WILLIAM H. CUNNINGHAM
The University of Texas at Austin
Professor of Marketing
James L. Bayless Chair for Free Enterprise

Personal Data

Date of Birth: January 5, 1944
Married: Isabella C.M. Cunningham
Children: John, age 35
Home Address: 1412 Barton Creek Boulevard, Austin, Texas 78735
Telephones: Office: 512/232-7540, Home: 512/306-9701

Academic Data

B.B.A. Michigan State University, 1966
M.B.A. Michigan State University, 1967
Ph.D. Michigan State University, 1971

Positions Held at The University of Texas System

Chancellor, The University of Texas System, 1992-2000
Lee Hage and Joseph D. Jamail Regents Chair in Higher Education Leadership, 1992-2000

Positions Held at The University of Texas at Austin

Assistant Professor of Marketing, 1971-1973
Associate Professor of Marketing, 1973-1979
Associate Dean of Graduate Programs, 1976-1982
Foley's/Sanger Harris Professor of Retail Merchandising, 1982-1983
Acting Dean, College of Business Administration/Graduate School of Business, 1982-1983
Centennial Chair in Business Education Leadership, 1983-1985
Dean, College of Business Administration/Graduate School of Business, 1983-1985
Regents Chair in Higher Education Leadership, 1985-1992
President, The University of Texas at Austin, 1985-1992
Professor of Marketing, 1979-present
James L. Bayless Chair for Free Enterprise, 1988-present

Positions of Public Trust in Texas

Chairman, Comptroller's School Start Date Task Force, September 2004-January 2005
Member, Commission on Higher Education and Global Competitiveness (appointed by Speaker Tom Craddick), December 2007-2010
Member of Senator Kay Bailey Hutchison's Higher Education Advisory Committee, Spring 2008-2010

The University of Texas at Austin Honors and Awards

1. The University of Texas College of Business Administration Foundation Advisory Council Award for Distinguished Scholastic Contribution, 1982

2. Outstanding Business Alumnus Award, College and Graduate School of Business, Michigan State University, 1983

3. Margaret C. Berry Award for Outstanding Contribution to Student Life, 1986

4. Presidential Citation, Fall 2005

5. Inducted into the McCombs School of Business Hall of Fame, 2011

Teaching Awards

1. College of Business Administration Teaching Excellence Award, Spring 1972

2. Jack G. Taylor Award for Excellence in Teaching, Spring 1973 ($1,000 Honorarium)

3. Alpha Kappa Psi Award "For Outstanding Achievement in Teaching Excellence," Fall 1975

4. Hank & Mary Harkins Foundation Teaching Excellence Award, Spring 1978 ($1,000 Honorarium)

5. Honorable Mention, Amoco Foundation Outstanding Teacher Award, 1978

6. Honorable Mention, Amoco Foundation Outstanding Teacher Award, 1979

7. UTmost Magazine - Top 20 Professors, Spring 1982

Other Honors

1. Outstanding Texas Leader, John Ben Shepperd Leadership Forum, 1987

2. Who's Who in Emerging Leaders in America, 1st edition (1987-88)

3. Who's Who in Finance and Industry, 23rd edition (1983-84), 24th edition (1985-86)

4. Who's Who in Finance and Business, 34th edition (2004-2005), 35th edition (2006-2007), 36th edition (2008-2009), 37th edition (2009-2010)

5. Who’s Who in Corporate America, 1st edition (2011)

6. Who's Who in American Education, 3rd edition (1992-93), 4th edition (1994-95), 5th edition (1996-97), 6th edition (2004-2005), 7th edition (2006-2007), 8th edition (2007-2008)

7. Who's Who in the World, 9th edition (1989-90), 10th edition (1991-92), 11th edition (1993-94), 12th edition (1995), 13th edition (1996), 14th edition (1997), 15th edition (1998), 16th edition (1999), 17th edition (2000), 18th edition (2001), 19th edition (2002), 20th edition (2003), 21st edition (2004), 22nd edition (2005), 23rd edition (2006), 24th edition (2007), 25th edition (2008), 26th edition (2009)

