

ROBERT H. ASHTON

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CONTACT INFORMATION

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EDUCATION AND PROFESSIONAL CERTIFICATION

Ph.D., University of Minnesota, 1973  
M.B.A., Florida State University, 1969  
B.S., Middle Tennessee State University, 1968

Certified Public Accountant since 1969

ACADEMIC AND PROFESSIONAL POSITIONS

Duke University  
Professor, 1986-92  
Distinguished Professor, 1992-present  
University of Alberta, Winspear Foundation Professor (Visiting), 1984-86  
New York University  
Associate Professor, 1980-82  
Professor, 1982-84  
University of Texas at Austin, Assistant Professor, 1973-78  
University of Minnesota, Teaching Associate, 1970-73  
University of Tennessee, Instructor, 1969-70

Peat, Marwick, Mitchell & Company (now KPMG), Executive Office, Audit Research Fellow,  
1978-80

## PROFESSIONAL MEMBERSHIPS AND EDITORIAL POSITIONS

### *Current Memberships*

American Accounting Association  
 American Institute of Certified Public Accountants  
 Judgment/Decision Making Society  
 Institute of Psychology and Markets

### *Editorial Positions*

Current or past service for *Accounting, Organizations and Society*; *Auditing: A Journal of Practice & Theory*; *Contemporary Accounting Research*; *Journal of Accounting Literature*; *Journal of Accounting Research*; and *The Accounting Review*

Ad hoc reviewer for *Decision Sciences*; *International Journal of Forecasting*; *Journal of Accounting, Auditing and Finance*; *Journal of Applied Psychology*; *Management Science*; *Organizational Behavior and Human Decision Processes*; and the National Science Foundation

## TEACHING ACTIVITIES AT DUKE

### *MBA and Executive MBA*

Financial Accounting  
 Managerial Accounting  
 Cost Management and Control in Global Organizations  
 Managerial Decision Making  
 Middle East GATE  
 Russia GATE

### *Doctoral*

Behavioral Decision Research in Accounting  
 Research Methods in Accounting

### *Nondegree Executive Education*

#### Topics:

Corporate/Divisional Performance Evaluation (e.g., Return on Equity, Economic Value Added)  
 Drivers of Economic Value (e.g., Balanced Scorecard, Intellectual Capital)  
 Strategic Cost Management (e.g., Activity-Based Costing, Working Capital Management)  
 Project Valuation (e.g., Discounted Cash Flow Analysis, Real Options)

#### Clients:

Current and past Nondegree Executive Education clients include CitiBank, the Commonwealth of Independent States, Deutsche Bank Asset Management, Duke University Medical Center, Lufthansa, Osram Sylvania, PricewaterhouseCoopers, Queen's University, Rostelecom, Siemens, and Stinnes.

### *International Teaching Activities*

MBA, Executive MBA and Nondegree Executive Education courses taught in Argentina, Australia, Austria, Brazil, Canada, Chile, Denmark, Germany, Italy, People's Republic of China, Qatar, Russia, Singapore, Spain, Switzerland, Thailand, Turkey, and United Arab Emirates.

### *Cases and Related Teaching Notes*

Ashton, A.H., R.H. Ashton, and L.A. Maines. (1999). *General Medical Center: Evaluation of Diagnostic Imaging Equipment*. Fuqua School of Business, Duke University.

Ashton, A.H., R.H. Ashton, and L.A. Maines. (1999). *Teaching Note for "General Medical Center: Evaluation of Diagnostic Imaging Equipment."* Fuqua School of Business, Duke University.

Ashton, R.H. (2000). *Destin Brass Products Co.: Customer Profitability Analysis*. Fuqua School of Business, Duke University.

Ashton, R.H. (2000). *Teaching Note for "Destin Brass Products Co.: Customer Profitability Analysis."* Fuqua School of Business, Duke University.

