

VITA
ROBERT A. PRENTICE
McCombs School of Business
University of Texas

GENERAL INFORMATION

Address: 1500 Lorrain St.
Austin, TX 78703
Phone: (512) 478-3349 (H)
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Birthdate: January 6, 1950

EDUCATION

Law School: Graduated with Honors from Washburn University
School of Law, Topeka, Kansas, May 1975
College: Graduated with Distinction from the University
of Kansas, Lawrence, Kansas, May 1972.

WORK EXPERIENCE

1973-1975: Adjunct Instructor, Department of Communication
Arts, Washburn University
1975-1980: Research Attorney, United States District Court,
District of Kansas
1980-1984: Assistant Professor of Business Law, University
of Texas College of Business Administration
1984-1990 Associate Professor of Business Law, University
of Texas College of Business Administration
1990- Full Professor of Business Law, University of
Texas, McCombs School of Business
1996-2010 Associate Chair, IROM Dept.
2010-2018 Faculty Director, Business Honors Program
2010- Chair, BGS Dept.
**2011- Faculty Director, Ethics Unwrapped Video Series and
Educational Program**

PROFESSORSHIPS

First Holder of the Ed and Molly Smith Centennial Professorship for Business Law, 1992--

SERVICE ON Ph.D COMMITTEES

- 1) Elvin Lashebrooke (1992)
- 2) Roger Martin, Accounting (1995)
- 3) Yuhong Wu, Marketing (2002)

TEACHING AWARDS AND NOMINATIONS

- 1) "UTmost" Magazine's "20 Best Professors" Award (1981).
- 2) "UTmost" Magazine's "20 Best Professors" Award (1982).
- 3) Texas Excellence Teaching Award, College of Business Administration (1982) (First Recipient).
- 4) Hank and Mary Harkins Foundation Teaching Award (for excellence in teaching large classes)(1982).
- 5) Golden Key National Honor Society Outstanding Faculty Member (1982).
- 6) Amoco Foundation Teaching Award (university-wide award)(1984).
- 7) Alpha Kappa Psi Outstanding Professor Award (Fall 1983).
- 8) "Eyes of Texas" Award (1983).
- 9) "UTmost" Magazine's "Outstanding Professors" Award (1984).
- 10) American Business Law Association Faculty Award of Excellence (1984) (national award).
- 11) Alpha Kappa Psi Outstanding Professor Award (Fall 1984).
- 12) University Nominee, Minnie Stevens Piper Foundation Award (1985).
- 13) "UTmost" Magazine's Faculty Honor Roll (1986).
- 14) Friar Society Teaching Fellowship (1986)(First Recipient).
- 15) Nominated as Outstanding Professor in MBA Elective Course (Fall 1986).
- 16) Nominated as Outstanding Professor in MBA Elective Course (Spring 1987).
- 17) "UTmost" Magazine "Outstanding CBA Professor" list (1987).
- 18) Nominated as Outstanding Professor in MBA elective course (Fall 1987).

- 19) Nominated as Outstanding Professor in MBA Elective Course (Spring 1988).
- 20) Hank & Mary Harkins Foundation Teaching Award (for excellence in teaching large classes) (1989).
- 21) Nominated for Fred Taylor Award (1990).
- 22) Texas Students' Association Outstanding Undergraduate Teaching Award (1990)(first recipient).
- 23) Jack G. Taylor Award for Excellence in Teaching (1990).
- 24) Nominated for Friar Society Teaching Fellowship (1992).
- 25) Named to "UTmost" Magazine's Faculty Fall of Fame (1992).
- 26) Texas Excellence Teaching Award in the College of Business Administration (1992-1993).
- 27) C. Aubrey Smith Teaching Excellence Award (1994)(awarded by Alpha Kappa Psi, the Accounting Honors Society).
- 28) 1995 MSIS Dept. Nominee for CBA Excellence-in-Education Award.
- 29) Inaugural Member, University of Texas Academy of Distinguished Teachers (1995).
- 30) CBA Excellence-in-Education Award (1996).
- 31) University Nominee, Minnie Stevens Piper Foundation Award (1998).
- 32) University Nominee, Council for Advancement and Support of Education (CASE) 1998 U.S. Professor of the Year Award.
- 33) Texas Excellence Teaching Award, College of Business Administration (1999-2000).
- 34) Alpha Kappa Psi Best Professor Award (Fall 1999).
- 35) Chancellor's Council Outstanding Teaching Award (1999-2000).
- 35) Texas Blazers Faculty Excellence Award (2001).
- 36) MBA Elective Faculty Honor Role (Spring 2001).
- 37) MBA Elective Faculty Honor Role (Spring 2002).
- 38) Hank & Mary Harkins Award for Effective Teaching in Undergraduate Classes (2003)
- 39) MBA Elective Faculty Honor Role (Spring 2003).
- 40) Named a "Favored Professor" by Order of Omega Honor Society (Fall 2003).
- 41) McCombs Undergraduate Faculty Excellence Award (2004)
- 42) McCombs Excellence in Education Award (2005)

