

# **Mark S. Bettner, Ph.D.**

**Christian R. Lindback Professor Emeritus -- Accounting & Financial Management**

## **EDUCATION**

Texas Tech University, Ph. D., Business Administration, Accounting Concentration

Major Area: Managerial Accounting

Minor Areas: Research Methods & Health Care Administration

Virginia Tech University, M. S., Accounting

Oregon State University, B. S., Business Administration

Winona State University, undergraduate studies in Speech and English (no degree earned)

## **TEACHING EXPERIENCE**

Furman University, 2019-Current (Visiting Professor)

*Courses Taught:* Intermediate Financial Accounting II & Introductory Financial Accounting

Bucknell University, 1989-2019 (Full Professor & Christian R. Lindback Chair)

*Courses Taught:* Accounting Foundations I & II, Intermediate Accounting I & II,

Advanced Financial Accounting, Corporate Finance, Small Business Management, Senior Accounting Seminar, Advanced Cost Accounting, Numerous Independent Studies

University of Idaho, 1988-1989

*Courses Taught:* Financial and Managerial Accounting

Oregon State University, 1983-1984

*Courses Taught:* Financial Accounting and Management

## **BOOK PUBLICATIONS**

Using Financial Statements: Analyzing, Forecasting, and Decision-Making, 2nd Edition, Business Expert Press, 2018 (available in both hardcopy and digital formats).

Financial Accounting, 18th Edition, (with Professor Williams), McGraw-Hill/Irwin, forthcoming January 2020, (published ancillaries include LearnSmart digital assessment package and Solutions Manual).

Financial and Managerial Accounting: The Basis for Business Decisions, 19th Edition, (with Professor Williams), McGraw-Hill/Irwin, forthcoming January 2020 (published ancillaries include Learnsmart digital assessment package and Solutions Manual).

Financial Accounting, 17th Edition, (with Professors Williams & Carcello), McGraw-Hill/Irwin, 2017, (published ancillaries include LearnSmart digital assessment package and Solutions Manual).

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Financial and Managerial Accounting: The Basis for Business Decisions, 18th Edition, (with Professors Williams & Carcello), McGraw-Hill/Irwin, 2017 (published ancillaries include Learnsmart digital assessment package and Solutions Manual).

Using Financial Statements: Analyzing, Forecasting, and Decision-Making, Business Expert Press, 2014 (available in both hardcopy and digital formats).

Financial Accounting, 16th Edition, (with Professors Williams, Haka, & Carcello), McGraw-Hill/Irwin, 2014 (published ancillaries include a Study Guide and Solutions Manual).

Financial and Managerial Accounting: The Basis for Business Decisions, 17th Edition, (with Professors Williams, Haka & Carcello), McGraw-Hill/Irwin, 2014 (published ancillaries include a Study Guide and Solutions Manual).

Financial Accounting, 15th Edition, (with Professors Williams, Haka, & Carcello), McGraw-Hill/Irwin, 2011 (published ancillaries include a Study Guide and Solutions Manual).

Financial and Managerial Accounting: The Basis for Business Decisions, 16th Edition, (with Professors Williams, Haka & Carcello), McGraw-Hill/Irwin, 2011 (published ancillaries include a Study Guide and Solutions Manual).

Financial Accounting, 14th Edition, (with Professors Williams, Haka, & Carcello), McGraw-Hill/Irwin, 2009 (published ancillaries include a Study Guide and Solutions Manual).

Financial and Managerial Accounting: The Basis for Business Decisions, 15th Edition, (with Professors Williams, Haka & Carcello), McGraw-Hill/Irwin, 2009 (published ancillaries include a Study Guide and Solutions Manual).

Financial Accounting, 13th Edition, (with Professors Williams, Haka, & Carcello), McGraw-Hill/Irwin, 2007 (published ancillaries include a Study Guide and Solutions Manual).

Financial and Managerial Accounting: The Basis for Business Decisions, 14th Edition, (with Professors Williams, Haka & Carcello), McGraw-Hill/Irwin, 2007 (published ancillaries include a Study Guide and Solutions Manual).