8. Who's Who in the South and Southwest, 21st edition (1988-89), 22nd edition (1991-92), 23rd edition (1993-94), 24th edition (1995-96), 25th edition (1997-98), 26th edition (1999-2000), 27th edition (2001), 28th edition (2002), 29th edition (2003), 30th edition (2004), 31st edition (2005), 32nd edition (2006), 33rd edition (2007), 34th edition (2008), 35th edition (2009), 36th edition (2010), 37th edition (2011), 38th edition (2012), 39th edition (2013), 40th edition (2014),

9. Who's Who in America, 43rd edition (1984-85), 44th edition (1987-88), 45th edition (1989-90), 46th edition (1990-91), 47th edition (1992-93), 48th edition (1994), 49th edition (1995), 50th edition (1996), 51st edition (1997), 52nd edition (1998), 53rd edition (1999), 54th edition (2000), 55th edition (2001), 56th edition (2002), 57th edition (2003), 58th edition (2004), 59th edition (2005), 60th edition (2006), 61st edition (2007), 62nd edition (2008), 63rd edition (2009) 64th edition (2010), 65th edition (2011), 66th edition (2012), 67th edition (2013), 68th edition(2014)

10. Jewish National Fund Tree of Life Award, 1992

11. Sister Mary Agnes McPee Award for Educational Leadership in the Austin Community, St. Michael's Academy, 1993

12. Distinguished Alumnus Award, Michigan State University, 1993

13. Honorary Doctor of Laws Degree, Michigan State University, 1993

14. South Texas Legend Award, 2009

15. The First Tee Greater Austin Leadership Award, 2013

Books

1. (with W.J.E. Crissy and I.C.M. Cunningham) Selling: The Personal Force in Marketing, Wiley/Hamilton, 1977.

2. (with S. Lopreato) Consumer Energy Attitudes and Behavior in the Southwest, Praeger Publishers, Inc., 1977.

3. (with W.J.E. Crissy and I.C.M. Cunningham) Metodos Effectivos De Ventas (Editorial Limusa: Mexico City, S.A.), 1980.

4. (with I.C.M. Cunningham) Marketing: A Managerial Approach, South-Western Publishing Co., 1981; Second Edition, (with I.C.M. Cunningham and C. Swift), 1987.

5. (with B. Verhage and I.C.M. Cunningham) Grondslagen van het Marketing Management, H. E. Stenfert Kroese B.V., Leiden-Antwerp, 1984.

6. (with W.J.E. Crissy and I.C.M. Cunningham) Effective Selling, John Wiley and Sons, Inc., 1977; Second Edition, (with D. Jackson and I.C.M. Cunningham), 1988.

7. (with R. Aldag and C. Swift) Introduction to Business, South-Western Publishing Co., 1984; Second Edition, 1988; Third Edition, (with R. Aldag and S. Block), 1992; Fourth Edition (with R. Aldag and M. Stone), 1995.

8. The Texas Way: Money, Power, Politics and Ambition at The University. Represents a history of The University during my terms as President and Chancellor from 1985-2000. Accepted for publication in the Tower Book Series at the University of Texas Press by the Dolph Briscoe Center for American History, 2013.

Monographs

1. Segmentation in the United States Compact-Car Market, Bureau of Business Research, The University of Texas at Austin, April 1972.

2. (with I.C.M. Cunningham and R. Moore) Consumption and Shopping Behavior in Sao Paulo, Brazil, Studies in Latin American Business Series, Bureau of Business Research, The University of Texas at Austin, 1976.

Cases

1. American International Group (AIG) Case, Spring 2005.

2. Portello Autoworks, Spring 2005.

3. GloFish (with John Butler). Case in *Strategic Marketing Management*, 11th edition (2007), by Roger A. Kerin and Robert A. Peterson, published by Prentice Hall.

4. Spartan Electronics, Spring 2009

5. Black Brothers, Fall 2012

Articles

1. (with W.J.E. Crissy) "Monitoring Markets for Profitable Growth," Sales Management, July 1971.

2. (with W.J.E. Crissy) "Market Segmentation by Motivation and Attitude," Journal of Marketing Research, February 1972.