- 43) Named to “MBA Faculty Honor Roll” (Spring Semester 2008)
- 44) “Eyes of Texas” Award (Spring 2008)
- 45) Inaugural Class, Texas Board of Regents Teaching Excellence Award (2009)
- 46) Faculty Honor Roll (Undergraduate Business Council) (Fall 2010 semester)
- 47) Faculty Honor Roll (Undergraduate Business Council) (Spring 2011 semester)
- 48) Faculty Honor Roll (MBA) (Spring 2011 semester)
- 49) Texas Blazers Faculty Excellence Award (Fall 2011)
- 50) ING Professors of Excellence Award (2011-2012)
- 51) Faculty Honor Roll (Undergraduate Business Council) (Fall 2011)
- 52) Founding Member, University of Texas System Academy of Distinguished Teachers (2013)
- 53) Faculty Honor Roll (Undergraduate Business Council) (Spring 2013)
- 54) Winner, Charles M. Hewitt Master Teacher Competition, Academy of Legal Studies in Business Annual Conference (2013)
- 55) Faculty Honor Roll (Undergraduate Business Council) (Fall 2013)
- 56) Texas Blazers Faculty Excellence Award (Fall 2013)
- 57) Faculty Honor Roll (Undergraduate Business Council) (Spring 2014)
- 58) Texas Blazers Faculty Excellence Award (Fall 2014)
- 59) Faculty Honor Roll (Undergraduate Business Council) (Fall 2014)
- 60) Named Provost’s Senior Teaching Fellow (Spring 2015)
- 61) Academy of Legal Studies in Business Distinguished Senior Faculty Award (2015)
- 62) Faculty Honor Roll (Undergraduate Business Council) (Spring 2015)
- 63) Faculty Honor Roll (Undergraduate Business Council) (Fall 2015)
- 64) Faculty Honor Roll (Undergraduate Business Council) (Spring 2016)
- 65) Faculty Honor Roll (Undergraduate Business Council) (Fall 2016)
- 66) Faculty Honor Roll (Undergraduate Business Council) (Spring 2017)

- 67) Faculty Honor Roll (Undergraduate Business Council) (Fall 2017)
- 68) Faculty Honor Roll (Undergraduate Business Council) (Spring 2018)
- 69) Faculty Honor Roll (Undergraduate Business Council) (Spring 2019)
- 70) Faculty Honor Roll (Undergraduate Business Council) (Fall 2019)
- 71) Hank and Mary Harkins Foundation Teaching Award (Spring 2020)(co-winner)
- 72) Faculty Honor Roll (Undergraduate Business Council)(Spring 2020)

Research Awards

- 1) **Outstanding Paper, Journal of Business Law and Ethics Pedagogy (2018) (with Cara Biasucci)**
- 2) RMA Journalistic Excellence Competition “First Place,” (2016) (with Yousef Valine).
- 3) Virginia Maurer Award for Best Ethics Paper, ALSB Annual Conference, Seattle, WA, 2014.
- 4) RMA Journalistic Excellence Competition “Honorable Mention,” 2014 (with Yousef Valine)
- 5) American Business Law Journal “Outstanding Article” award, 2010 (with Dain Donelson)
- 6) American Business Law Journal “Outstanding Article” award, 2008.
- 7) Richard J. Davis Ethics Award, 2008.
- 8) American Business Law Journal “Outstanding Article” award, 1999 (with Susan Scholz & Vernon Richardson)

PUBLICATIONS

Articles

- 1) **Cara Biasucci & Robert Prentice, *Teaching Behavioral Ethics*, 1(2) ALSB Journal of Business Law & Ethics Pedagogy (2018) (recipient of 2018 Outstanding Article Award).**
- 2) Meme Drumwright, Cara Biasucci & Robert Prentice, *Behavioral Ethics and Teaching Ethical Decision Making*, 13 Decision Sciences Journal of Innovative Education 431-458 (July 2015).
- 3) Robert A. Prentice, *Behavioral Ethics: Can It Help Lawyers (And Others) Be Their Best Selves?*, 29 Notre Dame Journal of Law, Ethics & Public Policy 35-85 (2015).

