

Name: [ROBERT E. JENSEN](#)
Former **Jesse H. Jones Distinguished Professor**
of [Business Administration](#) at Trinity University

Voice: (603) 823-8482 Fax: (210) 999-8134
email: rjensen@trinity.edu Home: (210) 653-5055
Web Site: <http://www.trinity.edu/~rjensen>

The above web site is featured in *The Chronicle of Higher Education*, August 14, 1998, Page A25



Most Recent Employer: [Trinity University](#)
Address: **One Trinity Place**
[San Antonio, Texas, USA](#) 78212-7200

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Biographical Sketch

December 31, 2003

Robert E. Jensen

<http://WWW.Trinity.edu/rjensen/>

The above web site featured in The Chronicle of Higher Education, August 14, 1998,
Page A25

On August 15, 2002, Professor Jensen received the American Accounting Association's Outstanding Accounting Educator Award from the American Accounting Association. In 2004, he received the AI/ET Section Outstanding Educator Award for 2002-2003 Year. The AI/ET Section is the Artificial Intelligence/Emerging Technologies Section of the American Accounting Association. He has been an invited speaker at over 350 colleges and universities. He has a Ph.D. in accounting from Stanford University (1966). On May 14, 2006 he retired as the Jesse H. Jones Distinguished Professor of Business Administration at Trinity University in San Antonio. He was formerly the Peat, Marwick, Mitchell & Co. Professor of Accounting and Department Chairman at The Florida State University (1978-82), the Nicholas M. Salgo Professor of Accounting at the University of Maine (1968-78), and Associate Professor at Michigan State University (1966-68). He also worked as a CPA for Ernst & Ernst in Denver, Colorado (1959-61). After stepping down as Department Chairman at Florida State University in 1982, he returned to full-time teaching and research at Trinity University. He has lectured extensively both inside and outside the United States. In November 2000 he was an invited to speak at the National Taiwan University. In June 2001, he is invited to lecture at the Globalization of Business Conference in Berlin. In October, he is invited to lecture on International Accounting Issues in Rio de Janeiro, Brazil. In Fall of 1998 he lectured in New Zealand at the University of Canterbury, Lincoln University and the University of Auckland. In 1993 he conducted a multimedia lecture tour in Finland, Sweden, the U.K., and Germany, and was the 1993/94 British Accounting Association's Distinguished International Visiting Scholar. For Summer 1983, he received a Visiting Scholar Award from the Social Sciences and Humanities Research Council of Canada. He conducted research seminars at the University of Waterloo. He received a similar award for Summer 1984 from the University of Manitoba. In the Summer of 1988, he was invited to lecture at an Advanced Studies Institute (in Portugal) sponsored by NATO. He has lectured at the London School of Economics, Manchester Business School, University of Lancaster, University of Glasgow, Strathclyde University, Uppsala University, Skovide University, South Bank University, Southampton Institute, University of Warwick, and the North Atlantic Accounting Conference in Amsterdam. In the past decade he has been an invited speaker at numerous universities and research conferences, including the 1992 Nissan Summer Institute for Historically Black Colleges. He has been an invited speaker at over 300 colleges and universities.

Professor Jensen has spent two years in "think-tank" research on the campus of Stanford University: 1971/72 as a Fellow at the Center for Advanced Study in the Behavioral Sciences and 1973/74 as a Guggenheim Fellow. He was named recipient of The University of Maine Presidential Research Award in 1976 and in 1978 was voted Outstanding Professor by the Graduate Business Student Association at the University of Maine. He was also voted Outstanding Professor by the Minority Business Association at Florida State University in 1982. His publications are mainly devoted to research

papers and monographs. A 1994 book co-authored with Petrea Sandlin is entitled Electronic Teaching and Learning: Trends in Adapting to Hypertext, Hypermedia, and Networks in University Accounting Education. His first monograph was entitled Phantasmagoric Accounting published in 1977 by the American Accounting Association. Another research monograph on futurism and assumption analysis was also funded by the American Accounting Association. A second monograph entitled Review of Forecasts: Scaling and Analysis of Expert Judgments Regarding Cross-Impacts of Assumptions on Business, Forecasts and Accounting Measures appeared in 1983. In addition to research papers, he also has two mystery novels near completion. In August 1988, he was elected to a two-year term as Academic Vice President of the American Accounting Association. He was the 1989/90 Vice President of the South Texas Chapter of the Financial Executives Institute and became its President for the 1990/91 term.

A major interest in teaching and research in recent years has been the future of education in the electronic classroom without walls via computer networking. He has programmed over 2,000 hours of lecture and case material. His website has won prizes as an education portal. In 1995 he was selected for the Irwin Technology in Education Advisory Board. In July of 1996, he was appointed to the American Accounting Association Committee on Electronic Materials and Dissemination. In 1996, he received the \$1,000 CETA Technology in Education Award. In 1997, he received a \$41,500 software grant from Microsoft Corporation, a \$5,000 Mellon Foundation Grant, and a \$1,500 research grant from Irwin Publishing Company.

For additional resume information go to <http://www.trinity.edu/rjensen/homepage.htm#Bob's>

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Start of Resume

Name: **ROBERT E. JENSEN**

Title: **Emeritus Jesse H. Jones Distinguished Professor of [Business Administration](#)**

Retired in May 2006

Voice: **(603) 823-8482** Fax: **(210) 736-8134**

email: rjensen@trinity.edu Home: **(210) 653-5055**

Web Site: <http://www.trinity.edu/rjensen>

Address: 190 Sunset Hill Road, Sugar Hill, NH 03586

<http://www.trinity.edu/rjensen/NHcottage/NHcottage.htm>

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Personal Data

Birthdate April 30, 1938
Citizenship United States of America
Marital Status Married (Erika)
Children Two (Marshall, Lisl)
Birthplace Estherville, Iowa

Educational and Professional History

Education

- [Stanford University](#) 7/61-9/65 Business Ph.D. (1966)
Title of Dissertation:
A Study of Effects of Alternate Accounting Systems on Security Analysis and Portfolio Selection Decisions
- [University of Denver](#) 6/60-8/61 Accounting M.B.A.
- [University of Denver](#) 9/58-6/60 Accounting B.S. *Summa Cum Laude*
- [Iowa State University](#) 6/56-6/58 General Science
- Algona High School 9/52-6/56 Algona, Iowa

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CPA Certification

Holder of C.P.A. Certificate 1128, Chapter 32, August 1961 (Colorado) No longer a practicing CPA

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Teaching Experience

- [Trinity University](#) Professor 8/82-Present
- [The Florida State University](#) Professor 9/78-8/82
- [University of Maine](#) Professor 9/68-8/78

I taught during only eight of the ten academic years at the University of Maine. During the 1971-72 academic year, I was a Fellow at the Center for Advanced Study in the Behavioral Sciences in Stanford, California. I also returned to Stanford in the 1974-75 academic year on a Guggenheim Fellowship.

- [Michigan State University](#) Associate Professor 9/65-6/68
- [Stanford University](#) Instructor 3/64-6/64
- [University of Denver](#) Instructor 9/60-8/61

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Courses Taught

- Courses at [Florida State University](#)

Fall 1978 ACC 5312 5 Accounting Concepts for Managerial Control
 Fall 1979 ACC 5011 4 Accounting Concepts
 Winter 1979 ACC 6939 5 Doctoral Seminar in Accounting
 Spring 1979 ACC 5312 5 Accounting Concepts for Managerial Control
 Winter 1980 ACC 6939 4 Doctoral Seminar in Accounting
 Spring 1980 ACC 5011 4 Accounting Concepts
 Summer 1980 ACC 5011 4 Accounting Concepts
 Fall 1980 ACC 5011 4 Accounting Concepts
 Winter 1981 ACC 6939 4 Doctoral Seminar in Accounting
 Spring 1981 ACC 5011 4 Accounting Concepts
 Fall 1981 ACC 6939 4 Doctoral Seminar in Accounting
 Spring 1982 ACC 5011 4 Accounting Concepts

- Courses Taught for the [University of Maine:](#)

Spring 1976 100 Var Field Experience
 Spring 1976 320 3 Managerial Accounting
 Spring 1976 341 3 Operations Research
 Summer 1977 321 3 Accounting for Planning and Control
 Fall 1977 100 Var Field Experience
 Fall 1977 320 3 Managerial Acctg.
 Fall 1977 301 3 Quantitative Analysis for Business Decisions

- Courses at [Trinity University:](#)

Fall 1982 to 1989 ACCT 311 Financial Accounting I
 Spring 1983 to 1990 ACCT 312 Financial Accounting II
 Spring 1986 QUAN 332 Statistical Analysis
 Fall 1985 to 1997 ACCT 331 Cost Accounting
 Spring 1989 to 1997 ACCT 370 Accounting Theory
 Spring 1991 to 1993 GNED 300 Philosophy Seminar
 Spring 1993 to 1997 MGMT 310 Computers in Business
 Fall 1997 to Present ACCT 1302 Managerial Accounting
 Fall 1997 ACCT 5342 to Present Accounting Information Systems (Graduate)
 Spring 1998 ACCT 5341 to Present Accounting Theory (Graduate)

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Work Experience

- Ernst & Ernst C.P.A. 9/59-4/61 Auditing and Taxation
- Taught various short courses at conferences and symposia (see Part H).

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Honors and Recognitions

In August 2003 in Honolulu, I received the AI/ET Section Outstanding Educator Award for 2002-2003 Year. The AI/ET Section is the Artificial Intelligence/Emerging Technologies Section of the American Accounting Association. Only one person is selected each year. <http://accounting.rutgers.edu/raw/aaa/aiet/aiehome.htm>

On August 15, 2002, I received the Outstanding Accounting Educator Award at the Annual Meetings of the American Accounting Association and a \$10,000 gift from the Pricewaterhouse Coopers Foundation ---
<http://accounting.rutgers.edu/raw/aaa/awards/award4.htm> .

My web site was featured in *The Chronicle of Higher Education*, August 14, 1998, Page A25.

1997 \$41,500 software grant from Microsoft Corporation, a \$5,000 Mellon Foundation Grant, and a \$1,500 research grant from Irwin Publishing Company. I also became a paid consultant on the Irwin Technology Advisory Board.

1996 Educational Technology in Accounting \$1,000 Award funded by the Center for Education Technology in Accounting (CETA). The recipient is selected by a selection committee of the Teaching and Curriculum Section of the American Accounting Association.

Named in 1995 as one of five professors in the United States to the Irwin Technology in Education Advisory Board.

I consider it an honor when professors show up at my doorstep to "shadow" me while I work. Apart from visitations of one or two days, there have been more extended shadows ranging from Professor E. Thomas Robinson from the University of Alaska who shadowed me for two weeks in 1995 to Professor Brian Zwicker from Alberta who shadowed me for nine weeks in 1995. There have been a number of such shadows over

the years, highlighted by Professor Masao Takutani from Seiki University in Tokyo who shadowed me for ten months.

Named British Accounting Association's 1993/94 Visiting International Scholar. Received a \$5,000 stipend to conduct lectures at various campuses in the United Kingdom.

Received a 1993 visiting lecturer grant of \$1,000 plus travel expenses from the University of Uppsala and Skovde University for lectures delivered in Fall 1993.

Winner (along with Bruce Sidlinger and John Howland) of the 1998 AICPA's Academic/Practitioner Case Competition. On the first round the case was one of 12 in the nation accepted for Publication by the AICPA. It was then selected as one of six to be presented at the AICPA's Accounting Educators Conference in McLean, Virginia, November 7, 1998.

1997 \$41,500 software grant from Microsoft Corporation, a \$5,000 Mellon Foundation Grant, and a \$1,500 research grant from Irwin Publishing Company. I also became a paid consultant on the Irwin Technology Advisory Board.

1996 Educational Technology in Accounting \$1,000 Award funded by the Center for Education Technology in Accounting (CETA). The recipient is selected by a selection committee of the Teaching and Curriculum Section of the American Accounting Association.

Named in 1995 as one of five professors in the United States to the Irwin Technology in Education Advisory Board. The appointment is contracted for three years.

Named British Accounting Association's 1993/94 Visiting International Scholar. Received a \$5,000 stipend to conduct lectures at five campuses in the United Kingdom.

Received a 1993 visiting lecture grant of \$1,000 plus travel expenses from the University of Uppsala and Skovde University for lectures delivered in Fall 1993.

Invited in Spring of 1993 to present a hypermedia show at the European Accounting Association Annual Meetings at the Turku School of Economics and Business in Turku, Finland.

