
Faculty



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The faculty of The Fuqua School of Business has developed a national reputation for both high quality teaching and research. One of the unique characteristics of this faculty is its diverse set of interests and professional backgrounds. Often an individual faculty member's interests will span two or three different areas of expertise. This diversity of interests ensures that the students will be exposed to wide-ranging views of the environment in which they will live and work after completing their educational experience.

The student-faculty ratio in the School is maintained at a level permitting development of close professional relationships and encouraging individual assistance in academic and professional relationships. Activities are planned which maximize student-faculty interaction. Some of these are career-related while others are more involved with research and teaching activities.

A brief description of the background and main areas of interest of the faculty follows:

Rex D. Adams, *Dean and Professor of Business Administration*; B.A. (Duke University); Rhodes Scholar (Oxford University).

Professor Adams specializes in organizational management. His current teaching interests are principally in the area of organizational leadership and global managerial effectiveness. Previously, he served as vice-president of administration for Mobil Oil Corporation and was responsible for all corporate human resource functions, domestically and abroad. He currently serves as a director for Public/Private Ventures, Inc. and chairs the board of the Centre for Economic Policy Research. He serves as a trustee of the Committee for Economic Development and is a former trustee of Duke University. He is a member of the Personnel Round Table Group and the Corporation of the Woods Hole Oceanographic Institute. In 1994, he was elected a fellow of the National Academy of Human Resources in recognition for achievements in advancing the human resources profession. He has served as dean of The Fuqua School of Business since June 1996.

James J. Anton, Ph.D., *Associate Professor of Business Administration*; B.S. (Emory University), Ph.D. (Stanford University).

Professor Anton's research interests are in the area of industrial organization economics. He focuses on problems involving information, incentives, contracting and property rights in markets where strategic rivalry between firms is an important feature. He has published papers on innovation incentives and intellectual property rights, competitive pricing and sourcing in procurement contracts, auctions, incentive regulation, and antitrust issues in a variety of economics journals, including the *American Economic Review*, *Quarterly Journal of Economics* and the *RAND Journal of Economics*, as well as in law and policy journals. He also serves as co-editor of the *Journal of Economics and Management Strategy*. He has taught courses on managerial economics, competitive analysis, and macroeconomics in a variety of Fuqua degree programs.

Alison H. Ashton, Ph.D., *Associate Professor of Business Administration*; B.S. (Louisiana State University), M.P.A., Ph.D. (The University of Texas at Austin).

Professor Ashton's academic interests are in behavioral decision theory and accounting. Her published research includes studies of auditors as decision makers, as well as managers as users of accounting information. Her current research focuses on health care professionals, including the cost of professional services (i.e., surgery and medical education in a teaching hospital) and the impact of cost constraints on medical judgment and decision making.

Robert H. Ashton, Ph.D., CPA, *Martin L. Black Jr. Professor of Business Administration and KPMG Peat Marwick Research Scholar*; B.S. (Middle Tennessee State University), M.B.A. (Florida State University), Ph.D. (University of Minnesota).

Professor Ashton's teaching interests involve management accounting, with particular emphasis on strategic cost management, performance measurement and evaluation, and the role of accounting measures in implementing and monitoring firm strategy. Research interests center around behavioral decision theory and its application to management accounting and external auditing issues. He has published three books and more than 50 articles in leading academic and professional journals in accounting, management, and cognitive psychology, and has served on the editorial boards of several top journals. Prior to joining the Duke faculty in 1986, he was on the faculties of the University of Texas, the University of Alberta, and New York University. He is a Certified Public Accountant.

Helmy H. Baligh, Ph.D., *Professor of Business Administration*; B.A. (Oxford University), M.B.A., Ph.D. (University of California, Berkeley).

Professor Baligh joined the Duke faculty after teaching at the University of Illinois. His major research is in the analysis and design of economic structures for both business and social purposes. He has participated in the development of the Master of Business Administration programs at Duke and at the University of Illinois with emphasis on curriculum. His publications include *Vertical Market Structures* (with Leon E. Richartz) and several articles in the areas of transportation, hospital administration, marketing, economics, culture, and organization structure design. He teaches in the fields of marketing, economic decision making, organization design, and the cultural setting of business.

Darryl T. Banks, Ph.D., *Assistant Professor of Business Administration*; B.S. (North Carolina Central University), M.B.A. (Duke University), Ph.D. (University of Pennsylvania).

Professor Banks' research focuses on ways seemingly irrational consumer behavior can make sense when viewed from a game theory perspective. His dissertation research was awarded the Ford Foundation Fellowship in Economics. His current research and teaching interests include bargaining, pricing and channels.

Ravi Bansal, Ph.D., *Associate Professor of Business Administration*; B.A., M.A. (University of Delhi), Ph.D. (Carnegie Mellon University).

Professor Bansal's interests are in financial economics, macroeconomics, time series analysis, and macroeconomics. The focus of his research is constructing and testing theories that provide a better understanding of asset price movements. His research is published in leading journals such as *Journal of Political Economy*, *Journal of Finance*, and the *Journal of Econometrics*. He teaches courses in financial economics and aggregate economics.

Maura A. Belliveau, Ph.D., *Associate Professor of Business Administration*; A.B. (Mount Holyoke College), M.S., Ph.D. (University of California, Berkeley).

Professor Belliveau's research interests include organizational justice, affirmative action and workplace diversity policy, and social network effects on occupational attainment. Her most recent work addresses the influence of the social resources of CEOs and key members of their boards on CEO compensation, and the effect of fairness judgments on endorsement of affirmative action programs. Her research has been

published in the *Academy of Management Journal* and the *Journal of Social Issues*, and presented at the annual meetings of the Academy of Management.

Janet E. L. Bercovitz, Ph.D., *Assistant Professor of Business Administration*; B.S., M.B.A., Ph.D. (University of California, Berkeley).

Professor Bercovitz's primary research interests are in organizational structure and contractual relationships. Recent projects have focused on the structure of business-format franchise agreements and environmental supply-chain management. She teaches courses in strategic management and entrepreneurship.

James R. Bettman, Ph.D., *Burlington Industries Professor of Business Administration, Director of the Ph.D. Program*; B.A., M.Phil., Ph.D. (Yale University).

Prior to joining The Fuqua School of Business, Professor Bettman taught at the Graduate School of Management, University of California, Los Angeles. He is the author of *An Information Processing Theory of Consumer Choice* and *The Adaptive Decision Maker* as well as numerous articles in academic journals. Professor Bettman has served as a consultant to government agencies, as a member of editorial boards of scholarly publications, as a participant in numerous forums, and as coeditor of the *Journal of Consumer Research*. His teaching interests are in consumer behavior; his current research focuses on adaptive decision making and consumer behavior.