### DOCTORAL DISSERTATIONS CHAIRED

Anna Cianci (University of Florida)  
 Elizabeth Davis (Baylor University)  
 Kenneth Earnest (University of Wisconsin)  
 Adrian Harrell (University of South Carolina)  
 Jane Kennedy (University of Washington)  
 Lawrence Kessler (Furman University)

### SELECTED ADMINISTRATIVE ACTIVITIES

*Dean, Fuqua School of Business Europe (FSBE), 2001-2004*

Principal activities included presentations to CEOs and Executive Development personnel in major European companies, meetings with representatives of European educational and professional organizations and media, management of legal, accounting, auditing and tax aspects of FSBE, and coordination with relevant programmatic initiatives of the Fuqua School

*Fuqua School of Business*

Accounting Area Coordinator  
 Curriculum Review Task Force  
 Dean's Advisory Committee  
 Executive Education Advisory Committee  
 Executive M.B.A. Programs Review Committee  
 Ph.D. Program Advisory Committee  
 Program for Manager Development Advisory Committee  
 Partner Institutions Committee  
 Honor and Grievance Committee  
 Many Ad-Hoc Promotion/Tenure Evaluation Committees

*Duke University*

Academic Council  
 Academic Priorities Committee  
 Executive Committee of the Graduate School  
 President's Advisory Committee on Resources  
 Provost's Advisory Committee on Appointment, Promotion and Tenure

*American Accounting Association*

## Committee Service:

Auditing Research Agenda Committee  
 Auditing Standards Liaison Committee  
 Competitive Manuscript Award Committee (Chair)  
 Director of Doctoral Consortium  
 Doctoral Consortium Planning Committee (Chair)  
 Financial Accounting Standards Committee  
 Human Information Processing Committee (Chair)  
 National Meeting Program Committee  
 Notable Contribution to Accounting Literature Committee  
 Publications Committee

## National Meeting Sessions Organizer and Chair:

Cognitive Processing of Accounting Information Session  
 Future Directions in Behavioral Accounting Research Session  
 Human Information Processing Session  
 Special Research Session

## AWARDS AND RECOGNITION

Award for chairing dissertation that won the AAA Accounting, Behavior and Organizations Section's Doctoral Dissertation Competition, 1993.

Outstanding Behavioral Accounting Researcher Award of the AAA Accounting, Behavior and Organizations Section (First Recipient), 1995.

Consulting Editor for *Auditing Practice, Research and Education* (New York, AICPA, 1995), winner of the AICPA/AAA Collaborative Research Award, 1998.

## COMPETITIVE RESEARCH GRANTS

American Accounting Association (1978)

Touche Ross Foundation (1981)

Ross Institute of Accounting Research (1982)

National Association of Accountants (1982)

Canadian Certified General Accountants Research Foundation (1982)

KPMG Peat Marwick Foundation (1983, 1986, 1987, 1991, 1995, 2000)

Ernst & Young Foundation (1993)

Price Waterhouse Foundation (1996)

## EDUCATIONAL PUBLICATION

Ashton, R. H., and T. B. Bell. (2008). *Triangle Manufactured Homes: Off-Balance-Sheet Transfers of Subprime Loans* (KPMG LLP).

## RESEARCH PUBLICATIONS

### *Books and Monographs*

Ashton, R.H. (1982). *Human Information Processing in Accounting*, Studies in Accounting Research No. 17 (Sarasota, FL: American Accounting Association).

Ashton, R. H. (1983). *Research in Audit Decision Making: Rationale, Evidence, and Implications*, Research Monograph No. 6 (Vancouver: Canadian Certified General Accountants Research Foundation).

### *Edited Book*

Ashton, R.H., and A.H. Ashton, Eds. (1995). *Judgment and Decision Making Research in Accounting and Auditing* (New York: Cambridge University Press).

*Edited Anthologies*

Ashton, R.H., Ed. (1984). *Some Early Contributions to the Study of Audit Judgment* (New York: Garland Publishing, Inc.).

Ashton, R.H., Ed. (1984). *The Evolution of Behavioral Accounting Research: An Overview* (New York: Garland Publishing, Inc.).