Invited lecturer in three Trueblood Seminars in 1991, the AAA Senior Faculty Consortium in 1991, The European Accounting Association Congress of 1991 in Holland, and numerous universities and conferences in the U.S.

Invited Lecturer in 1988 at the London School of Economics, Manchester Business School, University of Glasgow, Strathclyde University, University of Lancaster, and the North Atlantic Accounting Conference in Amsterdam.

Elected for a two-year term (1988/1990) as Academic Vice President of the American Accounting Association.

Elected as Vice-President (1989/90) and President (1990/91) of the South Texas Chapter of the Financial Executives Institute.

Invited Lecturer, Advanced Studies Institute, Portugal 1988, Sponsored by NATO.

Visiting Scholar Award by the Social Science and Humanities Research Council of Canada (Summer, 1981). I spent the summer in residence at the University of Waterloo. A similar award was offered by the University of Manitoba for summer 1984.

Jesse H. Jones Distinguished Professor, Trinity University.

Peat, Marwick, Mitchell and Co. Professor, The Florida State University (1978-1982).

Nicholas M. Salgo Endowed Chair - University of Maine (1968-1978).

Outstanding Professor 1981/82 by the Minority Business Students Association, Florida State University (1978-1982)

Named Outstanding Professor in 1978 by the Graduate Student Association of the University of Maine.

The 1976 Recipient of the \$1,500 Presidential Research Award (by the President of the University of Maine) (Statement included near the end of this Resume).

Named Outstanding Professor in 1976 by the Graduate Student Association at the University of Maine.

Admitted as a Fellow at the Center for Advanced Studies in Behavioral Research at Stanford, California. The fellowship was for the (1971-72) year at full salary at Stanford University in a "think-tank." Other Fellows are noted scientists from diverse fields.

Returned to the Center for Advanced Studies in Behavioral Sciences for the 1974-75 academic year on a Guggenheim Fellowship.

I consider it an honor when professors show up at my doorstep to "shadow" me while I work. Apart from visitations of one or two days, there have been more extended shadows ranging from Professor E. Thomas Robinson from the University of Alaska who shadowed me for two weeks in 1995 to, Professor Brian Zwicker from Alberta who shadowed me for nine weeks in 1995. There have been a number of such shadows over the years, highlighted by Professor Masao Takutani from Seiki University in Tokyo who shadowed me for ten months.

Ford Foundation Doctoral Dissertation Award (Not accepted because of other fellowships).

Arthur Anderson Doctoral Dissertation Fellowship.

Delta Sigma Pi Scholarship and Leadership Award.

Alpha Kappa Psi Outstanding Scholarship Award.

Beta Alpha Psi Outstanding Student Award.

Beta Gamma Sigma Honorary.

Phi Kappa Phi Honorary.

Colorado Society of Certified Public Accountants Outstanding Student Award, 1961.

Graduated Summa Cum Laude

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Experimentation in Teaching & Technology

In the past several years I have conducted hundreds of workshops at universities in the U.S., Canada, Sweden, Belgium, Finland, The Netherlands, Germany, and the United Kingdom on how to utilize hypermedia and computer network technologies to improve instructional programs. In addition, I have presented similar multimedia shows at various conferences around the world.

In 1997 I developed the new ACCT 5342 Accounting Information Systems course for our new MS in Accounting degree program at Trinity University. The course development is a special challenge given the chaotic transformations of database and information technologies to networking, especially intranets and extranets. The course materials are linked at <http://www.trinity.edu/rjensen/acct5342/index.htm>

In 1997 I developed the new ACCT 5341 International Accounting Theories course for our new MS in Accounting degree program at Trinity University. The course materials are linked at <http://www.trinity.edu/rjensen/acct5341/index.htm>

In 1994 I converted the Trinity University Catalog and the Advisors' Handbook into hypermedia CD-ROMs that are now available also through the IBM Kiosk for Education.

In 1993 I was asked to develop and teach on a regular basis the MGMT Computers in Business course. This entailed developing a new course on information networking, word processing, spreadsheet constructions, and hypermedia authoring via Multimedia ToolBook.

In 1990 I shifted heavily into computer projection teaching and designed customized animated graphics displays for most of my lectures in Accounting Theory (Acct 370), Cost/Managerial (Acct 331), and significant modules for international accounting, philosophy seminars, careers in accounting, and a tutorial on HyperGraphics programming.

Devised ethics module for cost and managerial accounting courses, including a video presentation to be implemented beginning in Fall 1987.

Participated in design of an entirely new M.B.A. curriculum at Trinity University.

Participated in the redesign of a basic studies curriculum at Trinity University.

Developed a graduate Managerial Accounting course for Trinity University.

Developed a Doctoral Seminar in Behavioral Accounting Research at Florida State University. I was involved in a complete business curriculum revision for conversion from the quarter system to the semester system.

Developed new lecture materials which attempt to present quantitative methods in a different manner and with newer types of models (e.g., cluster analysis).

Participated in curricula development in various committee assignments e.g., Graduate Advisory Committee and Graduate Board.

Developed an extensive computerized bibliography and encyclopedia of applications of quantitative methods in business and other fields. To date it contains over 300,000 records which can be efficiently searched using computer terminals on campus.

Developed the BA 100 Field Experience course in which Junior and Senior Business students may receive from one to six credits for supervised field experience business and management. Students must have prior approval, submit weekly on-the-job reports, an oral report, and a final written project.

Developed and taught new graduate quantitative method courses for the MBA Program: BA 322 (Operations Research) and BA 301 (Quantitative Analysis for Business).

Designed new mathematics and statistics core courses (Ms 13, 14, 15 and 16 for undergraduate majors in Business Administration at the University of Maine).

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Noteworthy Research

(1) Extensive database on hypertext and hypermedia applications in accounting programs around the world. In 1995, my research along these lines has taken me into research on the impacts of information networks and hypermedia on corporate financial reporting. Among other things, I am converting Sears Roebuck, IBM, and Apple Corporation annual reports into desktop recorded hypermedia CD-ROM interactive reports. A particular focus has been on derivative financial instruments. I have been developing new ways of accounting for interest rate and foreign currency swaps.

(2) Petrea Sandlin and I conducted an international survey of the progress of technology on accounting faculty. The report of the results was then expanded to become a reference

guide to faculty seeking to author hypermedia teaching and research materials. It is available as a book entitled *Electronic Teaching and Learning: Trends in Adapting to Hypertext, Hypermedia, and Networks in University Accounting Education* (Denton, TX: Center for Education Technology in Accounting, University of North Texas).

(3) Scaling of human judgments particularly from paired comparison response matrices by comparison response matrices by eigenvector scaling techniques. Applications include: matrix scaling of risk in state-contingent claims models, international investment risk premium measurement, scaling of subjective probabilities for economic forecasts, scaling of audit risks, scaling of social impacts, and various other applications.

(4) Derivation of economic rates of return from accounting and cash recovery rates of return.

(5) Scaling of audit risks and choice of audit techniques (with Efrim Boritz at the University of Waterloo).

(6) Scaling of expert judgment regarding choice of analytical review procedures in audit engagements (with C. Edward Arrington and William Hillison of Florida State University).

(7) "Cross Impact probability Analysis and Related Subjective Forecasting Methods." This study entails other projects in various stages of completion.

(8) "Reciprocal Cost Analysis and Capacity Utilization." This paper argues that for most planning purposes the costs of goods and service must reflect the costs of capacity as well as the various costs of production. These costs are considered in a reciprocal service setting in which the capacities of the service departments are constrained. A linear programming model is used to formulate the simultaneous determination of the service costs including the costs of capacity.

A general parametric programming approach is then formulated which provides formulas for rapid calculation of the impacts of decisions. It is shown how cost increases may paradoxically cause reciprocal cost decreases and how revenue increases may paradoxically increase reciprocal costs.

A suggestion is then made that a full cost calculation of service costs may provide useful proxies of the opportunity costs of the internally generated service activities.

(8) "Quantitative Methods in Science, Humanities, Medicine, Engineering, Law and Business," (1968 to present). This is an extensive computerized encyclopedia (to date about 3,000 technical terms) and bibliography (to date over 300,000 records), where bibliographic references are numerically coded to encyclopedia terms.

(9) PHANTASMAGORIC ACCOUNTING: The Measurement of Economic, Social, and Environmental Impact of Corporate Business (Published in 1977). Chapter 1 - Introduction; Chapter

2 - Backdrop of Evolving Societal Pressures and Corporate Social Impact; Chapter 3 - Review of Current Efforts in Accounting for Corporate Social Responsibility; Chapter

4 - Social Cost Measurement Intractabilities: An Air Pollution Illustration of Phantasmagoria; Chapter 5 - Corporate Social Impact Checklist and Major Issues; Chapter 6 - Quest for Types: Condensation, Display, and Numerical Taxonomy; Chapter 7 - Analysis of Human Response: A research Frontier in Social Accounting; Chapter 8 - Utopian Paradoxes: Liberty Versus Restraint.

(10) REVIEW OF FORECASTS: Scaling and Analysis of Expert Judgments Regarding Cross-Impacts of Assumptions on Business Forecasts and Accounting Measures (Published in 1983). Chapter 1 - Assumption Analysis: Introduction and Background Review; Chapter 2 - Introduction to Futurism; Chapter 3 - Cross Impact Extensions and Models; Chapter 4 - Futurism in Accounting and Auditing: The Search for and Analysis of Underlying Assumptions Impacts: The Search for and Analysis of Underlying Assumptions Impacts: The Analytic Hierarchy Process Versus Multivariate Subject Composition; Chapter 6 - ABC Variety Drugs Inc. Case Study of Optical Services Market Share Scenarios; Chapter 7 - Suggestions for Future Research.

(11) Critical analysis of Capital Asset Pricing Model, Arbitrage Pricing Theory, and Options Pricing Model approaches to multiperiod risk adjustment in capital budgeting.

(12) New approaches to risk analysis in capital budgeting: Risk allocation method and risk equivalency method.

(13) Parametric programming for reciprocal cost analysis.

(14) Investment diversification strategy implications of market risk adjustment in time state preference models.

(15) International investment risk analysis - a new approach.

(16) Electronic classroom of the future paper series.

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Working Papers Not Yet Published

"The Mexcobre Case: Accounting for Derivative Financial Instruments and Hedging Activities," Working Paper 275, Trinity University. See <http://WWW.Trinity.edu/~rjensen/acct5341/speakers/133sp.htm>

Papers Published or Accepted for Publication

94

“An Analysis of the Evolution of Research Contributions by The Accounting Review: 1926-2005,” (with Jean Heck), *Accounting Historians Journal*, December 2007

93

“Fair Value Accounting in the USA,” in *The Routledge Companion to Fair Value and Financial Reporting* edited by Peter Walton, (Routledge, 2007)

92

“A Theory of Interest Rate Swap Overhedging,” (with Angela Huang), forthcoming in *Managerial Finance*.

91

"The Application of SFAS 133, Paragraph 168 --- Using a Firm Commitment Hedged With a Forward Contract as an Example," (with Angela Huang), *Derivatives Reports*. 2005, See Case 3 at <http://www.cs.trinity.edu/~rjensen/0000KPMG/>

90

“Infectious Greed in the Capital Markets and Corporate Accounting,” *Journal of Information Systems*, Fall 2004, pp. 129-131. This contains a compendium my book reviews and commentaries on capital markets fraud that the Editor invited me to prepare for the Fall 1004 issue.

89

”Testing and Accounting for Hedge Ineffectiveness Under FAS 133, (with Angela L.J. Huang), *Derivatives Report*, February 2003, pp. 1-10.
<http://www.riahome.com/estore/detail.asp?ID=TDVN>

88

“FMA Online Roundtable on Current Issues Related to Enron and Arthur Andersen,” Financial Management Association, April 24, 2002 --- <http://www.fma.org/FMAOnline/ConferenceCall.htm>
Panelists: Julia Grant, Robert Jensen, Rebecca McEnally

87

”Accountancy in Turmoil: Picking Up the Pieces,” Edited by Peter Firmin, School of Accountancy, Daniels College of Business, University of Denver, July 2002, pp. 3-4.

