

**William J. Burns, Ph.D.**  
**Decision Research**  
**Cal State University San Marcos**  
**bburns@csusm.edu**

**DEGREES HELD**

**University of Oregon**, Eugene, Oregon, 1990, Ph.D., Decision Science (with a minor in Marketing)

**Oregon State University**, Corvallis, Oregon, 1986, M.S., Statistics (with a minor in Economics)

**Southern Oregon University**, Ashland, Oregon, 1987, M.S., Interdisciplinary Studies: Psychology and Sociology

**Southern Oregon University**, Ashland, Oregon, 1980, B.S., Psychology (*summa cum laude*)

**PROFESSIONAL & TEACHING EXPERIENCE**

**Decision Research, Eugene OR.** , 2007 to present, **research scientist**

**Center for Risk and Economic Analysis for Terrorism Events (USC)-Department of Homeland Security**, 2006 to present, **consultant**

**California State University, San Marcos**, 1999 to present, “**part-time**” **lecturer**, Statistics, Decision Models, Marketing

**San Diego State University**, 1999-2000, **lecturer**, Marketing

**University of California, Davis** 1997-1998, **visiting professor**, Full-time and Executive MBA Marketing and Statistics students

**University of Iowa** 1990-1996, **assistant professor**, Undergraduate, MBA, and Doctoral Marketing and Statistics students

**University of Oregon** 1986-1990, **graduate assistant**, Statistics students

**Teaching Preference:** *The application of quantitative methods, especially decision modeling, to a wide variety of business and research problems*

**COURSES TAUGHT (Approximately 105 semester or quarter-length classes in total):**

**Doctoral Courses**

Multivariate Statistical Analysis  
Advanced Methods in Data Analysis

**MBA Courses**

Statistical Analysis  
Research Methods  
Marketing Research  
Consumer Behavior  
Advertising and Promotion  
Marketing Management

**Undergraduate Courses**

Decision Models  
Statistical Analysis  
Database Marketing  
Marketing Research  
Consumer Behavior  
Service Marketing

***CSUSM Senior Experience Consulting Projects:*** Supervised 31 consulting projects with local San Diego companies (e.g., Encinitas Fire Dept.-CERT Program, QUALCOMM, SYS Technologies, San Marcos Boys and Girls Club, Rancho Bernardo Chamber of Commerce, Poseidon Resources, BH Gold Insurance, FFF Enterprises Inc., San Diego Children's Museum, ViaSat Inc., Financial 21 Community Credit Union.

***Independent Studies and Honors Projects:*** Supervised numerous projects.

***Academic Advising at Southern Oregon University:*** Supervised peer advisors who advised about 1000 students per year.

## **RESEARCH**

**Research Interests:** *Risk Perception, Modeling Public Response to Hazards*

## **PUBLICATIONS & PAPERS UNDER REVIEW**

Burns, William J. and Paul Slovic (in press). "The Diffusion of Fear: Modeling Community Response to a Terrorist Strike". *Journal of Defense Modeling and Simulation*.

Burns, William J. and Paul Slovic (2006) "Predicting Public Response to a Terrorist Strike". Currently under review in *Risk Analysis*. Winner of the "Best Paper Award" for the Society for Risk Analysis 2005 Conference.

Hampson, Sarah, E., Herbert H. Severson, William J. Burns, Paul Slovic, and K. John Fisher (2001) "Risk Perception, Personality Factors and Alcohol Use Among Adolescents," *Personality and Individual Differences*, 30, 167-181.

Mittelstaedt, John, D., Peter C Riesz, and William J. Burns (2000) "Why are Endorsements Effective? Sorting Among Theories of Product and Endorser Effects," *Journal of Current Issues and Research in Advertising*.

Burns, William J. (2000) "Computing the Lifetime Value of a Customer: How to Do It and Why It Is Important for Marketing Decisions," In *Data Mining and Predictive Modeling*, Olivia Rudd, eds., John Wiley & Sons.

Burns, William J., and Robert T. Clemen (1993) "Covariance Structure Models and Influence Diagrams," *Management Science*, 39(7), 816-834.

Burns, William J., Paul Slovic, Roger Kasperson, Jeanne X. Kasperson, Ortwin Renn, and Scrinvas Emani (1993) "Incorporating Structural Models Into Research on the Social Application of Risk: Implications for Theory Construction and Decision Making," *Risk Analysis*, (13(6) 611-623

Flynn, James, William J. Burns, C.K.Mertz and Paul Slovic (1992) "Trust as a Determinant of Opposition to a High-Level Radioactive Waste Repository: Analysis of a Structural Model," *Risk Analysis*, 12(3) 417-429.

O'Brien, Robert M., and William J. Burns (1992) "The Effects of Sampling On Measures of Association Between Variables Based on Sample Means," *Quality and Quantity*, 26, 409-425.

Renn, Ortwin, William J. Burns, Jeanne X. Kasperson, Roger E. Kasperson, and Paul Slovic (1992) "The Social Amplification of Risk: Theoretical Foundations and Empirical Applications," *Journal of Social Issues*, 48(4), 137-160.

## **CONFERENCE PROCEEDINGS AND DISSERTATION**

Burns, William J., (2000) "Customer Economic Profit: Forecasting Growth and Rates of Return," In *NCDM (Direct Marketing Association) Conference Proceedings*, 25, Las Vegas, NV.

Burns, William J., (December, 1999) "Tracking the Economic Profit of a Customer," In *NCDM (Direct Marketing Association) Conference Proceedings*, 24, Michaela Shank and Angela Eastin, eds., Stamford, Conn.

Burns, William J., (July, 1999) "Measuring the Lifetime Value of a Customer: How to Do It Right and Avoid Costly Mistakes," In *NCDM (Direct Marketing Association) Conference Proceedings*, 23, Dawn Jeffrey and Adam Hare, eds., Stamford, Conn.

