

# CURRICULUM VITAE

Martha L. Loudder

**Associate Dean, Mays School of Business**  
**Presidential Professor for Teaching Excellence**  
**Wiley Professor of Business**  
**Regents Professor for Service**  
**Mays Teaching Fellow**

## EDUCATION:

BBA	West Texas A&M University	Accounting
MBA	West Texas A&M University	Finance
PhD	Arizona State University	Accounting

## ACADEMIC POSITIONS:

Associate Dean for Undergraduate Programs and Learning Assurance, 2005 - present  
Professor, Texas A&M University, 2003 - present  
Associate Professor, Texas A&M University, 1997- 2003  
Assistant Professor, Texas A&M University, 1989 -1997  
Graduate Teaching Assistant, Arizona State University, 1986-89  
Instructor in Finance, West Texas A&M, 1984-86

## PROFESSIONAL ACCOUNTING EXPERIENCE:

Catholic Family Service, Director of Administration, 1982-84  
Assurance Systems Corporation, Vice President, 1980-82  
Chief Financial Officer, Panhandle Regional Planning Commission, 1971-80

## PUBLICATIONS IN REFEREED JOURNALS:

- “The Financial Statement Implications of Accounting for Nuclear Decommissioning Costs,” with I. Khurana and J. Boatsman, *Accounting Horizons*, June 2000.
- “Articulation in Cash Flow Statements: A Resource for Accounting Educators,” with M. Wilkins *Journal of Accounting Education*, (Vol. 18 2000).
- “The Market Valuation of Goodwill and Other Intangible Assets,” with E. Swanson and M. Wilkins, *Advances in International Accounting* (1998).
- “Corporate Restructuring Events,” with D. Wells, *Journal of the American Academy of Accounting and Finance* (1998).
- “The Market Reaction to the Announcement of Auditor Resignations,” with D. Wells, *Auditing: A Journal of Practice and Theory* (Spring 1997).
- “Firms in Which Cash Flows Dominate Earnings in the Valuation Process,” with D. Wells and I. Khurana, *Journal of the American Academy of Accounting and Finance* (1997).
- “Market Valuation of Regulatory Assets in Public Utility Firms,” with I. Khurana and J. Boatsman, *The Accounting Review* (July 1996).
- “Market Response to a Change in Earnings Quality: The Case of R&D Costs,” with B. Behn, *Contemporary Accounting Research* (Fall 1995).
- “Evidence of Taxpayer Behavioral Responses to Higher Tax Rates,” with J. Tillinger, *Tax Notes* (October 1994).
- “Financing Constraints in the Oil and Gas Industry: 1976-1990,” with J. Tillinger, *Oil & Gas Tax Quarterly* (June 1994).

- “The Economic Consequences of SFAS 106 in Rate-regulated Enterprises,” with I. Khurana, *The Accounting Review* (April 1994).
- “The Information Content of Audit Qualifications,” with I. Khurana, *Auditing: A Journal of Practice and Theory* (Spring 1992).

#### **PUBLICATIONS IN CONFERENCE PROCEEDINGS:**

- “Merger Activity of Publicly Traded Corporations: An Empirical Analysis,” with G. Giroux and V. Vondryk, *1994 Proceedings of Academy of Business Administration*.

#### **TEXT BOOKS:**

- *Critical Thinking Activities for Financial Accounting*, with J. Lawrence. Dame: Houston.

#### **PRESENTATIONS:**

##### University:

- Pizza and Profs, “Deep Learning,” 2005
- Aggie Access, “Academic Integrity,” 2005
- Texas A&M Commencement Speaker, May 2004
- Honors Program Convocation Keynote Speaker, September 2004
- Texas A&M Academic Convocation, October 2003.
- New Faculty Orientation, Speaker, August 2001 - 2004.
- TAMU Freshman Orientation, “Being an Aggie: The Importance of Integrity and Academics,” 2003.
- New Faculty Orientation, “Innovations in Teaching: Active Classrooms,” August 1998.
- Office of Distance Education Forum on Technology, “Managing Virtual Teams,” August 1998.
- New Faculty Orientation, “Surviving the First Year,” August 1997.

##### Departmental:

- “The Economic Consequences of SFAS 106 in Rate-regulated Enterprises”
- “Market Valuation of Regulatory Assets”
- “Market Response to a Change in Earnings Quality: The Case of R&D Costs”