86

“Customized Financial Reporting, Networked Databases and Distributed File Sharing,” by Robert E. Jensen and Jason Zezhong Xiao, *Emerging Practices in Cost Management*

(Warren, Gorham, & Lamont Professional Publishing Division, Research Institute of America Inc., Forthcoming). This is a reprint of an article appearing in *Accounting Horizons*, September 2001

85

"Implementation of SFAS 138, Amendments to SFAS 133," *The CPA Journal*, November 2001. (With Angela L.J. Huang and John S. Putoubas), pp. 54-56 --- <http://www.nysscpa.org/cpajournal/2001/1100/dept/d115401.htm>

84

"Customized Financial Reporting, Networked Databases and Distributed File Sharing," *Accounting Horizons*, September 2001, pp. 209-222.

83

"An Essay on Technology in the Classroom: Are You Willing to Be Blissfully Out of Date?," *New Faculty Handbook*, Teaching and Curriculum Section of the American Accounting Association, 2001. See <http://www.trinity.edu/rjensen/000aaa/newfaculty.htm> and <http://accounting.rutgers.edu/raw/aaa/aen/winter01/fd03.htm>

82

"FAS 133 As Amended and "DIGGED": Highlights of FAS 138 and Some Key DIG Issues," *Derivatives Report*, September 2000, pp. 8-17.

81

"An Explanation of Example 5, Cash Flow Hedge of Variable-Rate Interest Bearing Asset in SFAS 133," by Carl M. Hubbard and Robert E. Jensen, *Derivatives Report*, April 2000, pp. 8-13.

<http://www.trinity.edu/rjensen/caseans/133ex05.htm>

The Excel workbook is at <http://www.cs.trinity.edu/~rjensen/133ex05a.xls>

79

"The Receive Fixed/Pay Variable Interest-Rate Swap in SFAS 133, Example 2, Needs An Explanation: Here It Is," by Carl M. Hubbard and Robert E. Jensen, *Derivatives Report*, November 1999, pp. 6-11.

<http://www.trinity.edu/rjensen/caseans/294wp.doc>

The Excel workbook is at <http://www.cs.trinity.edu/~rjensen/133ex02a.xls>

78

"Risks of CPA Assurance of WebTrustSM Electronic Seals and of DataTrust Privacy of Cookie Jars" (with John Howland), *Academic Practitioner Casebook for the Year 1998*, published by the American Institute of Certified Public Accountants (AICPA). This case was part of a two-case package selected as winners in a case writing competition sponsored by the AICPA. On November 7, 1998 I presented this case at the AICPA Educators Conference, McLean, Virginia..

77

"The Bombay Martini Bet: How Did a CPA's Assurance Team Crack the Security System of a High Tech Client?" (with Bruce Sidlinger), *Academic Practitioner Casebook for the Year 1998*, published by the American Institute of Certified Public Accountants (AICPA). This case was part of a two-case package selected as winners in a case writing competition sponsored by the AICPA. On November 7, 1998 Bruce Sidlinger and I jointly presented this case at the AICPA Educators Conference, McLean, Virginia.

76

"Windows to the World," an invited paper by Sheila Handy, Editor of *Business Education Forum*. The paper will be published in 1999.

75.

"Networked Databases: Past, Present, and Future," *The Review of Accounting Information Systems*," Volume 2, Spring 1998.

74.

"Online Textbooks: Interview Excerpts from Instructor versus Students," *College Press Service*, March 9, 1998, Volume 9, Number 53, 5-6.

73.

"Academic Lesson Authoring for Intranets and the WWW," *CETA*, Volume 3, No. 2, Center for Education Technology in Accounting, September 1996 pp. 5-7.

72.

"Monumental Emerging Technologies," *CETA*, Volume 3, No. 1, Center for Education Technology in Accounting, December 1995 pp. 5-7.

71.

"The Paradigm Shift in Technology: Financial Reporting Will Never Be the Same," (with Petrea Sandlin) *Research on Accounting Ethics*, Volume 3, 1997, 191-209.

70.

"Who's Doing It? Sources of Public and Private Computer Aided Learning Materials for Accounting Educators," *Journal of Accounting Education*, with Petrea Sandlin, Vol. 13, No. 2, Spring 1995, 119-148.

69.

Electronic Teaching and Learning: Trends in Adapting to Hypertext, Hypermedia, and Networks in University Accounting Education (1995 Edition), With Petrea Sandlin, (Denton, TX: Center for Education Technology in Accounting, University of North Texas, 1995). This is a 900-page book that is also available on the Internet via the Pacioli Network at Loyola College in Maryland

68.

"Who's Doing It? Sources of Public and Private Computer-aided Learning Materials for

Accounting Educators," *The Journal of Accounting Education*, 1995, Vol 13, 119-148. (with Petrea Sandlin).

67.

"The Good and the Bad: Elation With Frustration," *CETA*, Center for Education Technology in Accounting, December 1995.

66.

"Corporate Reporting in the Electronic Age," *Proceedings of the Conference on Ethics in Accounting, State University of New York at Binghamton*, 1994.

65.

"Technology, Teaching, and the Future," *The Teaching Professor*, Volume 8, Number 3, March 1994, 7-8.

64.

"A Modern Theory of Finance Analysis of Differences Between Accounting Versus Economic Rates of Return" *Capital Budgeting Under Uncertainty: New and Advanced Perspectives*, Edited by Raj Aggarwal (Englewood Cliffs, NJ: **Prentice-Hall, Inc.**, 1993, pp. 42-72)

63.

"Ordinal Data AHP Analysis: A Proposed Coefficient of Consistency and a Nonparametric Test," With Thomas E. Hicks, *Mathematical and Computer Modelling*, Volume 17, No. 4/5, 1993, pp. 135-150.

62.

"The Technology of the Future is Already Here," *Academe*, Volume 79, Number 4, July/August 1993, pp. 2-13.

61.

"Undergraduate Student Research Programs: Are They as Viable for Accounting as They are in Science, Humanities, and Other Business Disciplines?" (With Professors Peter A. French and Kim R. Robertson of Trinity University), *Critical Perspectives on Accounting*, Volume 3, 1992, 337-357.

60.

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“Accounting for Derivatives,” Workshop Conducted for the **Center for Professional Education, Inc.**, Embassy Suites Hotel in Crystal City, Virginia, November 3, 2006: Host: Pete Nerozzi, Conference/Seminar Operations, CPE, Inc., 370 Reed Road, Suite 227, Broomall, PA 19008

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“Whether Certain Firm Commitment Contracts are Scoped Into FAS 133,” on October 8, 2006 for **Oil Combinations, Inc.**, 70 Walnut Street, Wellesley, MA 02481. Host: Manny Palumbo.
email: oci@oci-1987.com

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“Workshop on IAS 39” **Caribbean Society of Chartered Accountants**, Ambassador Hotel, Trinidad, February 15-16, 2006: Host: David Raggay david.raggay@ifrs-consultants.com

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“Accounting Fraud – Global Experiences and their Implications for the Caribbean,” Governance, Accountability, and Performance: An international accounting conference, Sponsored by **ACCA**, Crowne Plaza Hotel, Trinidad, November 16, 2005: Host: David Raggay
david.raggay@ifrs-consultants.com

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“Accounting for Derivatives: FAS 133 and Beyond,” Workshop Conducted for the **Center for Professional Education, Inc.**, Hyatt Bethesda, April 19, 2005: Host: Pete Nerozzi, Conference/Seminar Operations, CPE, Inc., 370 Reed Road, Suite 227, Broomall, PA 19008

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”Workshop on Accounting for Derivative Financial Instruments,” **ATOFINA Petrochemicals, Inc.**, Houston, April 27-28, 2004. Host: Jim Parks

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”2004 Price Risk Management Course: Managing Risk in Turbulent Markets,” March 24-26, 2004 in **Calgary/Banff, Canada**. Host: R.J. O’Brien www.rjobrien.com

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”Update on Financial Accounting Standards,” **Southern Gas Association Accounting & Financial Executives Conference**, April 28, 2003 in San Antonio, Texas. Host: Bruce Narzissenfeld

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"The Future of the Accounting Profession: Part 2," Virginia Institute of CPAs Educator Conference in Virginia Beach, **Virginia Polytechnic Institute and State University**, November 20, 2002. Host: Konrad Kubin

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"Advances in Accounting for Derivative Financial Instruments," **Florida Institute of CPAs Educator Conference**, The University of South Florida, October 24-25, 2002 in Tampa. Host: Gary Holstrum

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"What Critical Factors Determine Pedagogical Success Versus Failure?," **Florida State Society Educators' Conference**, Indian Rocks Beach, Florida, October 4, 2002: Host: Deborah Pendarvis

353

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"Advances in Technology for Accounting Education," Fifth International Congress on Innovations in Teaching Accounting and Business, September 19, 2002 in **Guanajuato City, Mexico**. Host: Professor Salvador Ruiz-de-Chavez

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"Accounting for Intangibles and Internet Reporting: Teaching Modules That Can Be Plugged Into Accounting Courses, Auditing Courses, and Electronic Commerce

Courses," **American Accounting Association 2002 Annual Meetings**, August 14, 2002 in San Antonio. --- <http://www.trinity.edu/rjensen/000aaa/cepSanAntonio>

350

"What Critical Factors Determine Pedagogical Success Versus Failure? The Highly Successful Online MBA Courses at Duke University and the University of Connecticut and How Material Provided to Students in Classrooms Should Be Revised for Online Students," Workshop No. 1, **American Accounting Association 2002 Annual Meetings**, August 13, 2002 in San Antonio --- <http://www.trinity.edu/rjensen/000aaa/cepSanAntonio.htm>

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"Trends in Distance Education," **International Accounting Conference Hosted by Niagara University and Hong Kong Polytechnic University**, Niagara Falls, Canada, August 9, 2002. Host: Linda Kidwell

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346

Workshop on Distance Education," **Mercer University**, November 9, 2001, Atlanta. Host: Cassie F. Bradley

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"Plenary Session Entitled EDUCACION E INSTRUCCION SIN FRONTERAS," Fourth International Congress on Innovations in Teaching Accounting and Business, Benemerita Universidad Autonoma, August 30, 2001, **Puebla, Mexico**. Host: Professor Salvador Ruiz-de-Chavez

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"Educational Issues in FAS 133: Accounting for Derivative Financial Instruments and Hedging Activities," **Texas Society of CPAs Educator Seminar**," Airport Hilton Hotel, **Austin, Texas**, October 19, 2001: Host Roselyn Morris

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"Good Versus Bad Online Content for Learning: How the Pros Design, Author, Test, and Deliver Knowledge Portals and Online Courses for Prestigious Universities and Online Supplements for Publishing Companies," **Continuing Education Program Workshop at the 2002 Annual Meetings of the American Accounting Association**, Atlanta, August 11, 2001. This is an all-day workshop on August 11.

342

"Cross Border Business of Education in the 21st Century," Third Globalization Conference Sponsored Jointly by the American Accounting Association and Schmalenbach-Gesellschaft für Betriebswirtschaft e.V. Conference 2001, Cross-Border Business Combinations and Strategic Alliances, June 23, 2001, **Berlin, Germany**. Host: Professor Peter Moeller Aachen University of Technology.

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"10 Lectures in Accounting and Finance," Monterrey Tech University and The Virtual University of Monterrey Tech, **Monterrey, Mexico**, March 18-23, 2001. Host: Oscar Tamez.

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"Distance Learning" Accounting Programs Leadership Group (APLG) of the American Accounting Association, Two Workshops, February 5, 2001 in **Ft. Lauderdale, FL**. Host: Professor Don Finn, Louisiana State University.

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"Universities of the Future," Invited presentation at **Villanova University**. Host Mohammad Najdawi [\[m.najdawi@villanova.edu\]](mailto:m.najdawi@villanova.edu)

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"Paradoxes in Student Wants Versus Needs in Education Technologies: A Metacognitive Case for Ambiguities," First Annual Meeting of the Academy of Business Education, Southampton Princess Hotel, **Bermuda** September 23, 2000. The program is listed at <http://www.abe.villanova.edu/session.html>. Bob Jensen is also a Director of the ABE. The Directors are listed at <http://www.abe.villanova.edu/officers.html>.

