

## David E. Platt

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McCombs School of Business  
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### Education

- Ph.D. Cornell University  
Johnson Graduate School of Management, 1997
- MBA Syracuse University  
Graduate School of Management, 1989
- BS Econ University of Pennsylvania  
Wharton School of Business, 1981  
Benjamin Franklin Scholars

### Academic Experience

- University of Texas at Austin, McCombs School of Business
  - Associate Dean for Undergraduate Programs, 2012 to present
  - Senior Lecturer, Department of Accounting, 2003 to present
  - Focus Area: cost and performance measurement and management
  - Graduate Courses
    - MBA in Houston, Managerial Accounting, 2005 to 2013
    - Executive MBA in Austin, Managerial Accounting, 2008 to 2012
    - MBA in Austin, Performance Management and Control, 2009 to 2012
    - Texas Evening MBA in Austin, Managerial Accounting, 2012
    - Executive MBA in Mexico City, Managerial Accounting, 2002 to 2011
    - MBA in Austin, Business in South Africa, 2004-2006
  - Undergraduate Courses
    - BBA, Managerial Accounting (Coordinator and Instructor), 2006-2009, 2012 to present
    - MPA, Cost Management, 1997-2006
  - Executive Education
    - Performance Management, 2007 to 2012
    - Dell, Accounting for Executives, 2007
  - Director, Center for International Business Education and Research, 2001 to 2012
  - Academic Coordinator, MBA Global Connections Program, 2004-2005
  - Lecturer, Department of Accounting, 2000-2003
  - Assistant Professor, Department of Accounting, 1996-2000
- Sorbonne Graduate Business School, University of Paris, Visiting Scholar, 1999-2007
- Cornell University, Johnson Graduate School of Management
  - Instructor and Research Assistant, 1991-1996

## **Professional Work Experience**

Revive Physical Therapy, Spicewood, Texas  
Financial Advisor, 2003 to present

Raymond Corporation, Greene, New York  
Marketing and Product Manager - Raymond Integrated Systems, 1987-1991  
Assistant Controller and Internal Auditor, 1984-1987

PricewaterhouseCoopers, Philadelphia, Pennsylvania  
Auditor, 1981-1984

## **Academic Honors and Grants**

Eyes of Texas Award for Outstanding Service, Spring 2013

MBA in Houston, Faculty Honor Roll, 2012

EMBA Class of 2011, Outstanding Professor Award

Principal Investigator, U.S. Department of Education Title VIb Grant, Center for International Business Education, 2010-2014

Association for Manufacturing Excellence Lean Accounting Summit Faculty-Student Fellowship, 2009

Fawn and Vijay Mahajan Teaching Excellence Award for Executive Education, nominated, 2009 and 2010

BBA Faculty (Teaching) Honor Roll, 2008

Principal Investigator, U.S. Department of Education Title VIb Grant, Center for International Business Education, 2006-2010

MBA Faculty (Teaching) Honor Roll, 2004-2006

Principal Investigator, U.S. Department of Education Title VIb Grant, Center for International Business Education, 2002-2006

Japan Study Tour Fellowship, AACSB/Kezai Koho Center, 2002

Undergraduate Teaching Excellence Award, 2000-2001

Rintaro Aoki Outstanding Papers Award, International Association of Accounting Education and Research, Third Biennial International Accounting Research Conference, Kobe, Japan, October 2000

LARIAT (Dell/UT) Grant recipient for integration of information technology with education, 1999

Research Grant, IBM Endowment for the Business of Government, 1999

Research Fellow, University of Texas Business Measurement and Assurance Services Center, 1998-1999

American Accounting Association Doctoral Consortium Fellow, 1995

Cornell University Doctoral Fellowship, 1991-1996

Syracuse University Graduate School of Management Alumni Award for Academic Excellence, 1989

## Books

- Ronald W. Hilton and David E. Platt, *Managerial Accounting: Creating Value in a Dynamic Business Environment*, 10<sup>th</sup> Ed., McGraw-Hill Education (New York), Fall 2013.
- Ronald W. Hilton and David E. Platt, *Managerial Accounting: Creating Value in a Global Business Environment*, McGraw-Hill Irwin (New York), Spring 2011.

