At Fuqua, our faculty drives our reputation as one of the top places to study business. Retaining and recruiting the greatest minds in business education is key to our success.

Fuqua’s professors have professional backgrounds as remarkable as they are diverse. In addition to entrepreneurs and seasoned executives, our faculty ranks include a former White House economic advisor, a *New York Times* and *Wall Street Journal* best-selling author, and a researcher who has pioneered new applications of gravitational lensing in physics. But their experience is just one piece of an impressive picture—our faculty has put Fuqua on the map by producing more path-breaking research than any other business school, while at the same time expanding our educational programming around the globe.

Research and teaching go hand-in-hand at Fuqua. By bringing their discoveries into the classroom, professors prime students for excellence and build their passion for learning and innovation.

Many of our professors could go anywhere, but they choose Fuqua because they value the caliber of their colleagues and students, and they appreciate Duke’s interdisciplinary, cooperative atmosphere. However, Fuqua operates in a highly competitive environment. Our ability to sustain an outstanding faculty depends on philanthropic investments that can support their work. Growing funds to support faculty is a top priority of the Duke Forward campaign.
Endowed Professorships

Fuqua’s professors are driven to make students better thinkers who can navigate the complex problems and embrace the unique opportunities of today’s business environment. They attract the brightest, most ambitious minds to Duke and offer them mentoring, an extensive network, and exceptional learning experiences both inside and out of the classroom. And, professors foster the collaborative culture of “Team Fuqua” that defines business education at Duke.

To sustain our world-class faculty—and recruit rising stars—we must support them at a level that matches our peers. Because we have a smaller endowment than other premier schools, fewer of our faculty hold chaired professorships—just 37 percent versus 50 percent or more at Harvard, Stanford, Columbia, and Northwestern. We are committed to developing faculty at all levels and across every discipline, but we require increased private funding to accomplish these goals.

By endowing a named, chaired professorship, you will create a permanent source of support for faculty members who equip promising students with the tools for success.

YOUR GIFT OF $1 MILLION can endow a visiting professorship, enabling Fuqua to bring expert practitioners and outside scholars to campus to share their unique expertise and enhance intellectual exchange.

YOUR GIFT OF $1.5 MILLION can create an endowed assistant or associate professorship fund, allowing Fuqua to recognize talented young business scholars at a crucial point in their careers.

YOUR GIFT OF $2.5 MILLION can endow a distinguished faculty chair, helping Fuqua hire and retain outstanding faculty members who enrich our academic programs, contribute to groundbreaking research, and mentor students.

A CONTAGIOUS PASSION FOR FINANCE

Professor David Robinson is known for using data and statistical methods in novel ways. In one study, he and his colleague, Manju Puri, the J.B. Fuqua Professor of Finance, developed a way to measure economic optimism by asking people how long they expected to live. They found that those who expected to live longer were also more likely to work hard, invest in individual stocks, and become entrepreneurs. Another interesting finding: while moderately optimistic people made reasonable financial decisions, extreme optimists were often imprudent.

Other recent work by Robinson emphasizes how important bank financing is for launching companies, even though it’s underappreciated by those who study entrepreneurial finance. “Most people don’t think of banks as lending to start-ups, but they do,” he says. “Instead of taking advantage of bank financing, founders of companies usually rely on personal assets. That’s why the housing collapse was so devastating for entrepreneurship—it shut down a major source of collateral.”

The William and Sue Gross Distinguished Research Fellow is a popular teacher. Long after his students have graduated, they send him news clippings related to something he once discussed in class. “I love that some of my passion sticks with them,” says Robinson, who cut his teeth teaching in St. Petersburg, Russia, shortly after the fall of the Berlin Wall. “Back then, my students were learning to exist in a new environment they didn’t understand. The rules for basic things, like buying a loaf of bread, were changing every day.” Twenty years later, his teaching and research continue to have a profound impact.
Research That Matters

Fuqua professors specialize in every area of business expertise—from corporate strategy to consumer behavior. They set the bar when it comes to keeping companies apprised of cutting-edge business practices and trends. For several years running, we’ve been ranked number one in intellectual capital by Bloomberg Businessweek.