333

"Overviews and Teaching Cases for FAS 133 and IAS 39 on Accounting for Derivative Financial Instruments and Hedging Activities: Strategies and Accounting Trouble Spots," with Bob Jensen, Paul Pacter and Walter Teets, Continuing Education Program Workshop at the Annual Meetings of the American Accounting Association, Philadelphia, August **13**, 2000. **This is an afternoon workshop on August 13.** <http://www.rutgers.edu/Accounting/raw/aaa/aen/meet00/cpe/00cpe34.htm>

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"Innovative Learning Programs for Accounting and Business: the Ivy League Goes Online, the Sloan Foundation Experiments in Asynchronous Learning, and Experiments in Self-Learning at Major Universities Using the BAM Pedagogy," with Anthony Catanach, Chuck Hickman, Bob Jensen, Michael Kirschenheiter, and Dan Stone, Continuing Education Program Workshop at the Annual Meetings of the American Accounting Association, Philadelphia, August **12**, 2000. **This is an all-day workshop on August 12.** <http://www.rutgers.edu/Accounting/raw/aaa/aen/meet00/cpe/00cpe1.htm>

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An Eight Hour Workshop on Implementing FAS 133 and IAS 39 Standards for Accounting for Derivative Financial Instruments and Hedging Activities, **Controller's Office of General Electric Corporation, White Plains, NY**, June 29, 2000. Host David Brain

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"Implementing e-Business in Your Curriculum," e-Education Conference, **Cambridge, MA**, May 17-19, 2000. Host: Ernst & Young, LLP.

328

"Workshop on Accounting for Derivative Instruments and Hedging Activities," **Kent State University**, April 27, 2000. Host: Norman Meonske.

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Workshop on Education Technology Trends," **Kent State University**, April 27, 2000. Host: Norman Meonske.

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A Real World Case of the Controversial Accounting for a Copper Swap that Challenges the Theory of IAS 39 and FAS 133, 23rd Annual Congress of the European Accounting Association, **Ludwig-Maximilian University, Munich, Germany**, March 30, 2000: Hosts: Professors Wolfgang Ballwieser and Hans-Ulrich Kupper

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History and Future of Accounting Course Authoring Technologies, 23rd Annual Congress of the European Accounting Association, **Ludwig-Maximilian University, Munich, Germany**, March 30, 2000: Hosts: Professors Wolfgang Ballwieser and Hans-Ulrich Kupper

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"The Forthcoming Clash of Educators and Business Ventures: The Emerging Business of Prestige Online Education, " January 8, 2000, 2000 Management Accounting Research Conference & Case Symposium, Mesa Pavilion Hilton Hotel in **Mesa, Arizona**. Host: Wayne Bremser

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"Issues and Strategies for Financial Services Companies" sponsored by IBC of Boston at the web site <http://www.ibcusa.com/2489/> December 13-14, 1999 · **Millennium Broadway Conference Center** · New York, NY. Host: Claire Roderick.

320

"Accounting for Derivatives and Hedging Activities: The Mexcobre Case," **World Research Group**, Key Bridge Marriott in Chicago, September 29-October 1, 1999. Host: Pallavi Dalvi

319

"Accounting for Derivatives and Hedging Activities: The Mexcobre Case," **World Research Group**, Key Bridge Marriott, Washington DC, October 27-29, 1999. Host: Pallavi Dalvi

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"The Center for Education Technology in Accounting (CETA) presents TeamThink Innovations on the Leading Edge of Networked Learning and Research " **Continuing Education Program Workshop at the Annual Meetings of the American Accounting Association**, San Diego, August 14, 1999.

317

"That Fearsome Advanced Step in Making Networked Materials Truly Interactive:

Technology Veterans Demonstrate How and Why to Improve Learning," **Continuing Education Program Workshop at the Annual Meetings of the American Accounting Association**, San Diego, August 15, 1999.

316

"E-commerce Update," **Algona Kiwanis Chapter**, Algona, Iowa, August 5, 1999. Host: Eugene Swenson.

315.

"Technology and New Zealand," **Golden Kiwanis**, Algona, Iowa, May 17, 1999.

314

"Presentation for Academia," **PriceWaterhouseCoopers**, Adolphus Hotel, Dallas, TX, April 23, 1999. Host: Paul Peacock from the Houston Office of PWC.

313.

"Trends in Education Technologies," Food for Thought Luncheon, **Trinity University**, San Antonio, April 14, 1999. Host: Selim M. Shahabuddin.

312

"Temple University's Strategy for the Future," **Temple University**, Philadelphia, Pennsylvania, April 8-11, 1999.: Hosts: Moshe Porat (Dean), Raj chandran (Senior Associate Dean), and Heibatollah Sami (Chair of the Accounting Department).

311.

"How to Avoid My Years of Mistakes in Designing Computer Materials for Synchronous and Asynchronous Learning," **Mid-Year Meetings of the American Taxation Association** at <http://www.uni.edu/ata/>, San Francisco, February 19, 1999. Host: ATA and a special thanks to Amy Dunbar

310.

"Workshop on Emerging Technologies in Business Education," **University of Georgia**, Athens, GA, November 13, 1998. Hosts: Dennis Beresford and Stephen Brown.

309.

"Risks of CPA Assurance of WebTrustSM Electronic Seals and of DataTrust Privacy of Cookie Jars" (with John Howland) forthcoming in a casebook published by the American Institute of Certified Public Accountants (AICPA). This case was part of a two-case package selected as winners in a case writing competition sponsored by the AICPA. On November 7, 1998 I presented this case at the **AICPA Educators Conference, McLean, Virginia.**

308.

"The Bombay Martini Bet: How Did a CPA's Assurance Team Crack the Security System of a High Tech Client?" (with Bruce Sidlinger) forthcoming in a casebook published by the American Institute of Certified Public Accountants (AICPA). This case

was part of a two-case package selected as winners in a case writing competition sponsored by the AICPA. On November 7, 1998 Bruce Sidlinger and I jointly presented this case at the **AICPA Educators Conference, McLean, Virginia.**

307.

"Panel on Trends in Technology in Learning and Research," **10th Annual Asian-Pacific Conference On International Accounting Issues**, Maui, Hawaii, October 27, 1998.
Hosts: Andy Bailey and Ali A. Peyvandi.

306.

Discussant on three papers at the **10th Annual Asian-Pacific Conference On International Accounting Issues**, Maui, Hawaii, October 27, 1998.

305.

"Introduction to Trends in Technology in Learning and Research," **Workshop on Trends in Technologies for Ocean-Spanning Asynchronous Learning**, October 25, 1998. 10th Annual Asian-Pacific Conference On International Accounting Issues, Maui, Hawaii,
See <http://www.ntu.edu.sg/home/adebrece/maui/>

304.

"Emerging Technologies in Education," **University of Auckland in New Zealand**, Auckland, October 20, 1998. Host: Derick Speer.

303.

"Emerging Technologies in Education," **University of Canterbury in New Zealand**, Christchurch, October 16, 1998. Host: John Vargo.

302.

"Emerging Technologies in Education," **Lincoln University in New Zealand**, Auckland, October 9, 1998. Host: Murray Clark

301

"Optimal Balance in the Use of Newer Education Technologies," **University of Southern California**, September 25, 1998. Host: Ken Merchant

300.

"Metacognition Research in Asynchronous Learning Networks," Economics Department, **Bentley College**, Boston, September 19, 1998. Host: Swati Mukerjee

299.

"Review of Technology Applications in Accountancy Education Programs Around the World and Outcome Assessments," **Continuing Education Program Workshop at the Annual Meetings of the American Accounting Association**, New Orleans, August 16, 1998.

298.

"Update on Trends in Education Technologies," **Continuing Education Program Workshop at the Annual Meetings of the American Accounting Association**, New Orleans, August 15, 1998. Host: Center for Education Technology in Accounting (CETA).

297.

"Plenary Session," **Conference on Technology in Accounting Education, CETA at the University of North Texas**, Denton, May 28, 1998. Host: Robert Michaelson.

296.

"Asynchronous Learning Network Trends," **Conference on Technology in Accounting Education, CETA at the University of North Texas**, Denton, May 28, 1998. Host: Robert Michaelson.

295.

"Asynchronous Network Learning Trends," **Boston Accounting Research Colloquium (Bently College, Boston College, Boston University, Northeastern University, Suffolk University and Others)**, Boston, May 1, 1998. Host: Mohammad J. Abdolmohammadi. Funded in part by Polariod Corporation.

294.

"Technology in Higher Education: Where Are We Heading," **Plenary Session Annual Meeting of the Ohio Region of the American Accounting Association**, Columbus, March 14, 1998. Host: t: Thomas G. Calderon.

293.

"Hypermedia and WWW Lesson Authoring," **Annual Meeting of the Ohio Region of the American Accounting Association**, Columbus, March 12, 1998. Host: Thomas G. Calderon.

292.

"Workshop on Learning Technologies," **University, of Akron**, January 9, 1998. Host: Thomas G. Calderon.

291.

"Trends in Multimedia and Networking," **Saint Xavier University**, January 7, 1998. Hosts: Kathleen Carlson, Flo Appel, and Nancy Lockie.

290.

"Asynchronous Learning Networks," **The University of Waterloo**, October 31, 1997. Host: Ken Klassen.

289.

"Jensen's Multimedia Show Illustrating a Broad Spectrum of Applications and Designs for Newer Learning Technologies in Accounting, business, Humanities, Military Training

and Science," **Workshop at the Annual Accounting Association Meetings**, Dallas, Texas, August 17, 1997.

288.

Networking Trends in Accounting Education and Using Multimedia Technology in a College Curriculum," **Center for Educational Technology in Accounting Education Workshop at the Annual Accounting Association Meetings**, Dallas, Texas, August 16, 1997.

287.

"Comparison of Coding Differences in Multimedia ToolBook Instructor Versus Authorware Pro," ACS Multimedia Authoring Workshop," **Southwestern University**, Georgetown, Texas, August 3, 1997. Host: Damon E. Waitt, Department of Biology.

286.

"Electronic Teaching and Learning: Trends in Adapting to Hypertext, Hypermedia, and Networks in University Accounting Education," **Annual Meetings of the Association of Collegiate Business Schools and Programs (ACBSP)**, Newport Beach, California, June 30, 1997. Host: Bill Fowler, Chairman of the Department of Accounting at Abilene Christian University.

285.

"Discussion of Foreign Currency Exposure of Multinational Firms: Accounting Measures and Market Valuation," **Rutgers University at Camden**, Camden, New Jersey, May 31, 1997. Research Conference on International Accounting and Related Issues, Host: Haim Falk, Professor of Accounting .

284.

"Trends in Education Technology," **University of Richmond** Richmond, Virginia, May 14, 1997. Host: W. Darrell Walden, E. Claiborne Robins School of Business.

283.

"Demonstration of Network and Hypermedia Authoring," **University of Richmond** Richmond, Virginia, May 15, 1997. Host: W. Darrell Walden, E. Claiborne Robins School of Business.

282.

"Academic Lesson Authoring," **Texas A&M University** College Station, Texas, April 4, 1997, Host: Edward Swanson, KPMG Peat Marwick Professor of Accounting.

281.

"Campus-Wide Faculty Development Workshops," **University of Illinois at Chicago**, Chicago, IL, March 20, 1997. Host: Dr. Mo-Yin Tam, Associate Dean for Academic Affairs

280.

"College of Business Faculty Development Workshops," **University of Illinois at Chicago**, Chicago, IL, March 19, 1997. Host: Dr. Aris Ouksel, Center for Management Information Technology and Telecommunications.

279.

"Workshops on Faculty Development," **St. John's University with Video Conferencing to St. Vincent's College and the College of Notre Dame, and** , New York, NY, March 7, 1997. Host: Sister Julie Upton, Center for Learning Teaching and Learning, St. John's University

278.

"Trends in Learning Technologies," **Kansas State Society of Certified Public Accountants**, Manhattan, KS, March 1, 1997. Host: Professor Lynn Thomas, College of Business at Kansas State University.

277.

"Faculty Development Workshop," **Kansas State University**, Manhattan, KS, February 28, 1997. Host: Professor Lynn Thomas, College of Business at Kansas State University.

276.

"Trends in Adapting to Hypertext, Hypermedia, and Networks in University Accounting Education," **Texas Community College Teachers Association Annual Meetings**, Austin, TX, February 21, 1997. Host: Professor Roger L. Dimick, Lamar University --- Institute of Technology.

275.

"Quest for Global Competitiveness Forum," **University of Puerto Rico**, San Juan, PR, February 13-14, 1997. Host: Professor Yvonne Huertas, Accounting Department, University of Puerto Rico.

274.

"Technology for Developing Nations," **Presentation for Professor Eduard F. Schmitter from the Lagos Business School in Nigeria**, hosted by Professor Jensen on the Trinity University Campus, January 27, 1997.

273.

"Faculty Development Workshop," **St. Edwards University**, Austin, TX, January 10, 1997. Host: Robin Eanes, Director of Instructional Technology.

