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Bill Boulding

The faculty at Fuqua elevate the quality of Executive Education far above the norm. They are chosen for their excellence in teaching ability, consulting experience, and research directly benefiting the business community. Fuqua faculty go beyond the constraints of the classroom to share ideas and experience with participants; faculty share meals with program participants and often stay after class to continue discussions with class members. The Fuqua faculty are dedicated to making participants' learning experiences valuable and rewarding.

## YAIR AHARONI

J. Paul Sticht Visiting Professor of International Business

Director, Center for International Business Education and Research  
DBA, Harvard University

*Areas of expertise:* business policy and strategy, business and environment, international business, and comparative management.

## PRESTON C. BOTTGER

Associate Professor of the Practice of Management

Executive Director, Hartman Center for Mid-Sized Company Management

Ph.D., (Hons) University of New South Wales

*Areas of expertise:* executive development for corporate strategic effectiveness. He helps individuals and companies develop the leadership competencies for strategy formulation and implementation.

## WILLIAM F. BOULDING

Associate Professor

Ph.D., University of Pennsylvania

*Areas of expertise:* competitive marketing strategy and model building relevant to managerial decision-making.

## PETER J. BREWS

Assistant Professor of the Practice of Management

Ph.D., University of Witwatersrand, Johannesburg, South Africa

*Areas of expertise:* finance, economics, strategic management, organizational, financial, and legal-regulatory implications of mergers and acquisitions.

## JULIE A. EDELL

Associate Professor

Ph.D., Carnegie Mellon University

*Areas of expertise:* marketing with an emphasis on advertising, marketing management, consumer behavior, and marketing research. Her current research is concerned with examining the effect of advertising communications upon consumer purchase behavior.

## JOHN D. FORSYTH

Professor

DBA, University of Illinois

*Areas of expertise:* corporate finance, corporate strategy, and resource management in public utilities. His current research work is concentrated on post-implementation project management and the interaction between resource management and changing environmental and market conditions.

## JOHN P. GALLAGHER

Associate Professor of the Practice of Business Computing

Ph.D., University of California, Santa Barbara

*Areas of expertise:* computer application in support of managerial decision-making, artificial intelligence, and expert systems applications in management and instructional psychology.

## CAMPBELL R. HARVEY

Associate Professor

Research Associate of the National Bureau of Economic Research, Cambridge, MA

Ph.D., University of Chicago

*Areas of expertise:* investment analysis, forecasting asset returns, risk management, emerging markets and global asset allocation. His research investigates the link between the business cycle and changing risk in the context of tactical asset allocation strategies.

## DAVID A. HSIEH

Professor

Ph.D., M.I.T.

*Areas of expertise:* nonlinear dynamics in economics and finance.

## JOEL C. HUBER

Professor

Ph.D., University of Pennsylvania

*Areas of expertise:* industrial marketing, product marketing, and corporate strategy. His current research has focused on the use of computer-based interviewing to assess consumer reactions to

promotions, price differences, and external quality ratings.

## SIMON JOHNSON

Assistant Professor

Ph.D., M.I.T.

*Areas of expertise:* economic reform in Eastern Europe and the former Soviet Union, and international business.

## DAN J. LAUGHUNN

Professor

DBA, University of Illinois

*Areas of expertise:* application of quantitative techniques to problems in production and finance, various aspects of financial strategy, and on risk management practices of corporations. His current research interest is in the area of strategy design and implementation, with a special focus on the development of a strategic agenda for creating and sustaining a world-class organization.

## PATRICIA W. LINVILLE

Associate Professor

Ph.D., Duke University

*Areas of expertise:* social cognition, focusing on cognitive representations of knowledge and their consequences for social inference, judgment and decision-making, health risk perception, stress and coping, and stereotyping and intergroup relations.

## JOHN M. MCCANN

Professor

Ph.D., Purdue University

*Areas of expertise:* marketing, econometrics, and information systems. His current research involves the methods for automating the process of generating insights from market data.

## KEVIN F. MCCARDLE

Associate Professor

Ph.D., UCLA

*Areas of expertise:* probability and statistics, quality control, and total quality management. His research involves sequential decision theory, game theory and its applications, and models of R&D.

## WESLEY A. MAGAT

Professor

Senior Associate Dean for Academic Programs

Director, Center for the Study of Business, Regulation, and Economic Policy

Ph.D., Northwestern University

*Areas of expertise:* managerial economics and regulatory management. He is currently

involved in research in the areas of economics of regulation, environmental policy, information, and energy regulation.

### JOSEPH B. MAZZOLA

Associate Professor

Ph.D., Carnegie Mellon University

*Areas of expertise:* production/operations management, management science, and operations research. His current research involves topics arising in automated manufacturing, operations scheduling, production and inventory control, mathematical programming, and service operations management.

