

KU SCHOOL OF BUSINESS
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V. PARKER LESSIG



V. Parker Lessig received his undergraduate in chemistry and MBA degrees from the University of Kansas, and was the first person to complete a Ph.D. in Business from KU. His Ph.D. dissertation won the prestigious American Marketing Association Doctoral Dissertation Competition, which recognizes the best marketing dissertation of the year. In 1972, Parker returned to KU as an associate professor and was promoted to full professor four years later. In 1986, he was awarded the Pinet Distinguished Teaching Professorship—a title which he holds today.

His teaching and research areas include Market Segmentation and Marketing Strategy. At KU, he has held a number of positions including Associate Dean for Administration and Academic Affairs, Associate Dean for Research and Graduate Studies, Director of Doctoral Programs, Director of Undergraduate Programs and Area Director of Marketing, Entrepreneurship and Law.

He is a recipient of the University's W.T. Kemper Fellowship for Teaching Excellence and has won more than 16 University and School teaching awards and recognitions including the Del Shankel Teaching Excellence Award and the Mortar Board Outstanding Educator Award.

He has authored over 60 articles and papers and has published in all of the major scholarly journals in his field. Parker's service to the community includes work with the Boy Scouts of America. He has been recognized by the National Eagle Scout Association for Distinguished Service as a Scoutmaster and was presented the Silver Beaver Award by the Heart of America Council and the National Council of Boy Scouts of America for Distinguished Service to Youth.