272.

"One Day Show: Trends in Education Technology," **Ferris State University**, Big Rapids, MI, November 8, 1996. Host: Professor Carol Kosanovich, College of Business.

271.

"The Future of Business in the Era of the WWW," Big Rapids, MI, November 8, 1996.

Breakfast Speech hosted by **The Big Rapids Chapter of the Michigan State Society of CPAs.**

270.

"Faculty Development Workshops in Technology," **Montana State University**, Bozeman, MT, October 17, 1996. Host: Dr. Mel McFetridge, College of Business.

269.

"Overview of How to Publish on the WWW," **Trinity University**, San Antonio, TX, October 11, 1996. Host: Dr. Don Van Eynde, Department of Business.

268.

"CD-ROM Instruction and CD-ROM Texts," **University of Alaska at Fairbanks**, Fairbanks, Alaska, September 6, 1996. Host: Dr. Thomas E. Robinson, School of Management.

267.

"Faculty Development Workshop," **University of Alaska at Anchorage**, Anchorage, Alaska, August 29, 1996. Host: Dr. Hayden Green, Dean of the School of Business.

266.

"Financial Statement Analysis and Accounting for Financial Instrument Derivatives," CEP Workshop, Hyatt Regency in Chicago, **Annual Meetings of the American Accounting Association**, August 14, 1996. Host: American Accounting Association.

265.

"CETA /Trends in Accounting Education Technology," CEP Workshop, Hyatt Regency in Chicago, **Annual Meetings of the American Accounting Association**, August 13, 1996.

264.

"Faculty Development Workshop," **University of Illinois**, Champaign, Illinois, July 12, 1996. Host: Dr. David Ziebart, College of Commerce and Business Administration.

263.

"Faculty Development Workshop," **Northeastern Illinois University**, Chicago, Illinois, July 9, 1996. Host: Dr. Kathleen Carlson, College of Business and Management.

262.

"New Networking Technologies," **CPA Club of San Antonio**, Luncheon Presentation, June 26, 1996. Host: Charles Keeler: Smith Barney of San Antonio.

261.

"Demonstration of 3D Animation Authoring, DVP Video Capturing and Editing, and cbt Multimedia ToolBook," Sponsored by Asymetrix Corporation, Show repeated three times, **Fifth Trends in Computerized Accounting Education Conference**, University

of North Texas, Denton, Texas, May 30, 1996. Host: Jim Blaisdell, Director of Marketing, Asymetrix Corporation.

260.

"Workshop on Multimedia," **Fifth Trends in Computerized Accounting Education Conference**, University of North Texas, Denton, Texas, May 30, 1996. Host: Dr. Robert Michaelson, Director of the Center for Education Technology.

259.

"New Trends in Learning Technologies," **Glendale Community College**, Glendale, California, April 22, 1996. Host: Professor Sue Brinkmeyer, Office of Faculty Development.

258.

"Faculty Development Workshop," **Claremont College**, Claremont, California, April 19, 1996. Host: Dr. Jim Taylor, Head of the Accountancy Program.

257.

"Multimedia Advances in Education," **West Virginia University**, Morgantown, West Virginia, April 12, 1996. Host: Dr. Ann Pushkin, College of Business and Economics.

256.

"Faculty Development Workshop," **Morehead State University**, Morehead, Kentucky, April 5, 1996. Host: Dr. L.K. Williams, Head of the Accountancy Program.

255.

"Multimedia in Reengineering of Businesses & Business Schools," **Annual Meetings of the Society for Advancement of Management**, March 14, 1996. Host: Dr. Moustafa Abdelsamad, Dean of the College of Business.

254.

"Faculty Development Workshop," **Northeastern Illinois University**, Chicago, Illinois, March 8, 1996. Host: Dr. Kathleen Carlson, College of Business and Management.

253.

"Emerging Technology: What's in It for Faculty?" (Luncheon Panel), **ENRON Symposium on Teaching Excellence**, University of Houston, February 22, 1996. Host: Dr. Bernard Robin, College of Education.

252.

"Alternative Approaches for Authoring and Incorporating Hypermedia into Case Teaching Methods," **ENRON Symposium on Teaching Excellence**, University of Houston, February 22, 1996. Host: Dr. Bernard Robin, College of Education.

251.

"Faculty Development Workshop," **Francis Marion University**, Florence, South Carolina, February 21, 1996. Host: Dr. Paul Dove, Library Dean.

250.

"Hypermedia Designs for Learning," **Northern Michigan University**, Marquette, Michigan, February 16, 1996. Host: Dr. Samuel Graci, Walker Cisler School of Business.

249.

"New Technologies for Higher Education," **Grand Valley State University**, Grand Rapids, Michigan, February 14, 1996. Host: Dr Susan Martin, Siedman School of Business.

248.

"New Technologies for Higher Education," **Texas A&M University in Corpus Christi**, Corpus Christi, Texas, February 2, 1996. Host: Dr. Moustafa Abdelsamad, Dean of the College of Business.

247.

"Implications of New Technologies for Publishing," Meeting of the Accounting Technology Advisory Board, **Richard D. Irwin, Inc.**, Burr Ridge, Illinois, January 27, 1997

246.

"Using Multimedia Software to Enhance the Auditing Curriculum," **Mid-Year Conference, American Accounting Association**, San Antonio, Texas, January 26, 1996. Host: Dr. Ceil Pillsbury from the University of Wisconsin at Milwaukee.

245.

"New Technologies for Higher Education," **Southern Connecticut State University**, New Haven, Connecticut, January 17, 1996. Host: Dr. Sandy Lueder, Associate Dean of the School of Business Administration.

244.

"Asynchronous Network Learning," **Florida International University**, Miami, Florida, January 13, 1996. Host: Dr. Harold Wyman, Dean of the College of Business Administration.

243.

"New Technologies for Higher Education," **Barry University**, Miami Shores, Florida, January 11, 1996. Host: Dr. Lewis W. Lash, Dean of the Andreas School of Business Graduate Programs.

242.

"Hypermedia Case Development," , " An Eight-Hour Presentation at the Bloch School of Business, **University of Missouri at Kansas City**, December 20, 1995

241.

"Technology in Accounting Education," A Six Hour Presentation at the **1995 Mississippi Accounting Educators Symposium**, Sponsored by the Mississippi State Society of Certified Public Accountants, McKenzie Arena, Hinds Community College, Raymond Mississippi, November 17, 1995.

240.

"Plenary Session on Making the Most Out of Multimedia," **Annual Meetings of the North American Case Research Association**, Orlando, Florida, November 7-9, 1995.

239.

"New Technologies for Learning and Research," A Four Hour Presentation at the College of Business Administration, **The University of Tulsa**, October 29, 1995.

238.

"Accounting Education of the Future," An Eight Hour Presentation at **the Colorado Society of CPAs' 1995 Faculty Symposium**, October 14, Metropolitan State College of Denver, October 14, 1995.

237.

"Continuous Improvement Without Costing a Mint," **1995 AACSB Continuous Improvement Symposium**, American Assembly of Collegiate Schools of Business, Adam's Mark Hotel, Philadelphia, October 2-3, 1995.

236.

"Teaching and Research in an Advanced Technologies Facility," A Six Hour Presentation at the School of Business Administration, **University of Wisconsin at Milwaukee**, Milwaukee, September 15, 1995.

235.

"Looking Into the Future," A Two Hour Presentation Sponsored by **the Conley House Media Center, University of Missouri**, Columbia, Missouri, September 7, 1995.

234.

"Business Education of the Future," A Four Hour Presentation Sponsored by **the College of Business and Public Administration, University of Missouri**, Columbia, Missouri, September 8, 1995.

233.

"Adapting Newer Technologies to the Analysis of Multivariate Data," **Annual Meetings of the American Statistical Association**, Walt Disney World Dolphin Hotel, Orlando, Florida, August 16, 1995.

232.

"Research into Hypermedia Financial Reporting," Eight-Hour Workshop Sponsored by

the Center for Education Technology in Accounting, **American Accounting Association Annual Meetings**, Orlando, Florida, August 12, 1995

231.

"Multimedia Authoring," for **Presentation Systems**, San Antonio, Texas, July 10, 1995.

230.

"Impact of Technology on Case Research and Teaching," Bloch School of Business, **University of Missouri at Kansas City**, July 5, 1995.

229.

"Integrating Technology Into the Classroom (Business)," a 14-hour Presentation, **Rutgers University**, May 23-24, 1995.

228.

"Start-Up Strategies: A Multimedia Tour of Computer Based Initiatives in Management Education (Parts 1 and 2 Presentations)," **The Learning Technologies Workshop Sponsored by the American Assembly of Collegiate Schools of Business**, Wake Forest University, Winston-Salem, North Carolina, May 21-23, 1995

227.

"Making the Most of Multimedia Without Spending a Mint," (Parts 1 and 2 Presentations), **The Annual Meetings of the American Assembly of Collegiate Schools of Business**, Minneapolis, Minnesota, April 11, 1995.

226.

"21th Century Hypermedia in Education," **Universidad de Puerto Rico Symposium for Caribbean Business Educators**, San Juan, Puerto Rico, March 10, 1995.

225.

"Hypermedia Workshop on Authoring," **Universidad de Puerto Rico - Recinto de Rio Piedras**, San Juan, Puerto Rico, March 9, 1995.

224.

"The New Age of Technology in Education," Babcock Graduate School of Management, **Wake Forest University**, Winston-Salem, North Carolina, March 2, 1995.

223.

"Jensen's Merry-Go-Round," **Wilfrid Laurier University**, Waterloo, Canada, January 16, 1995.

222.

"Scripts for ToolBooks," **Wilfrid Laurier University**, Waterloo, Canada, December 15, 1994.

221.

"Administrative Applications of Technology," **Federated Schools of Accountancy 1994 Annual Meetings**, La Jolla, California, December 5, 1994.

220.

"Home-Made CD-ROM Making," **EDUCOM 1994**, San Antonio, Texas.

219.

"Recording Hypermedia Learning Materials and Conversions of Corporate Annual Reports into Hypermedia CD-ROM Discs," **1994 American Accounting Association Annual Meetings**, New York City, August 10, 1994.

218.

"The Paradigm Shift in Technology," **Learned Scholars Society of Canada 1994 Annual Meetings**, The University of Calgary, June 18, 1994.

217.

"Technology Workshop," **State University of New York at Binghamton**, Binghamton, New York, June 10, 1994,

216.

"Ethics Issues in New Technologies," **Center for Study in Ethics and Behavior**, State University of New York at Binghamton, Binghamton, New York, June 11, 1994.

215.

"Showing Professors How to Do It," College of Commerce and Finance, **Villanova University**, Villanova, Pennsylvania, May 8, 1994.

214.

"Computers in Education," **Rockhurst College**, Kansas City, Missouri, April 11, 1994.

213.

"Showing Professors How to Do It," **Eckerd College**, St. Petersburg, Florida, March 25, 1994. University-Wide Distinguished Lecture Series .

212.

"New Technologies for Accountancy," **Fordham University**, New York City, March 11, 1994.

211.

"Hypermedia Authoring of Accountancy Learning Materials," **University of Nevada - Las Vegas**, Las Vegas Nevada, February 25, 1994.

210.

"Hypermedia Authoring Designs for the Insurance Industry," **The American College**, Bryn Mawr, Pennsylvania, February 4, 1994. (Four-Hour Presentation).

209.

"HyperGraphics Workshop," **Northwest Missouri State University**, Maryville, Missouri, December 3, 1993.

208.

"Corporate Annual Financial Reporting in the 21st Century," **University of Iowa**, Iowa City, Iowa, October 28, 1993.

207.

"International Accounting and Technology," **Warwick University**, Warwick, **United Kingdom**, September 17, 1993.

206.

"Technology Implications for Teaching and Research," **Southampton Institute**, Southampton, **United Kingdom**, September 15, 1993.

205.

"Financial Reporting, Verdi, and Gigabytes," **South Bank University**, London, **United Kingdom**, September 13 and 14, 1993.

204.

"Technology for Small Business Administration," **Skovde University**, Skovde, **Sweden**, September 8 and September 9, 1993.

203.

"The Professor and Author of the Future," **Uppsala University**, Uppsala, **Sweden**, September 7, 1993.

202.

"Hypermedia Workshop," Continuing Education Program," American Accounting Association Annual Meetings, **San Francisco**, August 14, 1993.

201.