- 4) Robert A. Prentice, *Teaching Behavioral Ethics*, 31 Journal of Legal Studies Education 325-365 (2014).
- 5) Robert A. Prentice, *Behavioral Economics Applied: Loss Causation*, 44 Loyola University of Chicago Law Review 1509-1565 (2013) (invited article for conference honoring Daniel Kahneman).
- 6) Robert A. Prentice, *Good Directors and Bad Behavior*, 55 Business Horizons 535-541 (Nov./Dec. 2012).
- 7) Robert A. Prentice & Dain C. Donelson, *Scienter Pleading and Rule 10b-5: Empirical Analysis and Behavioral Implications*, 63 Case Western Reserve Law Review 441-509 (2012).
- 8) Robert A. Prentice, *Beyond Temporal Explanations of Corporate Crime*, 2 Virginia Journal of Criminal Law 128-151 (2013) (invited article).
- 9) Robert A. Prentice, *The Transformation of American Energy Markets and the Problem of Market Power*, 53 Boston College Law Review 1-73 (2012) (with David Spence).
- 10) Robert A. Prentice, *Moral Equilibrium: Stock Brokers and the Limits of Disclosure*, 2011 Wisconsin Law Review 1060-1107 (2011).
- 11) Robert A. Prentice, *Permanently Reviving the Temporary Insider*, 36 Journal of Corporation Law 343-389 (2011).
- 12) Robert A. Prentice, *New Directions in Legal Scholarship: Implications for Business Ethics Research, Theory, and Practice*, 20 Business Ethics Quarterly 503-531 (2010) (with John Hasnas & Alan Strudler).
- 13) Robert A. Prentice & Dain C. Donelson, *Insider Trading as a Signaling Device*, 47 American Business Law Journal 1-73 (2010) (named "Outstanding Article" in Volume 47).
- 14) Robert A. Prentice, *Scheme Liability: Does It Have a Future After Stoneridge?*, 2009 Wisconsin Law Review 351-419 (2009).
- 15) Robert A. Prentice, *Stoneridge, Securities Fraud Litigation, and the Supreme Court*, 45 American Business Law Journal 611-683 (2008) (named "Outstanding Article" in Volume 45).
- 16) Robert A. Prentice, *Ethical Decision Making: Finance Professionals Need More Than Good Intentions*, 63 Financial Analysts Journal 17-30 (2007) (recipient of the Richard J. Davis Ethics Award, 2008).

- 17) Robert A. Prentice, *Sarbanes-Oxley: The Evidence Regarding the Impact of Section 404*, 29 Cardozo Law Review 703-763 (2007).
- 18) Robert A. Prentice, *Flatland, Ethicsland, and Legalland*, 17 Business Ethics Quarterly 433-40 (July 2007).
- 19) Robert A. Prentice & David B. Spence, *Sarbanes Oxley as Quack Corporate Governance: How Wise is the Received Wisdom?*, 95 Georgetown Law Journal 1843-1909 (2007).
- 20) Robert A. Prentice, "Law &" *Gratuitous Promises*, 2007 Illinois Law Review 881-938 (2007).
- 21) Frank B. Cross & Robert A. Prentice, *The Economic Value of Securities Regulation*, 28 Cardozo Law Review 333-389 (2006).
- 22) Robert A. Prentice, *The Inevitability of a Strong SEC*, 91 Cornell Law Review 775-839 (2006) (*reprinted in* 48 Corporate Practice Commentator 533 (2006) (*reprinted in* Securities Law Review Sec. 2.2 (2007)).
- 23) Robert A. Prentice, *Regulatory Competition in Securities Regulation: A Dream (That Should Be) Deferred*, 66 Ohio State Law Journal 1155-1230 (2005).
- 24) Robert A. Prentice, *Teaching Ethics, Heuristics, and Biases*, 1 Journal of Business Ethics Education 57-74 (2004).
- 25) Robert A. Prentice, *Chicago Man, K-T Man, and the Future of Behavioral Law and Economics*, 56 Vanderbilt Law Review 1663-1777 (2003).
- 26) Robert A. Prentice, *Enron: A Brief Behavioral Autopsy*, 40 American Business Law Journal 417-444 (2003), reprinted in ENRON AND OTHER CORPORATE FIASCOS: THE CORPORATE SCANDAL READER (Rappaport et al. eds., 2d ed. 2009).
- 27) Robert A. Prentice & Jonathan J. Koehler, *A Normality Bias in Legal Decision Making*, 88 Cornell Law Review 583-650 (2003).
- 28) Robert A. Prentice, *Contractualizing Securities Fraud Litigation: A Behavioral Analysis*, 2003 Illinois Law Review 337-421 (2003).
- 29) Robert A. Prentice, *Regulating Investors: A Behavioral Analysis*, Duke Law Journal, 51: 1397-1504 (2002).
- 30) Robert A. Prentice, *The Case for Educating Legally-Aware Accountants*, American Business Law Journal, 38: 597-631 (2001).

