



DR. TERRY L. CAMPBELL

Professor Campbell is Professor of Business Strategy and Finance at TEAM International and an Adjunct Professor at the University of Cincinnati. He was an Adjunct Faculty member at the Fisher School of Accounting at the Warrington College of Business Administration of the University of Florida (2001-2). Prior to this appointment, he was Professor of Business Administration at IMD in Lausanne where he was Program Director for the Managing Finance and Control program. In addition, he has held or holds appointments as the Research Professor at the International Academy of the Environment IAE (Switzerland), Theseus International Management Institute (France), Graduate School of Management at University of Aix-en-Provence (France), Copenhagen Business School, Pennsylvania State University, INSEAD, and the University of Central Florida. While at Penn State, he was the Director of the Center for Interdisciplinary Research in Information Systems (CIRIS).

He earned his doctorate degree from Indiana University where he majored in two areas: Business Economics & Public Policy and in Accounting; his master's degree from Southern Illinois University-Carbondale; and his bachelor's degree from Northwood Institute. He has completed two post-doctoral studies in Information Systems: University of Minnesota (1985) and Indiana University (1987). He is a qualified facilitator for the Myers Briggs Type Indicator (MBTI).

He has published articles in Management Science, Accounting, Organisations & Society, Information Resources Management Journal, Journal of Accountancy, Internal Auditor, and Industrial & Commercial Training, and numerous other publications. He has over 200 presentations and conference proceedings. He is Associate Editor for the Journal of Information Technology and for the Journal of Management Development.

His current research interests continue in the areas of decisions making under uncertainty. The emphasis is on measuring the unmeasurable with special attention to performance measurement and incentive systems in 'learning organisations.'

He was Treasurer and Board Member of the European Consortium for the Learning Organisation (1993-1996) and is currently President (1996-1999). He was Program Chairman for the 1995 International Conference of the European Consortium for the Learning Organisation held May 17-19, 1995 in the U.K. and is Program Chair for the 1996 Conference held in Denmark and the 1997 Conference in Sophia Antipolis, France.

He is a Certified Public Accountant (CPA), Certified Information Technology Professional (CITP), Certified Management Accountant (CMA), and Certified Cost Analyst (CCA). He is a member of the Joint Trial Board of the American Institute of CPAs (2001-2004). These professional certifications provide an extraordinary perspective of the language of business.

Prior to entering academia, he was Chief Operating Officer of a multi-plant contract manufacturing company with 1,600 employees, going through a recession to 400, and back to 900. In addition, he has extensive retail management experience.

His military experience provided the opportunity to become a Russian interpreter.

He has been involved in management and executive development for 20 years with special emphasis in cross-functional simulations and other exercises which permit the participants to 'live' with the results of their recommendations. The cross-functional focus coming from the financial analysis sessions permits increased awareness and understanding of decision making in all functions and their relationships with finance/control. He has led and participated in seminars in business to business marketing for more than a decade and is intensely involved in simulation facilitation for INDUSTRAT: the Industrial Marketing Strategy simulation. He is facilitating workshops using the EURO simulation which focuses on functional integration and competitive success in a Pan-European environment. He has conducted numerous management and executive education seminars in the U.S., Europe, and Asia. The breadth and depth of his experience provides an outstanding opportunity for participants to exchange ideas on a number of topics ranging from competitive strategy, financial analysis, marketing segmentation profitability analysis, management control systems, benchmarking, team-work, managers as coaches, and learning. The key focus of each topic is to devise ways of implementing learning that makes a difference for the individual, the team, and the organisation.

He is COACH to senior executives on a variety of topics relative to both high tech and high touch issues. He is a member of the Board of Advisers of the Center for Excellence in Financial Management of the American Institute of Certified Public Accountants in New York City, USA.

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EDUCATION

- 1979 Doctor of Business Administration (DBA), Indiana University
Double Majors in Accounting and in Business Economics and Public Policy.
Awarded Deloitte Haskins & Sells Fellowship for Instructors in Accounting.
- 1974 Masters of Business Administration (MBA), Southern Illinois University, Carbondale,
Illinois Awarded University Fellowship for Graduate Studies.
- 1973 Bachelor's of Business Administration (BBA), Northwood Institute, Outstanding
Business Administration Student, Outstanding Economics Student, Salutatorian,
numerous Dean's Lists.

Post Doctoral

- June 19- July 22, 1983 Information Systems Faculty Development Institute at the
University of Minnesota, sponsored by the American Assembly
of Collegiate Schools of Business.
- July 7-28, 1985 Advanced Information Systems Faculty Development Institute
at Indiana University, sponsored by the American Assembly of
Collegiate Schools of Business.