"Guidelines for the Center for Technology in Accounting," **University of North Texas**, at Dallas/Fort Worth Airport Hyatt Hotel, June 6, 1993.

200.

"Technology Implications for Teaching and Research," European Accounting Association Annual Meetings, **Turku School of Economics and Business**, Turku, **Finland**, April 28, 1993.

199.

"Hypermedia Authoring," South Carolina Annual Accounting Educators Conference, Hosted by **College of Charleston and Trident Technical College**, February 20, 1993.

198.
"Technology in Management Education," Atkinson Graduate School of Business Administration, **Willamette University**, Salem, Oregon, January 22 and 23, 1993.
197.
"Hypermedia Paradigm Shift," **Pacific Lutheran University**, Tacoma, Washington, December 11, 1992
196.
"Accounting Research and Education in the Electronic Age," **Simon Fraser University**, Vancouver, **Canada**, December 9, 1992.
195.
"Education in the 21st Century," Invited Main Address, Virginia Educators Conference, **Virginia Polytechnic Institute and State University**, Blacksburg, VA, November 13, 1992.
194.
"Education in the 21st Century," **Wake Forest University**, November 11, 1992.
193.
"Workshop on ToolBook Hypermedia," **American Institute of Certified Public Accountants Educator Conference**, Tempe, Arizona, November 6, 1992.
192.
"Electronic Education Workshop," **American Accounting Association Annual Meetings**, Arlington, VA, August 9, 1992.
191.
"Leading Edge Pedagogy," Nissan Historically Black Colleges Summer Institute, **Howard University**, Washington DC, July 25-31, 1992.
190.
"Educators of the 21st Century," Canadian Learned Societies of the Social Sciences, **University of Prince Edward Island**, June 5, 1992
189.
"HyperGraphics in Teaching," **University of Maine**, Orono, ME, June 2, 1992
188.
"HyperGraphics, Hypertext, Hypermedia, and CD-I Interactive," Plenary Session, Faculty Summer Seminar, **Trinity University**, May 18, 1992.
187.
"Multimedia Teaching," **Mid-Atlantic Region American Accounting Association Meetings**, Pittsburgh, PA, April 2, 1992.

186.

"Management Accounting Education in Electronic Classrooms," **Management Accounting Section Symposium**, American Accounting Association, Houston, TX, March 20, 1992.

185.

"The Professor of the Future," Invited Address at the 1991 **Annual Meetings, Federation of Schools of Accountancy**, The Organization of Accredited Graduate Programs in Accounting, December 9-10, 1991 Phoenix, Arizona.

184.

"The Electronic Classroom of the Future," Invited Regional Lecture, **The University of Texas-Pan American**, Edinburg, Texas, December 5, 1991.

183.

"International Business Futures," Lecture Celebrating the Inauguration of Joseph Marr Cronin as the Fifth President of **Bentley College**, Adamian Graduate Center Pavilion, 9:00 a.m. to Noon, Waltham, Mass., November 14, 1991.

182.

"Multimedia Classroom Teaching," **Twenty-Second Annual North Carolina Accounting Education Colloquium**, Wrightsville Beach, NC, February 21, 1992.

181.

"Future Classrooms," **Symposium for Accounting Educators, American Institute of Certified Public Accountants**, Atlanta, November 1, 1991.

180.

"Updates on International Accounting," Luncheon Address, **Canisius College** Accounting Educators Conference in Buffalo, October 26, 1991.

179.

"New Animated Graphics Technology for Higher Education," **Symposium for Accounting Educators, Texas Society of Certified Public Accountants**, Austin, October 18, 1991.

178.

"Mathematics in Business," Senior Math Seminar, Mathematics Department, **Trinity University**, September 26, 1991.

177.

"Discussion of the Report of the Committee of Measurement in Accounting and Auditing, **Annual Meetings of the American Accounting Association**, Nashville, August 12, 1991.

176.

"Continuing Education Workshop for Professors," **Annual Meetings of the American Accounting Association, Nashville**, August 10, 1991.

175.

"HyperGraphics for Professors," **University of Northern Iowa**, July 25, 1991.

174.

"New Electronics for Scholarship, Teaching, Research, and Service," Visiting Distinguished Lecture Series, **University of Arizona**, Tucson, July 16, 1991.

173.

"Learning Labs for Accounting Education Change Curricula," **Arizona State University** Faculty Symposium, Tempe, June 20, 1991.

172.

"Electronic Classrooms of the Future," **Senior Faculty Consortium, American Accounting Association** and KMPG Peat Marwick, Scottsdale, June 7, 1991,

171.

"Electronic Teaching Technology for Two Year Colleges," a Symposium Sponsored for Regional Community Colleges, **University of North Texas**, Denton, May 19, 1991.

170.

"Electronic Teaching," **Southeast Regional Meetings of the American Accounting Association**, Birmingham, Alabama, April 26, 1991.

169.

"Workshop on HyperGraphics," **University of Florida**, Gainesville, April 25, 1991.

168.

"International Networking of Classrooms of Tomorrow," **Congress of the European Accounting Association**, Maastricht, Holland, April 10, 1991.

167.

"Research Versus Publication in International Accounting," **Congress of the European Accounting Association, Maastricht, Holland**, April 11, 1991.

166.

"Electronic Classrooms for the Computer Science Department," A Presentation to Computer Science faculty and doctoral students, **Texas A&M University**, April 3, 1991.

165.

"Networking to Students," March 5, 1991, Faculty Symposium, **California State University at Sacramento**.

164.

"The New SFAS 106 Post Employment Benefit Obligations Standard: An Electronic Classroom Update," **Texas Society of Certified Public Accountants Professional Development Seminar**, February 1, 1991 in San Antonio.

163.

"Electronic Classrooms of the Future," **Three Trueblood Seminars** in January & February 1991 in Scottsdale, Arizona.

162.

"The Forthcoming Other Post-Employment Benefit FASB Standard," **Deloitte & Touche Workshop**, October 24-27, 1990, Wilton, Connecticut.

161.

"Electronic Classroom Teaching Do's & Don'ts," **University of Wisconsin at Madison**, Faculty and Doctoral Student Workshop, October 4-5, 1990. Also presented the same workshop for publishers in San Antonio, November 1-2, 1990.

160.

"Trouble in Accounting City," **American Accounting Association Annual Meetings, in Toronto**, August 10, 1990. "Senior Faculty Consortium," American Accounting Association, June 7-9, 1990 in Scottsdale.

159.

"Ethics in Accounting," **American Accounting Association Conference on Ethics**, May 17-19, 1990, Atlanta.

158.

"Issues in Accounting Education," **American Accounting Association**, April 29-30, 1990 in New Orleans.

157.

"European Accounting --- Now and Beyond 1992," **North Atlantic Academic Accounting Conference, Crest Hotel, Amsterdam Holland**, November 10, 1989.

156.

"Undergraduate Student Research Programs: Are They as Viable for Accounting as they are in Science, Humanities, and Other Business Disciplines?" **University of Northern Iowa** Invited Talk, September 27, 1989.

155.

"Discussion Sessions," Conference on Accounting and the Humanities --- The Appeal of Other Voices, Sponsored by the Project On the Rhetoric of Inquiry, **The University of Iowa**, September 21-23, 1989.

154.

"Some Theoretical Implications of the 'Modern Theory' of Finance and Time State Preference Models for Accounting, Economic, and Monopoly Excess Rates of Return:" Part II Analysis of Monopoly Power, Faculty and Doctoral Student Colloquium, **The Ohio State University**, January 11, 1989.

153.

"Recent Advances in the 'Modern Theory' of Finance That Make It Possible to Identify Some of the Mystery Ingredients of Ex Post Accounting Rate of Return Mulligan Stew," Faculty and Doctoral Student Consortium, **Penn State University**, December 7, 1988.

152.

"Portfolio Selection Under Market (Systematic) and Nonmarket (Unsystematic) Risk with Finer Tuning of Risk Conceptualization: The Case of Limited Portfolio Diversification," Faculty and Doctoral Student Colloquium, **Texas Tech University**, December 2, 1988.

151.

"The Log Least Squares (Geometric Mean) Solution is not the "Unique Solution" and the 'Only Solution' to the Barzilai, Cook, and Golany Inverse Reciprocity Axioms, Faculty Consortium, **Strathclyde University, Scotland**, October 11, 1988.

150.

"Discount Rate Risk Adjustments and Diversification Theory: Paradoxical Impacts of Markets Risk Adjustments on Optimum Portfolio Decisions in Multiperiod Settings," Faculty and Doctoral Student Consortium, **Glasgow University, Scotland**, October 10, 1988.

149.

"Recent Advances in the 'Modern Theory' of Finance That Make It Possible To Identify Some of the Mystery Ingredients of Ex Post Accounting Rate of Return Mulligan Stew," Faculty and Doctoral Student Consortium, **University of Lancaster, England**. October 7, 1988.

148.

"Portfolio Selection Under Market (Systematic) and Nonmarket (Unsystematic) Risk with Finer Tuning of Risk Conceptualization: The Case of Limited Portfolio Diversification," Faculty and Doctoral Student Consortium, **Manchester Business School, England**, October 4, 1988.

147.

"Isotropic Scaling of the Interior Components Inside Joiner Scaler Block Clusterings of Entities (Cases) and Variates (Attributes): An Application to United Nations Voting Records," **University of Manchester, England**, October 3, 1988.

146.

"Some Theoretical Implications of the 'Modern Theory' of Finance and Time State Preference Models for Accounting, Economic, and Monopoly Excess Rates of Return: Part II Analysis of Monopoly Power," Faculty and Doctoral Student Consortium, **London School of Economics, England**, September 30, 1988.

145.

"Critique of Four AAA Committee Follow-Up Studies of the Bedford Committee," **American Accounting Association Annual Meetings, Orlando**, Florida, August 11, 1988.

144.

"Sensitivity Analysis of the Components of 'Error' in Accounting Versus Economic Rate of Return Measurements: Infusion of the Modern Theory of Finance," **Annual Meetings of the Southwestern Social Science Association**, Houston, Texas, March 25, 1988.

143.

"Strategic Planning for Accounting Programs," **Seminars for Administrators of Accounting Programs, Ft. Lauderdale**, Florida, February 8, 1988.

142.

"The Debate on Whether Management Should Negotiate Audit Contracts," Presented at a Debate Sponsored by the Public Interest Section, **American Accounting Association Annual Meetings**, August 16, 1987, Cincinnati, Ohio.

141.

"Efficiency Variance Reapportionment Among Reciprocating Departments," Presented at **McMaster University, Canada**, August 2, 1987.

140.

"Technical Program Planning," Panel Participant, **American Accounting Association Annual Meetings, Cincinnati**, August 19, 1987.

139.

"Impacts of Market Risk Adjustments on NPV Variances: A Critical Analysis of CAPM, APT, and OPM Conceptualizations of Risk in Capital Budgeting," Presented to doctoral students and faculty at Texas A & M University, April 11, 1986.

138.

"The Light is Better When You Search Under a Street Lamp: Systematic Bias in 'Conditional' IRR Estimates," **Southwestern Social Science Association**, San Antonio, March 20, 1986.

137.

"Derivation of Economic Rates Versus Weighted Average Accounting Rates of Return:

Cash Recovery Rates of Return," **Southwestern Federation of Administrative Disciplines**, March 12, 1986, Dallas.

136.

"Market Risk Analysis in Capital Budgeting," Faculty Symposium, **California State University at Sacramento**, March 7, 1986.

135.

"Impacts of Market Risk Analysis on NPV Variances," Research Colloquium, **Arizona State University**, March 5, 1986.

134.

"International Investment Risk Analysis Extensions for Multinational Corporation Capital Budgeting Models," Eighth Annual Congress of the European Accounting Association, **University of Brussels**, April 1-4, 1985.

133.

"An Hierarchical Method of Risk Analysis In An Assertion-Oriented Audit Planning Approach," with J. Efrim Boritz, Auditing Research Symposium, **University of Southern California**, February 10-12, 1985.

132.

"Public Interest Accounting: Its Meaning in Terms of Power Structures and its Major Hurdles," Public Interest Roundtable Discussion, **Southwestern Federation of Administrative Disciplines Annual Meetings, New Orleans**, March 6-9, 1985.

131.

"Matrix Scaling of Prices of State-Contingent Claims Implicit in Risk Differential Indifference Frontiers," Presented at Faculty and Doctoral Student Symposia at Baruch College, October 3, 1984 and **North Texas State University**, November 8, 1984.

130.