- 31) Robert A. Prentice, *The Case of the Irrational Auditor: A Behavioral Insight Into Securities Fraud Litigation*, Northwestern University Law Review, 95: 133-220 (2000).
- 32) Robert A. Prentice, *The SEC and MDP: Implications of the Self-Serving Bias for Independent Auditing*, Ohio State Law Journal, 61: 1597-1670 (2000).
- 33) Robert A. Prentice, Vernon Richardson & Susan Scholz, *Caught in the Web*, The Financial Executive, 15: 27-28 (Sept./Oct. 1999).
- 34) Robert A. Prentice, Vernon Richardson & Susan Scholz, *Corporate Web Site Disclosure and Rule 10b-5: An Empirical Evaluation*, American Business Law Journal, 36: 531-578 (1999) (named "Outstanding Article" in Volume 36).
- 35) Robert A. Prentice, *Y2K: Legal Implications and Future Repercussions*, Information Systems: Frontiers 141-153 (1999).
- 36) Robert A. Prentice, *The Internet and Its Challenges for the Future of Insider Trading Regulation*, Harvard Journal of Law & Technology, 12: 263-364 (1999).
- 37) Robert A. Prentice, *Clinical Trial Results, Physicians, and Insider Trading*, Journal of Legal Medicine, 20: 195-222 (1999).
- 38) Robert A. Prentice, *The Future of Corporate Disclosure: Fraud, the Internet, and Rule 10b-5*, Emory Law Journal, 47: 1-88 (1998) [reprinted in the *Securities Law Review*].
- 39) Robert A. Prentice, *Conceiving the Inconceivable and Judicially Implementing the Preposterous: The Premature Demise of Respondeat Superior Liability Under Section 10(b)*, Ohio State Law Journal, 58: 1325-1419 (1997).
- 40) Robert A. Prentice, *Locating That "Indistinct" and "Virtually Nonexistent" Line Between Primary and Secondary Liability under Section 10(b)*, North Carolina Law Review, 75: 692-780 (1997).
- 41) Robert A. Prentice, *Vaporware: Imaginary High-Tech Products and Real Antitrust Liability in a Post-Chicago World*, Ohio State Law Journal, 57: 1163-1263 (1996).
- 42) Robert A. Prentice, *Designing and Delivering a Course Entitled "Legal Regulation and Liability of Accountants,"* Journal of Legal Studies Education, 13: 45-74 (1995).
- 43) Robert A. Prentice, *Can the Contributory Negligence Defense Contribute to a Defusing of the Accountants' Liability Crisis in Common Law Countries?*, Wisconsin Journal of International Law, 13: 359-418 (1995) [reprinted in the Defense Law Journal, 45:4].

- 44) Robert A. Prentice, *Ex Turpi Causa Non Oritur Actio: Can the U.S. Borrow From Abroad a Doctrine to Ease the Tort Litigation "Crisis"?*, San Diego Law Review, 32: 53-135 (1995).
- 45) Robert A. Prentice, Review Essay; *Anatomy of a Fraud: Inside the Finances of the PTL Ministries*, American Business Law Journal, 31: 519-534 (1994).
- 46) Robert A. Prentice & John H. Langmore, *Beware of Vaporware: Product Hype and the Securities Fraud Liability of High-Tech Companies*, Harvard Journal of Law & Technology, 8: 1-74 (1994).
- 47) Eli P. Cox & Robert A. Prentice, *A Corporate Guide for Producing Safe Products and Defending Against Product Liability Suits*, Journal of Products Liability, 14: 251-263 (1992).
- 48) Robert A. Prentice & Mark Roszkowski, *"Tort Reform" and the Liability "Revolution": Defending Strict Liability in Tort for Defective Products*, Gonzaga Law Review, 27: 251-302 (1991/1992) (invited article).
- 49) Robert A. Prentice, *Section 12(2): A Remedy for Wrongs in the Secondary Market?*, Albany Law Review, 55: 1-45 (1991).
- 50) John H. Langmore & Robert A. Prentice, *Contribution Under Section 12 of the Securities Act of 1933: The Existence and Merits of Such a Right*, Emory Law Journal, 40: 1015-1107 (1991).
- 51) Robert A. Prentice, *The Muddled State of Title VII's Application Abroad*, Labor Law Journal, 41: 633-640 (1990).
- 52) Robert A. Prentice & John H. Langmore, *Hostile Tender Offers and the "Nancy Reagan Defense": May Target Boards "Just Say No"? Should They Be Allowed To?*, 15 Delaware Journal of Corporation Law, 377-481 (1990).
- 53) Robert A. Prentice & John L. Langmore, *Shareholder Alternatives to Hostile Takeovers: Restructurings, Auctions, and MacMillan II*, Seton Hall Law Review, 20: 4-76 (1989).
- 54) Robert A. Prentice, *Section 12 of the '33 Act: Establishing the Statutory Seller*, Alabama Law Review, 40: 417-473 (1989).
- 55) Robert A. Prentice, *Front-End Loaded, Two-Tiered Tender Offers: An Examination of the Counterproductive Effects of a Mighty Offensive Weapon*, Case Western Reserve Law Review, 39: 389-453 (1989).
- 56) Robert A. Prentice, *Section 12 of the Securities Act of 1933: The Case of the Overly Eager Investor*, New England Law Review 23: 401-440 (1988).