Financial Accounting, 12th Edition, (with Professors Williams & Haka), McGraw-Hill/Irwin, 2005 (published ancillaries include a Study Guide and Solutions Manual).

Financial and Managerial Accounting: The Basis for Business Decisions, 13th Edition, (with Professors Williams, & Haka), McGraw-Hill/Irwin, 2005 (published ancillaries include a Study Guide and Solutions Manual).

Financial Accounting, 11th Edition, (with Professors Meigs, Williams, & Haka), McGraw-Hill/Irwin, 2002 (published ancillaries include a Study Guide and Solutions Manual).

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Financial and Managerial Accounting: The Basis for Business Decisions, 12th Edition, (with Professors Meigs, Williams, & Haka), McGraw-Hill/Irwin, 2001 (published ancillaries include a Study Guide and Solutions Manual).

Financial Accounting, 10th Edition, (with Professors Meigs, Williams, & Haka), McGraw-Hill/Irwin, 2000 (published ancillaries include a Study Guide and Solutions Manual).

Accounting: The Basis for Business Decisions, 11th Edition, (with Professors Meigs, Williams, & Haka), McGraw-Hill/Irwin, 1999 (published ancillaries include a Study Guide and Solutions Manual).

Financial Accounting: The Basis for Business Decisions, 9th Edition, (with Professors Meigs and Whittington), McGraw-Hill/Irwin, 1997 (published ancillaries include a Study Guide and Solutions Manual).

Accounting: The Basis for Business Decisions, 10th Edition, (with Professors Meigs and Whittington), McGraw-Hill/Irwin, 1996 (published ancillaries include a Study Guide and Solutions Manual).

### **JOURNAL PUBLICATIONS**

Changes in Annual Reporting Rituals of Financial Services Firms in Periods of Market Crisis (with Bucknell undergraduate, Kate Sowinski), International Journal on Critical Accounting, 2013.

Theodorick of Triple-A-Ville: A One-Act Play for a Doctoral Seminar (with Professors Steve Willits, Mike Coyne, and David Jensen), International Journal on Critical Accounting, 2011.

Listening to Accounting (with Professors Skip McGoun and Ann-Christine Frandsen), Critical Perspectives on Accounting, 2010.

Money n' Motion – Born to be Wild (with Professors Elton McGoun and Mike Coyne), Critical Perspectives on Accounting, 2007.

Pedagogic Metaphors and the Nature of Accounting Signification (with Professors Elton McGoun and Mike Coyne), Critical Perspectives on Accounting, 2007.

Walt's Street and Wall Street: Theming, Theater, and Experience in Finance (with Professors Elton McGoun and Doug Allen), Critical Perspectives on Accounting, 2004.

Interpretive and Critical Research in Accounting: A Commentary on its Absence from Mainstream Accounting Research (with Professor Richard Baker), Critical Perspectives on Accounting, 1997.

The Case for Qualitative Research in Finance (with Professors Chris Robinson and Elton McGoun), The International Review of Financial Analysis, 1994.

Conflict and Ritual in the Audit Profession (with Professor Sherry K. Mills), Critical Perspectives on Accounting, 1992.

Symposium Overview From the Participants' Perspective, The Government Accountants Journal, 1989.

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### **Christian R. Lindback Professor Emeritus -- Accounting & Financial Management**

Arguments and Evidence Regarding Cash Basis Accounting and Small Municipalities (with Professor Steve Willits), The Government Accountants Journal, 1988.

Administrators and Physicians: Inducing Collaboration (with Professor Frank Collins), Hospital and Health Services Administration, 1987.

"Power To Move Managers -- Part I" (with Professor Frank Collins), Managing MIS Personnel, 1987.

"Power To Move Managers -- Part II" (with Professor Frank Collins), Managing MIS Personnel, 1987.

#### **ARTICLES IN BOOKS**

Airline Profitability Analysis, in Cases in Finance, Nunnally and Plath (eds.), Irwin, 1994.