"International Investment Risk Analysis Extensions for Multinational Corporation Capital Budgeting Models," Presented to faculty and doctoral students at **Texas Tech University** (April 6-7, 1984), The University of Illinois (March 8, 1984), The University of Florida (February 26-27), 1984).

129.

"Scaling of Subjective Probabilities for Economic Forecasts," **Southwestern Social Science Association Annual Meeting**, March 23, 1984.

128.

"Newer Forecasting Methods," Presented at a seminar for doctoral students and invited faculty from surrounding universities, **Case Western University**, February 7, 1983.

127.

"Frontier Trends in Corporate Annual Reporting," June 10, 1983, **University of Waterloo, Ontario, Canada.**

126.

"Further Topics in Accounting Research," July 15, 1983, **University of Waterloo, Ontario, Canada.**

125.

"Corporate Annual Reporting of Management Forecasts," Alumni Affairs Program, **Trinity University**, April 16, 1983.

124.

"Eigenvector Scaling of the Impact of Assumptions on Forecasts," **International Symposia on Forecasting, Philadelphia**, June 6, 1983.

123.

"Assumptions in Forecasting," **University of Maine**, Orono, Maine, July 25, 1983.

122.

Discussant but not a principal speaker at various other 1983 conferences in Dallas, Houston, New Orleans (twice), Toronto, and San Antonio. Travel in most cases was funded by the sponsoring associations.

121.

"Commentary on Whistle Blowing - From a Moral Point of View" Chapman Auditorium at **Trinity University**, November 18, 1982. This commentary followed a presentation by Dr. Richard T. De George, Distinguished Philosophy Professor from the University of Kansas.

120.

"Assumption Analysis of Business Forecasts," **San Antonio Chapter of the National Association of Accountants**, September 14, 1982.

119.

"Improving the Rigor of International Accounting Research," **Annual Meetings of the American Accounting Association, San Diego**, August 16, 1982.

118.

Auditing Research Conference, **University of North Carolina**, Chapel Hill, May 27-28, 1982.

117.

"Creative Accounting Research," The Emanuel Saxe Distinguished Lecturer in Accounting, The Bernard M. **Barnard M. Baruch University**, April 1, 1982.

116.

"New Approaches to Social Accounting," Graduate Research Symposium, The **Barnard M. Baruch University**, March 31, 1982.

115."Hierarchical Versus Subjective Composition Scaling of Corporate Multivariate Performance Criteria," Research Colloquium, **Laval University**, Quebec City, Canada, March 12, 1982.

114.

"Future Accounting Research," **Trinity University**, January 28, 1982.

113.

"Market Adjustments to Faculty Salaries," Speech Before the **Administrators of Accounting Programs, Orlando**, Florida, January 22, 1982.

112.

"Fantasyland Accounting Research," Research Colloquium, **The University of Alabama**, December 19, 1982.

111.

"Scenario Probability Scaling: An Eigenvector Analysis of Elicited Scenario Odds Ratios," presented at **Rice University**, March 23, 1981.

110.

Hierarchical Prioritization by Eigenvector Scaling Using Multiple Criteria Rated on a Relative Basis," presented at the **University of Houston**, March 24, 1981.

109.

"Rocks, Snails, and Rabbits: Academic Versus Practitioner Research Expectations in the Standard Setting Process," **University of Alabama**, November 17 and 18, 1980.

108.

"Auditing Production Functions, Auditing Research Symposium, **University of Illinois**, November 13 and 14, 1980.

107.

"Accounting Futures Analysis: An Eigenvector Model for Subjective Elicitations of Variations in Cross-Impacts Over Time," Accounting Research Colloquium, October 10, 1980, Florida State University.

106.

"Creative Research in Accounting," Southeast Graduate Workshop, **University of South Carolina**, April 17, 1980.

105.
Attended the Symposium on Litigation and the Accounting Profession sponsored by **Arthur Young and Company, Chicago**, September 10, 1979.
104.
Attended research proposal screening sessions at the **Financial Accounting Standards Board** in Stamford, Connecticut, September 7 and September 27, 1979.
103.
Relations with Accounting Educators, **Florida Institute of Certified Public Accountants Committee**, Tampa, August 2 and September 13, 1979.
102.
Attended the Symposium for Accounting Professors sponsored by **Ernst and Whinney**, Vail, Colorado, July 12-14, 1979.
101.
Community College Conference, **Florida State University** Accounting Department, May 18, 1979.
100.
Presented a paper on the "Impact of Accounting Research on Practice," **17th Annual Florida State University Accounting Conference**, Tallahassee Hilton, May 10, 1979.
99.
Co-chairman of **Seminar on Empirical Research in Accounting**, Deauville Hotel, Miami, April 25 and 26, 1979.
98.
Presented a paper on "Research Methods in Accounting," **Southern Methodist University** February 19, 1979.
97.
Conference on government Regulation of the Accounting Profession, **University of Florida**, Gainesville, March 30-31, 1979.
96.
Accounting Educators Conference, Tampa, February 16, 1979.
95.
Accounting Professor Conference, sponsored by **Coopers & Lybrand**, Scottsdale, Arizona, January 2-5, 1979.
94.
Graduate Accounting Conference, **University of Florida**, Gainesville, November 18-20, 1978.

93.

Presented a session on "Careers in Accounting Education, "Beta Alpha Psi Careers Day, **Fall 1978, Florida State University.**

92.

Attended the Symposium for Accounting Professors, **Arthur Andersen and Company,** Chicago, May 15 and 16, 1978.

91.

Faculty presentation in the first annual **Beta Gamma Sigma National Seminar.** My seminar was entitled, "Phantasmagoric Accounting: Research and Analysis of Economic, Social, and Environmental Impact of Corporate Business," Tempe, Arizona, April 3 and 4, 1978.

90.

Presented a seminar entitled, "Social Accounting Research," **State University of New York at Albany,** March 13, 1978.

89.

Presented a seminar entitled, "Fantasyland Accounting Research," **State University of New York at Albany,** March 13, 1978.

88.

Presented a seminar entitled, "Social Accounting Research," **The University of Houston,** Visiting Scholar Program, October 6, 1977.

87.

Taught at the **American Accounting Association Doctoral Consortium,** August 17-20, 1977, at Timberlane Lodge, Government Camp, Oregon.

86.

Presented a paper entitled "Phantasmagoric Accounting Revisited," Ph.D. Student and Faculty Seminar, Graduate School of Business, **Harvard University,** May 2, 1977.

85.

Presented a paper entitled, "Social Accounting Versus the Tin Lizzie," Accounting History Seminar sponsored by the Schools of Business and the Vincent C. Ross Institute of Accounting Research, New York City, and The Academy of Accounting Historians, **New York University,** New York, April 20, 1977.

84.

Appeared before the Legislative Council, **Maine State Legislature,** May 1977, to testify regarding exodus of faculty from the University of Maine system.

83.

Attended several research conferences including the University of Alabama Research

Convocation, Classification Society Meetings at **Dartmouth College** (May 1977), Clemson University (May 1978), American Accounting Association Meetings in New York (April 1977), Portland, Oregon (August 1977) and Hartford (March 1978).

82.

Attended several meetings regarding accreditation, including American Assembly of Collegiate Schools of Business Conferences in St. Louis (October 1978), Atlanta (April 1976), Harvard University (October 1976), and Toronto (April 1977).

81.

Taught standard cost course for the **National Association of Accountants**, July 7-9, in Philadelphia. I also presented a Social Accounting Course twice a year for the preceding three years for the N.A.A.

80.

Northeast Regional Executive Committee meetings since June 1976. **The New York Society of Certified Public Accountants**, New York City.

79.

Symposium for Accounting Professors, May 17 and 18, 1976, **Arthur Andersen and Company**, Chicago.

78.

Attended Standard Cost Course and Flexible Budgeting Course, March 16-20, 1976, **National Association of Accountants**, New York City.

77.

Presented a working paper on joint cost allocation models at a **University of Iowa** Ph.D. Seminar, February 11 and 12, 1976, at Iowa City.

76.

On leave 1974-75 on Guggenheim Fellowship at **Stanford University**.

75.

Developed a course entitled, "Accounting For Corporate Responsibility," sponsored by the **National Association of Accountants**. I conducted the course in Chicago in November 1973 and New York in March 1974. The course was given again in Chicago in November 1974, San Francisco in 1974, Chicago in October 1975, and New York in 1976.

74.

Program on Social Costs, **Annual Meetings of the American Accounting Association**, Annual Meetings 1971, 1972, 1973, 1974, and 1975.

73.

Presented a paper entitled, "Optimal Allocation of Joint (Common) Costs: A Transfer

Pricing Application of Parametric programming," at the **State University of Iowa** on March 13, 1976.

72.

Conducted a Seminar on Social Accounting at **Stanford University**, Spring Term 1975.

71.

Presented a paper on "Bayesian Decision Theory in Quality control," Executive Development Program for Production Managers, **University of Maine**, April 20, 1973.

70.

Presented a paper entitled, "Handbook of Social Reckoning: Check Points for Social and Environmental Impact Evaluation," at the **University of Wisconsin**, April 12, 1973.

69.

Presented a short course on quantitative methods for college professors, sponsored by **The University of Kansas**, at Lawrence, Kansas, July 1972.

68.

Presented a paper on behavioral research in accounting, **University Washington**, March 7 and 8, 1972.

67.

Seminar on cluster analysis, sponsored by **The Institute for Advanced Technology**, January 10 and 11, 1972, New York City.

66.

Presented a paper entitled, "JENCAT Extensions: Prediction Models and Multivariate Analysis of Variance in Terms of Prediction Error," at the **University of Texas**, October 29, 1971.

65.

Presented a paper entitled, "JENCAT: A Multivariate Classification Model for Analysis of Categorical Predictor Variation in Terms of a Categorical Criterion (Dependent) Variate," at the University of Iowa on October 22, 1971, and **Standard University** in November 1971.

64.

Classification Society Seminar, **The University of Western Ontario, London, Ontario**, May 6 and 7, 1971.

63.

Conference on Accounting Research 1960-70: A Critical Evaluation, **University of Illinois** at Urbana-Champaign, April 5 and 6, 1971.

62.

Seminar on Integer Programming, sponsored by the **Institute for Advanced Technology**, New York City, February 9 and 10, 1971.

61.

Seminar on Data Analysis, sponsored by the **Institute for Advanced Technology**, New York City, February 9 and 10, 1971.

1-60.

Unlisted presentations and campus visitations **between 1960 and 1971**.

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Academic Professional Assignments (External)

Gerson Lehrman Group Accounting Council (Contact: Marc Morrone) ---
Gerson Lehrman Group Councils [mmorrone@glgroup.com] ---
<http://www.thecouncils.com/>

Vice-President of the Academy of Business Education (ABE) for 1999/2000. The homepage of the ABE is at <http://www.abe.villanova.edu/>.

Interviewed by correspondents of *The Wall Street Journal*, the *Journal of Accountancy*, *Pro2Net*, *Financial Technology*, and others.

Contributor to the International Society for Professionals in e-Commerce from 2000.

Member of the Electronic Materials Dissemination Committee, American Accounting Association from 1996/1997.

Editorial Board of the **Advanced Management Journal** from 1996 to Present.

Irwin Technology in Education Advisory Board (1995 to Present), Richard D. Irwin Publishing Company, Burr Ridge, Illinois.

Board of Directors (1994-Present), CETA Center for Education Technology in Accounting, University of North Texas, Denton, Texas.

Editorial Board of ***Issues in Accounting Education***, American Accounting Association, 1995 to Present.

Board of Directors of the Center for Education Technology in Accounting, University of North Texas, Denton, Texas, 1993 to Present

Editorial Board of *Accounting and Business Research*, Institute of Chartered Accountants in the United Kingdom, 1991 to Present.

Editorial Board of *The Journal of Accounting and Public Policy*, 1981 to Present.

Accounting Literature Award Screening Committee for 1995/1996, American Accounting Association. The charge of the Committee is to referee outstanding 1995/96 publications for the Notable Contributions Award of the American Accounting Association.

Editorial Board of *Critical Perspectives on Accounting*, 1990 thru 1995.

Editorial Board of *Accounting, Organization and Society*, London School of Economics, United Kingdom, 1976 to 1993.

1992/93 Board of Directors of the South Texas Chapter of the Financial Executives Institute

Educational Resources Committee of The Management Accounting Section of the American Accounting Association, 1991-1993 (Lanny Solomon Chair).