William F. Boulding, Ph.D., *Professor of Business Administration*; B.A. (Swarthmore College), Ph.D. (University of Pennsylvania).

Professor Boulding is interested in model building relevant to managerial decision making. His current work focuses on the efficiency of various strategic options available to the firm. His teaching interests lie in the areas of marketing strategy and marketing management.

Michael Bradley, Ph.D., *F. M. Kirby Professor of Investment Banking*; A.B. (University of Idaho), M.B.A. (Syracuse University), Ph.D. (University of Chicago).

Prior to joining the Duke faculty, Professor Bradley was the Everett E. Berg Professor of Business Administration at the University of Michigan, where he also had an appointment in the Law School. He has served on the faculties of the Universities of Chicago and Rochester. Professor Bradley's teaching and research interests lie at the intersection of corporate finance and corporate law. He has published papers on corporate capital structure, mergers and acquisitions, takeover defenses and tactics, government regulation of the securities market, insider trading, fiduciary duties of corporate managers, corporate governance, and corporate bankruptcy. His work has been cited in textbooks, professional journals, and the decisions of numerous state and federal courts, including the United States Supreme Court.

Alon Brav, Ph.D., *Assistant Professor of Business Administration*; B.A. (University of Haifa), Ph.D. (University of Chicago).

Professor Brav works in the area of empirical asset pricing. His research interests include tests of the consumption-based capital asset pricing model as well as long-term returns to investors subsequent to initial and seasoned public offerings. His current interests are in developing econometric methods to assess long-term security price performance.

Douglas T. Breeden, Ph.D., *Research Professor of Finance*; S.B. (M.I.T.), M.A., Ph.D. (Stanford University).

Prior to joining The Fuqua School of Business faculty, Professor Breeden taught at Stanford University, the University of Chicago, and M.I.T. Professor Breeden's teaching and research interests are in the area of banking, investments, futures, and options. He has published in the major finance journals and is associate editor of the *Journal of Finance*, and editor of the *Journal of Fixed Income*.

Peter J. Brews, Ph.D., *Assistant Professor of the Practice of Management*; B. Comm., LL.B., H.Dip. (Company Law), (University of the Witwatersrand, Johannesburg),

M.S.I.A. (Purdue University), Ph.D., (University of the Witwatersrand, Johannesburg), Ph.D., (University of Pittsburgh).

Professor Brews teaches in the areas of corporate strategy and international business. His current research focuses on strategy formation in unstable environments. His early work investigated the challenges of achieving corporate growth through merger or acquisition. He consults internationally, assisting in firm level strategy formation, or designing and implementing management development programs for high potential employees of client firms, in the fields of international business and corporate strategy.

Susan E. Brodt, Ph.D., *Associate Professor of Business Administration*; A.B. (University of California, Berkeley), M.S., Ph.D. (Stanford University).

Professor Brodt's research concerns social perception and management decision behavior with specific emphasis on cognitive and social psychological processes involved in interpersonal conflict, negotiation, and human resource management decision making. She teaches courses on dynamics of bargaining and the business study tour course on Latin America.

Richard M. Burton, D.B.A., *Professor of Business Administration*; B.S., M.B.A., D.B.A. (University of Illinois).

Professor Burton's primary research interests are in the strategy, design, and management of organizations. He has published in organizational design and management, which includes the development of an expert system to aid managers in the choice of an appropriate organizational design. He teaches courses in organization design and management of health service organizations.

Gerard P. Cachon, Ph.D., *Associate Professor of Business Administration*; B.S., B.A.S., M.S., Ph.D. (University of Pennsylvania).

Professor Cachon's research interests are in operations management. He has current research projects in the areas of inventory management, supply chain coordination and logistics. He teaches the core operations management course and an elective in supply chain management.

Ziv Carmon, Ph.D., *Associate Professor of Business Administration*; B.Sc. (Technion, Israel Institute of Technology), M.S., Ph.D. (University of California, Berkeley).

Professor Carmon's research focuses on consumer decision making and on assessments of the value of products, services, and promotions, and the psychology of queuing. He teaches the international marketing, marketing management, consumer behavior courses, and the Middle East GATE course.

Robert T. Clemen, Ph.D., *Professor of Business Administration*; B.A. (Stanford University), M.B.A. (University of Colorado, Colorado Springs), Ph.D. (Indiana University).

Professor Clemen has held positions as associate professor of decision sciences at the University of Oregon, senior researcher at Decision Sciences Research Institute in Eugene, Oregon, and senior scientist with Applied Decision Analysis, Inc., of Menlo Park, CA. His interests include both practical and theoretical aspects of decision analysis, negotiations, and the use of experts for risk assessment and long-range forecasting.

Kalman J. Cohen, Ph.D., *Distinguished Bank Research Professor (Emeritus)*; B.A. (Reed College), M.Litt. (Oxford University), M.S., Ph.D. (Carnegie Institute of Technology).

Prior to joining the Duke faculty in 1974, Professor Cohen served for two years as Distinguished Professor of Finance and Economics and as the first director of the Salomon Brothers Center for the Study of Financial Institutions at New York University. He also spent fourteen years on the faculty of Carnegie Mellon University's Graduate School of Industrial Administration. He has written seven books and over eighty articles

in the areas of banking and finance, strategic planning, economics, management science, and computer simulation. He has pioneered in the applications of management science techniques in banking. His current research focuses on the microstructure of security markets.

W. John Coleman II, Ph.D., *Associate Professor of Business Administration*; B.A. (University of Wisconsin), Ph.D. (University of Chicago).

Professor Coleman's interests are in macroeconomics, monetary and fiscal policy, financial economics, and international economics. The focus of his research is constructing and testing theories of real, monetary, and financial variables. He teaches courses in global macroeconomics and international financial policy.

Gopal Das Varma, Ph.D., *Assistant Professor of Business Administration*; B.Engg. (Jadavpur University), PGDM, (Indian Institute of Management), Ph.D., (Northwestern University).

Professor Das Varma's teaching interests include microeconomics and econometrics. His research interests are in the areas of industrial organization, economics of information, game theory and econometrics. His current work examines identification issues in structural econometric models of auctions, externalities in auction games and multi-tasking in dynamic agency models.

Gregory A. DeCroix, Ph.D., *Visiting Associate Professor of Business Administration*; B.A., B.S. (Miami University), Ph.D. (Stanford University).