PROFESSIONAL CERTIFICATION

- 1976 (CPA) Certified Public Accountant, Indiana
1977 (CMA) Certificate in Management Accounting issued by the Institute of Management Accounting of the
National Association of Accountants.
- 1984 (CCA) Certified Cost Analyst, Institute of Cost Analysis
- 2001 CITP Certified Information Technology Professional (AICPA)
2002 MBTI Certified Myers-Briggs TYPE Indicator Facilitator (CAPT)

EXPERIENCE

Teaching

1994-present TEAM International, Geneva, Switzerland; (CIMID), Lausanne, Switzerland, Professor; and Visiting Professor, International Academy of the Environment IAE in Geneva, Switzerland, Copenhagen Business School, Fisher School of Accounting, University of Florida (2001-2002); University of Cincinnati (2002-2005), and Theseus International Management Institute, Sophia Antipolis, France.

1991-1994 International Institute for Management Development (IMD), Lausanne, Switzerland Accounting, Control, Systems, and Strategy; Team leader for Integrating Reality Into Strategy. Program Director for Managing Finance and Control, Caterpillar Overseas SA, Executive Programs, and Cukurova Group Managers Program

Summer 1987 INSEAD, Fontainebleau, France, MBA Elective: Analysis and Design of Information / Decision Support Systems and Executive Program: Information Systems for Competitive Advantage

1986-1991 Director, Center for Interdisciplinary Research in Information Systems (March 1987) Visiting Professor of MIS, The Pennsylvania State University; Graduate courses in Analysis and Design of IS and Decision Support Systems, Introduction to MIS, Expert Systems, Management of Information Systems, EDP Auditing, Management Strategies for Competitive Advantage

1980-1987 Associate Professor, University of Central Florida, College of Business Administration, School of Accounting

Both graduate and undergraduate courses in cost / managerial accounting, information systems, decision support expert systems, control systems, business policies and strategic management, corporate financial reporting (MBA) and research in professional issues; academic internship coordinator.

Developed courses in: Database Management Systems, Management of Information Systems, Decision Support Systems, Analysis and Design of Information Systems, and Research in Information Systems. (Bachelor's, Master's and Doctorate):

1976-1979 Indiana University

Undergraduate courses in financial, cost, and managerial accounting, marketing, marketing research, management, simulation of business enterprise, and micro-economic theory.

1982-1985 Acting Director, Management Institute, University of Central Florida

Develop and coordinate continuing education, conferences, and seminars.

Consulting

1974-Present Numerous multinational business strategy and MIS assignments with a focus on practical applications of interdisciplinary concepts; substantial expertise in preparation of complete business and financial plans and implementing the learning organisation concept. Comparative advantages are in integrative strategic thinking; and in use of complex business simulations. A sample of firms include: Mid-America Wood Products, Suburban Coastal Savings & Loan, IBM (Europe), Caterpillar, Inc. (Peoria), Caterpillar Overseas (Geneva), ING Bank, Quaker Chimica Italiana (Verona, Italy), Lawson Mardon Group (Toronto, Canada), and numerous executive education seminars at The Pennsylvania State University, the International Institute for Management Development and the Center for International Management and Industrial Development, Lausanne, involving over 900 firms from 115 countries.

Political

1974-1978 Campaign Treasurer and Manager
Former U.S. Congressman Cornwell, U.S. House of Representatives, 8th
District, Indiana.

Manufacturing

1974-1977 Executive Vice President and Chief Operating Officer
A multi-plant wood products manufacturing firm with 300-1200 employees.
Responsibility for all areas of business including, but not limited to: financial, systems, marketing, production, strategy, labor negotiations, and customer relationships.

Retailing

1965-1969 Manager
All forms of retailing, discount, department and small variety stores. Also trained other managers.

Military

1963-1964 U.S. Army, Monterey, California
U.S. Army Security Agency, Russian Interpreter, Defense Language Institute.

RESEARCH INTERESTS AND SCHOLARLY ACTIVITY

Research Interests

Measuring the unmeasurable, implementing management concepts (learning organization, benchmarking, business process re-engineering), decision making under uncertainty, incentive compensation / performance evaluation system, decision support systems, expert systems, management accounting information systems, accounting and management education, applied microeconomic analysis to business decisions, strategic decision support systems, integrating management concepts with practical applications, and management of professionals.