1990/91 **President** for the South Texas Chapter of the Financial Executives Institute.

1990/91 Finance Committee of The American Accounting Association.

1991/92 Board of Directors of the South Texas Chapter of the Financial Executives Institute.

Elected Academic Vice President of the American Accounting Association for a two-year term commencing September 1988.

1989/90 Vice President for the South Texas Chapter of the Financial Executives Institute.

1989/90 Academic Relations Director, South Texas Chapter of the Financial Executives Institute.

1987/88 Strategic Education Program Planning Committee, American Accounting Association.

1987/88 Outstanding Educator Awards Committee, American Accounting Association.

1988/89 Secretary and Board of Directors, South Texas Chapter, Financial Executives Institute.

1987/88 Treasurer and Board of Directors, South Texas Chapter, Financial Executives Institute.

1983/86 Board of Directors, San Antonio Chapter of the National Accounting Association.

1986/87 Nominating Committee for the American Accounting Association.

1986 Program Director for New York City Annual Meetings, American Accounting Association.

Program Committee (1986/87) of the South Texas Chapter of the Financial Executives Institute.

Academic Relations Director (1985/1986) of the South Texas Chapter of the Financial Executives Institute.

Executive Council, the American Accounting Association, 1981-1984.

Financial Accounting Standards Board Research Proposal Screening Committee for Study of the Impact of FASB No. 13.

American Accounting Association, current affairs committee, 1979-1980.

Editorial Advisory Board of *The Accounting Review*, August 1978 to August 1982.

Editorial Board of *The Accounting Review*, August 1976 to August 1982.

Editorial Board of *The Accounting Journal*, 1976 to August 1982.

American Accounting Association Committee on Research and Publications, 1978-1979.

Member of the Northeast Regional Executive Committee, American Accounting Association, 1976-78.

Research Advisory Committee, American Accounting Association, 1976-77.

Teaching Seminar Staff of the National Association of Accountants - For Teaching Nationwide Short Courses in Flexible Budgeting, Standard Costs, and Accounting for Corporate Social Responsibility.

Chairman of the Various American Accounting Association Committees on Social Accounting in 1971-75. The Committees focused on current efforts, case histories, and measurement problems in corporate social accounting.

Member of the American Accounting Association 1972-1973 Committee on the Measurement of Social Costs. The charge of this committee is to identify one or more of the most critical accounting issues that currently face those who are teaching and/or doing research in the area of social costs and prepare brief statements setting forth

alternative positions with respect to those issues. The study was published in a 1974 supplement to The Accounting Review.

Chairman of the American Accounting Association 1970-71 Committee on Measures of Effectiveness for Social Programs-1972. The charge of this committee was to prepare a report on the implications for Accounting of integrating into the formal accounting and reporting process various nonfinancial statistics and measures that are essential to the evaluation of efficiency and effectiveness in social programs. The study is published in The Accounting Review, Supplement to XLVII, 1972.

Chairman of the American Accounting Association 1969-70 Committee on Non-Financial Measures of Effectiveness. The charge of this committee was to search out developments in the area of non-financial measures used in business or non-business decision making, suggest their applicability to accounting, and make recommendations for research projects. The study is published in The Accounting Review, Supplement to Vol. XLVI, 1971.

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Service Activities to Trinity and Community

W

Webmaster of the Web sites of both the Department of Business Administration and the MS in Accounting Program

Trinity University Faculty Senate (August 2001- May 2004)

Chair of the Faculty Senate Budget Committee (August 2001- May 2004)

Various Trinity University task forces and committees over the years

"The Exploding Business of Education," Presentation for Alpha Kappa Psi, November 28, 2000 at Trinity University. Host: Thien Nguyen-Trung

Webmaster for Task Force 7 (Innovation) of the UCC. See <http://www.trinity.edu/rjensen/ucc7/survey01.htm>

Participated in the November 21, 1999 Houston student recruiting trip organized by the Office of Admissions.

"Trends in Education Technologies," Food for Thought Luncheon, Trinity University, San Antonio, April 14, 1999. .

1999/2000 Innovation Task Force #7 sponsored by the UCC

Institute of Management Accountants (IMA) Campus Representative and assigned "Academic Mentor" assigned to inform all students "about the fast-changing knowledge, skills, and abilities needed to be successful" in managerial accounting.

Designated Trinity University campus "Champion" for the American Institute of Certified Public Accountants. Campus champions are responsible for keeping students and faculty up to date on fast-paced changes in the public accounting profession. For example, in 1999, the AICPA introduced a monumental new line of service in public accounting called SysTrust. CPAs will now be offering information system audits in addition to traditional financial statement audits.

Accounting Graduate Faculty Committee (Annual)

1999 Search Committee for a Management Information Systems Faculty Member

Annual participation in Trinity In Focus days for prospective students. 1996/1997 Faculty Development Committee at Trinity University 1997/Present Accounting Graduate Faculty Committee

1996/1997 Faculty Development Committee

Chair of the Committee to develop an Accounting Information Systems course for the new MS in Accounting degree program at Trinity University.

Chair of the Electronic Classroom Presentations Committee for In-Focus Programs 1995/96. The major task is to make electronic classroom presentations for Trinity in Focus programs.

Both the Accounting Area and Environmental Analysis Task Forces for the Southern Association Self Study for Accreditation.

Faculty Development Committee at Trinity University for 1995 to Present

Accounting Group Accreditation Study Committee, 1995/1996

Member of the Committee for Implementing the Graduate Program in Accountancy, 1994 to present.

Authored a hypertext version of the 1994/95 Trinity University Catalog that is now available on CD-ROM discs and the Internet via the IBM Kiosk for Education, The University of Washington, Seattle, Washington.

Authored a hypertext version of the 1994/95 Advisors' Handbook that is now available on CD-ROM discs and the Internet via the IBM Kiosk for Education, The University of Washington, Seattle, Washington.

1994/95 Advisory Committee for the 1993 Trinity University Faculty Summer Seminar

Chair of the Electronic Classroom Presentations Committee for In-Focus Programs
1993/94

Faculty Advisor to the Accounting Club, 1984-1994.

Coordinating programs, workshop, and other activities of the Electronic Technologies Club that was formed by Trinity University faculty.

1993/94 Advisory Committee for the 1993 Trinity University Faculty Summer Seminar.

1992/93 Faculty Senate Budget Committee

Trinity University Computer Activities Committee (1992 to present)

Coordinated the 1992 Faculty Summer Seminar at Trinity University, Spring Semester 1992 and Seminar May 18-June 3, 1992.

1991/92 Faculty Senate Budgeting Committee

Curriculum Development Task Force for the New Five Year Masters of Science Program in Accounting at Trinity University, 1990 - Present.

Department of Business Task Force on the Future of Business Education at Trinity University 1990/91.

1990/91 Faculty Senate Budget Committee.

Search Committee for the Dean of Behavioral Sciences and Administrative Studies, Summer 1987.

Accounting Faculty Search Committees in various years.

Chairman of Financial Review Committee, Trinity University, 1985-86.

Faculty Senate Committee on the Bookstore, 1984-1986.

Faculty Senate Committee on Criteria for Promotion and Tenure, 1983-1985.

Faculty Senate Budget Committee, 1984-85.

MBA Curriculum Committee, 1982-1988.

Brent Fisse Visiting Scholar Coordinating Committee (Chairman), 1983-84.

Program Committee for the Conference on Corporate Regulation, Nov. 2 and 3, 1984.

Faculty Development Committee, Various Years.

Faculty Recruitment Committee, Various Years.

Faculty Department Subcommittee for Evaluation of Criteria for Academic Leaves, 1984.

January 16, 1983 - Luncheon speaker for PEO of San Antonio.

Board of Directors - San Antonio Chapter of the NAA, 1982-1985.

Active member of San Antonio/Austin Chapter of the Financial Executives Institute, 1983-Present.

Chairman of the Accounting Department (1978-1982), Florida State University.

Class Enrollment Committee (1978-1979).

Internship and Placement Coordination Committee (1978-1979).

Careers project Committee (1978-1979).

Research Activities Committee (1978-1982).

Financial Advisory Committee (1978-1982).

Curriculum Review Committee (1978-1982)

Presented various Careers in Accounting Programs on Behalf of Florida State university at Leon High School, FSU Residence Halls, and Miami-Dade Com. College. At the request of the NAA, I am also scheduled to commence such programs for San Antonio High School students in 1987.

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Books Published and Unpublished

(1) *Electronic Teaching and Learning: Trends in Adapting to Hypertext, Hypermedia, and Networks in University Accounting Education* , With Petrea Sandlin, (Denton, TX: Center for Education Technology in Accounting, University of North Texas, 1994). This

is a 900-page 1992 book that is also available on the Internet via the Pacioli Network at Loyola College in Maryland and the Center for Education Technology at the University of North Texas. The book is under a major revision that will be published on the WWW in 1997.

(2) *Review of Forecasts: Scaling and analysis of Expert Judgments Regarding Cross-Impacts of Assumptions on Business Forecasts and Accounting Measures* (Sarasota, FL: American Accounting Association). Reviewed in the Journal of Business Forecasting, Fall 1984, 32-33.

(3) *Phantasmagoric Accounting: Research and analysis of Economics, Social and Environmental Impact of Corporate Business* (Sarasota, FL: American Accounting Association, 1977).

(4) I am completing an extensive set of CD-ROM books entitled Accounting Careers, Controversies and Cases.

(5) As a result of teaching operations research for a number

of years, I have an extensive (600 page) manuscript entitled Foundations of Operations Research.

(6) A Computerized Encyclopedia/Bibliography of Applications

of Statistical Methods in Science, Humanities, Medicine, Engineering, Law, and Business (In process), presently computer coded.

(7) Two mystery novels completed in draft form.

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List of Grants Received

\$10,000 from the PricewaterhouseCoopers Foundation for the Outstanding Educator Award in August 2002

Named to the Irwin Technology in Education Advisory Board. The award is one of five given in the United States. The award is \$5,000 to consult with Richard D. Irwin, Inc. publishing company on the future of technology in education and to make presentations at various symposia.

Chosen to as the technology consultant in an interdisciplinary multimedia case development team for the Executive Development Program at the University of Missouri at Kansas City. The actual work commences in December of 1995 and becomes intense

in Kansas City in June of 1996. The grant amount has yet to be decided, but it will be part of a \$1 million grant to the Bloch School of Business at UMKC.

1998 Fall Semester sabbatical leave.

1997 \$5,000 Mellon Foundation Grant

1997 \$41,500 software grant from Microsoft Corporation.

1997 \$1,500 grant from Irwin Publishing Company for survey of technology applications in accounting education programs. Results are published in <http://www.trinity.edu/~rjensen/survey1.htm>

1996 \$5,000 grant for the Technology Advisory Board of Irwin Publishing Company.

1993/94 British Accounting Association Distinguished Visiting Scholar Award (\$5,000).

1993 University of Skovde and Uppsala University Visiting Lecturer Award (\$1,000 plus travel expenses).

1988 Fall Semester sabbatical leave.

1992 Trinity Faculty Summer Seminar Grant for Education Technology (\$12,000 for expenses plus stipends to each of 21 selected faculty participants).

Grants for computer projection equipment from major accounting and business firms in San Antonio.

Summer Research Grants, 2/9 Salary, 1983-1987, Trinity University.

Visiting Scholar Award from the University of Manitoba for Summer 1984 (\$10,000).

Deloitte Haskins & Sells Foundation Graduate Assistance Program Grant for 1983-84 (\$3,000).

Visiting Scholar Award from the Social Sciences and Humanities Research Council of Canada (\$7,500 plus travel expenses).

Deloitte Haskins & Sells Foundation Graduate Assistance Program for 1981-82. (\$3,000).

American Accounting Association (\$12,500 Summer 1981 and 1982 Research Studies in Accounting grant).

Guggenheim Fellowship (1974-75 salary and miscellaneous research expense).

American Accounting Association (\$7,500 Summer 1974 Research Studies Grant).

Center for Advanced Study in the Behavioral Science (1971-72 salary and research expenses).

Faculty Research Fund Grants from June 1969 to June 1971 and December 1972 to April 1977, University of Maine.

Various Graduate School of Business Research Grants, Michigan State University, 1966-68.

A Doctoral Dissertation Fellowship (\$5,400), the Arthur Andersen Foundation, September 1965 to September 1966.

Stanford University and Ford Foundation Fellowships for Doctoral Study, September 1961 to September 1965 (approximately \$18,000).

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