## Published and Working Papers

### Refereed

- “Operational Restructuring Charges and Post-Restructuring Performance: The Potential Effects of Write-Off Amounts on Measured Performance” (with Rowland Atiase and Senyo Tse). *Contemporary Accounting Research*, Vol. 21, 2004.
- “Easler Envelope Company – Cost System Design and the Role of the Corporate Accountant” (with Steve Buchheit). *Case Research Journal*. Vol. 23, No. 1, 2004.
- “Modèles de Création de Valeur en Europe et aux Etats-Unis : une Comparaison des Modèles de l'EFQM et du Baldrige Award Criteria” (with Brigitte Oger). *Comptabilité, Contrôle, Audit*, May 2002.
- “Pecos Products: A Project Introducing Complexity into the Study of Activity-Based Costing” (with Kristy Towry). *Issues in Accounting Education* (Feb 2001): 99-124.
- “Tractable (Q,R) Heuristic Models for Constrained Service Levels” (with Lawrence W. Robinson and Robert B. Freund). *Management Science* (July 1997): 951-965.

### Non-Refereed

- “An International Perspective on Business Issues.” *Proceedings of the SYLFF Administrators Meeting*, Tokyo Foundation (2010).
- “Perspectives on Grant Program Evaluation.” U.S. Department of Education, *Centers for International Business Education and Research 20-Year Report* (2010).
- “Accounting Student Attitudes Regarding Ethical Issues: A Comparison of Students in France, Turkey and the U.S.” (with Idil Kaya and Brigitte Oger.) Working paper (2007), University of Paris.
- “Supplier Expertise and Flexible Procurement Contracts” (with Birendra Mishra and Igor Vaysman). Working paper (2006), INSEAD.
- “Business Education in Latin America: The McCombs School and its Center for Internal Business Education and Research.” *Discovery*, Vol. 16, No. 1, 2002.
- “Using Activity-Based Costing to Manage More Effectively” (with Michael H. Granof and Igor Vaysman). In the *IBM Endowment for the Business of Government Grant Report Series*. January 2000.
- “Bar Coding in the Design of Order-Picking Systems.” *Proceedings: 1990 Automatic Identification Conference*. (1990) Seattle: Intermec.
- “Implementing Activity-Based Management for Internal Transfer Pricing: A Case Study” (with Dirk Holoubek). Working paper (1998), University of Texas at Austin.
- “Production Method and the Association of Manufacturing Overhead Costs and Activities.” Working paper (1998), University of Texas at Austin.

## Invited Presentations and Conferences

- “Creating Global-Ready Business Graduates.” NAFSA Conference, Houston, Texas, May 2012.
- “Running with the Bulls: Mitigating International Program Risk in a Risky World.” Partnership in International Management (PIM) Annual Conference, Bergen, Norway, October 2011.
- “An International Perspective on Business Issues.” Tokyo Foundation SYLFF Administrators Meeting, Beppu, Japan, November 2010.
- Host, Partnership in International Management (PIM) Annual Conference, Austin, Texas, October 2009.
- “Allocation of Indirect Costs.” Adhesives and Sealants Council Convention, Austin, Texas, April 2009.
- “Global Minds, Not Global Motion.” Title VI 50<sup>th</sup> Anniversary Conference, Washington, DC, March 2009.
- “Globalizing Education in Emerging Markets.” Partnership in International Management (PIM) Annual Conference, Stockholm, Sweden, October 2008.
- “CIBERs and International Offices as Partner Resources in Global Workforce Development.” NAFSA Conference, Washington, DC, May 2008.
- “Business Policy and Economic Inequity: The Case of South Africa.” Presentation for P. Konana’s Plan II course *Implications of Emerging Economies*, November 2007.
- “International Perspectives in U.S. Business Schools.” *Chair of the Americas Presentation*, IAE de Paris (Université Paris 1, Panthéon-Sorbonne), Paris, France, June 2007.
- “Accounting Student Attitudes Regarding Ethical Issues: A Comparison of Students in France, Turkey and the U.S.” (with Idil Kaya and Brigitte Oger.) Presentation at IAE de Paris (Université Paris 1, Panthéon-Sorbonne), Paris, France, May 2005, and at International Association for Accounting Education and Research Biennial International Accounting Research Conference, Istanbul, Turkey, November 2006.
- “South Africa During and After Apartheid” 2006 Hemispheres Outreach Conference, Austin, Texas, June 2006.
- “Business Response to HIV/AIDS in Southern Africa” World AIDS Day Panel, Austin, Texas, December 2004.
- “Strategic Performance Measurement and the Balanced Scorecard” IAE de Paris (Université Paris 1, Panthéon-Sorbonne), Paris, France, June 2004.
- “Promoting International Business” Lozano-Long Institute for Latin American Studies. Austin, Texas, September 2003.
- “Implementing the Balanced Scorecard in Mexican Businesses” Invited executive seminar, ITESM Santa Fe Campus, Summer 2003.
- “What is Management Accounting?” EGADE Graduate School of Business, Instituto Tecnológico y Estudios de Monterrey (ITESM), Monterrey, Mexico, September 2002.
- “Small World...or is it?” Texas Society of CPAs, 2001 Natural Gas, Telecommunications, and Electric Industries Conference, Austin, Texas, May 2001.

