

ROBERT JAMES BLOOMFIELD

January 2022

Johnson Graduate School of Management
Cornell University, Ithaca, NY 14853,
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Education

Ph.D. (Business Administration)	University of Michigan (1992)
Masters in Accounting	University of Toledo (1985)
B.G.S. (minor in Mathematics)	University of Michigan (1983)

Current Employment and Key Recent Assignments

Nicholas H. Noyes Professor of Management and Professor of Accounting, Johnson Graduate School of Management (Chair appointed 2005).

- Faculty Director, Executive MBA Programs, Johnson School. 2018-
- Cornell S. C. Johnson College of Business Faculty Policy Committee, 2016-2109
- Johnson School Faculty Policy Committee, 2015-2016, 2018-2020
- Johnson School EMBA Faculty Oversight Committee, 2016-
- Johnson School Assurance of Learning Director, 2018

Previous Positions

2012-2013	Visiting Professor, Columbia Business School
2007-2011	Academic Director, Financial Accounting Standards Research Initiative, Financial Accounting Standards Board
2005-2006	Visiting Professor, Harvard Business School
2003-2005	Professor of Accounting, Johnson Graduate School of Management
1998-2003	Associate Professor, Johnson Graduate School of Management
1991-1998	Assistant Professor, Johnson Graduate School of Management
1988-1990	Research Assistant, University of Michigan (Ken Binmore, James Noel)
1987	Teaching Assistant, University of Michigan
1986-1987	Tax Accountant, KPMG, Toledo, Ohio (CPA 1987)

Other Recent Activities

2017-present	Co-Editor, Journal of Financial Reporting
2015-2018	Guest Editor, Journal of Accounting Research 2107 Conference, Registered Reports of Empirical Research
2012-2017	Editor, Accounting, Organizations and Society

Open Access Books and Monographs

[What Counts and What Gets Counted.](#)

[How to be a Good Professor](#)

Published & Forthcoming Papers

1. Identifying Insincere and Sincere Bias through post-report interactions. With Jeremy Bentley, Shai Davison and Melissa Ferguson. *The Accounting Review*, 96 (5): 53–78. <https://doi.org/10.2308/TAR-2016-0214>
2. Cost Structure, Operating Leverage and CDS Spreads. With Sanjeev Bhojraj, Youngki Jang & Nir Yehuda. *The Accounting Review*, 96(5), 79-105. Web Address: <https://doi.org/10.2308/TAR-2018-0497>
3. Penalties for Unexpected Behavior: Double Standards for Women in Finance. With Kristina Rennekamp, Blake Steenhoven & Scott Stewart. *The Accounting Review*. 96(2), 107-125. Web Address: <https://doi.org/10.2308/tar-2018-0715>
4. The LAAPs that Foster Productive Conversations, and the Crebit that Undermines Them. *Accounting, Organizations and Society*. Vol 68-69. July 2018.
5. No System is Perfect: Understanding How Registration-Based Editorial Processes Affect Reproducibility and Investment in Research Quality. With Kristina Rennekamp and Blake Steenhoven. *Journal of Accounting Research* Vol 56, No. 2. 2018.
6. Why We Should Stop Being Surprised that Lightly-Regulated Markets Fail to Achieve the SEC's Goals for Market Quality: A Discussion of “Private Intermediary Innovation and Market Liquidity. *Contemporary Accounting Research* 33(3), June 2016
7. Which Moral Foundations Predict Willingness to Make Lifestyle Changes to Avert Climate Change in the USA? With Janis Dickinson, Poppy McLeod and Shorna Alread. *PLOS One*, October 19, 2016
8. Gathering Data for Archival, Experimental, Field and Survey Research in Accounting. With Mark Nelson and Eugene Soltes. *Journal of Accounting Research* 54(2): 341-395, 2016
9. Rethinking Managerial Reporting. *Journal of Management Accounting Research* Spring 2015, Vol. 27, No. 1, pp. 139-150
10. Does classifying and disaggregating financial statement information help credit analysts recognize firms' cost structures? Sept. 2014. With Frank Hodge, Patrick Hopkins and Kristina Rennekamp, *Contemporary Accounting Research*, 32 (2), 507-527.
11. Durability, Transit Lags and Optimality of Inventory Management Decisions, with Susan Kulp. *Production and Operations Management* July-August 2013, Vol 22 (4), 826-842.

