

Stanford

William Barnett

Thomas M. Siebel Professor of Business Leadership, Professor of Integrated Socio-Environmental Systems and Senior Fellow at the Woods Institute for the Environment
Organizational Behavior

Bio

ACADEMIC APPOINTMENTS

- Professor, Organizational Behavior
- Professor, Doerr School Departments
- Senior Fellow, Stanford Woods Institute for the Environment
- Affiliate, Stanford Woods Institute for the Environment

PROGRAM AFFILIATIONS

- Center for East Asian Studies

Teaching

COURSES

2022-23

- Environmental Sustainability: Global Predicaments and Possible Solutions: COLLEGE 106 (Spr)

2021-22

- Environmental Sustainability: Global Predicaments and Possible Solutions: COLLEGE 106 (Spr)

2019-20

- Strategic Leadership: Creating and Sustaining Growth: STRAMGT 205 (Win)
- Strategy and Organizations: OB 626 (Spr)
- Strategy and Organizations: SOC 356 (Spr)

STANFORD ADVISEES

Master's Program Advisor

Sierra Lore, Madison Stamen

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