*Refereed Journal Articles*

Ashton, R.H. (1974). An experimental study of internal control judgments. *Journal of Accounting Research* (Spring): 143-157.

Ashton, R.H. (1974). Cue utilization and expert judgments: A comparison of independent auditors with other judges. *Journal of Applied Psychology* (August): 437-444.

Ashton, R.H. (1974). Behavioral implications of information overload in managerial accounting reports. *Cost and Management* (July/August): 37-40.

Ashton, R.H. (1974). The predictive-ability criterion and user prediction models. *The Accounting Review* (October): 719-732.

Ashton, R.H. (1975). User prediction models in accounting: An alternative use. *The Accounting Review* (October): 710-722.

Ashton, R.H. (1976). Deviation-amplifying feedback and unintended consequences of management accounting systems. *Accounting, Organizations and Society* (November): 289-300.

Ashton, R.H. (1976). Cognitive changes induced by accounting changes: Experimental evidence on the functional fixation hypothesis. *Journal of Accounting Research* (Supplement): 1-17.

Ashton, R.H., and A.H. Bizzell. (1976). A mass communication approach to financial reporting. *Review of Business and Economic Research* (Winter): 30-47.

Ashton, R.H. (1976). The robustness of linear models for decision making. *OMEGA, The International Journal of Management Science* (October): 609-615.

Ashton, R.H. (1977). Objectivity of accounting measures: A multirule-multimeasurer approach. *The Accounting Review* (July): 567-575.

Ashton, R.H. (1979). Some implications of parameter sensitivity research for judgment modeling in accounting. *The Accounting Review* (January): 170-179.

Ashton, R.H. (1979). Some observations on auditors' evaluations of internal accounting controls. *Journal of Accounting, Auditing and Finance* (Fall): 56-66.

- Ashton, R.H., and S.S. Kramer. (1980). Students as surrogates in behavioral accounting research: Some evidence. *Journal of Accounting Research* (Spring): 1-15.
- Ashton, R.H., and P.R. Brown. (1980). Descriptive modeling of auditors' internal control judgments: Replication and extension. *Journal of Accounting Research* (Spring): 269-277.
- Ashton, R.H. (1980). Sensitivity of multi-attribute decision models to alternative specifications of weighting parameters. *Journal of Business Research* (September): 341-359.
- Ashton, R.H., and R.E. Hylas. (1980). The return of "problem" confirmation requests by the U.S. Postal Service. *The Accounting Review* (October): 649-657.
- Ashton, R.H. (1981). A descriptive study of information evaluation. *Journal of Accounting Research* (Spring): 42-61.
- Kessler, L., and R.H. Ashton. (1981). Feedback and prediction achievement in financial analysis. *Journal of Accounting Research* (Spring): 146-162.
- Ashton, R.H., and R.E. Hylas. (1981). A study of the response to balance and invoice confirmation requests. *Journal of Accounting, Auditing and Finance* (Summer): 325-332.
- Ashton, R.H., and R.E. Hylas. (1981). Increasing confirmation response rates. *Auditing: A Journal of Practice & Theory* (Summer): 12-22.
- Hylas, R.E., and R.H. Ashton. (1982). Audit detection of financial statement errors. *The Accounting Review* (October): 751-765.
- Ashton, R.H. (1984). Integrating research and teaching in auditing: Fifteen cases on judgment and decision making. *The Accounting Review* (January): 78-97.
- Ashton, A.H., and R.H. Ashton. (1985). Aggregating subjective forecasts: Some empirical results. *Management Science* (December): 1499-1508.
- Ashton, R.H. (1986). Combining the judgments of experts: How many and which ones? *Organizational Behavior and Human Decision Processes* (December): 405-414.
- Ashton, R.H., and L. Kessler. (1987). Consistency among alternative performance measures in an applied judgment setting. *Acta Psychologica* (August): 211-225.
- Ashton, R.H., J.J. Willingham, and R.K. Elliott. (1987). An empirical analysis of audit delay. *Journal of Accounting Research* (Autumn): 275-292.
- Ashton, R.H., and A.H. Ashton. (1988). The use of management science models in human resource planning. *OMEGA, The International Journal of Management Science* (March): 153-157.
- Lindahl, F.W., C. Emby, and R.H. Ashton. (1988). Empirical research on LIFO: A review and analysis. *Journal of Accounting Literature*: 310-333.