12. Hidden Liquidity: Shedding New Light on Dark Trading, with Maureen O'Hara and Gideon Saar, June, 2012. Winner, Best Paper Award, Conference on Current Topics in Financial Regulation, 2012. *Journal of Finance*.
13. Pragmatics, Implicature and the Efficiency of Elevated Disclosure. *Accounting Horizons* June 2012, Vol 26(2), pp. 357-370.
14. Discussion of "Detecting Deceptive Discussions in Conference Calls", *Journal of Accounting Research*, May 2012.
15. An Unregulated Stock Market in Second Life, with Young-Jun Cho. *Southern Economic Journal*, July 2011 (78:1).
16. Norms, Conformity and Controls, with William Tayler. *Journal of Accounting Research*, June 2011 (49:3) pp 753-790. Winner, Outstanding Paper Award, Midyear Meeting, Management Accounting Section of the American Accounting Association, 2011.
17. Disagreement and the Cost of Capital, with Paul Fischer. *Journal of Accounting Research*, March 2011 (49:1), pp. 343-381.
18. Behavioral vs. Traditional Finance. Chapter 2 in Behavioral Finance, Kent Baker and John Nofsinger, Eds. Wiley (2010).
19. Experimental Finance. Chapter 6 in Behavioral Finance, Kent Baker and John Nofsinger, Eds. Wiley (2010).
20. World of Bizcraft. Journal of Virtual Worlds Research. *Journal of Virtual Worlds Research* 2009 2(3).
21. Protecting Children in Virtual Worlds Without Undermining Their Economic, Educational and Social Benefits, with Benjamin Duranske. *Washington and Lee Law Review*, Summer 2009. 66(3): 1175-1215.
22. Momentum, Reversal and Uninformed Traders: An Experimental Investigation, with Bill Tayler and Flora Zhou. *Journal of Finance* (December 2009)
23. Contagion of Wishful Thinking, with Nicholas Seybert. *Management Science*. May 2009, Vol. 55 No. 5 738-751.
24. An Experimental Investigation of the Positive and Negative Effects of Mutual Observation," with Jeffrey Hales. *The Accounting Review*. 2009, Vol. 84, No. 2.

25. How Noise Trading Affects Markets: An Experimental Analysis, with Maureen O'Hara and Gideon Saar. *Review of Financial Studies*. 2009. Vol. 22 No. 6.
26. Margin Trading, Overpricing and Synchronization Risk, with Bill Tayler and Sanjeev Bhojraj. *Review of Financial Studies*. 2009. Vol. 22, No. 5.
27. Experimental Research on Financial Reporting: From the Laboratory to the Virtual World, with Kristina Rennekamp. *Foundations and Trends in Accounting* (Vol 3. No. 2, 2008).
28. Accounting as the Language of Business. *Accounting Horizons*. 2008, Vol. 22, No. 4.
29. Discussion of "Annual Report Readability, Earnings and Earnings Persistence," by Feng Li. *Journal of Accounting and Economics*. August 2008. Vol. 45, Issues 2-3, 248-252
30. Behavioral Finance. 2007. The New Palgrave Encyclopedia of Economics, Steven Durlauf and Lawrence Blume, Editors.
31. Feedback Loops, Fair Value and Correlated Investments, with Mark Nelson and Steven Smith. 2006. *Review of Accounting Studies* 11:377-416
32. Responsibility for Cost Management Hinders Learning to Avoid the Winner's Curse, with Joan Luft, September, 2005. *The Accounting Review* 81(1):29-48
33. How Verifiable Cheap-Talk Can Communicate Unverifiable Information, with Vrinda Kadiyali, *Quantitative Marketing and Economics* 2005, 3(4):337-363.
34. The "Make or Take" Decision in an Electronic Market: Evidence on the Evolution of Liquidity, with Maureen O'Hara and Gideon Saar, *Journal of Financial Economics*, January, 2005, 75(1):165-200.
35. Risk or Mispricing? From the Mouths of Professionals, with Roni Michaely. *Financial Management*, Autumn 2004, 33(3):61-82.
36. Discussion of 'Examining the Role of Auditor Quality and Retained Ownership in IPO Markets: Experimental Evidence.' *Contemporary Accounting Research*, Spring 2004, 21(1) 131-138.
37. Confidence and Investors' Reliance on Disciplined Trading Strategies, with Susan Krische and Mark Nelson, *Journal of Accounting Research*, June 2003, 41(3): 503-540.
38. Over-Reliance on Previous Years' Earnings, with Robert Libby and Mark Nelson. *Contemporary Accounting Research*, Spring 2003, 20(1):1-31.

39. Experimental Research in Financial Accounting, with Robert Libby and Mark Nelson, *Accounting, Organizations and Society*, November 2002, 27(8):775-811.
40. Predicting the Next Step of a Random Walk: Experimental Evidence of Regime-Shifting Beliefs, with Jeffrey Hales, *Journal of Financial Economics*, September 2002, 65(3): 397-415.
41. The Incomplete Revelation Hypothesis: Implications for Financial Reporting, *Accounting Horizons*, September 2002, 16(3): 233-244.
42. The Effects of Information Strength and Weight on Behavior in Financial Markets, with Robert Libby, Mark Nelson and Jeffrey Hales, *Organizational Behavior and Human Decision Processes*, November 2001, 86 (2): 168-196
43. Under-reactions, over-reactions, and moderated confidence, with Robert Libby and Mark Nelson, *Journal of Financial Markets*, May, 2000 3:113-137
44. Can Transparent Markets Survive? with Maureen O'Hara, *Journal of Financial Economics*, March 2000, 55:425-459.
45. Disclosure Effects in the Laboratory: Liquidity, Depth and the Cost of Capital, with T. Jeffrey Wilks, *The Accounting Review*, January, 2000 75(1):13-42.
46. Confidence and the Welfare of Less-Informed Investors, with Robert Libby and Mark Nelson, *Accounting, Organizations and Society*, November, 1999, 24:623-647.
47. A discussion of 'An experimental investigation of auditor-auditee interaction under ambiguity.' *Journal of Accounting Research*, 1999, Supplement, 37:157-165.
48. Market Transparency: Who Wins and Who Loses, with Maureen O'Hara, *Review of Financial Studies*, Spring 1999, 12:5-35.
49. "Does Order Preferencing Matter?" with Maureen O'Hara, *Journal of Financial Economics*, October 1998, 50:3-37.
50. Experimenting with Transparency, with Maureen O'Hara. In Organization and Quality of Equity Markets, ed. P. Davidoff, Paris University Press, 1998.
51. Strategic Dependence and the Assessment of Fraud Risk: A Laboratory Study, *The Accounting Review*, October 1997, 72:517-538.
52. Communication of Confidence as a Determinant of Group Judgment Accuracy, with Robert Libby and Mark Nelson, *Organizational Behavior and Human Decision Processes*, December 1996, 68: 287-300.

53. Quotes, Prices and Estimates of Value in a Laboratory Specialist Market, *Journal of Finance*, December 1996, 51:1791-1808.
54. The Interdependence of Reporting Discretion and Informational Efficiency in Laboratory Markets, *The Accounting Review*, October 1996, 71: 493-511.
55. Market Reactions to Differentially Available Information, with Robert Libby, *Journal of Accounting Research*, Autumn 1996, 34:183-207.
56. Strategic Dependence and Inherent Risk Assessments, *The Accounting Review*, January 1995, 70:71-90.
57. Learning a Mixed Strategy Equilibrium in the Laboratory, *Journal of Economic Behavior and Organizations*, December 1994, 25:411-436.

Working Papers

- Attitudes toward Operating and Reporting Distortion Vary with Demographics and Perceived Deservingness. February 2021, with Jeremy Bentley, Matthew Bloomfield, and Tamara Lambert. Being prepared for submission to *The Accounting Review*.
- The MAP: Moral Accountability Principles for Moral Accounting Engagements. January 2021. Accepted proposal for the AAA Studies in Accounting Research Monograph Series.

Work in Progress

- Stories, Identity and The Effectiveness of Managerial Reporting Systems, with Natasha Bernhardt and Xinyu Wang. Data gathering underway, December 2020.
- Dramatic Narrative and Investor Decision-Making, with Natasha Bernhardt and Xinyu Wang, Developing stimuli, January 2020.
- The Debiasing Effect of Evaluating Judges' Accountability Practices Rather than Actors' Performance. January 2021. With Tamara Lambert and Marietta Peytcheva. Data collection complete for studies 1 and 2; additional data collection planned for Spring 2022.
- Do the Rules of Moral Accounting Engagements Make Debates about Governance Less Contentious and More Productive. With Tamara Lambert and Marietta Peytcheva. Data collection planned for Spring 2022.
- How Moral Accounting and the Theory of Dyadic Morality Lead to Differences in Moral Intuition. With Tamara Lambert and Marietta Peytcheva. Data collection planned for Spring 2022.

Teaching

- *Doctoral Seminars*: Gathering, Analyzing & Reporting Data; Psychological Aspects of Financial Markets; Accounting Models and Experiments; Agents, Institutions and Efficiency.
- *MBA Courses*: Data Analytics, Managerial Reporting, Financial Reporting and Control (HBS), Financial Statement Analysis; Business Valuation and Equity Research; Managerial and Cost Accounting; Taxation for Business Planning;

Taxation for Mergers and Acquisitions; Information in Markets: A Simulation-Based Course; Business and Oversight in Second Life

- *Executive Education Courses:* Managerial Reporting for Executives (an elective for Executive MBA students); Financial Accounting for Non-Financial Managers (Performance Evaluation and EVA); Manufacturing Executives Program (Activity Based Costing and Activity Based Management); Executive Development Program (Performance Evaluation, EVA and Security Valuation); The Executive Certificate Program in Healthcare Delivery Management: Finance and Accounting (Topics in Managerial and Cost Accounting and Business Strategy)
- *Online Education:* Measuring and Improving Business Performance; Strategic Decision Making; Introductory Financial Reporting (in development); Fostering Productive Conversations in Challenging Times (proposal). All for eCornell, a division of Cornell University.

Doctoral Student Advising

- Natasha Bernhardt
- Eunjee Kim
- Blake Steenhoven
- Victor Van Pelt, Tilburg University
- Manuela Dantes
- Joseph Pacelli, Accounting (first placement, Indiana University)
- Jeremy Bentley (Chair), Accounting (first placement University of Massachusetts)
- Vic Anand (Chair), Accounting (first placement, Emory University)
- Young-Jun Cho, Accounting (first placement, Singapore Management University)
- Kristi Rennekamp, Accounting (first placement, University of Illinois)
- Nicholas Seybert, Accounting (first placement, University of Texas at Austin)
- Shana Clor, Accounting (first placement, University of Wisconsin-Madison)
- William Taylor (Chair), Accounting (first placement, Emory University)
- Hailan Zhou (Chair), Accounting (first placement, University of Illinois)
- Jeffrey Hales (Chair), Accounting (first placement, University of Texas)
- Steven D. Smith, Accounting (first placement, University of Illinois)
- Gizem Saka, Economics
- Bernardine Low, Accounting
- Maurice Doyon, Applied Economics and Management

Selected Service Positions

- Co-Chair, Virtual Opportunities Task Force, Johnson School, January 2021 – May 2021.
- Area Coordinator, Accounting, Cornell S.C. Johnson College of Business, January 2020-July 2020.
- Faculty Director, Executive MBA Programs, Johnson School, April 2019-
- Chair, College Faculty Policy Committee, Fall 2017-2018
- Faculty Director of eLearning (July 2014-July 2017); Chair, Faculty Policy Committee (July 1, 2015-June 30, 2016)
- Member, Johnson eLearning Governance Committee (January 2014-present)
- Director of Doctoral Program, Field of Management, Cornell University, 1998-2008 (except for 2005-06, when on leave to Harvard Business School)
- Director, Business Simulation Laboratory, Johnson Graduate School of Management, 2004-present (unofficial director from 1991-2004)

Honors and Awards

- Trailblazer Award, eCornell, 2019.
- Star Teaching Award, EMBA Americas Program, 2018
- Star Teaching Award, EMBA Americas Program, 2015
- Jim Bulloch Award for Innovations in Management Accounting Education, Management Accounting Section of the American Accounting Association, 2014
- Best Paper Award, Conference on Current Topics in Financial Regulation, 2012

- Outstanding Paper Award, Midyear Meeting, Management Accounting Section of the American Accounting Association, 2011.
- Ronav and Richard Menschel Provost's Award for Distinguished Scholarship, 2005
- Innovation in Teaching Grant, Cornell Center for Learning Technologies, 2002-2005.
- Johnson School Faculty Research Award, 2004
- Whitcomb Faculty Fellow, 2002-2003
- Top Ten List for MBA Teaching Evaluations, various semesters
- Member, '4.5 Club' for MBA Teaching Evaluations, various semesters

Invited Presentations

Moral Psychology & Cornell, Moral Psychology Brownbag Series
Cornell S. C. Johnson College of Business, Panel of Business Ethics
Center

Egyptian Online Seminars in Business, Accounting and Economics

Keynote Speaker, Global Management Accounting Research Symposium, June 2019.