3. (with W. T. Anderson) "Gauging Foreign Product Promotion," Journal of Advertising Research, February 1972.

4. (with W. T. Anderson) "The Socially Conscious Consumer," Journal of Marketing, July 1972.

5. (with E. W. Cundiff and H. O. Pruden) "A Marketing-Plan Checklist," Banking, August 1972.

6. (with E. W. Cundiff) "The Role of Marketing in a Modular Educational System," American Marketing Association Proceedings, Fall 1972.

7. (with H. O. Pruden and W. English) "NonFinancial Incentives for Salesmen," Journal of Marketing, October 1972.

8. (with E. W. Cundiff) "Student Evaluation of Learning Effectiveness in Multi-Media and Traditional Instruction in Introductory Marketing," American Marketing Association Proceedings, Fall 1973.

9. (with I.C.M. Cunningham) "The Urban In-Home Shopper: Socioeconomic and Attitudinal Characteristics," Journal of Retailing, Fall 1973.

10. (with E. W. Cundiff) "An Experiment in the Use of Multi-Media in Business Education," AACSB Bulletin, January 1974.

11. (with R. Moore and I.C.M. Cunningham) "Urban Markets in Industrializing Countries: The Sao Paulo Experience," Journal of Marketing, April 1974.

12. (with J. Murphy and W. T. Anderson, Jr.) "Are Students Real People?" Journal of Business, July 1974.

13. (with W. T. Anderson, Jr., and J. Murphy) "Status Consciousness vs. Status Position: Marketing Implications," Journal of Business Research, July 1974.

14. (with W. English and I.C.M. Cunningham) "Sociopsychological Characteristics of Undergraduate Marijuana Users," Journal of Genetic Psychology, Fall 1974.

15. (with A. Perry) "A Behavioral Test of Three F Subscales," Journal of Social Psychology, Summer 1975.

16. (with R. Green and I.C.M. Cunningham) "The Effectiveness of Standardized Global Advertising: A Cross Cultural Study," Journal of Advertising, Summer 1975.

17. (with E. W. Cundiff and J. Murphy) "A Comparison of Four Alternative Teaching Formats and the Ideal Class," Proceedings: Southern Marketing Association, February 1975.

18. (with R. Green) "The Determinants of U.S. Foreign Investment: An Empirical Examination," Management International Review, Summer 1975.

19. (with H. O. Pruden) "Career Strategies for Marketing Executives," American Marketing Association Proceedings, Fall 1975.

20. (with I.C.M. Cunningham) "Consumer Protection: More Information or More Regulation," Journal of Marketing, April 1976.

21. (with I.C.M. Cunningham and R. Moore) "Food Retailing in Sao Paulo, Brazil," Proceedings: Southern Marketing Association, January 1976.

22. (with E. W. Cundiff and J. Murphy) "The Relative Acceptability of the Multi-Media Teaching Format," Journal of Experimental Education, Fall 1976.

23. (with I.C.M. Cunningham and R. Green) "The Ipsative Process in Cross Cultural Research," Public Opinion Quarterly, Fall 1977.

24. (with I.C.M. Cunningham) "Standards for Advertising Regulations--The Least Reasonable Man Principle," Journal of Marketing, October 1977.

25. (with J. Murphy and T. Anderson, Jr.) "Retail Consumer Typologies and Market Segmentation: Strategic Implications," American Marketing Association, Fall 1977.

26. (with R. Peterson) "Market Segmentation by Gasoline Consumption Intentions," American Marketing Association, Summer 1977.

27. (with J. Murphy) "Correlates of the Extent of Informal Friendship Group Influence on Consumer Behavior," American Marketing Association, Summer 1978.

28. (with E. W. Cundiff and J. Murphy) "A Comparison of Alternative Measures of Group Conformity Influence on Consumer Behavior," Journal of Social Psychology, February 1979.

29. (with I.C.M. Cunningham and V. J. Blasko) "Advertising for Lawyers: An Exploratory Study of Four Different Appeals," Proceedings: Southern Marketing Association, Fall 1981 (Special Award for Outstanding Paper).