"An Introduction to Activity Based Costing", in Implementing Activity Based Costing, (Ed. Professor Frank Collins), Executive Enterprises Publishing Company, Inc., 1991.

#### **PUBLISHED CASES**

Weston Manufacturing: An Advanced Case Study in Activity Based Costing, (with Professor Robert Needham and Professor Sherry Mills), Second Edition, West Publishing Company, 1997.

Weston Manufacturing: An Advanced Case Study in Activity Based Costing, (with Professor Sherry Mills), West Publishing Company, 1994.

Pennsylvania Containers: A Case in Activity Based Costing, West Publishing Company, 1993.

#### **PROCEEDINGS & CONFERENCE PRESENTATIONS**

Changes in Annual Reporting Rituals of Financial Services Firms in Periods of Market Crisis (with Kate Sowinski), International Conference on Critical Accounting, New York City, April, 2013.

Listening to Accounting (with Professors Skip McGoun and Ann-Christine Frandsen), Interdisciplinary Perspectives on Accounting Conference, Innsbruck, Austria, 2009 (also presented by coauthors at the Critical Management Studies Conference, Coventry, England, 2009).

Listening to Finance (with Professors Skip McGoun and Ann-Christine Frandsen), Critical Finance Studies Conference, Brussels, 2009 (also presented by coauthors at The Finance Department Seminar of Ljubljana, Trenta, Slovenia, 2009).

Theodorick of Triple-A-Ville: A One-Act Play for a Doctoral Seminar (with Professors Steve Willits, Mike Coyne, and David Jensen), Critical Perspectives on Accounting Symposium, New York City, 2008.

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### **Christian R. Lindback Professor Emeritus -- Accounting & Financial Management**

Music by the CARs: Musical Interpretations of Capital Market Performances (with Professors Skip McGoun and Ann-Christine Frandsen), Critical Perspectives on Accounting Symposium, New York City, 2008.

Money in Motion: Born to be Wild (with Professors Skip McGoun and Mike Coyne), Critical Perspectives on Accounting Symposium, New York City, 2005.

Money in Motion: Born to be Wild (with Professors Skip McGoun and Mike Coyne), presented by coauthors at the Alternative Perspectives in Finance Conference, Kilkenny, Ireland, 2005.

Accounting Representations: Lenses, Photographs, and Scrabble, (with Professors Skip McGoun and Mike Coyne), presented by co authors at The Sixth Interdisciplinary Perspectives on Accounting Conference, Singapore, 2004.

Walt's Street and Wall Street: Theming, Theater, and Experience in Finance, (with Professors Elton McGoun and Doug Allen), Critical Perspectives on Accounting Symposium, New York City, 2002.

Imag(in)ing Accounting, (with Professor Skip McGoun), The Fifth Interdisciplinary Perspectives on Accounting Conference, University of Manchester, England, 1997.

Mythos, Logos, and Storytelling in the Gray Divide: Bringing a Critical Perspective into the Classroom, (with Professor Sherry Mills), The Fourth Interdisciplinary Perspectives on Accounting Conference, the University of Manchester, England, 1994.

Qualitative Research in Accounting: A Critical Commentary on its Absence from America's Main Stream Journals, (with Professor Richard Baker), The 17th Annual Congress of the European Accounting Association, (With Professor Richard Baker), Venice, Italy, 1994.

Qualitative Research in Accounting: A Critical Commentary on its Absence from America's Main Stream Journals, (with Professor Richard Baker), Critical Perspectives on Auditing Symposium (With Professor Richard Baker), New York City, 1993.

Machiavellianism, Budgetary Efficacy, and Budget Games, (with Professor Frank Collins), presented at, and published in, the proceedings of, The Second European Management Control Symposium, H.E.C. School of Management, Jouy-en-Josas, 1992.

Qualitative Research in Finance, presented at, and published in, the proceedings of the Eastern Finance Conference Annual Meeting (with Professor Chris Robinson), Richmond, 1992.

