

Summary of Professional Activities and Contributions

Personal

Name : Helmy Hamdollah Baligh

Citizenship : United States

Date of Birth : October 17, 1931

Address : 3505 Arthur Minnis Road,
Hillsborough, NC 27278

Telephone : 942-2773

Marital Status : Married, 3 children
(Wife's name, Sara Jane)

Higher Education

B.A., (Honours), Philosophy, Politics, and Economics Oxford University, 1954

M.B.A., Business Administration, University of California, Berkeley, 1958

Ph.D., Business Administration, University of California, Berkeley, 1963

Appointments

Assistant Professor of Business Administration, University of Illinois, 1962-66.

Associate Professor of Business Administration, Graduate School of Business Administration,
University of Illinois, 1966-1967.

Associate Professor of Business Administration, Duke University, 1967-1970.

Professor of Business Administration, Duke University, 1970 - present.

Associate Dean, Graduate School of Business Administration, Duke University, 1971-73.

Visiting Consulting Professor, Institute of Statistical Studies and Research, Cairo University,
Egypt, 1973-1974.

Educational Activities and Contributions

Program Design and Management

I was one of three designers of the second M.B.A. program at the University of Illinois. As Chairman of that program I managed its initial implementation and operation (62-65). I also taught courses in Microeconomics, Organization Theory, and Marketing. I was one of a small group of designers of the first undergraduate program in Management Science at Duke. I also teach courses in this program.

I designed the first M.B.A. program at Duke University. The design was carried to the stage of developing course descriptions, outlines, and reading lists. Some of which were also developed by my fellow colleagues. As part of my responsibilities as Director of the Program (1970-73) and Associate Dean (1971-73) I managed the program's implementation and operation.

Course Design and Teaching

The courses I have designed and taught are in the following general subjects:

Graduate

Mathematical Marketing Models
Cooperative Relations and Competitive Strategies
Operations Research
Design of Global Corporations
Cultural Setting of Business
Global Interdependence

Graduate and Undergraduate

Microeconomic Decision Making
Organization Theory
Organization Design
Organizational Structure and its External Market Relations
Theory for Marketing Decisions
Marketing Management
Cultural Setting of Business

Research Publications

- Helmy H. Baligh and L.E. Richartz, "An Analysis of Vertical Market Structure," Management Science Vol. 10, No. 4, July 1964, pp. 667-689.
- Helmy H. Baligh, " A Theoretical Framework for Channel Choice," in Peter D. Bennett, editor, Marketing and Economic Association Fall Conference, 1965, pp. 631-655. Reprinted in: Bruce E. Mallen, Editor, The Marketing Channel: A Conceptual Viewpoint (New York: John Wiley and Sons, 1967), pp. 204-218; and in Peter Weinberg, et. al. Editors, Marketingent-scheidungen, (Koln, Kiepenhener & Witsch, 1974), pp. 346-69.
- Helmy H. Baligh and Leon E. Richartz, Vertical Market Structures, (Boston, Allyn and Bacon, 1967).
- Helmy H. Baligh and L.E. Richartz, "Variable-Sum Game Models of Marketing Problems," Journal of Marketing Research, Vol. IV, No. 2, May 1967, pp. 173-183.
- Helmy H. Baligh, "Hospital Administration and Economic Exchange" Hospital Administration, Vol. XIV, winter 1969, pp. 53-66.
- Helmy H. Baligh and Danny J. Laughhunn, "An Economic and Linear Model of the Hospital," Health Services Research, Vol. 4. No. 6, winter, 1969, pp. 293-303. Reprinted in: Ruchlin, Hirsch S., and Daniel C. Rogers, Economics and Health Care, (Charles C. Thoms, Springfield, Illinois, 1973).
- Helmy H. Baligh, David C. Dellinger and Louis D. Volpp, "A Model for the System Analysis of Transportation Problems," First Conference on Management Sciences, Computer Applications and Industrial Development Proceedings, July 1972. Sponsored by: The Institute of Management Sciences, Providence, Rhode Island: United Nations Industrial Development Organization, Vienna, Austria.
- Helmy H. Baligh, David C. Dellinger and Louis D. Volpp, "A Algebra for the Design and Analysis of Transportation Networks" Transportation Science, Vol. VI, No. 4, November 1972, pp. 354-378.
- Helmy H. Baligh, D.A. Graham, E.R. Weintraub and M. Weisfeld, "Real Transaction Costs are Inessential", Kyklos, Vol. 29, 1976 Fasc. 3, pp. 527-30.
- Helmy H. Baligh and Richard M. Burton, "Organization Structure and Cooperative Market Relations", Omega, Vol. 4, No. 5, 1976, pp. 583-93.
- Helmy H. Baligh and Richard M. Burton, "Marketing in Moderation: The Marketing Concept and The Organization's Structure", Long Range Planning, Vol. 17,