Burns, William J., Sarah E. Hampson, Herbert H. Severson, and Paul Slovic (1993) "Alcohol-Related Risk Taking Among Teenagers: An Investigation of Contributing Factors and Discussion of How Marketing Principles Can Help," In *Advances in Consumer Research*, 20, Leigh McAlister and Michael L. Rothchild, eds., Provo, UT.

Flynn, James, William J. Burns, Paul Slovic and C.K. Mertz (1991) "Development of a Structural Model to Analyze Public Opinion on a High-Level Waste Facility," In *Proceedings of the 1991 International High-Level Radioactive Waste Management Conference*, Las Vegas, NV.

Burns, William J. (1991) "Introducing Structural Models and Influence Diagrams into Risk Perception Research: Their Value for Prediction, Theory Construction and Decision Making," *Dissertation Abstracts International*, The University of Oregon, Eugene, 51:12.

## **CONFERENCE PRESENTATIONS**

"Modeling the Impact of Community Intervention Following a Terrorist Strike". *Society for Risk Analysis*, San Antonio, December 9-12, 2007.

"Public Response to a Terrorist Strike: Shifting from a Static to a Dynamic Analysis of Risk-Related Behavior", *Risk Analysis for Homeland Security and Defense: Theory and Application, Risk Symposium 2007*, Santa Fe, NM, March, 2007.

"The Dynamics of Public Response to a Terrorist Strike: Recommendations for Data Collection, Analysis and Modeling", *Society for Risk Analysis*, Baltimore, MD, December, 2006.

"Public Response to a Terrorist Strike: A System Dynamics Model and Empirical Results", *Risk Analysis for Homeland Security and Defense: Theory and Application, Risk Symposium 2006*, Santa Fe, NM, March, 2006.

“Predicting Public Response to a Terrorist Strike”, *Society for Risk Analysis*, Orlando, FL, December, 2005.

“Response to a Terrorist Strike: A System Dynamics Model Simulates Demands on Community Health Care Facilities”, *Society for Risk Analysis*, Palm Springs, CA, December, 2004.

“Inoculating Adolescents Against Substance Abuse: An Investigation of the Effectiveness of Two-Sided Anti-Drinking Advertisements”, *Society for Consumer Psychology Conference*, Atlanta, GA, May, 1995.

“Investigating the Performance of a Covariance Structure Model Under Varying Conditions of Model, Variable Distribution, Estimation, and Sample Size: A Simulation Study”, *TIMS Marketing Science Conference*, Tucson, AZ, March 1994.

“Covariance Structure Modeling: What We Have Learned From Simulation Studies and a Review of How Covariance Structure Models Have Been Treated In the Marketing Literature,” *TIMS Marketing Science Conference*, St. Louis, March 1993.

“Alcohol-Related Risk Taking Among Teenagers: An Investigation of Contributing Factors and a Discussion of How Marketing Principles Can Help.” *Association for Consumer Research Conference*, Vancouver, Canada, October 1992.

“Interacting with Clinical Experts to Predict and Manage Violent Behavior. Contributions from Decision Analysis, *ORSA/TIMS Conference*, Nashville, TN, May 1991.

“Social Amplification of Risk: Empirical Studies” (co-presented with Paul Slovic). *Society for Risk Analysis*, San Francisco, CA, November 1989.

“Introducing Structural Modeling into Risk Perception Research: Its Value for Prediction and Theory Construction.” *ORSA/TIMS Conference*, New York, NY, October 1989.

## **GRANTS, FELLOWSHIPS & AWARDS**

### ***Grants:***

National Science Foundation proposal “Modeling Community Response and Economic Impact of Risk Amplification to a Terrorist Strike” (2007) for **\$749,996**

“Systems Thinking and Simulation Software.” California Lottery Grant, June, 2003, **\$4955**

“Inoculating Adolescents Against Substance Abuse: An Investigation of One-Sided Versus Two-Sided Ads Addressing the Risks Associated with Drinking.” Midwest Resources Grant, summer, 1994, **\$5000**

“Reducing Alcohol-Related Risk-taking among Teenagers: Applying Marketing Strategy and Risk Perception Research to Community-Wide Intervention Programs.” Old Gold summer Fellowship, summer, 1993, **\$5000**

“Improving Descriptive and Prescriptive Models to Help in the Management of Hazardous Technologies.” Old Gold Summer Fellowship, summer, 1991, **\$3,500**

“Exploratory and Confirmatory Methods in the Study of Risk Perception.” Co-investigator with Paul Slovic, National Science Foundation, March, 1990, **\$169,000**

“Enhancing a Data Set for Use in Structural Modeling of Risk Perception.” Co-investigator with Robert Clemen, National Science Foundation, August, 1989, **\$6,500**

***Awards, Reviews and Memberships:***

“Predicting Public Response to a Terrorist Strike”. Winner of the “*Best Paper Award*” for the Society for Risk Analysis 2005 Conference.

Sixth Annual Decision Analysis Interest Group (ORSA/TIMS) Student Paper Competition, Second Place, 1991.

Graduate Teaching Fellow of the Year for the College of Business, University of Oregon, 1990.

Minnesota Mining and Manufacturing Scholarship (monetary award given yearly to the student of distinguished scholarship and service to the institution), Southern Oregon University, 1981.

Victor Mills Award (monetary award given to the outstanding male and female student) Southern Oregon University 1980.

Phi Kappa Phi Honor Society, 1980.

*Who’s Who among Students in American University and Colleges, 1980.*

*Reviewer:* Decision Analysis, Risk Analysis, Journal of Defense Modeling and Simulation, National Science Foundation

*Member of the Society for Risk Analysis-current*