##### Outside Presentations:

- Academy of Management Annual Meeting, August, 2005. “Shared Leadership in a Learning Community,” with S. Brewster and T. Peterson.
- Gallup/University of Nebraska Authentic Leadership Conference, 2004. “What Makes A Peer Leader Authentic? A Comparative Study of Peer Mentors and Non-Mentors,” with T. Petersen and S. Brewster.
- Federation of Business Disciplines, “Learning Communities in Business Schools,” 2005
- University of Houston at Victoria, “Promoting Academic Integrity,” 2004.
- Southwest Council of Business Deans, “Promoting Academic Integrity in the B-School,” 2004.
- Accounting Program Leaders Group, “Freshman Learning Communities,” 2002
- The Ph.D. Project National Meeting, “Good Teachers & Students, Bad Teachers & Students: A Feedback Loop,” 2001.
- Discussant: Parker Palmer: The Courage to Teach, Wakonse Conference, 2000.
- University of Nebraska Research Workshop, 1999.
- Arthur Andersen New Faculty Consortium, Group Leader, 1998, 1999.
- University of Virginia Technology in Business Education Workshop, “Using Computer Conferencing across Schools,” April 1998.
- Brazos Valley CPAs, Continuing education course, Jan 1997.
- University of Tennessee Research Workshop, “Market Valuation of Regulatory Assets,” 1995.

- Brazos Valley CPAs, Continuing education course, 1995.
- Brazos Valley CPAs, Continuing education course, 1994.
- Brazos Valley CPAs, Continuing education course, 1994.
- Arizona State University Research Workshop: "Market Valuation of Regulatory Assets," 1994.
- American Accounting Association national meeting, "Evidence on Financing Hierarchy Inversion and the Role of Implicit Taxes," with J. Tillinger. 1994.
- American Accounting Association national meeting, "The Economic Consequences of SFAS 106 in Rate-regulated Enterprises," with I. Khurana. 1993.
- American Accounting Association, Southwestern Regional Meeting, Discussant. 1992

#### **OTHER RESEARCH-RELATED ACTIVITIES:**

Editorial Board:

*Issues in Accounting Education*

Ad hoc reviewer:

*Journal of Accounting Research*

*The Accounting Review*

*Contemporary Accounting Research*

*Journal of Accounting and Finance*

*Advances in Accounting*

*Accounting Horizons*

*Auditing: A Journal of Theory and Practice*

*Quarterly Journal of Business and Economics*

*Journal of Information Systems*

#### **GRANTS:**

- Quality Enhancement Planning Council: \$10,000 for Assessment of Learning Communities. 2004
- Quality Enhancement Planning Council: \$13,000 for Assessment of the Core Curriculum at TAMU. 2003
- Kellogg Foundation Tex-LINC Project: \$2,000 for the Business Careers Awareness Program, with A. McGowan.
- Kellogg Foundation Tex-LINC Project: \$20,000 for the Coalition for Learning Communities in Education, Business, and Life Sciences, with J. Gunn and E. Miller.

#### **MEMBERSHIPS:**

- American Accounting Association
- Beta Alpha Psi
- Alpha Kappa Psi

#### **HONORS:**

University

- Regents Professor Award (2006)  
Presented by the TAMU Board of Regents
- Presidential Professor for Teaching Excellence (2005)  
Presented by the President of TAMU
- TAMU Nominee for Minnie Stevens Piper Award (2004)  
Nominated by the President of TAMU
- AFS Distinguished Achievement Award for Teaching (2003)  
Presented by the Association of Former Students
- Eagle Award for Outstanding Teaching Innovation (2002)  
Presented by the Development Council for the Center for Teaching Excellence for university-wide

contributions to teaching and learning. The basis for this award was leadership in forming the TAMU Coalition for the Advancement of Learning Communities.

- Fish Camp Namesake (2002)  
Presented by the students of TAMU. The nominators were students in the Freshman Business Initiative.
- Order of the Wakonse Bluebonnet (1999)  
Presented by Wakonse South for service to the organization. The basis for this award is work in founding the Wakonse South Big 12 Conference on Teaching and Learning in 1997.
- University Teaching Academy Fellow (1998)  
Presented by the Center for Teaching Excellence. The basis for this designation is work in founding the University Teaching Academy in 1997.

#### College

- Wiley Professor of Business (2010-present)
- Mays Teaching Fellow (2004-2007)  
Presented by Mays Business School
- Montague/CTE Scholar (1995)  
Presented by the Montague Foundation to outstanding assistant professors who have demonstrated excellence in both teaching and research.
- AFS College Teaching Award (1996)  
Presented by the Association of Former Students

#### Department

- Texas Society of CPAs Texas Educator of the Year (2005)
- PricewaterhouseCoopers Teaching Excellence Professor (2003 – present)
- Beta Alpha Psi Teaching Award (1994)  
Presented by the students in the local chapter of the accounting honor fraternity.