No. 2, April 1979, pp. 92-98.

Helmy H. Baligh and William W. Damon, "Foundation for a Systematic Process of Organization Structure Design", Journal of Information and Optimization Sciences, Vol. 1, No. 2, May 1980, pp. 133-165.

Helmy H. Baligh and Richard M. Burton, "Matching the Organization's Structure and Its Cooperative Market Relations", Theory and Decisions, Vol. 12, No. 4, December 1980, pp. 311-324.

Helmy H. Baligh and Richard M. Burton, "Describing and Designing Organization Structures", International Journal of Policy Analysis and Information System, Vol. 5, No. 4, December 1981, pp. 251-266.

Helmy H. Baligh and Richard M. Burton, "The Moveable Boundaries Between Organizations and Markets", International Journal of Policy Analysis and Information Systems, Vol. 6, No. 4, pp. 435-449.

Helmy H. Baligh and Richard M. Burton, "The Process of Designing Organizational Structures and Their Information Substructures", in C.K. Chang (ed.) Management and Office Information Systems, (N.Y. Plenum Publishing, 1984) pp. 3-26

Helmy H. Baligh, "Cooperating and Competing in Shared and Unshared Marketing Decision Variables," in Louis P. Bucklin and James M. Carman, eds. Research in Marketing: Distribution Channels and Institutions, (Greenwich, Connecticut, JAI Press 1986) pp. 131-180.

Helmy H. Baligh "Decision Rules and Transactions, Organization and Markets", Management Science, Vol. 32, No. 11, November 1986, pp. 1480-91.

Helmy H. Baligh," Decision Rule Theory and its Use in the Analysis of the Organization's Performance", Organization Science, Vol. 1, No. 4, 1990, pp. 360-374.

Helmy H. Baligh, Richard M. Burton, and Borge Obel, "Creating an Expert System to Design Organizations: Design 6", in Michael Masuch (ed.) Organization, Management and Expert Systems, 1990, Berlin, Walter de Gruyter & Co.

Helmy H. Baligh, Richard M. Burton, and Borge Obel, "Devising Expert Systems in Organization Theory: The Organization Consultant", in Michael Masuch (ed.) Organizational, Management and Expert Systems, 1990, Berlin, Walter de Gruyter & Co.

Helmy H. Baligh, Richard M. Burton, and Borge Obel, "Organizational Consultant: Learning by Doing", in Michael Masuch and M. Warglien (eds) Artificial Intelligence in Organization and Management Theory, 1992, Amsterdam, North Holland.

Helmy H. Baligh, "Components of Culture: Nature, Interconnections, and Relevance to the Decisions on the Organization Structure", Management Science, Vol. 40, No. 1, 1994, pp. 63-76.

Helmy H. Baligh, R.M. Burton, and B. Obel, "Validating an Expert System that Designs Organizations", in Kathleen M. Carley and Michael J. Pritula (eds.) Computational Organizational Theory, 1994, Hillsdale, N.J., Lawrence Erlbaum Associates

Helmy H. Baligh, R.M. Burton, and B. Obel, "Organizational Consultants: Creating a Useable Theory for Organizational Designs", Management Science, Vol. 4, No. 12, Dec. 1996, p.1648-1662

Helmy H. Baligh, "The Fit Between the Organization Structure and It's Cultural Setting: Some Aspects of Islamic Cultures", International Business Review, Vol. 7, p 39-49.