and Competitive-Price Elasticities: A New Approach," with Eunkyoo Lee. Wharton/PIMS Working Paper No. 92-009.

"Pioneering and Profitability: Structural Estimates From a Simultaneous Equation Model with Endogenous Pioneering," with Michael J. Moore. Wharton/PIMS Working Paper No, 87-05,

INVITED PRESENTATIONS

"Modeling Real World Data for Decision Making," AMA Doctoral Consortium, Summer 1998.

"The Quality Double Whammy," Washington University, Spring 1998.

"Decision Traps," AMA Doctoral Consortium, Summer 1997.

"Pioneering Advantage: At What Cost?," Ohio State University, Spring 1997.

"Modeling Service Quality," AMA Doctoral Consortium, Summer 1996.

"The Quality Double Whammy," The Time Course of Consumer Preferences Conference, Duke University, Fall 1995.

"Knowing When to Say When: Improving the Stop/No Stop New Product Decision," Innovation in New Product Development Conference, The Wharton School, Spring 1995.

"Confronting and Avoiding Accidents: The Price of Safety in Automobiles," Dartmouth College, Fall 1994.

"Confronting and Avoiding Accidents: The Price of Safety in Automobiles," The Wharton School, Fall 1994.

"A Dynamic Process Model of Service Quality," AMA Advanced Research Techniques Forum, Summer 1994.

Mastering the Mix," MSI Special Interest Conference (Marketing Communications Strategies Today and Tomorrow), Spring 1994.

"Generalizations about PIMS: Myths and Misperceptions," Empirical Generalizations in Marketing Conference, The Wharton School, Spring 1994.

"Is Consumer Utility Increasing in Managers' Perceptions (of Customers' Perceptions) of Quality?," University of North Carolina, Fall 1993.

"Is Consumer Utility Increasing in Managers' Perceptions (of Customers' Perceptions) of Quality?," 1993 Duke Invitational Symposium on Choice Modeling and Behavior.

"Market-Driven Quality?," The Wharton School, Winter 1992.

"The Optimal Production of Product Quality," PIMS Council on Value for the 1990s, Fall 1989.

"Environment, Market Share, and Market Power." The State of the Art in Theory and Method in Strategy Research Conference, The Wharton School, Spring 1989.

"Environment, Market Share, and Market Power," Stanford University, Spring 1989.

"Quality as a Strategic Choice," 1987 PIMS Membership Conference.

CONFERENCE PRESENTATIONS

"Implications of the Internet for Channel Structure and Profits." 1997 Marketing Science Conference.

"The Price of Safety." 1996 Marketing Science Conference.

"Stuck in the Past: Why Managers Stick with New Product Failures." 1996 Marketing Science Conference.

"Pioneering Advantage: At What Cost?" 1996 Marketing Science Conference.

"The Quality Double Whammy: The Rich Get Richer and the Poor Stay Poor." 1995 Association for Consumer Research Conference.

"Returns to Process and Product R&D." 1994 Marketing Science Conference.

"The Quality Double Whammy: The Rich Get Richer." San Francisco ORSA/TIMS 1992 National Meeting.

"A Dynamic Process Model of Service Quality." 1992 Marketing Science Conference.

"The Effects of Industry Structure on Own-Firm Price Elasticities." 1992 Marketing Science Conference.

"A Dynamic Process Model of Service Quality: From Expectations to Behavioral Intentions." 1991 Marketing Science Conference.

"Profit Impact of Marketing Specialization: Is Average Worse Than Average?" 1990 Marketing Science Conference.

"Market Share Gains: What Do They Cost?" New York ORSA/TIMS 1989 National Meeting.

"Assessing the Optimality of Strategic Choices," Vancouver ORSA/TIMS 1989 National Meeting.

"Environment, Market Share, and Market Power." 1989 Marketing Science Conference.

"Conjoint Reliability Approaches and Measures: A Cautionary Note." 1989 Marketing Science Conference.

"Optimal Signaling Behavior." Denver ORSA/TIMS 1988 National Meeting.