Professor DeCroix's research interests include the management of inventory systems and the impact of environmental considerations on supply chain management. His recent work has focused on the value of information in supply chains and the allocation of production resources across multiple product lines. He teaches core operations management courses and electives in operations management.

Preyas S. Desai, Ph.D., *Assistant Professor of Business Administration*; B.E., M.B.A. (Gujarat University), M.S., Ph.D. (Carnegie Mellon University).

Professor Desai's primary research interests are management of marketing channels and marketing of durable goods. His work in marketing channels focuses on the role of various compensation schemes in solving channel coordination problems. His work in marketing of durable goods studies issues of leasing and selling, extended warranties and product pre-announcements. His teaching interests are marketing management, industrial marketing, pricing and marketing planning.

Gerardine DeSanctis, Ph.D., *Professor of Business Administration*; B.A. (Villanova University), M.A. (Fairleigh Dickinson University), Ph.D. (Texas Tech University).

Professor DeSanctis' interests are in the general areas of organizational computing, computer supported cooperative work, and management of information systems. Her current work focuses on the design and impacts of electronic communication systems and groupware. She is studying the ways in which information technology enables change in how companies organize work tasks, enable communication, learn, and make decisions. Prior to moving to The Fuqua School of Business she was a professor of business administration at the University of Minnesota. She currently serves as senior editor of organizational communication for *Organization Science*, and advisory board member for *Information Systems Research*.

Julie A. Edell, Ph.D., *Associate Professor of Business Administration*; B.A. (University of Nebraska), M.S., Ph.D. (Carnegie Mellon University).

Professor Edell's teaching interests are in the area of marketing, with 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. Her work has appeared in the *Journal of Consumer Research* and *Journal of Marketing Research*.

Gregory W. Fischer, Ph.D., *Professor of Business Administration*; B.A., M.A., Ph.D. (University of Michigan).

Professor Fischer's research focuses on individual judgment and decision making and cognitive aspects of social behavior. His teaching interests are in managerial decision making, managerial effectiveness, and managing learning and change in complex systems.

John D. Forsyth, D.B.A., *Professor of Business Administration*; B.A. (Queen's University), M.B.A. (University of Detroit), D.B.A. (University of Illinois).

Prior to coming to Duke, Professor Forsyth was professor of business administration and director of the Program for Executive Development at IMEDE Management Development Institute in Lausanne, Switzerland. His teaching and research interests are in the areas of corporate finance and corporate strategy.

Craig R. Fox, Ph.D., *Associate Professor of Business Administration*; A.B. (University of California at Berkeley), M.S., Ph.D. (Stanford University).

Professor Fox joined the Fuqua faculty after two years at the Kellogg Graduate School of Management at Northwestern University. His research focuses on decision making in individual, social, and competitive contexts. In particular, he is interested in the role of uncertainty in decisions and discourse, and in psychological barriers to conflict resolution. He teaches courses in decision making and negotiation.

Jennifer Francis, Ph.D., *Associate Professor of Business Administration*; B.S., B.A. (Bucknell University), M.S., Ph.D. (Cornell University).

Professor Francis first joined the Fuqua faculty in 1987, left to join the faculty at the University of Chicago, and returned to Duke University in 1999. She teaches managerial accounting and financial statement analysis, and is the winner of several awards for outstanding teaching at both Duke University and the University of Chicago. Her research focuses on equity valuation, security analysts' role as information intermediaries, and the relevance of financial reporting to investors. In addition to her research publications, she has written several managerial accounting cases related to banking, consulting, and healthcare, as well as cases related to the valuation of purchased R&D, the accounting for environmental liabilities, and the reporting of segment information. She serves on the editorial boards of several top journals.

Anil Gaba, Ph.D., *Associate Professor of Business Administration*; B.A. (St. Stephen's College, Delhi University), Ph.D. (Duke University).

Anil Gaba is associate professor of Decision Sciences at INSEAD, Fontainebleau, France. He teaches courses in applied statistics, decision analysis, and Bayesian analysis. His research interests are in decision theory, Bayesian statistics, and forecasting.

John P. Gallagher, Ph.D., *Professor of the Practice of Business Computing*; B.A. (University of California, Berkeley), Ph.D. (University of California, Santa Barbara).

Professor Gallagher's research interests focus on the use of advanced computing technology in group-oriented problem solving. In particular, he has addressed the application of computer-based collaboration and communication technologies to teaching and learning. He currently co-directs the Center for Innovation in Global Business Education at Fuqua.

Robert A. Garda, *Executive-in-Residence*; BSEE (Duke University), MBA (Harvard Business School).

Before joining the Fuqua faculty, the bulk of Mr. Garda's career was with McKinsey (27 years), where he was senior director in the Cleveland office. Mr. Garda's consulting experience focused on marketing and strategy issues for manufacturing companies in both industrial and consumer products. He also served as interim CEO of the Greater Cleveland regional Transit Authority and CEO of Aladdin Industries, a consumer

products company in Nashville. At Fuqua, he is a guest lecturer in marketing and strategy courses, and advises students interested in marketing and/or consulting careers. He recently served as chairman of the Board of Visitors for Fuqua and as a Trustee of the Marketing Science Institute.

Daniel Gigone, Ph.D., *Assistant Professor of Business Administration*; B.A. (Carleton College), M.A., Ph.D. (University of Colorado, Boulder).

Professor Gigone's primary area of research is small group judgment and decision making. He is currently studying the impact of group discussion on group judgment and decision making. He is teaching the bargaining course at Fuqua.

John R. Graham, *Associate Professor of Business Administration*, B.A. (College of William and Mary), M.A. (Virginia Commonwealth University), Ph.D. (Duke University)

Professor Graham works in the areas of corporate finance and investments. His recent research investigates how the incentives provided by the tax code affect corporate decisions.

Stephen F. Gray, Ph.D., *Associate Research Professor of Business Administration*; B.Com., (Hons), L.L.B. (Hons) (Queensland), Ph.D. (Stanford University).

Professor Gray's research interests include empirical finance, econometrics and asset pricing; in particular, modeling nonlinearities in financial time series. His recent work has focused on the application of regime-switching models to interest rates and foreign exchange rates. These models allow periodic switches between regimes so that the data-generating process can change, for example, in response to changes in monetary policy, oil shocks, or wars. He has also recently published a number of articles examining the efficiency of sports betting markets.

Campbell R. Harvey, Ph.D., *J. Paul Sticht Professor of International Business*; B.A. (University of Toronto), MBA (York University, Toronto), Ph.D. (University of Chicago).