- 57) Robert A. Prentice & Mark Roszkowski, *Reconciling Comparative Fault and Strict Liability: A Public Policy Analysis*, St. Louis University Law Journal, 33: 19-102 (1988).
- 58) Robert A. Prentice & Brenda Winslett, *Defamation and the Workplace*, Communications and the Law, 10: 29-38 (1988).
- 59) Robert A. Prentice, *The Role of States in Tender Offer Regulation: An Analysis of CTS*, Columbia Business Law Review, 1988: 1-87 (1988).
- 60) Robert A. Prentice, *Reforming Punitive Damages: The Judicial Bargaining Concept: The Review of Litigation*, 7: 113-165 (1988).
- 61) Robert A. Prentice & Jill J. Thompson, *The Legal Blitz Against Accountants: An Analysis of Section 12*, Kentucky Law Journal, 76: 345-386 (1988).
- 62) Robert A. Prentice & Brenda Winslett, *Employee References: Will a "No Comment" Policy Protect Employers Against Liability for Defamation?*, American Business Law Journal, 25: 207-239 (1987).
- 63) Robert A. Prentice, *Expanding the Duty to Rescue*, Suffolk Law Review, 19: 15-54 (1985).
- 64) Robert A. Prentice, *The Impact of Dirks on Outsider Trading*, Securities Regulation Law Journal, 13: 38-71 (1985).
- 65) Robert A. Prentice, *Dillon v. Legg Comes to Texas*, Texas Bar Journal, 47: 383-390 (Apr. 1984).
- 66) Robert A. Prentice & Paula M. Murray, *Liability for Transmission of Herpes: Using Traditional Tort Principles to Encourage Honesty in Sexual Relationships*, Journal of Contemporary Law, 11: 67-103 (1984).
- 67) Mark Roszkowski & Robert A. Prentice, *The Sale of Business Doctrine: New Relief from Securities Regulation or a New Haven for Welshers?*, Ohio State Law Journal, 44: 473-520 (1983).
- 68) Robert A. Prentice, *Supreme Court Rhetoric*, Arizona Law Review, 85-122 (1983).
- 69) Robert A. Prentice, *Target Board Abuse of Defensive Tactics: Can Federal Law Be Mobilized to Overcome the Business Judgment Rule?*, Journal of Corporation Law, 8: 337-360 (1983) [reprinted in Corporate Counsel's Annual].
- 70) Robert A. Prentice, *Choosing the Proper Structure for Your Business*, Real Estate Business, 26-29 (Spring 1983).

- 71) Robert A. Prentice, Fernandez, *The INS, and International Law*, Immigration Newsletter, 10: 6-10 (Mar. 1981).
- 72) Robert A. Prentice, *Implied Rights of Action: Of Commodities and the Future*, Wake Forest Law Review, 17: 911-960 (1981).
- 73) Robert A. Prentice, *Consolidated Edison and Bellotti: First Amendment Protection of Corporate Political Speech*, Tulsa Law Review, 16: 599-657 (1981).

Academic Books:

1. Larry DiMatteo, Robert A. Prentice, Blake D. Morant & Daniel D. Barnheizer, Visions of Contract Theory: Rationality, Bargaining, and Interpretation (Carolina Academic Press) (2007).
2. Frank B. Cross and Robert A. Prentice, Law and Corporate Finance (Edward Elgar Press) (2007).
3. Robert Prentice, The Little Orange Book (with multiple co-authors)(University of Texas Press) (2015).
4. Robert Prentice, The Little Orange Book II (with multiple co-authors)(University of Texas Pres)(2020).

Encyclopedia Entries

1. Robert A. Prentice & Eugene Clark, "Circuit Layouts" in *Halsbury's Laws of Australia* (2000).

Textbooks:

1. Robert A. Prentice, A Student's Guide to Sarbanes-Oxley (Thomson/West 2005).
2. Robert A. Prentice & Dean Bredeson, A Student's Guide to Sarbanes-Oxley (2d ed. 2009).
3. Robert A. Prentice & John Allison, Business Law: Text and Cases in the Legal Environment (6th ed. Thomson Custom Publishing 2004).
4. Robert A. Prentice & John Allison, Business Law: Text and Cases in the Legal Environment (7th ed. Thomson Custom Publishing 2005).
5. Robert A. Prentice & John Allison, Business Law: Text and Cases in the Legal Environment (8th ed. Thomson Custom Publishing 2006).
6. Robert A. Prentice & John Allison, Business Law: Text and Cases in the Legal Environment (9th ed. University Coop Custom Publishing 2007).
7. Robert A. Prentice & John Allison, Business Law: Text and Cases in the Legal Environment (10th ed. University Coop Custom Publishing 2008).
8. Robert A. Prentice & John Allison, Business Law: Text and Cases in the Legal Environment (11th ed. University Coop Custom Publishing 2009).

