



William Barnett

Thomas M. Siebel Professor of Business Leadership, Professor of Environmental Social Sciences and Senior Fellow at the Woods Institute for the Environment

Organizational Behavior

Bio

BIO

Barnett chairs the Department of Environmental Social Sciences at the Stanford Doerr School of Sustainability, and Directs the Stanford Initiative on Business and Environmental Sustainability at the Stanford Graduate School of Business. He is also the faculty director of the Stanford Executive Program.

ACADEMIC APPOINTMENTS

- Professor, Organizational Behavior
- Professor, Environmental Social Sciences
- Senior Fellow, Stanford Woods Institute for the Environment
- Affiliate, Stanford Woods Institute for the Environment

ADMINISTRATIVE APPOINTMENTS

- Chair, Department of Environmental Social Sciences, Stanford Doerr School of Sustainability, (2023- present)

PROGRAM AFFILIATIONS

- Center for East Asian Studies

Research & Scholarship

CURRENT RESEARCH AND SCHOLARLY INTERESTS

Barnett studies how organizations are responding to the challenge of environmental sustainability. He is now establishing research sites around the world, investigating a number of areas where organizational adaptation is key, including: the proliferation of climate tech start ups, issues around environmental justice, the challenge of climate migration, and the urgent need to preserve the world's rainforests.

Teaching

COURSES

2025-26

- Creating and Scaling Organizations for Environmental Sustainability: EBS 280 (Spr)
- Creating and Scaling Organizations for Environmental Sustainability: STRAMGT 280 (Spr)
- Environmental Sustainability: Global Predicaments and Possible Solutions: COLLEGE 106 (Spr)
- Sustainability Changemakers: UK: EBS 235 (Win)

- Sustainability Changemakers: UK: GSBGID 535 (Win)

2024-25

- Environmental Sustainability: Global Predicaments and Possible Solutions: COLLEGE 106 (Spr)
- Organizations and Sustainability: EBS 321 (Spr)
- Organizations and Sustainability: OB 621 (Spr)
- Sustainability Changemakers: UK: EBS 235 (Spr)

2023-24

- Environmental Sustainability: Global Predicaments and Possible Solutions: COLLEGE 106 (Spr)
- Leading Environmental Sustainability by Design: GSBGID 330 (Spr)
- Leading Environmental Sustainability by Design: SUSTAIN 330 (Spr)
- Organizations and Sustainability: OB 621 (Spr)
- Organizations and Sustainability: SUSTAIN 321 (Spr)

2022-23

- Environmental Sustainability: Global Predicaments and Possible Solutions: COLLEGE 106 (Spr)
- Organizations and Sustainability: OB 621 (Spr)
- Organizations and Sustainability: SUSTAIN 321 (Spr)

STANFORD ADVISEES

Doctoral Dissertation Reader (AC)

Jiwon Byun

Doctoral Dissertation Advisor (AC)

Sobhana Atluri

Master's Program Advisor

Maya Alvarez-Coyne, Tiffany Chang, Ezekiel Contreras-Forrest, Paiton Gleeson

Publications

PUBLICATIONS

- **Metacompetition: Competing over the Game to Be Played** *STRATEGY SCIENCE*
Barnett, W. P.
2017; 2 (4): 212–19
- **The Non-consensus Entrepreneur: Organizational Responses to Vital Events** *ADMINISTRATIVE SCIENCE QUARTERLY*
Pontikes, E. G., Barnett, W. P.
2017; 62 (1): 140-178
- **The Persistence of Lenient Market Categories** *ORGANIZATION SCIENCE*
Pontikes, E. G., Barnett, W. P.
2015; 26 (5): 1415-1431
- **Social identity, market memory, and first-mover advantage** *INDUSTRIAL AND CORPORATE CHANGE*
Barnett, W. P., Feng, M., Luo, X.
2013; 22 (3): 585-615
- **The Red Queen, success bias, and organizational inertia** *MANAGEMENT SCIENCE*
Barnett, W. P., Pontikes, E. G.

2008; 54 (7): 1237-1251

- **HOW INSTITUTIONAL CONSTRAINTS AFFECTED THE ORGANIZATION OF EARLY UNITED-STATES TELEPHONY** *JOURNAL OF LAW ECONOMICS & ORGANIZATION*
BARNETT, W. P., Carroll, G. R.
1993; 9 (1): 98-126