“Operational Restructuring Charges and Post-Restructuring Performance: The Potential Effects of Write-Off Amounts on Measured Performance” Contemporary Accounting Research Conference, Vancouver, British Columbia, Canada, October 2000.

“Value Measurement and Value Creation Models in Europe and the US: A Comparison of the EFQM Excellence Model and the Baldrige Award Criteria” International Association for Accounting Education and Research, Third Biennial International Accounting Research Conference, Kobe, Japan, October 2000.

“Activity-Based Costing and Capacity Issues in the Management of University Costs” Annual Meeting of the Management Accounting Section of the American Accounting Association. Mesa, Arizona, January 2000.

“Activity-Based Costing Research in North America” GREGOR Research Conference. IAE de Paris (Université Paris 1, Panthéon-Sorbonne), Paris, France, June 1999.

“Corporate Operational Restructuring, Financial and Operating Performance, and Financial Reporting” Annual Meeting of the Management Accounting Section of the American Accounting Association. Orlando, Florida, January 1999.

“Corporate Operational Restructuring, Financial and Operating Performance, and Financial Reporting” Annual Meeting of the American Accounting Association. New Orleans, Louisiana, August 1998.

“Tractable (Q,R) Heuristic Models for Constrained Service Levels” Annual Meeting of The Institute of Management Sciences. Phoenix, Arizona, October 1993.

“Bar Coding in the Design of Order-Picking Systems” 1990 Automatic Identification Conference. Chicago, Illinois, April 1990.

### **Academic Service**

HireTexas Career Services Steering Committee, 2013 to present  
UT-Austin Curriculum Management committee, 2013 to present  
UT-Austin Undergraduate Studies Advisory Committee, 2012 to present  
UT-Austin Committee on Undergraduate Degree Program Review, 2012 to present  
McCombs School Masters in Professional Accounting Program Committee, 2010 to present  
UT-Austin International Programs and Studies Committee, 2011 to 2012  
Sasakawa Young Leaders Fellowship Foundation, UT Steering Committee, 2002 to 2012  
University of Texas System Health Care Cost Initiative, providing cost consulting for MD Anderson Cancer Center, 2010 to 2011  
UT-Austin Summer Study Abroad Advisory Committee, 2009 to 2011  
UT-Austin Summer Study Abroad Advisory Committee, 2009 to 2011  
Provost’s Cross-College Council on International Study, 2006 to 2011  
Provost’s International Relations Degree Advisory Committee, 2007  
UT-Austin Faculty/Staff Mentor Program, 2005-2007  
UT-Austin Center for the Study of Western Hemispheric Trade, 2004-2007  
UT-Austin Proyecto Américas (PROA, president’s initiative on Latin America), Steering Committee, 2006  
McCombs Case Competition, Judge, 2005 to 2006  
UT-Austin International Studies Faculty Committee, 2003 to 2005  
UT-Austin Latin American Initiative Advisory Board, 2002 to 2005  
UT-Austin Study Abroad Advisory Board, 2002 to 2004  
Texas Exes International Alumni Advisory Board, 2001 to 2003  
McCombs School Undergraduate Curriculum Committee, 2001 to 2002

## **Affiliations and Memberships**

Certified Public Accountant (licensed in Pennsylvania)  
Chartered Global Management Accountant

Partnership in International Management  
Member, Strategic Steering Committee, 2010 to present  
Treasurer, 2008 to 2013  
Chair for North America, 2004-2007

Association for International Business Education and Research  
Executive Committee 2003-2006  
President, 2004-2005

American Accounting Association  
Institute of Management Accountants  
American Institute of CPAs

## **Ad Hoc Reviewer**

*Journal of Accounting and Public Policy*  
*Managing Business in Africa*, John Luis, editor, Oxford University Press, Cape Town, 2006.  
*Sloan Management Review*  
*Latin American Research Review*  
*Issues in Accounting Education*