Ashton, A.H., and R.H. Ashton. (1988). Sequential belief revision in auditing. *The Accounting Review* (October): 623-641.

Ashton, R.H., P.R. Graul, and J.D. Newton. (1989). Audit delay and the timeliness of corporate reporting. *Contemporary Accounting Research* (Spring): 657-673.

Newton, J.D., and R.H. Ashton. (1989). The association between audit technology and audit delay. *Auditing: A Journal of Practice & Theory* (Supplement): 22-37.

Wright, A., and R.H. Ashton. (1989). Identifying audit adjustments with attention-directing procedures. *The Accounting Review* (October): 710-728.

Ashton, R.H., and A.H. Ashton. (1990). Evidence-responsiveness in professional judgment: Effects of positive versus negative evidence and presentation mode. *Organizational Behavior and Human Decision Processes* (June): 1-19.

Ashton, R.H. (1990). Pressure and performance in accounting decision settings: Paradoxical effects of incentives, feedback, and justification. *Journal of Accounting Research* (Supplement): 148-180.

Ashton, R.H. (1992). Effects of justification and a mechanical aid on judgment performance. *Organizational Behavior and Human Decision Processes* (July): 292-306.

Ashton, A.H., R.H. Ashton, and M.N. Davis. (1994). White-collar robotics: Levering managerial decision making. *California Management Review* (Fall): 83-109.

Ashton, R.H., and A.M. Cianci. (1998). Contributions of the "Research Opportunities in Auditing" program: An empirical assessment. *Accounting Horizons* (June): 120-138.

Ashton, R.H. (1998). Writing accounting research for publication and impact. *Journal of Accounting Education* (Spring): 247-260.

Ashton, A.H., R.H. Ashton, and L.A. Maines. (1998). Instructional case: General Medical Center--Evaluation of diagnostic imaging equipment. *Issues in Accounting Education* (November): 985-1003.

Ashton, R.H. (1999). Enriching the "expertise paradigm" of accounting research: Conscientiousness, general cognitive ability, and goal orientation. *Advances in Accounting Behavioral Research*: 3-14.

Ashton, R.H. (2000). A review and analysis of research on the test-retest reliability of professional judgment. *Journal of Behavioral Decision Making* (July-September): 277-294.

Ashton, R.H. (2000). Accuracy, agreement, and aggressiveness in tax reporting: Evidence from the *Money Magazine* Contests. *Advances in Taxation*: 1-21.

Ashton, R.H., and J. Kennedy. (2002). Eliminating recency with self-review: The case of auditors' "going concern" judgments. *Journal of Behavioral Decision Making* (July): 221-231.

Davis, E.B., and R.H. Ashton. (2002). Threshold adjustment in response to asymmetric loss functions: The case of auditors' "substantial doubt" thresholds. *Organizational Behavior and Human Decision Processes* (November): 1082-1099.

Roberts, M.L., and R. H. Ashton. (2003). Using declarative knowledge to improve information search performance. *Journal of the American Taxation Association* (Spring): 21-38.

Ashton, R.H. (2003). Customer profitability analysis at Destin Brass Products Co. *Journal of Accounting Case Research* (Fall): 103-110.

Ashton, R.H. (2005). Intellectual capital and value creation: A review. *Journal of Accounting Literature*: 53-134.

Ashton, R. H., and A. M. Cianci. (2007). Motivational and cognitive determinants of buy-side and sell-side analysts' earnings forecasts: An experimental study. *Journal of Behavioral Finance*: 1-11.

