



The PhD Project Hall of Fame
2015 Honoree
William J. Qualls
Professor of Marketing
University of Illinois Urbana-Champaign

Dr. Qualls is one of several “Godfathers” of The PhD Project. While we “Godfathers,” and eventually we will, we would be remiss if we overlooked Dr. Qualls one more year. Inducting Dr. Qualls into the Hall of Fame will only formalize what PhD Project Marketing students and faculty feel in their hearts already. Whenever, Dr. Qualls enters a room at PhD Project events, students and faculty stand to attention to honor-privately and publicly-this “living legend” in our field.

William Qualls is the first African-American tenured professor of business administration at the University of Illinois at Urbana-Champaign. Prior to joining the University of Illinois, he was a tenured associate professor of marketing at MIT-Sloan School of Management from 1989-1998 and an associate professor of marketing at the University of Michigan from 1980-1989. In addition to these full-time appointments, he has held numerous visiting professorships at places such as the Helsinki School of Economics, Nanyang Technological University in Singapore, Auckland University in New Zealand, and the Universidad Gabriela Mistral in Chile.

In addition to having an impact on students all over the world, he has published in such journals as the Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, International Journal of Research in Marketing, Sloan Management Review, Journal of Public Policy and Marketing, and Journal of Business Research. Although his primary area of research will always be multi-person decision behavior; his current research examines issues of eCommerce and Internet Marketing, supply chain management practices, and new product development. He has served, or currently serves, on the editorial boards of the Journal of Marketing, Journal of Consumer Research, Journal of Advertising, Journal of the Academy of Marketing Science, Journal of Business Research, and Academy of Marketing and Science Review.

He teaches courses in business marketing, marketing strategy, and eCommerce and Internet marketing at the undergraduate, graduate, executive program, and Ph.D. levels.

He has been an active contributor in numerous capacities with the National Black MBA Association, which has recognized his contributions to the African-American community with an award named in his honor. In addition to his work with the NMBBAA, he has worked with colleagues at The PhD Project to increase the flow of doctoral students of color into the college classroom by helping to recruit and mentor doctoral students interested in marketing.

The most important of his accomplishments is his marriage to Pam, his wife of over 30 years, and his two children, Roderick and Kaleena.