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## **KARL A. BOEDECKER**

## PROFESSIONAL EXPERIENCE

UNIVERSITY OF SAN FRANCISCO San Francisco, CA

Professor of Business Administration. 1976 – Present.

UNIVERSITY OF CALIFORNIA Berkeley, CA

Visiting Professor of Business Administration. Summer 1988.

CASE, FORD, ATKINSON & BURLAND San Francisco, CA

Attorney at Law. Civil litigation and trial practice. 1986-1988.

SAN FRANCISCO SUPERIOR COURT San Francisco, CA

Clerkship for the Honorable Ira A. Brown, Law and Motion Department. 1982.

LEGAL ECONOMETRICS San Francisco, CA

Expert witness consulting in antitrust and commercial litigation. 1977.

WAYNE STATE UNIVERSITY Detroit, MI

Visiting Associate Professor of Business Administration. Summer 1981.

UNIVERSITY OF MAINE Orono, ME

Assistant Professor of Business Administration. 1974-1976.

DELTA COLLEGE University Center, MI

Assistant Professor of Economics. 1968-1971.

## RESEARCH AND PUBLICATIONS

Karl Boedecker and Fred Morgan, "Marketing Scholarship: Evolving Research Standards," **JOURNAL FOR ADVANCEMENT OF MARKETING EDUCATION**," 8 (Summer 2006), 1-11.

Karl A. Boedecker, Jack Kasulis, Fred Morgan and Jeffrey Stoltman (2006) "Competitive Strategy and Products Liability: Consequences for Inter-organizational Relationships," **PROCEEDINGS, AMERICAN MARKETING ASSOCIATION WINTER CONFERENCE.** 

Karl A. Boedecker, Fred W. Morgan, and Jeffrey J. Stoltman (1999), "Excessive Consumption: Marketing and Legal Perspectives," **AMERICAN BUSINESS LAW JOURNAL**, 36 (Winter), 301-325.

Karl A. Boedecker and Fred W. Morgan (1999), "Marketing Scholarship in the Next Millennium," **PROCEEDINGS, AMERICAN MARKETING ASSOCIATION CONFERENCE.** 

Karl A. Boedecker, Jack J. Kasulis, Fred W. Morgan and Jeffrey J. Stoltman (1999), "The History of Enterprise Liability," **PROCEEDINGS, MARKETING HISTORY CONFERENCE**.

Karl Boedecker, Fred Morgan and Allen Saviers, The Continuing to Warn: Public Policy and Managerial Views, **JOURNAL OF PUBLIC POLICY AND MARKETING**, 17 (Spring), 1998.

Fred Morgan and Karl Boedecker, Punitive Damages After *BMW v. Gore*, **JOURNAL OF PUBLIC POLICY AND MARKETING**, 16 (Spring), 1997.

Karl Boedecker and Fred Morgan, An Historical View of Strict Liability for Product-Related Injuries, **JOURNAL OF MACRO-MARKETING**, 15 (Spring) 1996.

Karl Boedecker, Fred Morgan and Linda Berns Wright, The Evolving Application of First Amendment Protection for Commercial Speech, **JOURNAL OF MARKETING**, 59 (January) 1995.

Karl Boedecker and Fred Morgan, Strict Liability for Sellers of Used Goods: A Conceptual Rationale and Current Status, **JOURNAL OF PUBLIC POLICY AND MARKETING**, 12 (Fall), 1993.

Karl Boedecker, Fred Morgan and Jeff Stoltman, Legal Dimensions of Salespersons' Statements: A Review and Managerial Suggestions, **JOURNAL OF MARKETING**, 55 (January), 1991.

Karl Boedecker and Fred Morgan, Intra-Industry Joint Liability: Implications for Marketing, **JOURNAL OF PUBLIC POLICY AND MARKETING**, 5, 1986.

October 2009

Karl Boedecker and Fred Morgan, The Role of Personal Selling in Products Liability Litigation, **JOURNAL OF PERSONAL SELLING AND SALES MANAGEMENT**, 1, (Fall-Winter), 1981.