9. Robert A. Prentice & John Allison, Business Law: Text and Cases in the Legal Environment (12th ed. University Coop Custom Publishing 2010).
10. Robert A. Prentice, The Ethical and Legal Environment of Accounting (1st ed. 2005 Thomson Publishing).
11. Robert A. Prentice, The Ethical and Legal Environment of Accounting (2d ed. 2006 Thomson Publishing).
12. Robert A. Prentice, The Ethical and Legal Environment of Accounting (3d ed. 2008) (Cengage Publishing).
13. Robert A. Prentice, The Ethical and Legal Environment of Accounting (4th ed. 2010) (Cengage Publishing).
14. Robert A. Prentice, The Ethical and Legal Environment of Accounting (5th ed. 2012) (Cengage Publishing).
15. Robert A. Prentice, The Ethical and Legal Environment of Accounting (6th ed. 2015) (Cengage Publishing).
16. Robert A. Prentice, The Ethical and Legal Environment of Accounting (7th ed. 2017) (Cengage Publishing).
17. Robert A. Prentice, Law of Business Organizations and Securities Regulation (Prentice-Hall 2d ed.) (879 pp.) (1994).
18. Robert A. Prentice, Law of Business Organizations and Securities Regulation (Prentice-Hall) (782 pp.) (1987).
19. Howell, Allison & Prentice, Business Law: Text and Cases (Dryden Press, multiple editions).
20. Howell, Allison & Prentice, Business Law: Alternative Edition (Dryden Press, multiple editions).
21. Howell, Allison & Prentice, Legal Environment of Business (Dryden Press, multiple editions).
22. **Cara Biasucci & Robert Prentice, Behavioral Ethics in Practice: Why We Sometimes Make the Wrong Decisions (Routledge, forthcoming 2020).**

Book Chapters

- 1) Robert A. Prentice, "Gratuitous Promises," in Contract Law and Economics (edited by Gerrit De Geest, Edward Elgar Publishing, 2011).
- 2) Robert A. Prentice, "Moral Norms, Behavioral Ethics, and Bribery Activity," in Thinking About Bribery (edited by Diana Robertson & Philip Nichols, Cambridge University Press, 2017).

Web Sites

- 1) Authored the Business Law Content for an interdisciplinary analysis of the Enron scandal, *Inside Look: Enron [Analysis from All Angles]* (Southwest Publishing Co. 2003), at <http://insidelook.swcollege.com>.

Case Notes

- 1) "Non-Deceptive Breach of Contract: An 'Unfair Practice' Under Federal Law?", 18 Journal of the Academy of Marketing Science, p. 181 (1990).
- 2) "False Advertising: The Case of Too Few Saws," 18 Journal of the Academy of Marketing Science, p. 181 (1990).

Book Reviews and Review Essays

1. David Skeel, *Icarus in the Boardroom: The Fundamental Flaws in Corporate America and Where They Came From*, Oxford University Press: London, 2005; 23 Journal of Legal Studies Education 105 - 122 (2005).
2. Jonathan Bond & Masanobu Katoh, *Interfaces on Trial: Intellectual Property and Interoperability in the Global Software Industry*,” 7 Journal of Law and Information Science 128-130 (1996)(with Sharon Dunn).
3. Michael Boyle, *Shamans, Software, and Spleens: Law and the Construction of the Information Society*, Harvard University Press: Cambridge, MA, 1996; 15 Journal of Legal Studies Education 177-189 (1997)(with Sharon Dunn).
4. M. Lemov, *Consumer Product Safety Commission*, Shepard's/McGraw-Hill, Colorado Springs, 1981; 45 Texas Bar Journal 1170 (1982)
5. A. Underdal, *The Politics of International Fisheries Management*, Universitetsforlaget: Oslo, 1981; 16 Texas Journal of International Law 573 (1981).

Ethics

- Authored content for more than 100 videos hosted on EthicsUnwrapped website
- Authored more than 50 blog entries posted on EthicsUnwrapped website

