

CURRICULUM VITAE

Suneel Udpa

School:

Department of Accounting

School of Economics and Business Administration

P.O. Box 4230

Moraga, CA 94575

Phone: 925-631-4752

EDUCATION B.S., Physics, Bombay University, 1980, graduation with first class.

M.S., Business, Washington University in St. Louis, 1990.

Ph.D., Accounting, Washington University in St. Louis, August, 1990.

HONORS Saint Mary's College Faculty Alumni Award, 1999

Beta Gamma Sigma, Business Honor Society, 1990

Webb Foundation Doctoral Fellows Scholarship, 1989

American Accounting Association Doctoral Consortium Fellow, 1987

Graduate School of Business Fellowship, Washington University in St. Louis, 1985-1989

TEACHING Professor of Accounting, 2000-present
EXPERIENCE Saint Mary's College of California

Visiting Professor of Accounting, Present
Haas School of Business, University of California, Berkeley

Chair, Department of Accounting, 1997-1999
Saint Mary's College of California

Associate Professor of Accounting, 1995 – 1999
Saint Mary's College of California

Assistant Professor of Accounting, 1990 - 1993
Emory University

RESEARCH & SCHOLARLY WORK

Publications

- “Activity-Based Costing for Hospitals”
Health Care Management Review, Vol. 21, No. 3 (Summer 1996)
- “Go Online for Company Information”
CPA Journal, Vol. 66, Issue 5 (May 1996)
- “Accounting Firm Policies and Procedures to Prevent Insider Trading Abuses”
The Ohio CPA Journal (November/December 1996)
- "Insider Trading and the Information Content of Earnings"
Journal of Business, Finance, and Accounting, Vol. 23, No. 8 (October 1996)
- "Accounting Education in a Liberal Arts College"
Educational Perspectives, Volume XIII, Number 2 (Spring 1996)
- “*The Balanced Scorecard* by Robert Kaplan and David Norton”—book review
The Accounting Review (January 1997)
- “Costing the Episode of Care Using Activity-Based Costing” in: *Global Fees for Episodes of Care: New Approaches to Healthcare Financing*, Douglas Emery, Editor (McGraw Hill Healthcare Education Group, 1998)
- “Activity Cost Analysis: A Tool to Cost Medical Services and Improve Quality of Care”
Journal of Managed Care Quarterly (forthcoming)

Publications (Under Review)

- “Accounting as a Liberal Discipline”
Journal of Accounting Education
- “Validity Check on Accounting Prerequisites for a Business Curriculum”
(with Howard Turetsky) *Journal of Accounting Education*

Work-in-Progress

- “Evaluating ASPs”
- “Reducing Costs through Outsourcing”

PAPER/WORKSHOP PRESENTATIONS

- "Insider trading and the Information Content of Earnings"
Information on Insiders (Capital Markets) Forum, 1995 Annual Meeting
of the American Accounting Association (August 1995)
- "Online Search Strategies and Electronic Research"
Continuing Professional Education Programs, 1995 Annual Meeting of the American
Accounting Association (August 1995)
- "Activity-Based Management for Health Care Organizations"
1995 Annual Meeting of the American Academy of Accounting and Finance (December
1995)
- "The Effect of Compliance with GAAP and GAAS on Accountants' Liability"
1995 Annual Meeting of the American Society of Business and Behavioral Sciences (February
1996)
- "A Guide to Federal Securities Law: Opportunities for Research in Law and Accounting"
Continuing Professional Education Programs, 1996 Western Regional Meeting of the
American Accounting Association (May 1996)
- "An Analysis of U.S. Transfer Pricing Rules for Tangible Assets"
1996 International Conference of the Academy of Business Administration (July 1996)
- "The Effect of Shareholder Litigation on Corporate Disclosure Strategy"
1996 International Conference of the Academy of Business Administration (July 1996)
- "Accounting as a Liberal Discipline"
Teaching and Curriculum Forum, 1996 Annual Meeting of the American Accounting
Association (August 1996)
- "Designing and Delivering an Accounting Capstone Course"
Continuing Professional Education Programs, 1996 Annual Meeting of the American
Accounting Association (August 1996)
- "Costing the Episode of Care Using Activity-Based Costing"
1998 National Conference of the Academy of Business Administration (April 1998)
- "Forensic Accounting: Opportunities in Teaching and Research"
Continuing Professional Education Programs, 1998. Western Regional Meeting of the
American Accounting Association (April 1998)
- "Accounting Researcher as an Expert Witness"
1998 International Conference of the Academy of Business Administration (July 1998)
- "Validity Check on the Accounting Prerequisites within the Business Curriculum"

1998 Global Trends Conference of the Academy of Business Administration (December 1998)

“Validity Check of the Accounting Prerequisites within the Business Curriculum”

Teaching and Curriculum Forum, 1999 Annual Meeting of the American Accounting Association (August 1999)

PROFESSIONAL ACTIVITIES

Member, American Accounting Association, 1993-present

Discussant, 1991 Eastern Regional Meeting of the Financial Management Association, Key West, Florida

Reviewer, 1995 Annual Meeting of the American Accounting Association, Orlando, Florida

Discussant, 1996 Western Regional Meeting of the American Accounting Association, Jackson Hole, Wyoming

Moderator/Discussant, 1996 International Conference of the Academy of Business Administration, Athens, Greece

Book Reviewer, McGraw Hill, 1996

Invited Participant, 1998 OECD Symposium on the “Role of Disclosure in Strengthening Corporate Governance and Accountability,” Paris, France

Discussant, 1998 Western Regional Meeting of the American Accounting Association, Seattle Washington

Discussant, 1998 Annual Meeting of the American Accounting Association, New Orleans, Louisiana

Discussant, 1998 Global Trends Conference of the Academy of Business Administration

Moderator, 1999 Annual Meeting of the American Accounting Association, San Diego, California

FACULTY SERVICE

Academic Senate (1995 - 1997)

Undergraduate Council (1994 - 1998)

Graduate Council (1995 - 1996)

Strategic Planning Committee, SEBA (1994 - Present)

Computer Planning Committee (1995 - Present)

Endowed Professorship Accounting Search Committee (1994 - Present)

Graduate Business Strategic Management and Operations faculty

positions search committee (1996)

Planning Task Force (1997-Present)

Ethics Symposium Committee—“Ethics and Democracy in the Digital Age” Symposium (1998-
Present)

January Term Committee (1998-Present)