Professor Harvey's primary area of research is investments. His work focuses on asset pricing models that allow for expected returns and risks to change through time. His research investigates the link between the business cycle and changing risk. He has published in the *Journal of Political Economy*, *Journal of Finance*, *Review of Financial Studies*, and the *Journal of Financial Economics*. He teaches courses in financial management and global investment analysis.

Chip Heath, Ph. D., *Associate Professor of Business Administration*; B.S. (Texas A&M University), Ph.D. (Stanford University).

Prior to coming to Duke, Professor Heath was a faculty member at the University of Chicago. His research interests include individual and group decision making, motivation, and evaluation.

Geraldine R. Henderson, Ph.D., *Assistant Professor of Business Administration (on leave)*; B.S.E.E. (Purdue University), M.M., Ph.D. (Northwestern University).

Professor Henderson's primary area of research is the quantification of qualitative consumer data in the form of cognitive and social networks. Her current research focuses on the elicitation and representation of consumer brand associations. Other related research interests include the study of source credibility, word-of-mouth, and rumor. She has worked in relationship marketing at IBM and in-brand management at Kraft General Foods. Her teaching interests lie in the areas of product management, consumer behavior, ethnic marketing, and new products.

David A. Hsieh, Ph.D., *Professor of Business Administration*; B.S. (Yale University), Ph.D. (Massachusetts Institute of Technology).

Prior to joining The Fuqua School of Business, Professor Hsieh taught at the Graduate School of Business, University of Chicago for eight years. His primary area

of research is nonlinear dynamics in economics and finance, with a particular emphasis on empirical applications in risk management. Currently, he is doing research on hedge fund performance and compensation. He teaches international finance and money and capital markets.

Joel Huber, Ph.D., *Professor of Business Administration and Associate Dean for the MBA Program*; B.A. (Princeton University), M.B.A., Ph.D. (University of Pennsylvania).

Professor Huber came to The Fuqua School from the Columbia University School of Business and the Krannert Graduate School of Management, Purdue University. His teaching interests include 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.

Thomas F. Keller, Ph.D., CPA, *R. J. Reynolds Professor of Business Administration*; A.B. (Duke University), M.B.A., Ph.D. (University of Michigan).

Professor Keller specializes in accounting. His current research and teaching interests are principally in the areas of financial accounting and reporting. He has held several offices in the American Accounting Association, including editor of the *Accounting Review* (1972-75). He is the coauthor and coeditor of several books in financial accounting. During the summer and fall of 1975, under the auspices of a Fulbright grant, he lectured in Australia and the Far East on a variety of topics related to the development of accounting theory and standards. He is currently a director of the American Business Products, Inc., Biogen, Inc. DIMON, Inc., Hatteras Income Securities, Inc., LADD Furniture, Inc., Mentor Series Trust, Nations Funds, Inc., and Wendy's International, Inc. He is also a director of the Triangle Community Foundation and the N.C. Zoological Society and a Trustee of Stillman College. He is a former director of the American Assembly of Collegiate Schools of Business, the national accrediting agency for business schools and is former chairman of the RTP World Trade Center. From 1974 to June 1996, he served as dean of The Fuqua School of Business.

Laura J. Kornish, Ph.D., *Assistant Professor of Business Administration*; B.A. (Harvard University), M.S., Ph.D., (Stanford University).

Professor Kornish's research and teaching interests involve decision making in dynamic and uncertain systems. Her current research focuses on decisions and strategy questions created by rapid technological change. She teaches a course in decision models.

Albert S. (Pete) Kyle, Ph.D., *Associate Professor of Business Administration*; B.S. (Davidson College), B.A. (Merton College, Oxford University), Ph.D. (University of Chicago).

Professor Kyle teaches courses in corporate finance and information economics. Before coming to The Fuqua School, he taught at the University of California at Berkeley and the Woodrow Wilson School, Princeton University. His research interests are in the area of information economics with emphasis on the trading process and price information.

Martin A. Lariviere, Ph.D., *Associate Professor of Business Administration*; B.A. (Yale University), Ph.D. (Stanford University).

Professor Lariviere's research interests include contracting in supply chains and channels of distribution, application of economics in marketing and operations management, and the management of the marketing/manufacturing interface. His recent work has focused on allocation procedures in a supply chain with limited capacity and asymmetric information. He teaches the core operations management course and electives in operations management.

Dan J. Laughhunn, D.B.A., *Professor of Business Administration*; B.S., M.B.A., D.B.A. (University of Illinois).

Professor Laughhunn has served as a consultant to industry and universities on a variety of topics related to planning and budgeting. His teaching and research interests deal with the application of quantitative techniques to problems in production and finance. Professor Laughhunn also has been actively engaged in teaching executive development programs, both at Duke and at other universities.

Michael W. Lawless, Ph.D., *Associate Professor of the Practice of Management*; B.S. (St. John's University), M.B.A., Ph.D. (University of California, Los Angeles).

Professor Lawless studies firms' conduct and performance in technology-driven markets as evolutionary processes. His current research is on local rivalry, technological change, and structural evolution in markets. He advises several global technology companies, and teaches corporate strategy at Fuqua.

Katherine N. Lemon, Ph.D., *Assistant Professor of Business Administration* (on leave); B.A. (Colorado College), M.B.A. (Wichita State University), Ph.D. (University of California, Berkeley).

Professor Lemon's primary area of research is customer retention. Her work focuses on determining the factors which influence a customer's decision to disadopt a product or service. She also has interests in consumer decision making and the marketing of services. Her teaching interests lie in the areas of marketing management, services marketing, and database marketing.

Carolyn B. Levine, Ph.D., *Assistant Professor of Business Administration*; B.A. (Binghamton University), M.S., Ph.D. (Carnegie Mellon University).

Professor Levine's teaching interests are in financial accounting and financial statement analysis. Her research interests include managerial compensation, financial disclosure, the economics of standards, and the strategic behavior of security analysts.

Arie Y. Lewin, Ph.D., *Professor of Business Administration*; B.S., M.S. (University of California, Los Angeles), M.S., Ph.D. (Carnegie Mellon University).

Professor Lewin is the director of the Center for International Business Education and Research (CIBER) at The Fuqua School of Business. His current research involves a long-term cross-cultural comparative study of strategic reorientations and organization restructurings involving the Fortune 1000 companies in the United States and their equivalent in major industrialized countries in Europe and Asia; implications of advanced computer mediated communication technologies for new organization forms; and the impact of CEO succession on strategic re-orientation and organization re-design. He has served as director of the Decision, Risk, and Management Science Program at NSF and is founding editor-in-chief of the international journal *Organization Science*.

Wei Li, Ph.D., *Associate Professor of Business Administration*; B.S. (Jiaotong University), Ph.D. (University of Michigan).

