

MARC A. GIULLIAN

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EDUCATION

Ph.D., University of Illinois at Urbana-Champaign, October 1996.
M.Ac., Brigham Young University, December 1986
B.S. (Accountancy), Brigham Young University, Cum Laude, December 1986.

RESEARCH

Honors and Awards:

2002 International Business and Economics Research Conference “Best Paper Award” for the best paper presented in each individual session. (“The Incremental Predictive Ability of Both Individual Financial Analysts and Statistical Models in Forecasting Earnings”).

Published Refereed Journal Articles:

- Moshavi, Dan, Johnson, Christie and Giullian, Marc A., “Developing Client Service Competencies in Accounting Students: Integrating a Service Quality Experience in an Accounting Course.” *Journal of the Academy of Business Education*, