

**John R. Page**  
**Curriculum Vitae**

A. B. Freeman School of Business  
Tulane University  
New Orleans, Louisiana 70118  
(504) 865-5475

1315 Exposition Boulevard  
New Orleans, Louisiana 70118  
(504) 895-6312

*Academic Experience*

1984-present Associate Professor of Accounting, The A. B. Freeman School of Business, Tulane University  
2006-present Professor of Accounting, Universidad Virtual, Tecnologico de Monterrey, Monterrey, Mexico  
1992 Visiting Professor, Czechoslovak Management Center, Celakovice, Czechoslovakia  
1979-84 Associate Professor of Accounting, Department of Accounting, University of New Orleans  
1982 Visiting Associate Professor of Management Science, School of Business, Tulane University  
1978-79 Assistant Professor of Accounting, University of New Orleans  
1977-78 Visiting Assistant Professor of Accounting, University of New Orleans  
1976-77 Adjunct Professor of Computer Science in the Department of Mathematical Sciences, Loyola University and in the Department of Computer Science, Tulane University

*Education and Certification*

Ph.D., Tulane University, December 1975. Concentration: Business Administration.  
MBA, Tulane University, December 1971.  
C.P.A., Certificate number 12710, January 26, 1978. Active Licensed Status with Firm Permit.  
Highest score in Louisiana in the CPA Examination, May 1977. Award of Excellence from Louisiana Society of CPAs.  
Qualified expert in accounting in both federal and state courts.

*Honors*

1992 Erich Sternberg Outstanding Faculty Research Award, Freeman School, Tulane University  
1985-87 Associate Editor for Finance and Accounting, Journal of Business Research  
Teachers' Honor Roll, Freeman School, Tulane University, 1984-5, 1985-6, 1986-7  
Beta Gamma Sigma

*Memberships*

American Institute of Certified Public Accountants (AICPA)  
Forensic and Valuation Services Section of the AICPA

## PUBLICATIONS

### *Articles*

"Seasonal Affective Disorder and Seasoned Art Auction Prices: New Evidence from Old Masters," *Journal of Behavioral and Experimental Economics*, Vol. 59 (December 2015), pp. 74–84.

"A Graphical Analysis of Financial Leverage Concepts and Some Empirical Results" has been accepted by *The Journal of Corporate Accounting and Finance*.

"The Ingenious Marketing of Modern Paintings", with T. Bayer, *Journal of Historical Research in Marketing*, Vol. 6, Issue 2 (2014), pp. 211-233.

"Age, Human Capital and the Quality of Work: New Evidence from Old Masters," with T. Bayer, R. Yaron and J. Rosett, *The Berkeley Electronic Journal of Economic Analysis and Policy*, Vol. 13, No. 2 (July 2013), pp. 687-708.

"Bank Accounting Practices and Current Financial System Uncertainty," with P. Hooper, *The CPA Journal*, Vol. LXXXIII, No. 3 (March 2013), pp. 46-52.

"Arthur Tooth: A London Art Dealer in the Spotlight, 1870/71," with T. Bayer, *Nineteenth-Century Art Worldwide*, March 2010.

"An Investigation of Market Microstructure Impacts on Event Study Returns," with R. Lease and R. Masulis, *Journal of Finance*, Vol. XLVI, No.4, (September 1991) pp. 1523-1536.

"Macroeconomic Forces, Systematic Risk, and Accounting Variables: An Empirical Investigation," with S. Young, M. Berry, and D. Harvey, *Journal of Financial and Quantitative Analysis*, Vol. 26, No. 4 (December 1991) pp. 559-564.

"Assessing Marketing Risk," with V. Cook, *Journal of Business Research*, Vol. 15, No. 6 (1987) pp. 1-12. Reprinted in Readings in Strategic Marketing, Second Edition, V. Cook, et. al. (Eds.), Scientific Press, Palo Alto, California, 1989.

"Systematic Risk and Accounting Information Under the Arbitrage Pricing Theory," with S. Young, M. Berry, and D. Harvey, *Financial Analysts Journal*, (September/October 1987) pp. 73-76.

"Accountants' Legal Liability: An International Comparison," with P. Hooper and K. Smith, International Journal of Accounting, Vol. 20, No. 2, (1987) pp. 65-80.

"You and the CPA: The Legal Relationship," with P. Hooper and B. St-Phard, Business Horizons, Vol. 29, No. 2, (1986), pp. 61-67. Reprinted in Small Business Report, November, 1986.

"Measuring Teaching Effectiveness by Student Evaluation," with P. Hooper, Issues in Accounting Education, Vol. 1, No. 1, (1986) pp. 56-64.

"The Legal Environment of Public Accounting," with P. Hooper, CPA Journal, Vol. LIV, No. 6, (1984), pp. 36-39.

"Organizing Business Data Processing Systems," with P. Hooper, CPA Journal, Vol. LIII, No. 8, (August 1983) pp. 24-31.

"An Overview of Internal Control Problems and Solutions in Computer Systems," with P. Hooper, Journal of Systems Management, Vol. 33, No. 12, (December 1982) pp. 22-27. Reprinted in Administracion de Empresas (Argentina).

"Internal Control in Computer Systems," with P. Hooper, Financial Executive, Vol. L, No. 6, (June 1982) pp. 14-20. Reprinted in Resource Management Journal, Winter, 1983 (United States Army).

"The Promise of Small Business Information Systems," with P. Hooper, Journal of Systems Management, Vol. 32, (September 1981) pp. 17-27.

"Financial Statements for Security Analysts," with P. Hooper, Financial Analysts Journal, September/October 1979. Reprinted in CFA Readings in Financial Statement Analysis, The Institute of Chartered Financial Analysts, Charlottesville, Virginia, 1985, pp. 90-95.

"How to Buy a Computer," with P. Hooper, CPA Journal, Vol. XLIX, No. 9, (1979) pp. 39-45.

"Basics of Information Systems Development," with P. Hooper, Journal of Systems Management, Vol. 30, No. 8, (1979) pp. 12-16.

"Better Financial Statements for Corporate Valuation," with P. Hooper, Management Accounting, Vol. LXI, No. 3, (1979) pp. 52-56.

### *Books*

The Development of the Art Market in England: Money as Muse, 1730—1900, with T. Bayer, Pickering & Chatto Publishers, London, 2011.

Proving Antitrust Damage: Legal and Economic Issues, with numerous co-authors, American Bar Association, Antitrust Section, 1996.

Accounting and Information Systems, Fourth Edition, with P. Hooper, Prentice Hall, Inc., February, 1992. Package includes solutions manual, test bank, study guide and data base tutorial.

Accounting and Information Systems, Fourth International Edition, with P. Hooper, Prentice Hall International, 1992. These international editions have been distributed throughout much of the world including England, Australia, New Zealand, and Southeast Asia.

Auditing: A Systems Approach, with R. Scott and P. Hooper, Reston (a Prentice-Hall Company) 1982. Package includes solutions manual and a separate package case.

Introduction to Financial Accounting, with P. Hooper, West Publishing Company, 1982. Package includes solutions manual, study guide, working papers, test bank, a separate practice case, and transparencies.

Microcomputer Accounting and Business Applications, with P. Hooper, Reston (a Prentice-Hall Company) 1985.

#### *Other Publications*

"Networking and Data Communications Basics," with P. Hooper, CPA Journal, Vol. LXVII, No. 11, (1997).

"Relational Databases," with P. Hooper, Management Accountant, (October 1996).

"Organizing Information and Data in Business Systems," with P. Hooper, National Public Accountant, November, 1997.

"Putting Real Teeth Into Your Data Security," with P. Hooper, National Public Accountant, May, 1996.

"Legal Liability Changes: How Do They Affect You," with P. Hooper, National Public Accountant, June 1984.

"SAS No. 30 and Reporting on Internal Accounting Control," with M. Welsh and P. Hooper, National Public Accountant, Vol. 28, No. 3, (March 1983) pp. 35-39.

"Small Business Accounting: LIFO Revisited," with M. Welsh and P. Gariepy, Louisiana Business Survey, Vol. 13, No. 2, (Spring 1982) pp. 3-5.

"Let's Replace the Funds Statement--A New Proposal," with P. Gariepy and P. Hooper, Louisiana CPA, Vol. 40, No. 2, (1981) pp. 45-53.

"All You Ever Wanted to Know About Internal Control in a Manual Accounting Environment," with P. Hooper, National Public Accountant, Vol. 24, No. 7, (1979) pp. 18-28.

## Reviews

Guido Guerzoni, Apollo & Vulcan: the art markets in Italy 1400-1700, (East Lansing: Michigan State University Press, 2012) in *Economic History Review*, Vol 67, Issue 2 (May 2014) pp. 595-596.

*Accounting Review*: Alcar Software: The Value Planner, by Alcar, Inc., July 1986; Kermit: A File Transfer Protocol, by Columbia University Center for Computing Activities, April 1986; A Manager's Complete Guide to Effective Information Systems: A Questionnaire Approach, by Robert Thierauf, October 1985; Management Control Systems, Fourth Edition, by R. Anthony and J. Dearden, April 1981.

American Association for the Advancement of Science, Data Communications by M. Loomis, Programming Concepts: A Second Course, by W. Jones, Minicomputers Theory and Operation, by D. Eadie, Current Trends in Programming Methodology: Program Validation, Volume 2, edited by R. Yeh, Problem Solving With FORTRAN, by D. Spencer, and Fundamentals of Finite Mathematics, by R. Childress.

Computers and Accounting, by T. McRae, in Review of Business and Economics Research, Vol. XIII, No. 2, (Winter/77-78).

## Monographs and Presentations

"Market Microstructure Reactions to Seasoned Equity Issues" with R. Lease and R. Masulis. American Finance Association, December 28, 1989; Western Finance Association, June 25, 1989; Financial Management Association 1988 Annual Meeting, October, 1988; and Financial Management Association 1987 Annual Meeting, October, 1987.

"Brand Equity and Shareholder Value in Mature Industrial Product Markets", ORSA/TIMS Marketing Science Conference, March, 1990; "Attraction Costs, Market Response, and Profit Potential", ORSA/TIMS Marketing Science Conference, March, 1989; "Marketing Risks, Market Share, and Rates of Return," ORSA/TIMS Marketing Science Conference, March, 1988; "Marketing Risk and Rate of Return," ORSA/TIMS Marketing Science Conference, March, 1986; "Measures of Specific Risk in Marketing Strategy", ORSA/TIMS Marketing Science Conference, March, 1985, with V. Cook.

"Network Flows Under Uncertainty with Fixed Charge Costs," with J. Prawda, 43rd National Meeting, Operations Research Society of America, Milwaukee, Wisconsin, May 11, 1973.

American Accounting Association subcommittee report to respond to the FASB Discussion Memorandum on Funds Flow and Liquidity.

Computerized Dietary Information System, Volume V., with J. Balintfy and L. Dennis, documentation of Public Health Service Grant HM00216-04.

## SERVICE

### *Tulane University*

Chair, Area Studies in Accounting, from August 1988 to May 2000.

Member, Freeman School Dean Search Committee.

Member, University Senate Committee on Computing.

Member, Ph.D. Committee for (a) Paul Johnstone, Department of Computer Science, School of Engineering, 1988; (b) James Schmit, Department of Electrical Engineering, School of Engineering, 1983.

Chairman, A. B. Freeman School Computer Committee.

Author, Report on MIS Curricular Strategy.

Set up Compustat and CRSP databases on new IBM 3081.

Coordinator, Accounting Research Seminar Series.

Advisor, team for the Emory business management game, 1982.

### *University of New Orleans (Selected)*

Supervised masters' thesis, "Cash and Funds Flow Measurement and Reporting: The Usefulness of a New Approach," by Phyllis Cassidy, M.S. in Accounting awarded May, 1979.

Manuscript reviewer, Review of Business and Economic Research.

Faculty advisor, Beta Alpha Psi.

### *Community*

Lectured on "Current Research in Finance and Accounting" and "Current Status of Computer Information Systems" at the Catholic University in Valparaiso, Chile during visit of October 4-10, 1987. Also reviewed their curricula in accounting and information systems.

Member, Chamber of Commerce Business Task Force on Education. Reviewed auditing systems of the New Orleans Public Schools. This led to the system's first audit committee.

Member, Management Information Systems delegation to China in August, 1983. Made technical presentations in Beijing, Tianjin, Shanghai, and Canton on microcomputer systems in the United States.

Unpaid consultant with three local companies leading to the purchases of a CADO system, a Wang system, and a DEC system; with a local distributor concerning the problems associated with its Burroughs system, leading to the acquisition of a DEC system and the hiring of new personnel; director of study leading to computerized financial planning system for Country Day School.

Letter to New Orleans Times-Picayune about excessive staffing of state government; two appearances on WWL-TV; two live interviews by WSMB radio; and articles in New Orleans, Baton Rouge, and Alexandria newspapers and the Tulanian.

## COMMERCIAL EXPERIENCE

*2000-present Consulting Accountant.*

Qualified expert (1) February 11, 2004, in US District Court, Eastern District of Louisiana, Judge Ivan Lemelle; (2) June 4, 2008 in Division E, Civil District Court, New Orleans, Judge Madeleine Landrieu; (3) 2009 U.S. Dist LEXIS 27698 (W.D.La 2009); (4) June 12, 2012, United States District Court, Eastern District of Louisiana, Judge Martin Feldman; (5) March 11, 2013, Iberville Parish, Judge William C. Dupont; (6) January 23, 2014, 24th Judicial District Court, Jefferson Parish, Judge Cornelius E. Regan.

*1975-2000 Independent Systems Consultant.*

Guided computer software firm from a collapsed system through the reconstruction of records, identification of embezzlement, installation of a networked system, and subsequent audit. Set up computer system for real estate brokerage firm. Calculated land values mathematically for an Army Corps of Engineers appraisal. Set up accounting systems for a manufacturer, construction firm, professional medical corporation, pension plan and profit-sharing plan. Developed program for analysis of statistical football data, with data updated on-line. Developed program for Prentice-Hall, How to Use Your Personal Computer to Manage Your Personal Finances.

*1973-74 Alexander Grant & Company, Management Consultant.*

Designed cost accounting system for manufacturer: designed financial accounting and information system for school system; conducted EDP feasibility study for manufacturer; reviewed data processing for parish government; developed EDP master plan for manufacturer; reviewed data processing at a bank.

*1969-73 Management Optimization Systems, Inc. (MOS), Vice President and Treasurer.*

Directed system designs. Saved 554 bed hospital over \$120,000 by utilizing computer-planned diets and computer-generated production plans for the kitchen. Developed systems for Department of Corrections, City of New York. Reduced inventory by \$100,000 for 8500 bed mental hospital. Installed systems and data for other hospitals and universities. Note: MOS, of which I was a 15% owner, was absorbed into Medicus Systems and Medicus was subsequently bought by Whittaker, a Los Angeles conglomerate. The President of Whittaker-Medicus was the director of the task force on reducing federal expenditures headed by J. Peter Grace and appointed by President Reagan.

*1966-69 Computer System Research, Tulane University, Programmer and System Analyst.*

Handled increasingly complex programming and systems analysis assignments. Assignments included simulation experiments and linear programming. Co-author of Final Report of seven-year, \$750,000 government research project on the applications of the computer in food service.