Professor Li studies the economics of transition in former centrally planned economies including China, Eastern and Central Europe, and Russia. His current research examines the effect of decentralization in Russia and China on economic growth in these two countries, analyzes the economic consequences of government monopolization in the Chinese financial market, and investigates managerial and bureaucratic sentiment-seeking in Chinese state enterprises. He teaches two international economics and business strategy courses: *Business After Communism*, and *Asian Business Environment and Strategy*.

E. Allan Lind, Ph.D., *Thomas A. Finch, Jr. Professor of Business Administration*; B.A. (University of Florida), M.A., Ph.D. (University of North Carolina, Chapel Hill).

Before coming to Duke, Professor Lind was on the faculties of the University of Illinois at Urbana-Champaign and Leiden University in the Netherlands. He was also a senior behavioral scientist at the RAND Corporation and a senior research fellow of

the American Bar Foundation. Professor Lind's research interests include organizational justice, conflict management, litigation in organizational contexts, international and intercultural management, and group performance. His research includes studies conducted in the U.S., Japan, China, the Netherlands, France, Germany, and Great Britain. He teaches courses in organizational behavior, international negotiation, and ethics in management.

Patricia W. Linville, Ph.D., *Associate Professor of Business Administration*, B.A. (Florida Southern College), Ed.M. (Harvard University), Ph.D. (Duke University).

Prior to coming to Duke, Professor Linville was a faculty member in the Department of Psychology at Yale University. Her research area is social cognition, focusing on social judgment and decision making, stereotyping and intergroup relations, and negotiation.

John G. Lynch Jr., Ph.D., *Hanes Corporation Foundation Professor of Business Administration*; B.A., M.A., Ph.D. (University of Illinois).

Prior to joining The Fuqua School of Business, Professor Lynch taught at the University of Florida. He was the 1997 president of the Association for Consumer Research, past associate editor for the *Journal of Consumer Research*, and past associate editor and coeditor of the *Journal of Consumer Psychology*. Professor Lynch has published numerous articles in academic journals on consumer behavior and marketing research methods. His co-authored article "Interactive Home Shopping: Consumer, Retailer, and Manufacturer Incentives to Participate in Electronic Marketplaces" was voted the 1997 *Journal of Marketing* paper making the most significant contribution to the advancement of the practice of marketing. Two of his articles in *Journal of Consumer Research* and one in *Journal of Marketing Research* have also been voted outstanding article of the year in those journals. Professor Lynch is the only marketing scholar to have received all three awards. *Journal of Consumer Research* and *Journal of Marketing Research* have also recognized him with outstanding reviewer of the year awards for his editorial board service. Professor Lynch has served as consultant to government regulatory agencies and businesses in the telecommunications industry. His teaching interests are in research methods for market analysis and in consumer behavior. His current research focuses on interactive home shopping.

Siddharth Mahajan, Ph.D., *Assistant Professor of Business Administration*; B. Tech. (Indian Institute of Technology), M.S., (Texas A&M University), M.A., Ph.D., (University of Pennsylvania).

Professor Mahajan's research interests are in operations management. His current research focuses on understanding the effect of consumer choice behavior on retail assortment decisions. He teaches the core operations management course and electives in operations management.

Ernst G. Maug, Ph.D., *Assistant Professor of Business Administration*; Diplom Volkswirt (University of Frankfurt), M.Sc., Ph.D. (London School of Economics).

Professor Maug has joined Duke from the London Business School. His main research interests are in corporate finance and in corporate governance. His current research includes initial public offerings, divestitures, compensation contracts for executives and portfolio managers, the role of large shareholders in corporate control, and proxy contests. He teaches Global Financial Management and Advanced Corporate Finance in the MBA program and Financial Theory in the Ph.D. program.

John M. McCann, Ph.D., *Professor of Business Administration*; B.S.M.E., M.B.A. (University of Kentucky), Ph.D. (Purdue University).

Professor McCann has taught at Cornell, the University of California at Berkeley, and has been a visiting professor at the University of Oregon. He has worked as an engineer and as a managing consultant at Data Resources, Inc. He founded and directed the Marketing Workbench Laboratory, a large research center that pioneered the use of

expert systems in marketing and merchandising, at The Fuqua School. His current teaching involves courses in globalization and technology, and marketing on the Internet and his research involves the development of methods for generating insights from market data, along with the subsequent management of those insights. He currently co-directs the Center for Innovation in Global Business Education at Fuqua.

Kevin F. McCardle, Ph.D., *Professor of Business Administration (on leave)*; B.S. (Marquette University), M.A., Ph.D. (University of California, Los Angeles).

Professor McCardle's teaching interests lie in the area of probability and statistics, and decision models. His research involves sequential decision theory, game theory and its applications, and models of R & D.

J. Alexander McMahon, *Executive-in-Residence*; B.A. (Duke University), J.D. (Harvard University).

Before joining the Fuqua faculty, Mr. McMahon was chairman of the Department of Health Administration in the Duke Medical Center. He assists in several classes in the Health Sector Management Program, and advises students interested in careers in health services organizations. He was formerly chairman of the Board of Trustees of Duke University, president of the American Hospital Association, president of Blue Cross and Blue Shield of North Carolina, and professor of public law and government at the University of North Carolina, Chapel Hill.

Carl F. Mela, *Associate Professor of Business Administration*; B.S.E.E. (Brown University), M.B.A. (University of California, Los Angeles), M.Phil., Ph.D. (Columbia University).

Professor Mela's research interests focus upon the long-term effects of promotion and advertising on consumer behavior. His research along these lines has received best paper awards from the *Journal of Marketing Research*, the *International Journal of Research in Marketing*, and the Marketing Science Institute. His teaching interests include marketing strategy and brand management.

Marian Chapman Moore, Ph.D., *Associate Professor of Business Administration, Associate Dean for Executive MBA Programs*; B.A. (College of William and Mary), M.S. (Virginia Commonwealth University), Ph.D. (University of California, Los Angeles).

Professor Moore's teaching interests include marketing strategy and planning, competitive analysis, and strategic relationships. 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, Ph.D., *Associate Professor of Business Administration*; B.S. (Boston College), M.B.A. (Babson College), M.S., Ph.D. (University of Michigan).