Qualitative Research in Finance, presented at, Midwest Finance Conference Annual Meeting (with Professor Chris Robinson), Indianapolis, 1992.

Qualitative Research in Finance: Justification of Alternative Approaches to Capital Market Research, Northern Finance Conference Annual Meeting (with Professor Chris Robinson), Toronto, 1992.

Qualitative Research in Finance: Justification of Alternative Approaches to Capital Market Research", Alternative Perspectives on Finance Conference, Bucknell University, Lewisburg, 1992.

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### **Christian R. Lindback Professor Emeritus -- Accounting & Financial Management**

Examining the Budgetary Effectiveness of University Department Heads, (with Professor Frank Collins), Graduate Faculty Symposium, Queens University, Toronto, 1992.

Conflict and Ritual in the Audit Profession, (with Professor Sherry Mills), The Third Interdisciplinary Perspectives on Accounting Conference, the University of Manchester, England, 1991.

Ritualistic Construction of Audit Reality: Masking Societal Conflict Through Ritual, Critical Perspectives on Auditing Symposium (With Professor Sherry Mills), New York City, 1991.

The Construction of Audit Reality: Projecting Image Through Ritual", Critical Perspectives on Auditing Symposium (With Professor Sherry Mills), New York City, 1990.

Accounting Competence and Machiavellianism: Examining Budgetary Effectiveness of University Department Heads, Southeast Doctoral Symposium (with Professor Frank Collins), Miami, 1990.

A Field Study of Budget Attitudes, Graduate Faculty Colloquium, Washington State University, 1989.

Performance Evaluation in Public Accounting Firms, International Conference on Research in Management Control Systems, London School of Economics & Political Science, London, 1989.

Strategic Decision Making in Hospitals: A Wedding of Two Ideological Perspectives Requiring a Nontraditional Ceremony, Southwest Academy of Management (with Professors John Blair & Carlton Whitehead), Health Care/Public Sector Division, 1988.

#### **VARIOUS ANCILLARY PUBLICATIONS**

Instructor's Manual and Compustat Data Base Problem Set, to accompany Accounting: The Basis of Business Decisions, Eighth Edition, Meigs and Meigs, McGraw-Hill Publishing Company, 1994.

Instructor's Manual and Compustat Data Base Problem Set, to accompany Accounting Principles, Fourth Edition, Smith, Keith, and Stephens, McGraw-Hill Publishing Company, 1994.

Instructor's Manual and Critical Thinking Guide, to accompany Accounting: The Basis of Business Decisions, Eighth Edition, Meigs and Meigs, McGraw-Hill Publishing Company, 1993.

Instructor's Manual and Critical Thinking Guide, to accompany Accounting Principles, Fourth Edition, Smith, Keith, and Stephens, McGraw-Hill Publishing Company, 1993.

Data Base Technology in Introductory Financial Accounting, Accounting: A Newsletter for Educators, (with Professor David Jensen), John Wiley & Sons Publishing Company, 1991.

Test Bank for Financial Accounting, to accompany Financial Accounting, Flamholtz, Diamond, and Flamholtz, PWS Kent Publishing Company, 1990.

Test Bank for Accounting Principles, to accompany Principles of Accounting, Flamholtz, Diamond, and Flamholtz, MacMillan Publishing Company, 1987.

## **Mark S. Bettner, Ph.D.**

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Test Bank for Financial Accounting, to accompany Financial Accounting, Flamholtz, Diamond, and Flamholtz, MacMillan Publishing Company, 1986.

### **GRANTS**

The PwC Charitable Foundation, Inc., \$10,000, 2012.

### **SCHOLARLY JOURNAL & PUBLISHING COMPANY AFFILIATIONS**

Acquisitions Coeditor (with Professor Michael Coyne), Business Expert Press, 2016-Current.

Ad Hoc Reviewer, Qualitative Research in Financial Markets, 2016-Current

Editorial Board, International Journal of Economics and Accounting, 2009-Current.