Karl Boedecker and Fred Morgan, The Channels Strategy Implications of Products Liability Developments, **JOURNAL OF RETAILING**, 56, (Winter), 1980.

# **CONFERENCE PRESENTATIONS**

Karl Boedecker and Laurie Lucas, "Consumer Behavior and the Regulation of Consumer Financial Services," paper presented at the Academy of Legal Studies in Business Annual Conference, Denver, Colorado, August 2009.

Laurie Lucas and Karl Boedecker "Using Market Research to Improve FDCPA Consumer Protection Analysis," paper presented at the Academy of Legal Studies in Business Annual Conference, Long Beach, California, August 2008.

Karl Boedecker and Fred Morgan, "A Legal View of Corporate Purpose," paper presented at the American Marketing Association Annual Conference, San Diego, California, August 2008. Awarded Best Track Paper in the Societal, Public Policy & Ethical Issues section.

Karl Boedecker "Title VII Religious Discrimination Exemptions and Jesuit Higher Education in the United States," Academy of Legal Studies in Business Annual Conference, Indianapolis, Indiana, August 2007.

John Miller, Fred Morgan, Kendi Pate, Karl Boedecker, and Jeff Stoltman, (2007) "Learned Intermediaries in Pharmaceutical Channels," to be presented at Society for Marketing Advances Conference.

Joelle Kendrick, Fred Morgan, Karl Boedecker, and Jeff Stoltman, (2007) "Direct-to-Consumer Advertising for Prescription Medicines: Issues Facing the FDA and the Pharmaceutical Industry," to be presented at Society for Marketing Advances Conference.

Karl Boedecker and Fred Morgan, "*Berle v. Dodd* Revisited: Why the Issue of Corporate Purpose Still Matters," Pacific Southwest Academy of Legal Studies, Palm Springs, California, February 2003.

Karl A. Boedecker and Fred W. Morgan, "What the Business School Rankings Reveal," Academy of Legal Studies in Business, Annual Conference, Las Vegas, Nevada, July 2002.

Karl Boedecker and Fred Morgan, "Assessing the Assessments: A Critical Review of Business School Rankings," Pacific Southwest Academy of Legal Studies, Palm Springs, California, February 2002.

Karl Boedecker, O.C. Ferrell, David Kurtz, Fred Morgan and Bill Zikmund, The Law and Electronic commerce: Classroom and Textbook Considerations, Special Session, Western Marketing Educators' Association, 2000.

Karl Boedecker and Fred Morgan, "Improving the Status of Business Law within Schools of Business" Pacific Southwest Academy of Legal Studies, 2000.

Karl A. Boedecker and Fred W. Morgan (1999), "The Evolving Nature of Marketing Scholarship," presented at Western Marketing Educators' Association Conference. (Awarded Best Overall Competitive Paper.)

Karl Boedecker and Fred Morgan, "Business Law and Scholarly Imperatives," Pacific Southwest Academy of Legal Studies, 1998.

Fred Morgan, Karl Boedecker and Jeff Stoltman, "Unreasonable Product Use," Society for Marketing Advancement, 1998.

Karl Boedecker and Fred Morgan, "A Managerial View of Product Warnings," Proceedings, Southern Marketing Association, 1997.

Karl Boedecker and Fred Morgan, "Teaching Legal Issues Across the Marketing Curriculum," Western Marketing Educators' Association, 1997.

Fred Morgan, Karl Boedecker and Jeff Stoltman, "Product Liability Within the Distribution Channel: Looking at Component Parts Suppliers," Proceedings, Southern Marketing Association, 1996.

Karl Boedecker and Fred Morgan, "The History of Strict Liability for Product-Caused Injuries," Proceedings, Marketing History Conference, 1995.

Karl Boedecker, "Applying Title IX to Intercollegiate Athletics: the Quest for Gender Equity Standards," Academy of Legal Studies, 1993.

Karl Boedecker and Fred Morgan, "The Application of Strict Liability to Marketer of Second-Hand Goods," Marketing and Public Policy Conference, 1993.

Jeff Stoltman, Fred Morgan and Karl Boedecker, "Expanding the Perspective on Product Safety Problems," Proceedings, Marketing and Public Policy Conference, 1993.