### **DOCTORAL AND MASTER'S COMMITTEE ASSIGNMENTS:**

#### Doctoral Students:

- D. Adut, Accounting (Dissertation Chair)
- A. McClellan (Dissertation Co-chair)
- Wanda Mattei (Dissertation cmte.)
- L. Holder-Webb (Dissertation cmte.)
- B. Rowe, Accounting (Dissertation Chair)
- A. Keller (Dissertation cmte.)
- K. Lancaster, Accounting (Dissertation cmte.)
- S. Utama, Accounting (Dissertation cmte.)
- D. Hurtt, Accounting (Dissertation cmte.)
- E. Oliver, Accounting (Dissertation cmte.)
- D. Wells, Accounting (Dissertation cmte.)
- R. Price, Accounting (Dissertation cmte.)
- V. Vendrzyk, Accounting (Dissertation cmte.)
- F. Niswander, Accounting (Dissertation cmte.)
- S. Summers, Accounting (Dissertation cmte.)
- J. Vreeland, Accounting (Departmental reviewer, pre-proposal)
- W. Coyle, Accounting (Departmental reviewer, pre-proposal)

#### Master's Students:

- R. Guillaume (Master's cmte.)
- M. Fuller (Master's cmte.)
- J. Youngblood (Chairperson, Master's cmte.)
- T. Porter, Accounting (Chairperson, Master's cmte.)
- B. Gaston, Accounting (Chairperson, Master's cmte.)

R. Siurek, Accounting (Master's cmte.)  
J. Schroeder, Accounting (Master's cmte.)

Graduate Council Representative:

B. Choi, Engineering  
H. Marquis, Veterinary Medicine  
R. Landon, Statistics  
D. Nelligan, Veterinary Medicine  
K. Merrill, Agriculture Economics

**SERVICE:**

American Accounting Association (National Academic Organization):

- Financial Accounting Research Section – coordinator of syllabus dissemination project
- Teaching and Curriculum Section – member
- Diversity Section – member

Department:

- Departmental Policy Advisory Committee
- Professional Program Advisory Committee
- Departmental Recruiting Committee
- Doctoral Program Committee
- Coordinator for curriculum design for Accounting/Finance Track
- Coordinator for curriculum design for ACC 315 and 316
- Research Evaluation Guidelines
- Financial Accounting Curriculum Design.
- Doctoral Program Curriculum Advisory
- Coordinator, Intermediate Accounting I
- Intermediate Textbook Selection

College:

- Faculty Senate
- Executive Committee
- Teaching Council
- SEEK Course Coordinator
- FBI Course Coordinator
- CBA Fellows Selection Committee
- BCAP Advisory Committee
- Honors Program Selection Committee
- Coach of the UMCA National Case Competition Team
- Fellows Program Director Search Committee
- Fellows and Honors Program Review Committee – Chair
- Search Committee for Director of Fellows & Honors Program

University:

- Commencement Task Force
- Assessment Advisory Council
- Executive Committee of Quality Enhancement Plan Council
- Center for Teaching Excellence Advisory Board
- Division of Student Affairs Advisory Board
- Brown-Rudder Award Selection Committee
- Electronic Portfolios Task Force
- Athletic Department Senior Advisor Team
- MSC/Learning Community Integration Team

- President's Task Force on Undergraduate Education
- Leadership Living/Learning Community Advisory Board
- Learning Community & First Year Experience Task Force – Executive Committee
- Faculty Senate – Executive Committee
- International Programs Advisory Committee
- Study Abroad Advisory Committee
- President's Education Environment Council
- Coalition for the Advancement of Learning Communities – Executive Committee
- Women's Faculty Network - Executive Committee
- Wakonse South Teaching Retreat Planning Committee
- Academic Master Plan Committee
- Teaching and Learning Roadmap Committee
- University Curriculum Committee
- First-Year Experience Task Force
- Division of Student Affairs Faculty Advisory Committee
- University Honors Program Committee
- President's Admissions Task Force
- Core Curriculum Assessment Task Force
- Athletic Council
- Commencement Planning Committee
- Convocation Committee
- Academic Programs Council
- President's Executive Staff
- VP for Student Affairs Search Committee
- VP for Finance Search Committee
- Speaker of the Faculty Senate 2003-2004
- President's Task Force on Communications – Steering Committee
- President's Teaching Awards Selection Committee - Chair
- President's Academic Integrity Task Force - Chair
- Status of Women Subcommittee - Chair
- Secretary/Treasurer of the Faculty Senate 2002-2003
- Executive Committee of the Faculty Senate 2001-2002
- Status of Women Subcommittee of the Faculty Senate 2002-2004 (Chair)
- Budget Information Subcommittee of the Faculty Senate 2001-2002
- Minority Conditions Subcommittee of the Faculty Senate 2001-2002
- President's Teaching Awards Selection Committee - Chair
- University Honors Program Committee
- Student Travel Advisory Committee
- Graduate Teaching Academy Mentor
- Search Committee for Dean of Faculties
- Program Review Committee for Center for Teaching Excellence
- TTVN Advisory Committee
- Former Students' Association Distinguished Alumni Selection Committee
- Advisory Committee to the Office of Distance Education
- University Distinguished Lectures Committee
- Women's Mentoring Project
- Faculty Sponsor, Panhandle Hometown Club