

Robert H. Ashton is the L. Palmer Fox Professor of Accounting at the Fuqua School of Business. Prior to joining the faculty of Duke University, he was on the faculties of the University of Texas at Austin, the University of Alberta, and New York University. He received a Ph.D. from the University of Minnesota, and is a Certified Public Accountant. His principal teaching interests involve managerial accounting, with particular emphasis on strategic cost management and control systems, measurement and evaluation of organizational performance, and the role of performance measures in implementing and monitoring firm strategy. He teaches in the Global Executive, Weekend Executive, and Cross Continent programs. He has also taught tailored Executive Education courses for many clients.

Professor Ashton's research expertise centers around behavioral decision theory and its applications to managerial accounting, external auditing, and taxation issues. He has published three books and several dozen articles in leading academic and professional journals in accounting, management, and cognitive psychology, including *The Accounting Review*, *Journal of Accounting Research*, *Management Science*, *Journal of Behavioral Decision Making*, *Journal of Applied Psychology*, and *Journal of Behavioral Finance*.

Professor Ashton previously served as Dean of The Fuqua School of Business Europe. He has served the American Accounting Association in several capacities and in 1995 received the first Outstanding Behavioral Accounting Researcher award from the American Accounting Association. Consulting clients have included KPMG and PwC, in projects ranging from development of models for audit fee determination to off-balance-sheet transfers of subprime loans.