



SHENANDOAH™
UNIVERSITY

Harry F. Byrd, Jr. School of Business



Announcing as part of the

BB&T Lecture Series

Thursday, April 16, 2015 at 6:30 PM

Byrd Board Room in Halpin-Harrison Hall

Shenandoah University

Free and open to the public.

Light refreshments will be provided.



Value Maximization versus Stakeholder Theory: A False Dichotomy

Finance says that the goal of the firm should be to maximize firm value. Management says that managers should give due regard to the interests of the various groups with a stake in their firms. Our next BB&T guest speaker – who combines a stellar career as an academic with impressive experience in the real world of business – will argue that the apparent conflict between these two theories is a false dichotomy.

Dr. Bruce K. Gouldey
B.S., Brown University Ph.D.,
University of Pittsburgh