Karl Boedecker, "Race-Exclusive Scholarships, Student Body Diversity and Equal Protection: The Emergence of Strict Scrutiny," American Business Law Association, 1992.

Jeff Stoltman, Fred Morgan and Karl Boedecker, "Developing Safe Products: The Psychology of Action in a Legal Context," Proceedings, Southern Marketing Association, 1992.

October 2009

Karl Boedecker, Fred Morgan and Jeff Stoltman, "A Legal View of Excessive Product Consumption," Proceedings, Academy of Marketing Science, 1992.

Karl Boedecker, Fred Morgan and Linda Wright, "The Evolving Application of First Amendment Protection for Commercial Speech," Proceedings, American Marketing Association Annual Conference, 1992.

Karl Boedecker, "Advertising, the First Amendment and Commercial Speech," Western Marketing Association, 1991.

Karl Boedecker and Fred Morgan, "Extending Strict Products Liability to Sellers of Used Goods: A Theory-Based Rationale," Proceedings, American Business Law Association, 1991.

Karl Boedecker, "Innkeeper Liability for Injury to Guests Resulting from Third-Party Criminal Acts," American Business Law Association, 1990.

Karl Boedecker and Fred Morgan, "A Legal Perspective on the Importance of Product Warnings," Proceedings, Western Marketing Educators' Association, 1990.

Karl Boedecker and Fred Morgan, "Using a Legal Database to Describe the Legal Environment of Marketing," Proceedings, Association for Business Simulation and Experiential Learning, 1990.

Karl Boedecker and Fred Morgan, "Differences Between Judicial and Researcher Approaches to Surveys and Opinion Polls," American Business Law Association, 1989.

Karl Boedecker and Fred Morgan, "The Adequacy of Product Warnings: A Marketing Management Perspective," American Business Law Association, 1989. Karl Boedecker, Fred Morgan and Jeff Stoltman, "An Examination of the Effects of Punitive Damages on Marketing Systems," Proceedings, American Marketing Association Macro-Marketing Conference, 1989.

Karl Boedecker and Fred Morgan, "Managing the Salesperson-Prospect/Customer Interaction: The Potential Legal Consequences of Salespersons' Statements," Proceedings, American Marketing Association Annual Conference, 1989. (Awarded best overall competitive paper.)

Karl Boedecker, Harold Kassarjian and Fred Morgan, "Legal Trends in Marketing: What Educators Need to Know," Special Session, Western Marketing Educators' Association, 1989.

Karl Boedecker and Fred Morgan, "The Impact of Product Liability Developments on Strategic Marketing Planning," Southwestern Marketing Association Conference, 1989.

Fred Morgan and Karl Boedecker, "Marketing Researchers in Court: Statistical Evidence and Significance," Proceedings, Southern Marketing Association, 1988.

Karl Boedecker, Fred Morgan and Dave Williams, "Implicit Common Law Assumptions about Consumer Behavior: Development of a Research Methodology," Special Session, American Marketing Association Winter Conference, 1987.

Karl Boedecker and Fred Morgan, The Impact of Joint Product Liability Developments on Marketing Systems, Proceedings, Southern Marketing Association, 1985. (Awarded best paper in social issues track.)

Karl Boedecker, "Reprography and the Uncertainty of Copyright," Proceedings, Western Marketing Educators' Association, 1985.

Karl Boedecker, Fred Morgan and George Jackson, "Post-Sale Warnings: The Role of the Marketing Manager," Proceedings, Southern Marketing Association, 1985.

Karl Boedecker, Jim Cooper, George Jackson, Jack McDonald, Fred Morgan and Bill Volz, "The Legal Environment of Marketing Management", Special Session, Southern Marketing Association, 1984.

Karl Boedecker and Fred Morgan, "Current Issues in Products Liability: Implications for Marketing Strategy," Proceedings, Southern Marketing Association, 1984.

Fred Morgan, Karl Boedecker and George Jackson, "Post-Sale Warnings: The Role of the Marketing Manager," Proceedings, Southern Marketing Association, 1983.