Other

- 1) **Ethics Unwrapped Blog Book (2019).**
- 2) Yousef A. Valine & Robert A. Prentice, “Barriers to Achieving ‘Credible Challenge,’” The RMA Journal, July-August 2015, pp. 30-34 (RMA Journalistic Excellence Competition, First Place).
- 3) Robert A. Prentice & Yousef A. Valine, “Don’t Kid Yourself You’re Biased,” The RMA Journal, July-August 2013, pp. 12-15 (RMA Journalistic Excellence Competition, Honorable Mention).
- 4) Robert A. Prentice, “Sarbanes-Oxley and the Empirical Evidence Regarding Securities Regulation,” Management Ethics [Canada] (Spring 2007), p. 1 (invited commentary).
- 5) Robert A. Prentice, *High Cost of SOX Pays Dividend*, CIO Insight, July 30, 2007.
- 6) Robert A. Prentice, Commentary, “What’s an M.B.A. Worth in Terms of Happiness?,” The Chronicle of Higher Education (Nov. 8, 2009).
- 7) “(Behavioral) Ethics in Securities Regulation: A View from the U.S.,” Management Ethics, [Canadian Centre for Ethics and Corporate Policy] (March 2012) (invited commentary, available at

<http://www.ethicscentre.ca/EN/resources/Behavioral%20Ethics%20in%20Securities%20Regulations.pdf>.

EDITORSHIPS ETCETERA

1. Editor, Business Ethics Quarterly, 2007-2011
2. Editor, Journal of Business Law Education, 2004 - 2008
3. Advisory Board, Texas Journal of Business Law, 2000-2001
4. Editor of Special Sarbanes-Oxley Issue, and Reviewer, American Business Law Journal
5. Reviewer, American Business Law Journal
6. Reviewer, Business Ethics Quarterly
7. Reviewer, Journal of Business Ethics
8. Reviewer, Journal of Business Ethics Education
9. Reviewer, Texas Law Review
10. Reviewer, Stanford Law Review
11. Reviewer, Journal of Business Research

COMMITTEE ASSIGNMENTS

University of Texas System Committees

- 1) Regents' Outstanding Teaching Awards Selection Committee, 2010-2012
- 2) **Membership Committee, UT System Academy of Distinguished Teachers (2015-2019) (co-chair)**
- 3) **Events Committee, UT System Academy of Distinguished Teachers (2015-2017, 2019-)**

University Committees

- 2) Faculty Council, 1995-2000
- 3) Faculty Senate, 1985-86, 1994-95
- 4) University Council, 1985-86, 1994-95
- 5) Graduate Assembly, 1985-88
- 6) Men's Intercollegiate Athletics Council, 1995-1999
- 7) Library Committee of the General Faculty, 1989-93, 1997-99
- 8) President's Development Policy Advisory Committee, 1995-99
- 9) Faculty Library Appeals Committee, 1989-93
- 10) Faculty Grievance Hearing Officer, 1983-84, 1988-89
- 11) Disciplinary Hearing Officer, 1990-95
- 12) Faculty Senate Athletics and Academics Subcommittee, 1994-95
- 13) Faculty Committee on Academic Freedom and Responsibility, 1995-96
- 14) Faculty Advisory Committee on Presidential Search, 1997
- 15) "Collins Group" Project, 1996-97
- 16) Student Success Task Force, 1997-98
- 17) University Parking and Traffic Policies Committee, 1999-2000
- 18) Ad Hoc Building Committee for the Parking Garage South, 2000
- 19) Academy of Distinguished Teachers Steering Committee, 1997-2000, 2004-2005
- 20) Chancellor's Club Teaching Award Selection Committee, 2001-2002
- 21) Academy of Distinguished Teachers Task Force to Improve Undergrad Experience, 2004-05
- 22) Provost's Ethics Working Group, 2004-05

- 23) Faculty Grievance Committee, 2005-
- 24) Provost's Large Class Committee, 2003-04
- 25) Committee on Graduate Student Instructors, 2004
- 26) Ethics and Leadership Interdisciplinary Faculty Advisory Council, Bridging Disciplines Program, 2006—
- 27) Admissions Subcommittee, Bridging Disciplines Program, 2006—
- 28) Faculty Advisory Panel, Bridging Disciplines Program on Ethics and Leadership, 2009-
- 29) Hall of Honors Selection Committee, Women's Athletics, 2007—2013
- 30) Intercollegiate Women's Athletics Committee, 2006-2011
- 31) Academic Subcommittee, Intercollegiate Women's Athletics Committee, 2006-2011
- 32) NCAA Compliance Subcommittee, Intercollegiate Women's Athletics Committee, 2006-2011
- 33) Ethics Subcommittee for the General Education Requirement Assessment Planning (GERAP) Team, 2009-2011
- 34) Ethics and Leadership Flag Committee (Chair), 2009-2012 (Member) 2012-
- 35) Gaylord A. Jentz Memorial Resolution Committee (Chair), 2009
- 36) Intercollegiate Athletics-Faculty Council Ad Hoc Committee, 2010-2011
- 37) Faculty Building Advisory Committee, 2011-2016) (vice-chair 2014-15)
- 38) Member, Human Dimensions of Organizations Faculty, 2011-
- 39) Faculty Advisory Panel, Bridging Disciplines Program on Ethics and Leadership (member) (2014-**
- 40) Mitchell Undergraduate Student Awards Selection Committee (member)
- 41) Memorial Resolution Committee for Dr. Jack Lord (member)
- 42) Minnie Stevens Piper Professorship Selection Committee (member)
- 43) Leadership, Business & Society Committee (member), 2012-2015
- 44) President's Associates Teaching Awards Committee, 2013-14
- 45) Ethics Project, 2015--**
- 46) Faculty Welfare Committee, 2016-2020**
- 47) Search Committee for DHFS Executive Director, 2015-16
- 48) Push Advisory Committee, 2017-18
- 49) Portfolio Advisory Committee, Graduate Portfolio Program in STEM Career Development**
- 50) LGBTQ+Access, Equity & Inclusion Committee, 2019-**
- 51) Best Practices Subcommittee, LGBTQ+Access, Equity & Inclusion Committee, 2019--**