Research Grants

Numerous research grants at IMD and CIMID regarding the implementation of learning in management development, approximately \$100,000, 1991-present

Cognitive Studies at Penn State, "Assessing the Use of Sentential, Symbolic, Spatial, and Imagistic Information Presentation on Decision Makers," with Iris Vessey, and Uma Umanath, 1989-90, \$2,900.

Financial Executives Research Foundation, "Expert Systems for Financial Executives," 1988-1989, \$17,500.

College of Business Administration Research Fellow, 1987-1988, \$10,000 and Research Fund, 1988-89, \$10,000. (PSU)

Center for Interdisciplinary Research in Information Systems (PSU),

PPG Industries	1988-1992, \$100,000
Mobil Oil	1988-1989, \$ 2,500
Individuals	1988-1989, \$ 1,000.

Florida Department of Labor and Employment Security, "Financial Management-Decision Support Systems," STAR Grant 85-010, July 1, 1985-June 30, 1986, \$23,500.

"Trends in Output of IS / MAS Faculty and Expected Demand for IS / MAS Faculty and Classes," IS / MAS Section of the American Accounting Association, 1985-1986, \$2,000.

Florida Association of Accounting Educators, "Compilation and Review of Accounting Programs," July 1, 1985-November 20, 1985, \$1,500.

University of Central Florida

Instructional Computing Grant, I&R Technical Committee, Summer 1985, \$500.

Instructional Development Grant Learning Resource Council, Fall 1985, \$800

"Academic Internships", Martin Marietta Aerospace, 1982, \$8,000.

"Job Satisfaction of Faculty in Southern Business Administration Association Member Schools", Southern Business Administration Association, 1982, \$1,000.

PUBLICATIONS

Refereed

R. Palmer, R. Welker, T. Campbell, and N. Magner, "Examining the Impression Management Orientation of Managers," Journal of Managerial Psychology, 2002).

Nace Magner, Robert W. Welker, and Terry L. Campbell, "Testing a Model of Cognitive Budgetary Participation Processes in a Latent Variable Structural Equations Framework," Accounting and Business Research, 1997.

"The Effect of Uncertainty and Information Asymmetry on the Structure of Compensation Contracts: A Test of Competing Models," Narayan S. Umanath (University of Tulsa) and Manash Ray (Lehigh University), Management Science, May 1996.

"The Interaction of Budgetary Participation and Budget Favorability on Attitudes Toward Budgetary Decision Makers: A Research Note." " Robert B. Welker (Southern Illinois University, Carbondale) and Nace M. Magner (Western Kentucky University), Accounting, Organisations and Society, Vol. 20, No. 7/8, pp. 611-618, 1995.

"The Impact of Involvement in Class Goal Setting and Anticipated Performance Evaluation on Accounting Student Performance" Robert B. Welker (Southern Illinois University, Carbondale, Rick Palmer (University of Tennessee-Martin), Journal of Accounting Education, - forthcoming.

"Differential Diffusion of Information Systems Technology in Multinational Enterprises: A Research Model," Information Resources Management Journal, Winter 1994, pp. 6-18.

"Developing and Measuring the Learning Organisation," Heather Cairns (IMD), Industrial and Commercial Training, Vol. 26, No. 7, 1994, pp. 10-15. {Best Paper Award 1995}

"Expert Systems In Business" by Terry L. Campbell, CPA, and Suzanne M. Spitzer, AICPA InfoTech Update, Winter 1992, pp. 5-8.

"An Experimental Examination of Compensation Contracts Based on Agency Theory" with Uma Umanath (Pennsylvania State University) and Manash Ray (Lehigh University) Management Science - vol. 39, No. 1, Jan, 1993.

"Ten Network Traps To Avoid", Journal of Accountancy, December 1990, pp. 40-41.

"Technology Update: Group Decision Support Systems," Journal of Accountancy, July 1990, pp. 47-48, 50.

"Global Competitiveness Should Be An Organizational Goal," Information Management Bulletin, May / July 1990, p. 3.

"In Business, Crunching Data Doesn't Churn Out Profits," Newsday Monday, April 16, 1990, p. 41.

"The Effects of Information Order and Hypothesis-Testing Strategies on Auditor's Judgements," with Jane Butt, Accounting Organizations and Society, 1989, Vol. 14, No. 5/6, pp. 471-479.

"Optimal Decision Making in a Complex Business Simulation," Hawaiian Conference on Systems Sciences, 1989, Vol. III, pp. 822-831.

"The Use of Simulation in Financial Analysis," with Jeff Madura, Journal of Accounting and EDP, Spring 1989, Vol. 5, No. 1, pp. 28-32.

