



William Barnett

Thomas M. Siebel Professor of Business Leadership, Professor at the Stanford Doerr School of Sustainability and Senior Fellow at the Woods Institute for the Environment
Organizational Behavior

Bio

ACADEMIC APPOINTMENTS

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

PROGRAM AFFILIATIONS

- Center for East Asian Studies

Teaching

COURSES

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)

2021-22

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

STANFORD ADVISEES

Doctoral Dissertation Reader (AC)

Ayinwi Muma

Master's Program Advisor

Heidy Badillo, Samir Chowdhury, Grace Connolly, Ezekiel Contreras-Forrest, Hana Dao, Gheed El Bizri, Paiton Gleeson, Isabelle Grace, Biak Hlawn, Sierra Lore, R.J. Moore, Nikita Salunke, Coco Sanabria, Kaitlyn Sanchez, Gabby Tan, Justin Thach, Theodore von Preyss

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