Ad Hoc Reviewer, Essays in Economics and Business History, 2009-Current

Editorial Board, The International Journal of Accounting and Business Society, 1996-Current.

Editorial Advisory Board, Accounting Forum, 1995-Current.

Ad Hoc Reviewer, Advances in Public Interest Accounting, 1993-Current.

Ad Hoc Reviewer, Hospital and Health Services Administration, 1991-1995.

Ad Hoc Reviewer, Critical Perspectives on Accounting, 1990-Current.

### **ACADEMIC CONFERENCE DISCUSSANT AND REVIEWER ACTIVITY**

Reviewer, The Critical Perspectives on Auditing Symposium, 2008.

Reviewer, The American Accounting Associations Mid-Atlantic Meeting, 2007.

Reviewer, The American Accounting Associations Mid-Atlantic Meeting, 2006.

Discussant, The Critical Perspectives on Auditing Symposium, 2005.

Reviewer, The American Accounting Associations Mid-Atlantic Meeting, 2004.

Reviewer, The American Accounting Associations Annual Meeting, 1993.

Discussant, The Critical Perspectives on Accounting Symposium, 1993.

Discussant, The Second European Management Control Symposium, H.E.C. School of Management, Jouy-en-Josas, France, 1992.

Discussant, The Alternative Perspectives on Finance Conference, 1992.

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Discussant, The Critical Perspectives on Auditing Symposium, 1991.

Discussant, The Critical Perspectives on Auditing Symposium, 1990.

Discussant, The International Conference on Research in Management Control Systems, London, England, 1989.

Discussant, Southern Academy of Management Annual Meeting, 1987.

### **OTHER ACADEMIC ACTIVITY**

Dissertation Committee Member, Lenford Smith, Ph.D. candidate, NOVA Southeast, 2009.

Invited Participant, *PriceWaterhouseCoopers* University for Faculty, Princeton, NJ, 2007.

Teaching Faculty, Pennsylvania Banker's Association, School of Commercial Lending, Summer Program hosted by Bucknell University, 1997-Present.

Panelist, CPA Workshop, Northeast Regional Meeting of the National Business and Economics Association, Montclair State University, 2003.

Co-Chair Ph.D. Dissertation Workshop, Northeast Regional Meeting of the American Accounting Association, Montclair State University, 2001.

Dissertation Committee Member, Jo Ann Maria Pinto, Ph.D. candidate, Rutgers University, 1999.

Promotion and Tenure External Reviewer, Karen Frey, Ph.D, Gettysburg College, 1999.

Co-Chair Ph.D. Dissertation Workshop, Northeast Regional Meeting of the American Accounting Association, 1999.

Invited Panel Discussion Leader, "Comparative Theories of Nontraditional Accounting Research," Mid-Atlantic Regional Meeting of the American Accounting Association, Pittsburgh, 1992.

Participant, The Association of Government Accountants National Symposium on Governmental Research, 1989.

### **UNIVERSITY SERVICE**

#### *Administrative Responsibilities*

Chair, Department of Accounting & Financial Management, 2016-2018

Interim Chair, Department of Management, Fall 2001

Interim Chair, Department of Management Promotion and Tenure Review Committee, 2001



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Chair, Department of Management, 1995-1999

MSBA Program Coordinator, Department of Management, 1994-1995

Area of Accounting Coordinator, Department of Management, 1990-1991, and 1993

#### *Membership on Departmental & University Committees*

Chair, School of Management Faculty Development Committee, 2014-2016.

Counselor, Summer Academic Counselor Program, 2013-Present.