Professor Moore's research interests are primarily in the areas of health and safety regulation. He has received the best article award from *Economic Inquiry*, the Kulp-Wright award for the best book in risk and insurance in 1990, and the Kenneth Arrow Award for the best paper in health economics in 1993. Professor Moore is currently studying the effects of product liability risk on innovation, alcohol abuse on productivity, alcohol and tobacco regulation on health, and the economics of chronic disease. His teaching interests are in microeconomics, health policy, and econometrics. He is also an associate professor of public policy in the Terry Sanford Institute of Public Policy at Duke, a research associate at the National Bureau of Economic Research, and a senior fellow in the Center for Aging and Human Development in the Medical Center.

Christine Moorman, Ph.D., *Professor of Business Administration*; B.S. (Northern Kentucky University), M.B.A., Ph.D. (University of Pittsburgh).

Professor Moorman's research seeks to understand the nature and effects of market information utilization activities by consumers, managers, and organizations. She is particularly interested in how information utilization impacts the design and

implementation of marketing strategies and new product development as well as the effective functioning of markets. She sits on numerous editorial review boards and her work has been supported by the National Science Foundation. Before joining the faculty at Fuqua, Professor Moorman taught at the University of Wisconsin – Madison. Her teaching interests are in marketing strategy, new product development, and consumer behavior.

Mico Mrkaic, Ph.D., *Assistant Professor of Business Administration*; B.S. (University of Ljubljana), M.S., Ph.D. (Carnegie Mellon University).

Professor Mrkaic teaches courses in macroeconomics and quantitative methods. His research interests are in the areas of estimation of dynamic structural econometric models, computational aspects of economic modeling and economics of emerging markets. His current work focuses on estimation of incomplete markets models with panel data and on solving dynamic economic models by means of neural networks and linear programming.

Robert F. Nau, Ph.D., *Associate Professor of Business Administration*; B.A. (University of California at San Diego), M.S., Ph.D. (University of California, Berkeley).

Professor Nau's research interests include the mathematical foundations of decision theory and game theory and their applications in economics and finance. Prior to coming to The Fuqua School, Professor Nau taught at Tulane University and served as manager of information systems at Liberty Mutual Insurance Company. He has taught courses in management science, computers and information systems, and statistical forecasting.

Sarah Stock Patterson, Ph.D., *Assistant Professor of Business Administration*; B.S. (Cornell University), Ph.D. (Massachusetts Institute of Technology).

Professor Stock Patterson's research and teaching interests include operations management, scheduling, and operations research. Her current research focuses on the development and application of mathematical programming techniques for scheduling large-scale air transportation systems. She teaches the core operations management course and electives in operations management.

John W. Payne, Ph.D., *Joseph J. Ruvane Jr. Professor of Business Administration and Senior Associate Dean for Faculty and Research*; B.A., M.A., Ph.D. (University of California, Irvine).

Professor Payne's primary research activities deal with individual decision behavior. He has investigated decision making under risk, consumer choice behavior, environmental resource valuations and the design of computer-based support systems. He teaches courses in decision making, organizational behavior, and consumer behavior. He is also the director of the Center for Decision Studies at Fuqua.

Aleksandar Pekec, Ph.D., *Assistant Professor of Business Administration*; B.S. (University of Zagreb, Croatia), Ph.D. (Rutgers University).

Professor Pekec teaches the core probability and statistics course. His main research interest is in analysis and design of mathematical models for decisionmaking. His recent work has focused on auction design, cooperative game models, social influence models, and on limitations of conclusions that can be drawn from optimization models. He joined Fuqua faculty after two years at BRICS, a research center and international Ph.D. School at the University of Aarhus, Denmark.

Robert M. Price, *Executive-in-Residence*; B.S. (Duke University), M.S. (Georgia Institute of Technology).

Price is executive director of the Hartman Center for Midsized Company Management. He is president of PSV, Inc., a management consulting firm specializing in assistance to start up companies and to improving the utilization and commercialization of technology. He is the retired chairman of the board and chief

executive officer of Control Data Corporation, Minneapolis, Minnesota. Currently Mr. Price is involved in science and technology management, entrepreneurship, U.S. technology policy, and educational issues. He is on the boards of directors of several firms and is a fellow of the International Academy of Management and a member of the board of the Center for International Leadership. He is also chairman of the board of the National Center for Social Entrepreneurs.

Devavrat Purohit, Ph.D., *Associate Professor of Business Administration*; B.A. (Muskingum College), Ph.D. (Carnegie Mellon University).

Professor Purohit's research interests are in building analytic and empirical models to aid managers in developing marketing strategies. Much of his current work focuses on durable goods and high technology products. His teaching interests are in the areas of marketing strategy, marketing management, and marketing technology-intensive products and services.

Vincenzo Quadrini, Ph.D., *Assistant Professor of Business Administration*; B.A. (Ancona University), M.A., Ph.D. (University of Pennsylvania).

Professor Quadrini teaches courses in macroeconomics, monetary economics and economic growth. His research interests are in the areas of macro-models with heterogeneous agents, income and wealth distribution, monetary policy and firm dynamics. His current work examines how the structure of financial contracts between firms and lenders affect the investment behavior of firms and their dynamics.

Michel Regenwetter, Ph.D., *Assistant Professor of Business Administration*; Vordiplom and Diplom Psychology, Vordiplom Mathematics (Rheinische Friedrich-Wilhelms-Universität Bonn, Germany); M.A., Ph.D. (University of California, Irvine).

Professor Regenwetter joined Fuqua after two years of research at the Department of Psychology at McGill University. He studies random utility theory, that is, probabilistic models of choice, decision making, persuasion, preference, and voting. He combines mathematical modeling with empirical applications in the interdisciplinary context of economics, management, political science and psychology. He teaches probability and statistics.

Robert E. Reinheimer, Ph.D., *Professor of the Practice of Management and Associate Dean for Special Programs*; B.A., M.A. (California State University, Fullerton), Ph.D. (University of Kansas).

Professor Reinheimer teaches in the management area. He has worked in Executive Education for many years designing educational experiences for companies, worldwide. His scholarly interests focus on processes for aligning people with organizational goals. His activity at The Fuqua School is concentrated on creating and exploiting new international opportunities for education and research in major economic regions of the world.

Nathalie Rossiensky, Ph.D., *Assistant Professor of Business Administration*; M.A., D.E.A. (Université Paris-Dauphine), Ph.D. (London Business School).

Professor Rossiensky's primary area of research is in the theory of financial intermediation with emphasis on contemporary issues in banking. Her current research focuses on the determination of optimal capital structure for securities firms and on the design of compensation schemes for proprietary traders. Other related research interests are in corporate finance and contract theory.

William A. Sax, *Executive-in-Residence*; B.S. (St. Louis University).