30. (with R. E. Witt) "Workstyle Balance Determines Educators' Professional Career Contributions Success," Marketing Educator, Summer 1983.

31. (with R. E. Witt) "Doctoral Students & Supervisors: A Professional Partnership," Marketing News, Summer 1984.

32. "Outgoing Administrator Reflects On His Tenure's Legacy," Daily Texan, May 4, 2000

33. (with R. E. Witt) "Workstyle Balance Perspective of a Value System," Marketing Educator, Spring 1984.

34. (with Bernard Rapoport) "Texas Investments," New York Times, July 22, 2002

35. (with Bernard Rapoport) "Setting the Record Straight about Bush and UTIMCO," Austin American-Statesman, July 24, 2002

36. (with Bernard Rapoport) "Dispelling the Fog Around Bush and UT Investments," Fort Worth Star-Telegram, July 27, 2002

37. (with Bernard Rapoport) "Regarding George W. Bush and University of Texas Investment Management Co.," Pittsburgh Post-Gazette, August 5, 2002

38. (with Robert A. Peterson, Gerald Albaum, Jose Luis Munuera) "Reflections on the Use of Instructional Technologies in Marketing Education," Marketing Education Review, Fall 2002

39. "Women in Corporate America in the 21st Century" chapter in *Dancing on the Glass Ceiling: Women, Leadership and Technology* edited by Don Olcott, Jr. and Darcy Hardy. Atwood Publishing, 2005.

40. "Money, Power, Politics and Ambition," chapter in *Burnt Orange Britannia*, edited by Wm. Roger Louis, IBTauris, HRHRC, 2005..

41. “Requiem for a Longhorn,” *The Alcalde*, September/October 2005

42. (with Jeff Hunt, Damon Dunn, Vijay Pullur, Lawrence Savell and Jon Vegosen) "More Media, More Opportunity, More Risk: The Upside and Downside of Social Media," *Risk Management*, Volume 57, Issue #8, October 2010