Diversity Committee Member, Bucknell Business Advisory Board, Spring 2012-Present

Faculty Mentor, Posse Program, Washington, DC-7, 2011-2015

Outside Member, Education Department's DRC, Fall 2008

Mentor, Community College Scholars' Program, 2007-Present

Member, Committee on Athletics, 2006-2007

Member, College of Management Transition Committee (and the related subcommittee in charge of revising the Accounting & Financial Management curriculum), 2006-2007

Co-Chair, Accounting Faculty Search Committee (eight searches), 2006-Current

Member, Management Faculty Search Committee, 2007-2009

Co-Chair of the Department of Management's External Review Coordinating Subcommittee, 2004-2005

Chair of the Department of Management's Subcommittee responsible for examining a joint-degree program with the College of Engineering, 2003-2005

Member, Department of Management Advisory Committee (BBAB), 1996-Current

College of Management Promotion and Tenure Review Committee, 1995-Current

Chair, College of Management Promotion and Tenure Review Committee, Spring 2019

Department of Management Student Affairs Committee, 1993-1995

Department of Management ad-hoc Computer Planning Committee, 1993-1994

Department of Management MSBA Committee, 1992-1994

Graduate School Advising Representative, 1990-1994, 2000-Current

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### *Faculty Advisor Responsibilities*

Faculty Advisor, Bucknell University Accounting Club, 2009-2010

Faculty Advisor, *Phi Beta Lambda*, 2009-current

Faculty Advisor, Johnson & Johnson Case Study Competition, 1999-current

Faculty Co-Advisor, PwC's xAct Case Competition, 2003-current

Faculty Advisor, Young Life, 2000-current

Faculty Advisor, Kappa Kappa Gamma Sorority, 1993-1995

Faculty Advisor, WVBU radio, 1993-1995

Faculty Advisor, Department of Management's Student Investment Club, 1991-2000

Faculty Advisor, Bucknell Society of Business Students, 1990-1991

Faculty Participant and Advisor, Department of Management's Senior Seminar on TQM, 1991

### *Service to the Profession & Community*

Member of the Finance Committee, Union County Historical Society, 2008-Current

Advisory Steering Committee Member, Service 1<sup>st</sup> Federal Credit Union, 2007-2011

Member of The Board of Finance, First Baptist Church, Lewisburg, PA, 1995-Current

Treasurer, Christian Leadership Institute of Eastern Pennsylvania, 1994-Current

### **PROFESSIONAL AFFILIATIONS**

American Accounting Association

Institute of Management Accountants

Small Business Institute Director's Association

### **PRIOR PROFESSIONAL EXPERIENCE**

NCR Corporation (Sales and Systems Installation)

Wolcott & Schutz, CPAs (Client Services)

Private Consulting (Through Bucknell University's Small Business Development Center)

Book Publisher International is an international publishing organization that publishes textbooks, atlases, monographs, e-books, reference books in scientific, technical, and medical areas. As an innovative publisher, Book Publisher International is helping to move science forward. Book Publisher International publishes high quality books in scientific, technical, and medical areas. Read More. Current Trends in Medicine and Medical Research Vol. 1. Free Download: Book Proposal Template. Make publishers take notice. Use this simple template and take the guesswork out of crafting a book proposal that sells. Modern publishing is a tricky game especially when trying to figure out the biggest names within that game. Most major publishers are part of a larger media conglomerate, prominent indie presses excepted, and a search for the year's largest book publishers will often yield companies that work with other forms of content rather than books. View All Writing & Publishing. Book & Author Marketing. Book Launch. Author Ecosystem. How to Publish Your Book. Scribe Book School Podcast. View All Free Resources. Books & Authors. Success Stories. Published Books. LAP is a leading academic book publishing company specializes in making your theses, dissertations, and research projects available worldwide. In addition to this are the numerous research notes, articles, and the many creative concepts of professors, universities and institutions. Global marketing. Your book is supplied to all leading international book distributors in 40 countries. Multilingual professional assistance. Our dedicated team will support you throughout the whole publishing process. This book is a remarkable collection of leading academic research on DARPA from a wide range of perspectives, combining to chart an important story from the Agency's founding in the wake of Sputnik, to the current attempts to adapt it to use by other federal agencies. OBP is eligible to receive European Commission's publication grants for research funded within the FP7 and Horizon 2020 frameworks, and our books have been submitted for the UK REF assessment exercise.