Karl Boedecker and Fred Morgan, "The Effect of Industry-Wide Liability Theories on Marketing Management," Proceedings, Southern Marketing Association, 1982.

Karl Boedecker, Fred Morgan and Bill Volz, "The Evolving Role of Consumer Research in Public Policy: A Judicial Perspective," Proceedings, Association for Consumer Research, 1982.

Karl Boedecker and Fred Morgan, "Causation in Joint Product Liability Litigation: Implications for Marketing Management," Proceedings, Western Marketing Educators' Association, 1982.

Rich Becherer, Karl Boedecker and Fred Morgan, "The Role of Marketing in Preventing Product Overuse," Proceedings, Southern Marketing Association, 1981.

Karl Boedecker and Fred Morgan, "Products Liability Litigation: The Value of Consumer Survey Data," Proceedings, Academy of Marketing Science, 1980.

Karl Boedecker and Fred Morgan, "The Impact of Expanding Product Liability upon Administered Vertical Marketing Systems," Western Marketing Educators' Association, 1980.

Karl Boedecker, "MIDAS: An Innovative Approach to Education in Marketing Management," Proceedings, Southern Marketing Association, 1978.

Karl Boedecker, "Relevance and Fieldwork in the Undergraduate Marketing Research Course," Western Marketing Educators' Association, 1978.

### OTHER PRESENTATIONS AND CONFERENCES

Participant – International Conference on Catholic Management Education, Notre Dame, Indiana, 2008.

Participant – AACSB Conference on Teaching Business Ethics, University of Colorado, Boulder, Colorado 2004.

Participant – AACSB Conference on Accreditation Standards, St. Louis, Missouri, 2003.

Karl Boedecker, "Intellectual Property Protection and Privacy Issues in e-Business," Alliance Forum, 2000.

Participant - Conference on the Ethical Environment of International Business, Center for International Business Education and Research, University of Colorado - Denver, 2000.

### **SERVICE ACTIVITIES**

USF BOARD OF TRUSTEES

Faculty Liaison, 1998 – 2000. Presidential Search Committee 2000. Presidential Search Committee 1990 Academic Affairs Committee 2004 – 2005

#### UNIVERSITY LEVEL

SOBAM Dean Search Committee, 2005-2006.

Delivered Invocation at Spring 2004 Commencement.

University Planning and Budget Review Committee, 1992 – 1995.

University-Wide Peer Review Committee, 1992 - 1994.

Benefits Oversight Committee, Co-Chair, 1990 –1991.

Strategic Benefits Planning Committee, 1990 – 1993.

New Campaign Planning Committee (Later "Campaign for a Bold Tomorrow") 1990 - 1991.

New Faculty Orientation 1990 - 1993.

WASC Self-Study Task Force, Member; Chair, Faculty-Administration Relations Subcommittee 1990 - 1991.

#### **USF JESUIT MISSION**

Soup and Substance Dominican College Retreat Spokane Conference Seattle Conference

### SCHOOL OF BUSINESS AND MANAGEMENT

Faculty Research Initiatives, Coordinator, 2007 – present.

Graduate Program Committee, Chair 2003 – 2007.

MBA for Executives, Academic Coordinator, 2007 – 2009.

Executive Council 2003 - present.

MBAE Program Lead Faculty and Governance Team 2000 - present.

Joint Undergraduate and Graduate Program Committee, Chair 2002 – 2003.

Beta Gamma Sigma Program on Business Corruption, Panelist.

Area Coordinator for Law & Environment 2001 - present.

Graduate Curriculum Committee, 1984 – present, Chair 1995.

MBA Evaluation Task Force Phase II, 1998.

MBA Evaluation Task Force Phase I, 1997 – 1998, Chair.

Executive Council, 1993 – 1995, Chair 1994.

Peer Review Committee, 1992 – 1994, Chair 1994.

Faculty Development Committee, 1986 – 1994, Chair 1994.

Associate Dean Search, 1991, Chair.

# Other Recognition

SOBAM Outstanding Teaching Award for 2004-05 academic year.

SOBAM Outstanding Service Award for 2003-04 academic year.