Limerg Institute (Week long doctoral seminar), June 2019

Moderator and Panelist, Editors Panel, Center for Accounting Research Excellence, May 2019.

Ethical Systems Panel on Speech Norms, NYU, March 2019

Financial Accounting Research Section meeting, January 2019, JFR Update and
Showcase Panel organizer and speaker.

Iowa Sullivan Scholar in Residence, University of Iowa, August 2018

Limerg Institute (Week long doctoral seminar) 2017

University of Amsterdam, September 2016

Limerg Institute (Week long doctoral seminar) 2016

Cornell University, September 2016

Limerg Institute (Week long doctoral seminar) 2015

Rice University, September 2015

AAA Annual Meeting Panel Discussion, Fair Value Accounting
Journal of Accounting and Economics, November 2014.

University of Michigan Doctoral Retreat, August 2014

AAA Annual Meeting Panel Discussion, Future Directions in Experimental Research,
August 2014

AAA Management Accounting Section Conference, Editors Panel, January 2013

AAA Management Accounting Section Doctoral Consortium, January 2013

Contemporary Accounting Research Conference, October 2013, Discussant

Center for Accounting Research Excellence Conference, Keynote speaker, April 2013

University of Massachusetts, Amherst, January 2013.

Boston Area Research Conference, January 2013

Harvard Business School, January 2013

Yale University, May 2012

Miami Behavioral Finance Conference, December 2011

Columbia University, November 2011

INSEAD, October 2011

Tilburg University "Fall Camp", October 2011

IESE, Barcelona, October 2011
IE, Madrid, September 2011
AAA Annual Meeting, Synergies of Archival and Experimental Financial Accounting Research (Panel), August 2011
AAA Annual Meeting, Future Directions in Experimental Research (Panel), August 2011
AAA Annual Meeting, Theoretical Perspectives on Disclosure (Panel), August 2011
Institute for International Economic Policy/International Monetary Fund Conference on “Advances in Behavioral Finance”, Elliott School of International Affairs, George Washington University, May 2011
FARS Doctoral Consortium, January 2011
University of Indiana, October 2010
University of Illinois, September 2010
AAA Doctoral Consortium June 2010
Harvard Business School, June 2010
University of Texas April 2010
University of Chicago April 2010
University of North Carolina March 2010
Keynote Speaker, South Central Regional Library Council, October 2009
Keynote Speaker, Pillsbury Institute, October 2009
Featured Presentation, Second Life Community Convention, August 2009
AAA Doctoral Consortium, Lake Tahoe, CA, June 2009
Doctoral Consortium, Plenary Address, Financial Accounting and Reporting Section midyear meeting, January 2009
Doctoral Consortium, Financial Accounting and Reporting Section midyear meeting, January 2009
Plenary Address, EIASM Conference on Managerial Accounting, December 2008
University of Iowa, October 2008
New Horizons in Science, October 2008
Keynote Address, Second Life Educators Community Convention, September 2008
Kellogg Graduate School of Management, Northwestern University, June 2008
Entrepreneurship@Cornell, Cornell University, March 2008
MetaverseU, Stanford University, February 2008
Wharton Business School, November 2007
Washington University, Nick Dopuch Conference, November 2007
Stanford University, October 2007
University of Rochester, September 2007
American Accounting Association Annual Meetings, August 2007, “Big Unanswered Questions in Accounting”
American Accounting Association Annual Meetings, August 2007, “Financial Accounting Standards Research Initiative”
American Accounting Association Annual Meetings, August 2007, “From the Laboratory to the Virtual World”
Barclay’s Global Investors, June 2007
Massachusetts Institute of Technology, November 2006
Journal of Accounting and Economics Conference, October 2006
Michigan State University, September 2006

