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,
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,
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 NBMBAA, 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.