

Mark C. Anderson

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Academic:

Ph.D. (Accounting), 1996.
Fisher School of Accounting, College of Business, University of Florida

M.S. (Accounting), 1991
William E. Simon Graduate School of Business, The University of Rochester

C.A., 1987
Institute of Chartered Accountants of Alberta

C.M.A., 1986
Society of Management Accountants of Alberta

M.B.A., 1981
The University of Alberta

B.A. (with distinction), 1978
The University of Alberta

Employment:

2003 to present Director of Accounting and Information Management Programs
and Associate Professor of Accounting, School of Management, The
University of Texas at Dallas

1995-03 Assistant Professor of Accounting, School of Management, The
University of Texas at Dallas

1990-95 Graduate teaching assistant and research assistant, The University
of Florida

1988-90 Graduate student, The University of Rochester

1987-88 Lecturer, The University of Alberta

1985-87 Chartered Accountant, Price Waterhouse, Edmonton, Alberta

Awards and honors:

- 1998 School of Management Teaching Award for 1997-1998, The University of Texas at Dallas
- 1997 Nominated for the 1997 Chancellor's Award for Outstanding Teaching and selected as one of ten finalists, The University of Texas at Dallas
- 1995 Elected to Beta Gamma Sigma, recognized for 4.0 cumulative GPA at the University of Florida
- 1992 American Accounting Association Doctoral Consortium representative, The University of Florida
- 1988-90 Olin Fellowship, The University of Rochester
- 1988 American Accounting Association Doctoral Fellowship
- 1985 Second in province, Auditing II examination, Institute of Chartered Accountants of Alberta
- 1984 First in province, Financial Accounting I examination, Institute of Chartered Accountants of Alberta

Research:

Refereed Journal Publications:

“Are Selling, General and Administrative Costs Sticky?”, with Rajiv Banker and Surya Janakiraman, Journal of Accounting Research 41 (2003): 47-63.

“The New Productivity Paradox”, with Rajiv Banker and Sury Ravindran, Communications of the ACM.46:3 (2003): 91-94.

“Y2K Spending by Entrepreneurial Firms”, with Rajiv Banker, Ram Natarajan, and Sury Ravindran, Journal of Accounting and Public Policy 20 (2001): 323-347.

“Executive Compensation in the Information Technology Industry”, with Rajiv Banker and Sury Ravindran, Management Science 46 (2000): 530-547.

“Employee Stock Options: Exercise Decisions by Top Executives”, Managerial Finance 25 (1999): 50-60.

Refereed Conference Proceedings:

“The Impact of Information Technology Spending on Future Performance”, with Rajiv Banker and Nan Hu, Proceedings of the Twenty-Fourth International Conference on Information Systems, December 14-17, 2003, Seattle, Washington

“Effectiveness of Incentive Compensation for Executives of Information Technology Companies in the Down Market”, with Rajiv Banker and Ram Natarajan, Proceedings of the Twenty-Third International Conference on Information Systems, December 15-18, 2002, Barcelona, Spain.

“Estimating the Business Value of Investments in Information Technology”, with Rajiv Banker and Nan Hu, Proceedings of the Eight Americas Conference on Information Systems, August 9-11, Dallas, Texas.

Submitted Manuscripts:

“Value Implications of Investments in Information Technology” with Rajiv Banker and Sury Ravindran, third round at Management Science.

“Value Implications of Changes in SG&A Costs When Costs are Sticky” with Rajiv Banker, Surya Janakiraman and Rong Huang, submitted to the Journal of Accounting, Auditing and Finance.

“Returns on Investment in Information Technology” with Rajiv Banker and Nan Hu, submitted to MIS Quarterly.

“Interrelations Between Components of Executives’ Compensation and Market and Accounting based Performance Measures”, with Rajiv Banker and Sury Ravindran, submitted to European Accounting Review.

"Sticky Costs at Service Firms", with Rajiv Banker, Tony Chen and Surya Janakiraman, submitted to European Accounting Review.

Refereed Conference Presentations:

“Incentive Value of Pay and Stock Options at Information Technology Companies in the Down Market”, with Rajiv Banker and Ram Natarajan, Management Accounting Research Conference & Case Symposium, January 7-9, 2004, Miami, Florida.

“The Impact of Audit Firm Characteristics on Audit Revenues”, with Rajiv Banker, Hsihui Change and Seok-Young Lee, Annual Congress of the European Accounting Association, April 2-4, 2003, Sevilla, Spain.

“Are CEOs, COOs and CFOs Overpaid”, with Rajiv Banker and Jiangxia Liu, Annual Congress of the European Accounting Association, April 2-4, 2003, Sevilla, Spain.