College of Business Administration Committees

- 1) MBA Admissions Committee, 1986-89
- 2) CBA Undergraduate Programs Committee, 1988-89, 1992-93
- 3) CBA Senior Budget Committee, 1991-92
- 4) CBA Undergraduate Student Affairs Committee, 1993-2001
- 5) CBA Business Foundations Program Subcommittee, 1991-93
- 6) CBA Outstanding Student Committee, 1983-85
- 7) CBA Junior Faculty Budget Committee, 1989-90
- 8) Facilitator, CBA Retreat, 1996
- 9) CBA Teaching Improvement Committee, 1998
- 10) Business Honors Committee, Chair, 2000-
- 11) McCombs School of Business Faculty Secretary, 1999-
- 12) Dean's Search Committee, 2001-02

- 13) Interim Director, Business Ethics Program, 2006-
- 14) Joint JD-MBA Program Advisor, 2006-
- 15) Search Committee for Business Ethics Position, 2006-2007
- 16) Dean's Search Committee, 2007-08
- 17) MBA Task Force, 2008
- 18) McCombs Strategy Committee, 2008-09
- 19) McCombs Teaching Awards Committee (Chair), 1993-1999, 2009-10, 2011-
- 20) Ad Hoc Undergraduate Curriculum Committee, 2010-2011**
- 21) Alumni Participation Steering Committee, 2011-2012
- 22) Ad Hoc Building Committee for the Graduate School of Business Building (member), 2013-15
- 23) Undergraduate Programs Committee, 2011- (Chair 2016-2018)**
- 24) Dean's Search Committee, 2015 (co-chair)
- 25) McCombs Executive Committee, 2011-**
- 26) McCombs Operations Committee, 2011-**
- 27) McCombs Centers Organization Review Task Force, 2019-**
- 28) McCombs Instructional Innovation Grant Proposal Committee, 2019-**
- 29) McCombs Hall of Fame Committee, 2019-**
- 30) McCombs MBA Programs Committee, 2019-**

BGS Department Committees

- 1) **Interim Chair, 2010-2013**
- 2) **Chair, 2013-**
- 3) **Search Committee Chair, 2010-11, 2013-14, 2017-18, 2018-19, 2019-**
- 4) **Executive Committee, 2010-**
- 5) **Merit Review Committee, 2010-**
- 6) **Advisory Board for Ethics Unwrapped Video Project, 2011-**

General Business/MSIS/IROM Dept./LEB Division Committees, 1980-2010

- 1) Coordinator, LEB Division, 1984-86
- 2) LEB Division Faculty Recruitment Committee, 1989-90, 1993-94, 1995-96, 2006-
- 3) McGinnis/Blackstock Scholarship Selection Committee, 1995
- 4) Chair, Department Teaching Awards Committee, 1982-88
- 5) Departmental Representative to CBA Student Council Core Group, 1981-82
- 6) LEB Budget Council, 1990-
- 7) LEB Long-Range Planning Committee, 1995-97
- 8) Associate Chair, IROM Dept. 1996-
- 9) IROM Executive Council, 2005-
- 10) LEB Merit Review Committee 2000-
- 11) LEB Search Committee, 2006-07
- 12) Study Abroad Credit Evaluator, 2009-2010
- 13) Post-Tenure Review Committees (multiple, often the chair), 2000-2009

Academy of Legal Studies in Business Committee

- 1) **Career Achievement Award Committee, 2009-11, 2016-2018**

- 2) **Hewitt Master Teacher Selection Committee, 2015-2017**
- 3) **ALSB Faculty Achievement Award Selection Committee, 2017-18**

Special Service

- 1) Student Endowed Centennial Lectureship Committee, 1986-95
- 2) Law School Dean Selection Committee, 1983-84
- 3) Academy of Distinguished Teachers Subcommittee on Member Selection, 1995-96
- 4) Pennzoil-Texaco Oral History Project Faculty Advisory Committee, 1989-91
- 5) Partners in Business Ethics Steering Committee, 2012-