Penn State University Summer Mini-conference, June 2006
CRA International (Charles River Associates), October 2006
Review of Accounting Studies Conference, October 2005
Western Finance Association Meetings, June 2005
Duke University, April 2005
University of Texas at Austin, November 2004
Harvard University, October 2004
Emory University, November 2003
Bocconi University, Milan, Italy, July 2003
MTS Trading Conference, Toulouse, France
Securities and Exchanges Commission, Office of Economic Analysis, November 2002
Contemporary Accounting Research Conference, October 2002 (discussant)
University of Iowa, September 2002
Penn State University, January 2002
American Finance Association Conference, January 2002
Harvard Conference on Experimental Methods, November 2001
Contemporary Accounting Research Conference, October 2001
AAA Research Seminar, AAA Annual Meetings, August 2001
AAA Doctoral Consortium, June 2001
P.D. Leake Lecture Series, Oxford University, May 2001
Harvard University, September 2000
University of North Carolina, April 2000.
BMAS Conference on Analytical Research, University of Texas, March 2000
AAA New Faculty Consortium, February 2000
The Ohio State University, November, 1999.
University of Chicago (Center for Decision Research), January 1999
University of Georgia, November 1998
Washington University, October 1998
American Finance Association Meetings, Chicago, January 1998
Annual Conference of Accounting and Financial Economics,
SUNY Buffalo, November 1997.
Western Finance Association Meetings, San Diego, June, 1997.
California Institute of Technology March, 1997.
University of Washington, March, 1997.
Conference on "Organization and Quality of Equity Markets," Paris Bourse,
December, 1996.
Economic Science Association Meetings, October 1996.
Michigan State University, February 1996.
University of Illinois, October 1995.
American Accounting Association Annual Convention, August 1995.
Journal of Financial Intermediation: Symposium on Market Microstructure, May 1995.
University of Texas, May 1995.
Northwestern University, October 1994.
Economic Science Association meeting, November 1994.
Annual Conference of Financial Economics and Accounting,
University of Michigan, October 1994.

Columbia University Accounting Workshop, October 1994.
American Accounting Association Annual Convention, August 1994.
University of Minnesota, September, 1993.
SUNY Buffalo, March, 1993.
American Accounting Association Annual Convention, August 1993.

Press Coverage and Media Appearances

Brent Clanton Show
Baltimore Sun
Businessweek
Christian Science Monitor
CNet
Technology Review
National Public Radio's Marketplace
National Public Radio's Weekend Edition
CNet
CNBC
The Kojo Nnamdi Show, WAMU Radio
Los Angeles Times
New York Times
Newsweek
PBS Off Book
Smart Money
Wall Street Journal
WVBR Radio
Active Author, TerraNova (<http://terranova.blogs.com/>)
Author, Metanomics (<http://metanomics.net>)

Peer Review Duties and Professional Service

Co-Editor, *Journal of Financial Reporting*
Editor, *Accounting, Organizations and Society*
Guest Editor, *Review of Accounting Studies*, Conference Issue 2012
Editor, Special Issue on Technology, Economy and Standards, *Journal of Virtual Worlds Research*
Editorial Board Member
Journal of Accounting Research
The Accounting Review
Review of Accounting Studies
Accounting Horizons
Ad Hoc Reviewer for:
Accounting and Business Research
Behavioral Research in Accounting
Contemporary Accounting Research
Games and Economic Behavior
European Financial Review
Journal of Accounting and Economics

Journal of Accounting Research
Journal of Business Ethics
Journal of Economic Behavior and Organization
Journal of Finance
Journal of Financial and Quantitative Analysis
Journal of Financial Markets
Review of Accounting Studies
Review of Economics and Statistics
Review of Financial Studies
Review of Finance
American Economic Review
National Science Foundation

Member, AAA Senior Researchers Task Force, 2014
Member, AAA Financial Accounting Standards Committee, 2007-2011
Member, FARS Steering Committee, 2006-2007
Member, AAA Annual Meeting Steering Committee, 2006-2007
Member, AAA-FASB Conference Committee, 2005
Member, AAA Notable Contributions to Accounting Literature, Screening Committee, 2000-2001
Chairman, AAA Competitive Manuscript Committee, 1999-2000
Member, AAA Competitive Manuscript Committee, 1998-1999