“The Importance of Management Advisory Services in Accounting Firm Productivity”, with Rajiv Banker, Hsihui Change and Seok-Young Lee, Annual Congress of the European Accounting Association, April 2-4, 2003, Sevilla, Spain.

“Information Content of IT Spending in Forecasting Future Profitability”, with Rajiv Banker and Nan Hu, Annual Congress of the European Accounting Association, April 2-4, 2003, Sevilla, Spain.

“Estimating the Business Value of Investments in Information Technology”, with Rajiv Banker and Nan Hu, Accounting Information Systems Research Symposium (American Accounting Association), January 10-11, 2003, San Diego, California.

“Effectiveness of Incentive Compensation for Executives of Information Technology Companies in the Down Market” with Rajiv Banker and Ram Natarajan, International Conference on Information Systems, December 15-18, 2002, Barcelona, Spain.

“Estimating the Business Value of Investments in Information Technology”, with Rajiv Banker and Nan Hu, Workshop on Information Systems and Economics, December 14-15, 2002, Barcelona, Spain.

“An Investigation of the Relative Performance Evaluation Hypothesis”, with Rajiv Banker and Sury Ravindran, Annual Meeting of the American Accounting Association, August 14-17, 2002, San Antonio, Texas.

“An Investigation of the Relative Performance Evaluation Hypothesis”, with Rajiv Banker and Sury Ravindran, Annual Congress of the European Accounting Association, April 25-27, 2002, Copenhagen, Denmark.

“Estimating the Business Value of Investments in Information Technology”, with Rajiv Banker and Nan Hu, Annual Congress of the European Accounting Association, April 25-27 , 2002, Copenhagen, Denmark.

“Cost Overruns in Y2K Projects and Financial Characteristics of Firms”, with Rajiv Banker and Jorge Romero, Annual Congress of the European Accounting Association, April 25-27 , 2002, Copenhagen, Denmark.

“Drivers of Stickiness in the Cost of Sales at Service Firms”, with Rajiv Banker, Tony Chen, and Surya Janakiraman, Annual Congress of the European Accounting Association, April 25-27 , 2002, Copenhagen, Denmark.

“Effectiveness of Incentive Compensation for Executives of Information Technology Companies in the Down Market” with Rajiv Banker and Ram Natarajan, Workshop on Information Systems and Economics, December 15-16, 2001, New Orleans, Louisiana.

“Value Implications of Relative Investments in Information Technology” with Rajiv Banker and Sury Ravindran, Annual Meeting of the American Accounting Association, August 12-15, 2001, Atlanta, Georgia.

“Value Implications of Relative Investments in Information Technology” with Rajiv Banker and Sury Ravindran, Conference on Cross-Border Business Combinations and Strategic Alliances, June 22-25, 2001, Humboldt University, Berlin, Germany.

“Are Selling, General and Administrative Costs Sticky?” with Rajiv Banker and Surya Janakiraman, Management Accounting Research Conference & Case Symposium, January 19-20, 2001, Savannah, Georgia.

“Are Selling, General and Administrative Costs Sticky?” with Rajiv Banker and Surya Janakiraman, Informs Annual Meeting, November 5-8, 2000, San Antonio, Texas.

“Did Firms Respond Strategically to Y2K?” with Rajiv Banker and Sury Ravindran, Annual Meeting of the American Accounting Association, August 13-16, 2000, Philadelphia, Pennsylvania.

“Y2K Spending by Entrepreneurial Firms”, with Rajiv Banker, Ram Natarajan, and Sury Ravindran, Conference on Accounting, Information Technology, and Public Policy, August 11-12, 2000, College Park, Maryland.

“Interrelations Between Components of Executives’ Compensation and Market and Accounting based Performance Measures”, with Rajiv Banker and Sury Ravindran, Annual Congress of the European Accounting Association, March 29-31, 2000, Munich, Germany.

“Are Entrepreneurial Firms Responding Strategically to the Y2K Problem?” with Rajiv Banker and Sury Ravindran, Workshop on Information Systems and Economics, December 7-9, 1999, Charlotte, NC.

“Interrelations Between Components of Executives’ Compensation and Market and Accounting based Performance Measures”, with Rajiv Banker and Sury Ravindran, Annual Meeting of the American Accounting Association, August 15-18, 1999, San Diego, California.

“Interrelations Between Components of Executives’ Compensation and Market and Accounting based Performance Measures”, with Rajiv Banker and Sury Ravindran, Management Accounting Conference, January 7-9, 1999, Orlando, Florida.