Ashton, R. H. (2007). Value-creation models for value-based management: Review, analysis, and research directions. *Advances in Management Accounting*: 1-62.

#### *Chapters in Books*

Ashton, R.H. (1979). Behavioral assumptions of normative decision theory: An experimental test of the independence axiom in an accounting/business context. In T.H. Burns, Ed., *Behavioral Experiments in Accounting II* (Ohio State University): 175-204.

Ashton, R.H. (1981). Some observations on the auditing research environment. In J.O. Mason, Ed., *1981 Accounting Research Convocation* (University of Alabama): 85-96.

Ashton, R.H. (1982). Human information processing research in auditing: A review and synthesis. In D.R. Nichols and H.F. Stettler, Eds., *Auditing Symposium VI* (University of Kansas): 71-83.

Ashton, R.H., and J.J. Willingham. (1989). Using and evaluating audit decision aids. In J. Rebele and R. Srivastava, Eds., *Auditing Symposium IX* (University of Kansas): 1-25.

Ashton, R.H., D.N. Kleinmuntz, J. Sullivan, and L.A. Tomassini. (1989). Audit decision making. In I. Solomon and A.R. Abdel-khalik, Eds., *Research Opportunities in Auditing: The Second Decade* (American Accounting Association): 95-132.

Ashton, R.H., and A.H. Ashton. (1995). Perspectives on judgment and decision making research in accounting and auditing. In R.H. Ashton and A.H. Ashton, Eds., *Judgment and Decision Making Research in Accounting and Auditing* (Cambridge University Press): 3-25.

*Other Publications*

Ashton, R.H. (1974). Behavioral implications of taxation: A comment. *The Accounting Review* (October): 831-833.

Ashton, R.H. (1974). Determining periodic pension costs. *Texas CPA* (April): 13-15.

Ashton, R.H. (1975). Assessing perceived similarity of judgmental cues with hierarchical cluster analysis. In R.W. Hall, Ed., *Proceedings of the Midwest American Institute for Decision Sciences Conference* (Indiana University): 48-51.

Ashton, R.H. (1975). Correlates of ratings of teaching effectiveness: Gordon's Survey of Interpersonal Values. *Psychological Reports* (June): 890.

Ashton, R.H. (1975). Man versus model in prediction situations. In J.E. Reinmuth and L.E. Richards, Eds., *Proceedings of the Western American Institute for Decision Sciences Conference* (University of Oregon): 93-95.

Ashton, R.H. (1976). A correlational study of perceived interpersonal values and teaching effectiveness ratings. In A.G. Bedein, J.R. Harris, R.E. Anderson and H. C. Schneider, Eds., *Proceedings of the Southeastern American Institute for Decision Sciences Conference* (Auburn University): 46-48.

Ashton, R.H. (1976). An experiment for studying human information processing biases in an accounting context. In H.C. Schneider (Ed.), *Proceedings of the American Institute for Decision Sciences Eight Annual Conference* (Georgia State University): 319.

Ashton, R.H. (1976). The predictive-ability criterion and user prediction models: A reply. *The Accounting Review* (July): 680-682.

Ashton, R.H., M.J. Barrett, R.K. Elliott, R. Libby, M.A. Vasarhelyi, and W.F. Wright. (1977). Report of the committee on human information processing. *Committee Reports Volume 1978-2* (American Accounting Association).

Ashton, R.H. (1979). Discussant's response to "To blow the whistle or not: an employee's dilemma with internal control implications." In *Symposium on Auditing Research III* (University of Illinois): 265-274.

Ashton, R.H. (1980). Review of *Earnings or Cash Flows: An Experiment on Functional Fixation and the Valuation of the Firm*, by A.R. Abdel-khalik and T.F. Keller, in *The Accounting Review* (January): 196-197.

Ashton, R.H. (1982). Discussion of "An assessment of laboratory experiments in accounting." *Journal of Accounting Research* (Supplement): 102-107.