Editorials

1. Austin American-Statesman, September 8, 1985, "UT at Austin Needs Citizens' Help to Reach World-Class Status."

2. Houston Chronicle, August 17, 1986, "Let's Not Jeopardize Texas' Future."

3. Dallas Morning News, March 15, 1987, "Myths About Texas' Higher Education."

4. Austin American-Statesman, April 5, 1987, "Texas Plummets In Education Commitment."

5. Houston Post, April 12, 1987, "Dealing With Four Truths Of Education."

6. Houston Post, November 11, 1987, "UT-Austin Admissions Plan Focuses On Flexibility."

7. Austin American-Statesman, November 11, 1987, "UT Improves Freshman Admissions Policy."

8. Dallas Times Herald, November 14, 1987, "UT Alters Basis Of Its Admissions."

9. Dallas Morning News, December 13, 1987, "Schools Need Help To Eliminate Hazing."

10. Houston Chronicle, December 13, 1987, "Hazing Has No Place At UT."

11. Daily Texan, January 14, 1988, "Students' Cooperation Needed For UT To Eliminate Hazing."

12. Houston Post, November 6, 1988, "College Minorities: A Continuing Texas Challenge."

13. San Antonio Express News, December 15, 1988, "Educate Minority Youth."

14. Houston Chronicle, January 20, 1989, "Don't Paint Texas Colleges With High-Cost Brush."

15. Austin American-Statesman, January 22, 1989, "UT Funding Enters Critical Stage."

16. Dallas Morning News, March 3, 1989, "Myths About UT-Austin."

17. San Antonio Light, April 2, 1989, "Who Pays The Tab For UT?"

18. Corpus Christi Caller Times, April 16, 1989, "Texas Must Solve The Minority Education Riddle."

19. Houston Post, August 27, 1989, "Advice To The College Freshman."

20. Corpus Christi Caller Times, August 30, 1989, "Survival Kit For A New World."

21. Daily Texan, October 9, 1989, "Cunningham Discusses Immediate Problems Of Class Availability."

22. Daily Texan, October 10, 1989, "Enrollment, Budget Limits Basis Of Class Availability Problem."

23. Daily Texan, October 11, 1989, "Cunningham Examines UT Mission: Teaching, Research, Service."

24. Austin American-Statesman, November 12, 1989, "UT Austin Will Continue To Manage Its Enrollment."

25. Dallas Morning News, December 17, 1989, "UT's Three-Point Plan For Excellence."

26. Houston Chronicle, April 20, 1990, "Wrong To Say UT Is Indifferent To Minorities."

27. Austin American-Statesman, April 22, 1990, "Commitment To Minorities."

28. Dallas Morning News, April 22, 1990, "Minority Recruitment, Retention Have Been Major Goals For UT."

29. San Antonio Light, April 23, 1990, "UT Austin Committed To Improving Minority-Student Relations."

30. Dallas Morning News, October 14, 1990, "UT Focuses On Needs Of Undergraduates."

31. Houston Post, November 25, 1990, "The Eyes of Texas Are Upon Us."

32. Dallas Times Herald, December 2, 1990, "University Honing Undergraduate Programs."

33. Austin American-Statesman, December 2, 1990, "Undergraduate Education Receiving Renewed Emphasis At UT."

34. Houston Post, April 18, 1991, "Proposed State Budget Slashing Would Hit Higher Education Hard."

35. Dallas Morning News, April 22, 1991, "Draconian Cuts Would Devastate Higher Education."

36. Austin American-Statesman, May 1, 1991, "Proposal Would Devastate Texas Higher Education."

37. San Antonio Express News, May 30, 1991, "Bill Would Gut Higher Education."

38. Dallas Morning News, August 7, 1991, "Budget Bill A Catastrophe for UT, A&M," (co-authored with William H. Mobley, President of Texas A&M University).

39. Fort Worth Star-Telegram, August 7, 1991, "Proposed Budget Cuts Would Devastate UT, A&M," (co-authored with William H. Mobley).

40. San Antonio Light, August 8, 1991, "2 Schools Bear Budget-Cut Burden," (co-authored with William H. Mobley).

41. Austin American-Statesman, August 9, 1991 "Bill Spells Catastrophe For UT, A&M," (co-authored with William H. Mobley).

42. Corpus Christi Caller-Times, August 10, 1991, "Vicious Budget Cuts Would Devastate A&M and UT," (co-authored with William H. Mobley).

43. Austin American-Statesman, February 9, 1992, "Undergrads Take Priority At UT."

44. Houston Post, February 9, 1992, "Miscues On Higher Education."

45. Houston Chronicle, November 10, 1992, "Wrong To Conclude UT Not In Nation's Top Tier."

46. Dallas Morning News, January 24, 1993, "Permanent University Fund Must Be Guarded."

47. San Antonio Express-News, January 25, 1993, "No Stretch Left In PUF To Help Other Schools."

48. Austin American-Statesman, May 18, 1993, "State Must Settle Disputes On School Funding Plans, Do What's Right For Children."