This distinction reflects our faculty’s research productivity as well as the value and scope of their work. They’ve uncovered findings about how the unconscious mind drives consumer choice and how companies can improve the effectiveness of their offshoring operations. Other research has encouraged innovations in medicine to treat rare and neglected diseases.

As global commerce becomes more interconnected and complex, we must continue to produce research that impacts business now and into the future. However, this comes with a cost. To conduct the analyses that generate these insights, faculty need data—whether purchased from outside sources or collected by our own researchers—as well as time, human capital, and infrastructure. And as we expand Fuqua’s expertise in global business, our faculty needs funding to conduct region-specific research throughout the world. Philanthropic investments can provide seed funding and fuel for research that addresses the pressing challenges and rising opportunities businesses face today.

Your Gift of $100,000 or More can create a named endowment that provides critical start-up or ongoing support funds for research that moves business forward.

Your Gift of $250,000 or More can create a named endowment to support research within a specific field, such as finance, accounting, or marketing.

Making Marketing Stronger

Christine Moorman, the T. Austin Finch, Sr. Professor of Business Administration, developed the acclaimed CMO (Chief Marketing Officer) Survey in 2008. Administered twice a year, the survey collects and disseminates the opinions of top marketers in order to predict trends, track excellence, and improve the value of marketing in firms and society.

In 2013, The CMO Survey reported that companies’ use of traditional advertising continues to plummet as social media and digital marketing activities steadily increase. While the percentage of budgets dedicated to social media is expected to more than double over the next five years, this medium is still not well integrated into companies’ overall marketing strategies. In fact, only 9.9 percent of marketers surveyed believe that social media is “very integrated” within their firm’s strategy, while 15.2 percent believe it is “not integrated at all.” This “social media integration gap” undermines companies’ returns on social media spending.

Under Moorman’s watch, the survey uncovered a second gap that she calls the “marketing analytics utilization gap.” “Companies are spending more on Big Data, but most of it is not being used,” she says. Firms surveyed in February 2013 applied marketing analytics to only 30 percent of their projects, a figure which dropped 7 percent from 2012.

The CMO Survey provides marketers with information and benchmarks that help them make better decisions. “By funding projects like this one, donors can make a direct contribution to practice,” says Moorman. “With more support, researchers can dig deeper, offer more insights and analysis, and make an even greater impact on the business community.”
When it comes to creating new opportunities for students, our professors are as ambitious as the aspiring CEOs in their classrooms. They’re creating new, innovative courses and hands-on learning experiences that strengthen students’ understanding of business on an international scale.

For instance, in the Global Academic Travel Experience (GATE) course focused on South America, faculty members lead students through a study of Latin American business, history, culture, and economy over a six-week period. Then, they travel to Brazil and Argentina for two weeks to meet with business and government leaders and explore regional culture firsthand.

As a truly global business school, Fuqua’s curriculum should be as expansive as our influence. We need funding to continue developing courses like GATE, as well as programs like the Fuqua Client Consulting Practicum, which gives students direct experience helping businesses and nonprofits in the United States and other countries tackle challenges in growth management, risk analysis, and new product strategies.

Increasing leadership development opportunities for students is another priority. Employers tell us that Fuqua graduates exhibit a special kind of leadership that embraces collaboration at all levels—a quality they look for in new hires. To build on this strength, we must boost training that helps students become the types of leaders that will change the face of business.

Our faculty is at the helm of these curricular efforts. But to craft state-of-the-art opportunities for students, they need financial support. Your investment can help keep Fuqua students one step ahead of the rest.

YOUR GIFT OF $100,000 OR MORE can establish a named endowment for curriculum development at Fuqua, assisting our most creative faculty as they design new learning experiences on campus and abroad.