

DUKE UNIVERSITY



ANNUAL REPORT
1997-1998



FUQUA SCHOOL OF BUSINESS

In April, J. B. Fuqua capped a year of good news at the Fuqua School of Business when the entrepreneur and philanthropist announced a bequest of \$20 million to his namesake school. The gift will permit the school to endow new professorships, extend innovative international business education programs, and enhance the global orientation of Fuqua's curriculum. Mr. Fuqua's donations to Duke now total more than \$37 million, establishing him as Duke's second-largest individual benefactor after James B. Duke, whose initial \$40 million gift in 1924 created The Duke Endowment and founded Duke University.

The academic program gained still more strength in July, when Fuqua broke ground for a \$15.3 million faculty research building that will be physically linked to the existing Thomas F. Keller Center for MBA Education. This building will allow Fuqua to house its entire academic enterprise under one roof, promoting informal interaction and interdisciplinary dialogue between previously separated faculty.

Fuqua celebrated a milestone in December with the graduation of its inaugural Global Executive MBA class, with 39 graduates representing 11 countries.

For the fourth time in his career, Campbell R. Harvey, the J. Paul Sticht Professor of International Business, received the Graham and Dodd Scroll for excellence in financial writing, a prestigious award granted by the Association of Investment Management and Research. Fuqua's marketing group pulled off an unprecedented sweep of its field's most prestigious research paper awards. Group members honored were Hanes Corporation Foundation Professor John G. Lynch, Jr., Edward S. and Rose Donnell, Professor Richard Staelin, professors William F. Boulding and Devavrat Purohit, and Ph.D. graduates Daniel Ariely and Mary Frances Luce. Boulding received the NationsBank Faculty Award from Fuqua's Board of Visitors, given for excellence in teaching, research, leadership, and

service to the school. The students presented professors Kevin F. McCardle and John R. Graham with the Chrysler Award for Innovation and Excellence in Teaching in the MBA program's core and elective courses, respectively. Professors C. J. Skender and Preston C. Bottger received the Outstanding Teacher Awards from the Weekend Executive MBA class, and Robert L. Winkler, the James B. Duke Professor, received the Outstanding Teacher Award from the Global Executive MBA class.

In other highlights, Fuqua's MBA, executive MBA, and executive education programs were all ranked in the top 10 on lists compiled by *Business Week* and *U.S. News & World Report*. The Fuqua-MBA Games, a student-run event, celebrated its 10th anniversary by raising a record \$153,000 for Special Olympics North Carolina. The National Black MBA Association honored Fuqua with its 1997 Outstanding Educational Institution Award for having made "great contributions toward encouraging African Americans to enter the field of business."