49. Monitor, July 15, 1993, "An Investment In The Future."

50. San Antonio Express-News, July 17, 1993 "Border Area, South Texas Win With Education Funding."

51. The Brownsville Herald, July 19, 1993, "Border Schools Finally Get A Break."

52. Dallas Morning News, August 15, 1993, "State Shows Commitment To Education."

53. Houston Chronicle, August 17, 1994, "Managed Care Making Teaching Hospitals Sick."

54. Dallas Morning News, January 2, 1995, "UT System Is An Investment That Pays Off For Texas."

55. Houston Post, January 12, 1995, "Impact of Universities Goes Beyond Providing Education."

56. Corpus Christi Caller Times, May 11, 1995, "Proposal Is Aimed At Improving Health Education in South Texas."

57. Midland Reporter Telegram, June 25, 1995, "Legislature Has Commitment to Higher Education."

58. Brownsville Herald, June 23, 1995, "74th Legislature Serves Higher Education Well."

59. The Monitor, June 25, 1995, "Higher Ed Well Served in Austin."

60. Odessa American, June 25, 1995, "Higher Education Gets A Boost From Legislative Commitment."

61. El Paso Times, June 25, 1995, "Legislature Shows Fiscal Responsibility."

62. Tyler Courier-Times-Telegraph, June 25, 1995, "State Higher Education Well Served By 74th Texas Legislature."

63. Dallas Morning News, July 2, 1995, "Legislature Bolstered Education."

64. Dallas Morning News, May 21, 2000, "Texas Had Made Great Strides But Still Has Great Needs."

65. El Paso Times, May 28, 2000, "UTEP Shows Progress," May 28, 2000

66. Austin American-Statesman, May 30, 2000, "Texas' 'Flagship' Universities Need More Support."

67. Houston Chronicle, June 2, 2000, "Logical to Make UH Our Next Flagship University."

68. Dallas Morning News, August 1, 2004, “A Third Flagship University.”

69. Dallas Morning News, April 13, 2008, “Excellent Universities are Vital.”

70. Houston Chronicle, August 28, 2008, “UTIMCO Allegations False.”

Public Commissions and Boards

Editor, Journal of Marketing, 1981-84
Economic Advisory Committee of the United States Department of Commerce, 1983-1985
Houston Area Research Council Board of Directors, 1984-1985
Governor's State Executive Development Advisory Council, 1984-1985
MHMR Legislative Oversight Committee, 1984-1985
International Insurance Society, Inc., Board of Governors, 1983-1988
International Insurance Society, Inc., Board of Electors, 1983-1988
Holy Cross Hospital Board of Directors, 1985
Fulbright Advisory and Screening Committee, 1985-1986
Leadership Education and Development (LEAD) Board, 1985-1987
Advisory Board of the Foundation for Cultural Exchange/The Netherlands-U.S.A., 1986
St. Andrews Episcopal School Committee of Thirty-Five, 1987
Financial Investment Committee for the Texas State Historical Association, 1985-1987
Austin Chamber of Commerce Economic Development Council, 1987-1988
Co-Chairman of the Development Council of the Advantage Austin Program, 1988
National Jubilee Committee, 1988
Air University Board of Visitors, 1988-1989
Bergstrom/Austin Community Council, 1988-1989
Educators Advisory Committee for the 1989 Inaugural Celebration, 1988-1989
College Football Association Board of Directors, 1988-1989
Hogg Foundation 50th Anniversary Steering Committee, 1989
Steering Committee for the 25th Anniversary of President Johnson's Inauguration, 1989-1990
Centennial Commission of The University of Texas Medical Branch at Galveston, 1989-90
Houston Advanced Research Center Board of Directors, 1989-1992
Nature Conservancy of Texas Board of Trustees, 1994-1998
Metropolitan Club of Austin's Board of Governors, 1988-1990
Lyndon Baines Johnson Foundation Board of Directors, 1987-2000
Austin Steam Train Association Board of Directors, 1997-2001
Business-Higher Education Forum, 1987-1992
President, Travis County Research and Development Authority, 1988-1992
International Council of the Institute for the Humanities at Salado, 1988-1991
United Negro College Fund Advisory Board, 1989-1991
National Collegiate Athletic Association, Presidents Commission, 1991-1992
Advisory Council for Committee for the National Institutes for the Environment, 1991-1993
Council of Public University Presidents and Chancellors, 1985-2000
Burnham Institute Board of Directors, 2003-2005
American Marketing Association Foundation Board of Directors, 2003-2005 (Vice Chairman, 2004-2005)
Boys and Girls Club of the Austin Area, 2002-2006
Austin Council of Foreign Affairs, 1985-2004
Regular Member, Corporation of the Conference Board, 1986-2004
Recreational Sports Leadership Team at The University of Texas at Austin, Spring 2008-2010
Member, Philosophical Society of Texas, 1988-present
Southwest Research Institute Trustee, 1992-present

Greater Austin Crime Commission, 1998-present (Chairman 2000-2002)
Friends of The University Political Action Committee (Chairman), 2000-present
IC^2 Fellow, 2001-present
National Association of Corporate Directors (NACD) Austin Board of Advisors, 2008-present
Recreational Sports Honorary Committee at The University of Texas at Austin, 2010-present