

## NAMES IN THE NEWS

CAROL LATTA, Feature Editor, Home Office, Georgia State University

### William R. Darden, 1936-1999

(DECISION SCIENCES INSTITUTE PRESIDENT, 1986-87)

ON JANUARY 27TH, 1999, the Decision Sciences Institute lost one of its most distinguished presidents and major contributors. William R. Darden was killed in an airplane accident in Brevard, N.C. Bill had moved to the North Carolina mountains after retiring as distinguished professor emeritus from Louisiana State University.

Bill started his career as an assistant professor at LSU, after receiving his BS and MS degrees from the Georgia Institute of Technology, and his PhD from the University of North Carolina at Chapel Hill. He went on to become a full professor at the University of Georgia, where he helped develop the curriculum for the masters in marketing research degree. Bill left Georgia in 1976 to take the R.A. and Vivian Young Distinguished Chair in Business Administration at the University of Arkansas. In 1986, Bill left Arkansas to take the Morrison Distinguished Chair in Retailing at LSU. Bill held that position until his retirement in 1996.

Bill was one of the true pioneers of modern marketing research and was an early advocate of psychographic research and causal modeling, publishing articles on those subjects in the *Journal*



of *Marketing Research* in the mid-1970's. Bill published hundreds of papers and articles in scholarly journals within marketing and across disciplines. Bill also instigated and organized special topic conferences in causal modeling and retailing theory that continue to this day.

During his 30-year career, Bill served as editor of the *Journal of Business Research*, *Journal of Retailing*, and *Journal of the Academy of Marketing Science*. He was a president of the Decision Sciences Institute (1986-87), the Southern Marketing Association, and the Academy of Marketing Science. Bill also received numerous honors by the discipline's societies, including Fellow and Distinguished Service Award recipient of the Decision Sciences Institute, and Fellow of the Southern Marketing Association.

Bill was laid to rest in Waycross, Ga., on January 31, 1999. He is survived by his sons Kelly and Patrick, his father, L.D., his sister, Pat, and their families. Condolences may be sent to Bill's father, L.D. Darden, 604 Wacona Drive, Waycross, GA 31501, (912) 283-3980.

*"His humor and his friendly manner will be missed."*

L. L. Schkade

**Edwin R. Stafford**, Utah State University, received the 1998-99 USU Mortar Board "Top Professor" Award. In addition, he was the 1999 "Teacher of the Year" for the Business Administration Department and the College of Business, and two years ago, won this award from the USU College of Business, as well. Ed teaches undergraduate and graduate marketing strategy courses and conducts strategy and relationship research on environmentalist-business cooperation.

**Kamlesh Mehta** is currently teaching in the St. Mary's University's study abroad program in Puebla, Mexico (for this semester). He will return in May to San Antonio and resume his regular duties with St. Mary's University. ■

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