"Pioneering and Profitability: Structural Estimates from a Simultaneous Equations Model with Endogenous Pioneering." Washington, D.C. ORSA/TIMS 1988 National Meeting.

"Changing Your Market Share: Is More Always Better?" 1988 Marketing Science Conference.

"Market Signals and Strategic Choice." 1987 Marketing Science Conference.

"Advertising as a Signal: Its Impact on Consumer Inferences." 1986 Association for Consumer Research Conference.

"Conjoint Reliability: Does it Matter What You Measure?" 1986 Association for Consumer Research Conference.

"Is Pioneering Endogenous?" Atlanta ORSA/TIMS 1985 National Meeting.

"Modeling the Influence of the Marketing Mix on Brand Choice: A Flexible Formulation of the Conditional Logit Model." 1985 Marketing Science Conference.

"A Media Model Based on Linking Advertising to Brand Usage Behavior." Dallas ORSA/TIMS 1984 National Meeting.

"Structural Solutions to Strategic Issues." 1984 Marketing Science Conference.

DISSERTATION COMMITTEES (Role, Current (C) or First (F) Job)

Don Outland (Committee member, F=University of Texas at Austin)

Jim Jeck (Committee member, F=North Carolina State)

Bill Kawashima (Committee member, F=University of North Carolina at Greensboro)

Ajay Kalra (Co-Chair, F=Carnegie Mellon University)

Eunhyu Lee (Co-Chair, C=Syracuse University)

Sang Kim (Committee member, C=Korea Advanced Institute for Science and Technology)

Markus Christen (Co-Chair, F=INSEAD)

Eyal Biyalogorsky (Co-Chair, C=IDC Herzliya)

Kimberly Dillon (Co-Chair)

Ning Li (Co-Chair, C=George Mason University)

Norris Bruce (Committee member, F= UT Dallas)

Abhijit Guha (Co-Chair, F= Wayne State)

Mitchell Lovett (Co-Chair, F= Rochester University)

PROFESSIONAL SERVICE

CMO Council Academic Liaison Board, 2007- present.

Advisory Editorial Board: Marketing Science, 2007- present.

Advisory Board: Applied Economics Research Bulletin, 2007-present.

Academic Review, Wharton School Marketing Department, 2008.

Consulting Editor: Journal of Marketing, 2002-2005, Special Section on Customer Relationship

Management, Volume 69 (4).

Advisory Board Member: INSIDE 1-to-1 Strategy (2003-2005).

Area Editor: Marketing Science (Staelin and Ratchford Editorships).

Emeritus Editorial Board: Marketing Science.

Associate Editor: Journal of Consumer Research (Burnkrant Editorship).

Editorial Board Member: Journal of Marketing Research (Weitz, Mahajan, Winer, and Kamakura Editorships).

Editorial Board Member: Journal of Consumer Research (Sternthal, Burnkrant, and Mick Editorships).

Editorial Board Member: Journal of Service Research (Rust Editorship).

Ad hoc reviewer: Management Science, Journal of Marketing, Marketing Letters, Organization Science, Interfaces, Journal of Consumer Psychology, National Science Foundation, Marketing Science Institute, American Marketing Association.

Past member of the Marketing Strategies Steering Group, The Marketing Science Institute.

EXPERT WITNESS TESTIMONY

1997, SWBC vs. ATT (Kansas Public Utility Commission, Arkansas Public Utility Commission).

1998, SWBC vs. KMC (Texas Public Utility Commission).

SPONSORED RESEARCH, CONSULTING, EXECUTIVE DEVELOPMENT

IBM, AT&T, Bank of America, Sears, Leo Burnett, Northern Telecom, Eli Lilly, Blue Cross/Blue Shield, Ford Motor Company, IIT, Digital Equipment, Lafarge, U.S. Postal Service, Stride Rite, BellSouth, Wolseley, Hanes, Harnischfeger, Bethlehem Steel, Thomson Newspapers, Siemens, Citibank, Southwestern Bell, Grant Thornton, The Wharton School, Swedish Institute of Management, The London Business School.