Sax teaches strategic planning for midsize business, consulting for small business, and the Russia/Estonia GATE course. He has worked with over 150 companies in the Triangle area. He is the coordinator for student consulting projects. Prior to joining The Fuqua School, he worked for thirty-six years in the exploration/production sector of the oil industry. He worked the last thirty-one years with Unocal Corporation where he was vice-president of International Oil and Gas Exploration.

Katherine Schipper, Ph.D., *L. Palmer Fox Professor of Business Administration*; B.A. (University of Dayton), M.B.A., M.A., Ph.D. (University of Chicago).

Professor Schipper has an honorary degree from the University of Notre Dame. She was on the faculty of the Graduate School of Industrial Administration at Carnegie Mellon University for seven years and the faculty of the Graduate School of Business at the University of Chicago for 16 years. Professor Schipper has published research papers on various aspects of corporate restructurings, particularly their tax effects on stake holder wealth, as well as on wealth effects of accounting standard changes, tax law changes, and other regulatory changes. Her current research interests are in the areas of corporate governance, financial reporting, and securities litigation. She was the coeditor of the *Journal of Accounting Research* for fourteen years and she has also been an editorial board member of several scholarly accounting journals. She was director of research of the Accounting Association from 1992 to 1994, president of that organization during 1995-1996, the Distinguished International Lecturer in 1997-1998 and the Outstanding Accounting Educator in 1999. She has been a member of the Board of Directors of both a public and private company and a consultant to the Securities Exchange Commission and the Independence Standard Board. She is currently a member of the Financial Accounting Standard Advisory Council.

James E. Sheldon, L.L.M. *Adjunct Assistant Professor of Business Administration*; B.A. (Dartmouth College), J.D. (University of California), L.L.M. (Boston University Law School), L.L.M. (University of Stockholm).

Before joining The Fuqua School of Business, Sheldon practiced corporate, securities, and tax law for seven years in Boston and San Francisco. His teaching and research interests include entrepreneurship, business and tax planning. He is a principal of the Synertech Group, a new venture development firm and is a member of the bar in California, Massachusetts, and North Carolina.

Blair H. Sheppard, Ph.D., *Professor of Business Administration and Senior Associate Dean for Academic Programs*; B.A., M.A. (University of Western Ontario), Ph.D. (University of Illinois).

Professor Sheppard teaches in the area of organizational behavior. His interests generally relate to the broad topic of managing relationships with organizations. Specific research interests include conflict management, justice, negotiation, organizational forms, and strategy. He has published articles on all of these topics in a range of business and psychology journals and is coeditor of a bi-annual series entitled "Research on Negotiation in Organizations." His professional activities include executive education and consulting for a variety of organizations and active participation in professional associations.

Sim B. Sitkin, Ph.D., *Associate Professor of Business Administration*; A.B. (Clark University), Ed.M. (Harvard University), Ph.D., (Stanford University).

Professor Sitkin's research focuses on the effect of formal and informal organizational control systems on risk taking, accountability, trust, learning, and innovation. His teaching interests include organizational behavior, organizational control, and the management of organizational change. His co-edited book, *The Legalistic Organization*, was published in 1994. He currently serves on the editorial boards of *Academy of Management Review* and *Organization Science*. His consulting and executive development work has included a number of large and small corporations in the office equipment, natural resources, engineering, transportation, publishing, health care, pharmaceutical and hospitality industries.

Charles J. Skender, MBA, CPA, *Visiting Assistant Professor of Business Administration*; B.S. (Lehigh University), M.B.A. (Duke University).

Professor Skender has attained ten professional designations in accounting, financial planning, insurance, and management. He has served as a training consultant

to Glaxo Wellcome, IBM, ITT Sheraton, and Wells Fargo. He previously worked on the audit staff of Deloitte Haskins & Sells. Professor Skender has received multiple teaching awards at Fuqua and at North Carolina State University. He was presented the NCACPA Foundation's Outstanding Educator Award in 1995.

Frank A. Sloan, Ph.D., *J. Alexander McMahon Professor of Health Policy and Management and Professor of Economics*; B.A. (Oberlin College), Ph.D. (Harvard University).

Professor Sloan's primary research interest is health economics. He has studied many facets of medical malpractice, hospitals, physicians' services, families' decisions about long-term care, pharmaceuticals, drinking and driving and cost-effectiveness analysis of medical technologies. In addition to teaching at Fuqua, he teaches undergraduate and graduate courses in the Department of Economics.

Paula R. Sloan, *Adjunct Associate Professor*, B.A. (City University of New York), M.A.T. (Harvard University), M.S. (University of California, Los Angeles).

Professor Sloan is known for her development of programs to help adults overcome math anxiety, and for her development of academic support programs for mid-career business people returning to academe. Prior to coming to Duke, she served on the faculty of The Owen Graduate School of Management at Vanderbilt University.

James E. Smith, Ph.D., *Associate Professor of Business Administration*; B.S., M.S., Ph.D. (Stanford University).

Professor Smith's research interests are primarily in the area of probabilistic modeling and decision analysis, focusing on tools and methods for representing decision problems and techniques for valuing risky projects. At Fuqua, Professor Smith teaches courses in probability, statistics, and decision analysis.

Michael J. Smith, Ph.D., *Assistant Professor of Business Administration*; B.S. (University of Pennsylvania), Ph.D. (Stanford University).

Professor Smith has teaching interests in both managerial and financial accounting. His research areas include multinational transfer pricing, executive performance evaluation/compensation and stock analyst recommendations. His professional experience includes portfolio hedge analysis for a mortgage banking firm and trading in bond and currency futures markets.

Richard Staelin, Ph.D., *Edward S. and Rose Donnell Professor of Business Administration*; B.S., M.B.A., Ph.D. (University of Michigan).

Prior to joining Duke's faculty, Professor Staelin served as professor and associate dean at the Graduate School of Industrial Administration, Carnegie Mellon University. He was also a visiting professor at the Australian Graduate School of Management and at the University of Chicago. His professional activities include consulting work for both the public and private sectors, executive director of Marketing Science Institute, and publication of a book and over fifty journal articles. He was Fuqua's associate dean for faculty for eight years and the editor of *Marketing Science* from 1995-1997. He was the initial managing director of Fuqua's Global Executive program and is currently the managing director of the Siemens executive education programs. He was recently designated the winner of the AMA/Irwin Distinguished Marketing Educator Award. Professor Staelin's current research interests include information search, channel management, strategy formulation, and managerial decision making.

Nancy Staudenmayer, Ph.D., *Assistant Professor of Business Administration*; B.A. (Wellesley College), M.A. (University of California, Berkeley), Ph. D. (Massachusetts Institute of Technology).