"Job Satisfaction of Academic Accountants in Southern Business Administration Association Schools," with Bill McCartney, Le Roy Franklin, and Doris Taylor, Advances in Accounting, Vol. 6, 1988, pp. 175-190.

"Trends and Projections of IS / MAS Faculty and Courses," Journal of Information Systems, Spring 1987, pp. 107-121.

"Stochastic and Non-Stochastic Determinants of Changes in Client-Industry Concentrations for Large Public Accounting Firms," Journal of Accounting and Public Policy, Winter 1985, pp. 317-328, with Doug McNiel.

"The Use of Cases in Teaching Internal Auditing," " The Internal Auditor, December 1985.

"Doctoral Programs and Trends," Doctoral Programs Conference - 1984, American Accounting Association, August 1985, with Roger Hermanson.

"Operational Auditing in the Law Office," The Australian Accountant, April 1985, pp. 54-56, with Marguerite Smith and Linda Savage.

“Automating the Systems Aid,” Journal of Accounting Education, Vol. 3, No. 1, Spring 1985, pp. 185-187.

“Fringe Benefits in CPA Firms,” The Practicing CPA, November 1984, pp. 6-7.

“Breakeven Analysis with the Microcomputer,” The Practicing CPA, October 1984, with Corey Schou.

“Small Business Analysis with the Microcomputer,” The Practicing CPA, September 1984, with Corey Schou.

“Microcomputers as Audit Tools,” Journal of Accountancy, August 1984, p. 142, as a letter to the editor but reviewed.

“What Good Is Accounting?” National Public Accountant, April 1984, p. 42-44, with John H. Salter.

“Doctoral Programs in Accounting,” American Accounting Association Conference on Doctoral Programs, The Ohio State University, June 3-4, 1983, with Roger Hermanson.

“Pre-Acquisition Audits,” Internal Auditor, April 1983, with Christopher Narvaez.

“External Peer Reviews of Internal Audit Departments,” Internal Auditor, August 1983, with Christopher Narvaez.

“To Advertise or Not to Advertise,” The Practicing CPA, American Institute of Certified Public Accountants, May 1980.

Manuscripts in Progress

“The Effects of Numerical and Verbal Probabilities on Decision Making”

“Catastrophe Theory and Information Systems Success / Failure”

“Global Diffusion of Information Technology: A Causal Analysis and Ramifications for Strategy Formulation” with Uma Umanath

Research Ideas

“Recognizing Fundamental Differences in Information Processing and Decision Making: The Case for MBTI TYPES”

“Assessing Competitive Advantage with Information Systems Technology: An Empirical Study of Market Reactions”

“A Laboratory Assessment of Nolan’s Stage Theory” with Uma Umanath.

“Chernoff Faces, Graphs, Tabular, and Narrative Presentation Differences and Decision Making Implications” with Uma Umanath.

BOOKS AND MONOGRAPHS

Case Studies on Voluntary Industry Initiatives for Climate Change Mitigation: Kansai Electric, Philips, Johnson & Johnson, and TransAlta, International Academy of the Environment, Climate Change in the Global Economy Programme, Geneva, Switzerland, 1998, ISBN 2-940197-01-6, 163 pages.

Managerial Accounting: Objective Questions and Explanations, Accounting Publications, Inc., with Irvin Gleim, 5th edition, 1995.

Management Accounting: A Decision Support Approach, with J. Edward Ketz and Sid Baxendale, Harcourt Brace Jovanovich, 1991.

Managerial Accounting: Objective Questions and Explanations, Accounting Publications, Inc., with Irvin Gleim, 4th edition, September 1992.

Managerial Accounting: Objective Questions and Explanations, Accounting Publications, Inc., with Irvin Gleim, 3rd edition, July 1988.

Instructor’s Exam Book for Managerial Accounting: Objective Questions and Explanations, Accounting Publications, Inc., with Irvin Gleim, 3rd edition, July 1988.

Managerial Accounting: Objective Questions and Explanations, Accounting Publications, Inc., with Irvin Gleim, 2nd edition, January 1986.

Instructor’s Exam Book for Managerial Accounting: Objective Questions and Explanations, Accounting Publications, Inc., with Irvin Gleim, 2nd edition, January 1986.

Doctoral Programs in Accounting, Business Publications, Inc., with Roger Hermanson, August 1986.

A Compilation and Review of Accounting Education in Florida, Florida Association of Accounting Educators, with John H. Salter, 2nd edition, November 1985.

Pre-Acquisition Audits, a monograph commissioned by The Institute of Internal Auditors, with Christopher Narvaez and Linda Savage, 1984