

William Lazer, an internationally-renowned marketing scholar and distinguished faculty member, joined MSU as an Instructor in 1955 and became a full Professor in 1961. His degrees include B.Com (Manitoba), MBA (Chicago), Ph.D. (Ohio State), and Honorary Doctor of Laws (Manitoba). He was a Post-Doctoral Ford Foundation Fellow at Harvard and in 1984 became Florida's First Eminent Scholar in Business holding the Lynn Chair at Florida Atlantic University. Dr. Lazer published 22 books and more than 200 monographs, book chapters, and articles. His seminal research, publications, and professional activities contributed in marketing management, social marketing, international marketing, consumer lifestyles, marketing demographics, marketing history, marketing education, and marketing ethics, and contributed to the top ranking achieved by MSU's Marketing Department. Dr. Lazer was President of the American Marketing Association and the first ever recipient of its two prestigious Awards: AMA/ Irwin Award for academic contributions and Wayne Lemburg Award for professional contributions. He served on the U.S. Presidential Blue Ribbon Committee on Trade Negotiations under three Presidents and was an official delegate to several White House Conferences: Co-Chair of the White House Conference on Deregulation, Chair of the U.S. Bureau of the Census Advisory Committee, Chair of the College Entrance Examination Board, and Fulbright Advisory Committee member. Honor society inductions include Beta Gamma Sigma, Sigma Xi, Phi Kappa Phi, Mu Kappa Tau, Alpha Mu Alpha, and Alpha Iota Delta, among others. He was a National Science Foundation Visiting Scholar, U.S. Embassy Scholar, Beta Gamma Sigma Consortium Fellow, and Sales and Marketing Executives International's Outstanding Educator.