Professor Staudenmayer's research straddles the boundaries of strategy, organization theory, and technology. Her current research focuses on the management of interdependencies in large scale product development with specific emphasis on the

solutions teams use to coordinate multiple interdependencies simultaneously. She teaches courses on strategy and the management of technology and innovation.

James H. Vander Weide, Ph.D., *Research Professor of Business Administration*; B.S. (Cornell University), Ph.D. (Northwestern University).

Professor Vander Weide's primary research and teaching interests are in the areas of corporate finance and managerial economics. He has written papers on topics such as capital budgeting, cash management, and the economic effects of government regulation. He has also served as a consultant on financial and economic issues to firms in electric, natural gas, water, telecommunications, and insurance industries; and he has testified as an expert witness on financial and economic issues.

Nikolaos Vettas, Ph.D., *Associate Professor of Business Administration*; B.A. (University of Athens), M.A., Ph.D. (University of Pennsylvania).

Professor Vettas teaches courses in microeconomics, managerial economics, and competitive analysis and strategy. His research interests are in the areas of industrial organization, information and learning, game theory, and international trade. His current work examines dynamic price competition, introduction of new products, and industry dynamics under uncertainty.

S. Viswanathan, Ph.D., *Professor of Business Administration*; B.S., M.M.S. (University of Bombay), Ph.D. (Northwestern University).

Professor Viswanathan teaches corporate finance. His major research interests are corporate finance, market microstructure, and nonlinear asset pricing. His prior research has focused on the relationship between volume and volatility on the stock exchange and has been published in the *Journal of Business*, *Journal of Finance* and *Review of Financial Studies*. Currently, he is working on a study of foreign stock exchanges.

Wanda T. Wallace, Ph.D., *Associate Professor, Associate Dean for Executive Education*; B.A., M.A.T., Ph.D. (Duke University).

Professor Wallace has been a member of The Fuqua School's faculty since 1988 with special interests in services marketing, consumer behavior and marketing management. In addition, she leads team-building activities which focus on the dynamics between individuals and the subsequent influence on group performance; and has been involved in extensive training and consulting activities with a number of international firms. Professor Wallace has a long standing interest in experiential and outdoor education, particularly around team building and development. Her research interests center around memory for music, advertisements, and products. As associate dean she directs the leadership of the executive education department. She works with clients to understand their executive education needs, to design programs and to place appropriate faculty resources against those needs. She works with faculty to ensure their understanding of the clients' needs and their preparedness to meet those needs in the classroom.

James J. D. Wang, Ph.D., *Assistant Professor of Business Administration*; B.S. (University of Science and Technology of China), M.S. (New York University), Ph.D. (University of Utah).

Professor Wang works in the areas of corporate finance and managerial economics. His recent research interests include applying auction theory to the U.S. Treasury securities market and examining the role of stock-based compensation for aligning the interests of management with those of shareholders.

Robert E. Whaley, Ph.D., *T. Austin Finch Foundation Professor of Business Administration*; B. Comm. (University of Alberta), M.B.A., Ph.D. (University of Toronto).

Prior to joining The Fuqua School of Business faculty, Professor Whaley taught at Vanderbilt University, the University of Alberta, and the University of Chicago. He also served as vice president-research GNP Consulting in Chicago and as director of the

Institute for Financial Research at the University of Alberta. Professor Whaley is director of the Futures and Options Research Center, and his research interests are currently in the area of market volatility, financial futures and options, and market microstructure. He has published numerous articles in finance, business, and accounting journals, has published six books, including a textbook on the theory and applications of futures and option contracts, is coeditor of the *Review of Futures Markets*, and is associate editor for *Advances in Futures and Options Research*, *Journal of Derivatives*, *Journal of Financial Economics*, and *Journal of Finance*.

Andrew B. Widmark, J.D., *Professor of the Practice of Real Estate*; B.S. (Fairleigh Dickinson University), M.B.A. (University of Pennsylvania), J.D. (Rutgers University).

Widmark teaches a course in fundamentals of real estate and a course in urban revitalization. He is president of Mark Properties, Inc. which owns and manages shopping centers and office buildings throughout ten states. He previously practiced law in New Jersey and has taught estate planning courses at the Rutgers University School of Law.

Richard H. Willis, Ph.D., *Assistant Professor of Business Administration*; B.S. (University of South Alabama), M.A.S. (Ohio State University), M.B.A. (Duke University), Ph.D. (University of Chicago).

Professor Willis' teaching interests are managerial and financial accounting. His research focuses on buy-side and sell-side financial intermediaries and voluntary disclosure. His prior professional experience was in marketing research in the consumer packaged goods industry.

Peter R. Wilson, Ph.D., *Associate Professor of the Practice of Business Administration*; B.A. (University of North Carolina at Chapel Hill); M.B.A. (University of North Carolina at Greensboro); Ph.D. (University of North Carolina, Chapel Hill). Professor Wilson teaches in the areas of corporate reporting, financial statement.

Professor Wilson teaches in the areas of corporate reporting, financial statement analysis, and strategic cost management. His current research interest is in the area of performance measurement and, in particular, how firms use measurement systems to implement and revise their strategic plans. Professor Wilson also has a strong interest in entrepreneurship and has assisted several companies at the start-up level in raising capital and forming their organizations. In addition, Professor Wilson develops and conducts executive education programs at The Fuqua School of Business on financial reporting and strategic cost management. Prior to coming to Duke, Professor Wilson served on the faculty at the Stern School of Business at New York University.

Robert L. Winkler, Ph.D., *James B. Duke Professor of Business Administration*; B.S. (University of Illinois), Ph.D. (University of Chicago).

Prior to joining the Duke faculty, Professor Winkler was at Indiana University, and he has held visiting positions at the University of Washington, the International Institute for Applied Systems Analysis, Stanford University, and INSEAD. He served as senior associate dean for faculty and research at Fuqua for six years. His primary research interests involve Bayesian statistics, decision analysis, risk assessment, and probability forecasting. Professor Winkler is the author of numerous research articles and books, has served on the editorial boards of several journals, and was awarded the Ramsey Medal for Distinguished Contributions to Decision Analysis.

Paul H. Zipkin, Ph.D., *T. A. Finch, Sr. Professor of Business Administration*; B.A. (Reed College), M.S. (University of California), Ph.D. (Yale University).

Professor Zipkin teaches operations. His research investigates the design and operation of production and distribution systems and their analogues in service industries. He has written numerous scholarly articles and serves on the editorial boards of several journals. He co-edited a book, *Logistics of Production and Inventory*, and his new book, *Foundations of Inventory Management*, will appear shortly.