Ashton, R.H. (1984). Discussant's comments on "Confidence in causal reasoning and evidence search for performance evaluation." In S. Moriarity and E. Joyce, Eds., *Decision Making and Accounting: Current Research* (University of Oklahoma): 23-26.

Ashton, R.H. (1987). Discussion comments on papers by Anthony Hopwood and James March. In B.E. Cushing, Ed., *Accounting and Culture* (American Accounting Association): 64-68.

Ashton, R.H. (1989). Decisions, decisions, decisions. *Fuqua Weekend Executive MBA Newsletter* (April): 6.

Ashton, R.H. (1989). More on decisions. *Fuqua Weekend Executive MBA Newsletter* (November): 6.

Ashton, R.H. (1990). Managerial decision making. In R. Schwindt and T. McDaniels, Eds., *Risk, Decision Making and Bargaining: Business Administration Reading Lists and Course Outlines* (Eno River Press): 15-22.

Ashton, R.H. (1993). Discussion of "Termination of information search in auditing." In I. Solomon and D. Stone, Eds., *Tenth Symposium on Auditing Research* (University of Illinois): 51-59.

## SELECTED RESEARCH PRESENTATIONS

### *University Seminars*

University of Alberta

University of Arizona

Baruch College (CUNY)

Boston University

University of British Columbia

Buffalo University (SUNY)

University of California-Berkeley

Columbia University

Cornell University

Duke University

University of Florida

University of Georgia

Georgia Tech University

University of Illinois

University of Iowa

University of Massachusetts

University of Michigan

University of Minnesota

University of Missouri

New York University

Ohio State University

Rice University

Rutgers University

University of Saskatchewan  
 University of Southern California  
 University of Texas-Austin  
 Tulane University  
 Virginia Tech University  
 University of Wisconsin

*Conferences*

Accounting Summer Camp (Stanford University)  
 American Accounting Association Doctoral Consortium (5 times)  
 American Accounting Association National and Regional Meetings (many times)  
 American Accounting Association Senior Faculty Consortium  
 American Institute for Decision Sciences National and Regional Meetings (4 times)  
 Auditing Symposium VI (University of Kansas)  
 Auditing Symposium IX (University of Kansas)  
 Big Ten Doctoral Consortium (3 times)  
 Charles Roedger Distinguished Lecture (University of Illinois)  
 Conference on Audit Decision Making (Creighton University)  
 Conference on Audit Judgment (University of Southern California)  
 Conference on Audit Risk (Duke University)  
 Conference on Auditing Research (KPMG Peat Marwick Foundation)  
 Conference on Behavioral Decision Research in Management (Cornell University)  
 Conference on Behavioral Decision Research in Management (U. of California-Berkeley)  
 Conference on Behavioral Experiments in Accounting (Ohio State University)  
 Conference on Current Research Methodologies in Accounting (University of Chicago)  
 Conference on Decision Making and Accounting (University of Oklahoma)  
 Conference on Education and Professional Judgment in Auditing (University of Alberta)  
 Conference on Future Perspectives in Accounting Research (University of Alabama)  
 Conference on Human Information Processing in Accounting (University of Chicago)  
 Conference on Judgment Issues in Accounting and Auditing (University of Chicago)  
 Conference on Trends in Accounting Education (Virginia Tech University)  
 Distinguished Lecture Series (Hong Kong University of Science and Technology)  
 Institute of Management Science National Meeting  
 KPMG Business Measurement Research Workshop  
 Midyear Research Conference, American Accounting Association-Auditing Section  
 Nineteenth Bayesian Research Conference (University of Southern California)  
 PricewaterhouseCoopers Tax Research Colloquium  
 Sidney Winter Distinguished Lecture (University of Iowa)  
 Southeastern Doctoral Consortium  
 Symposium on Auditing Research III (University of Illinois)  
 Symposium on Auditing Research VIII (University of Illinois)  
 Symposium on Auditing Research X (University of Illinois)