**STRATEGY**
**BY DR. JOHN KRAFT**

**Session description:**

The session focuses on strategic challenges faced by business organizations in developing a business model. The topics will focus on industry analysis, competitive advantage, and strategies associated with strategic positioning of the firm in the market place.

**Dr. John Kraft** has served as Dean at the University of Florida since 1990. From 1986 to 1990, he was dean at Arizona State University. Dr. Kraft was a Brookings Institution Economic Policy Fellow. In addition, he has held positions at several federal agencies such as the Department of Energy, Department of Housing and Urban Affairs, Department of Interior, Price Commission, and National Science Foundation. A member of the Board of Directors of Beta Gamma Sigma, Kraft has also served on the Board of Directors of Citibank of Arizona, Greyhound Financial Corporation (a subsidiary of the Greyhound-Dial Corporation), and Kroy, Inc. He has served as President of the Arizona State University Research Park and as Director of Arizona State University Research Institute, the Washington Campus, The Economics Club of Phoenix, and Inroads/Phoenix. He holds a Ph. D. in Economics from the University of Pittsburgh. He is a Director of the University of Florida Foundation, and a Director of the Division of Sponsored Research. In addition, his research has been published in *Applied Economics*, *Decision Sciences*, *Journal of Econometrics*, *Journal of Finance*, *Journal of Money Credit and Banking*, *Journal of Regional Science*, *Review of Economics and Statistics*, and *Regional Science and Urban Economics*. 