

Edward Kidder Graham Faculty Service Award

Nicholas Didow, PhD, MBA

Associate Professor, Kenan-Flagler Business School

Marketing professor Nick Didow has a long record of public service to the University, town and state. He has been involved with launching several important and lasting projects, such as the Carolina Center for Public Service and the Chapel Hill Downtown Economic Development Corporation. His record of service is broad, including three terms as an elected member of the Chapel Hill-Carrboro City Schools' Board of Education; participation in UNC task forces addressing labor code and licensing issues; leading the University's efforts to assist with Hurricane Floyd recovery efforts; and leading the development and deployment of the Golden LEAF Rural Broadband Initiative. Through the Food Bank of North Carolina, he has worked with hundreds of community leaders in eastern North Carolina to improve the quality of life in their communities. He also has engaged with dozens of businesses, communities, and nonprofits across the state and beyond to help them become more effective and sustainable.

At Kenan-Flagler, Professor Didow's expertise includes consumer behavior, marketing strategy, product management, product scares and sports marketing. He serves as co-director of the Student Teams Achieving Results (STAR) program, which provides engagement for businesses, government agencies and nonprofit organizations. An award-winning instructor, he helped design and teaches "Economics, Ethics and Issues in the Global Economy," a widely acclaimed, multidisciplinary course. He also has taught a seminar examining American immigration policy and immigration effects.

Nominated by Professors Rajdeep Grewal and David A. Hofmann, Kenan-Flagler Business School.