### MARIAN CHAPMAN MOORE

Associate Professor

Ph.D., UCLA

*Areas of expertise:* marketing strategy and planning, competitive analysis, and product management. Her current research activities are focused on understanding how managers learn about their competitors and factor that information into their own decision-making, and on issues of advertising effectiveness.

### MICHAEL J. MOORE

Associate Professor

Ph.D., University of Michigan

*Areas of expertise:* health and safety regulation, labor economics, applied microeconomics, and econometrics.

### JOHN W. PAYNE

Joseph J. Ruvane, Jr. Professor  
Director, Center for Decision Studies

Ph.D., University of California, Irvine

*Areas of expertise:* individual decision behavior. He has investigated decision-making under risk, consumer-choice behavior, and the design of computer-based support systems. He teaches

courses in decision theory, and organizational and consumer behavior.

### DEVAVRAT PUROHIT

Associate Professor

Ph.D., Carnegie Mellon University

*Areas of expertise:* marketing management, product and pricing management, and marketing research. His research interests are new product development and obsolescence, pricing, consumer perceptions of product changes, and trade-in and rebate policies.

### ROBERT E. REINHEIMER

Professor of the Practice of Management

Ph.D., University of Kansas

*Areas of expertise:* negotiation, persuasion strategy, task group effectiveness, leadership, and communication.

### BLAIR H. SHEPPARD

Professor

Associate Dean of Executive Education

Ph.D., University of Illinois

*Areas of expertise:* organizational behavior. His interests generally relate to the broad topic of managing relationships with organizations. Specific research interests include conflict management, motivation, justice, negotiation, group performance, and employee attitudes.

### CHARLES J. SKENDER

Visiting Assistant Professor

MBA, Duke University

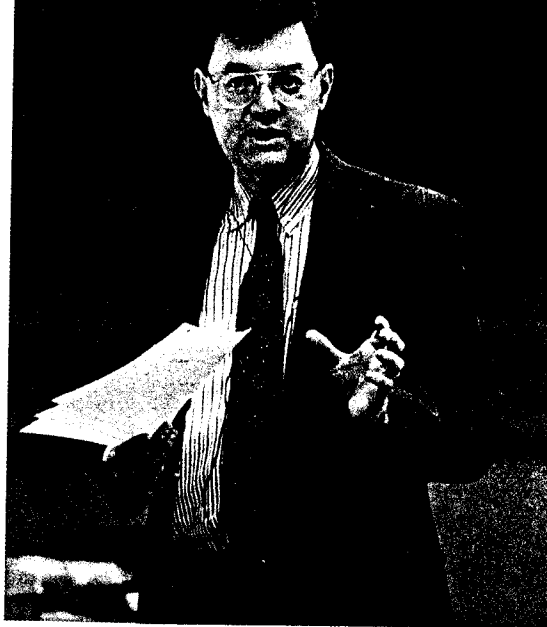
*Areas of expertise:* accounting, insurance, and financial management.

### RICHARD STAELIN

Edward and Rose Donnell Professor

Ph.D., University of Michigan

*Areas of expertise:* information search, channel management, and strategy formulation.



Jim Vander Weide

### JAMES H. VANDER WEIDE

Research Professor

Ph.D., Northwestern University

*Areas of expertise:* corporate finance and managerial economics. In 1989, Vander Weide helped design an executive program for Soviet manager development, the first executive program in the United States designed exclusively for (then) Soviet managers. He continues to teach finance to managers from Russia and the Newly Independent States, both at Fuqua and in St. Petersburg, Russia.

### S. VISWANATHAN

Associate Professor

Ph.D., Northwestern University

*Areas of expertise:* corporate finance, market microstructure, and nonlinear assets pricing.

### WANDA T. WALLACE

Associate Professor

Ph.D., Duke University

*Areas of expertise:* consumer memory of advertising and products. Her teaching interests include marketing management, consumer behavior, marketing of services, and team building.

### ROBERT E. WHALEY

T. Austin Finch Foundation Professor

Director, Futures and Options Research Center

Ph.D., University of Toronto

*Areas of expertise:* market volatility, financial futures and options, and market microstructure.

### PETER R. WILSON

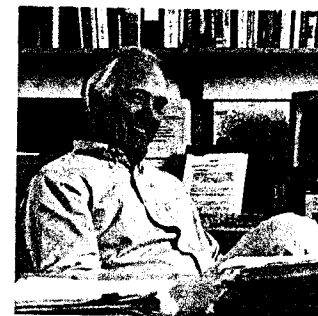
Associate Professor of the Practice of Business Administration

Ph.D., UNC-Chapel Hill

*Areas of expertise:* financial accounting and financial statement analysis. His research interests are in behavioral decision theory, auditor decision-making, and the use and interpretation of financial statement information.



Wanda Wallace



Dan Laughhunn

FOR MORE INFORMATION ON INDIVIDUAL FACULTY MEMBERS,  
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OR 919 660-8011. FAX: 919 681-7761.