Working Papers:

“An Investigation of the Relative Performance Evaluation Hypothesis”, with Rajiv Banker and Sury Ravindran.

“The Role of MAS in Accounting Firm Efficiency”, with Rajiv Banker, His-Hui Chang, and Seok-Young Lee.

“Cost Overruns in Y2K Projects and Financial Characteristics of Firms”, with Rajiv Banker, Hsihui Chang, and Jorge Romero.

“Effectiveness of Incentive Compensation for Executives of Information Technology Companies in the Down Market”, with Rajiv Banker and Ram Natarajan.

“Audit Prices in an Emerging Competitive Market”, with Rajiv Banker, Hsi-Hui Chang, and Seok-Young Lee.

Work-in-Progress:

“Using the Black-Scholes Model to Account for Employee Stock Options”.

“CEO Compensation and Firm Performance”, with Rajiv Banker and Liu Jiangxia

Invited Presentations:

Discussant at the Workshop on Information Systems and Economics, December 2002, Barcelona, Spain.

Discussant at Information Systems Section Mid-Year Conference of the American Accounting Association, January, 2002, Orlando, Florida.

Discussant at American Accounting Association Annual Meeting, August, 2001, Atlanta, Georgia.

Service:

Reviewing and Refereeing:

Reviewer for *The Accounting Review*, *Information Systems Research*, *Journal of Accounting Auditing and Finance*, *Journal of Information Systems*, *Journal of Business and Qualitative Analysis*.

Referee for *Annual Meeting of the American Accounting Association (Management Accounting and Information Systems Sections)*, *Americas Conference on Information Systems*, *Mid-year meetings of the Management Accounting Section and Information Systems Section of the American Accounting Association*.

Administrative:

University (UTD): Library Committee, Student Fee Committee, Campus Facilities Oversight Committee

School of Management (UTD): Executive Committee, Library Committee, Admissions Committee (Masters Programs), AACSB Self-Study: Students Sub Committee, Search Committee (Assistant Professor of Accounting)

Accounting Area (UTD): Curriculum Review Committee, Accounting Programs Committee, Auditing and Assurance Sub-Committee (chair), Financial Accounting and Planning Sub-Committee (chair), International Accounting Sub-Committee, Tax Accounting Sub-Committee

Teaching:

Doctoral Advisement/Direction:

Currently enrolled students: Nan Hu (Information Systems), Jorge Romero (Information Systems), Liu Jiangxia (Accounting)

Classroom teaching:

At The University of Texas at Dallas: *Undergraduate courses:* Intermediate Financial Accounting II, Financial Statement Analysis. *Graduate courses:* Accounting for Managers, Corporate Financial Reporting, Financial Accounting I and II, Financial Statement Analysis.

At the University of Florida: *Undergraduate course:* Principles of Financial Accounting.

At the University of Alberta: *Undergraduate courses:* Introductory Managerial Accounting, Introductory Financial Accounting.

Teaching Evaluations (UTD):

Course	Semester	Enrollment	Instructor Rating (5 point scale)
Acct. 6337	Spring/96	14	4.5
Acct. 3332	Spring/96	43	4.8
Acct. 6331	Fall/96	26	4.0
Acct. 6332	Fall/96	26	3.8
Acct. 6332	Spring/97	21	4.7
Acct. 6331	Fall/97	41	4.5
Acct. 6332	Fall/97	33	4.5
Acct. 6331	Spring/98	22	4.5
Acct. 6332	Spring/98	26	4.7
Acct. 6330	Fall/98	26	4.2
Acct. 6332	Fall/98	29	4.7
Acct. 6330	Spring/99	28	4.8
Acct. 6332	Spring/99	27	4.7
Acct. 6330 (501)	Fall/99	65	4.0
Acct. 6330 (501)	Spring/00	46	4.4
Acct. 6332 (501)	Spring/00	52	4.4
Acct. 6344 (501)	Fall/00	40	4.4
Acct. 7321 (001)	Fall/00	9	3.4
Acct. 6344 (501)	Spring/01	33	2.9
Acct. 6344 (501)	Fall/01	18	3.9
Acct. 6344 (502)	Fall/01	32	4.0
Acct. 4336 (001)	Spring/02	16	5.0
Acct. 6344 (501)	Spring/02	36	4.5
Acct. 6344 (501)	Fall/02	41	3.9
Acct. 6344 (502)	Fall/02	45	4.5
AIM 6344 (OS1)	Spring/03	42	4.5
AIM 6344 (501)	Spring/03	66	4.0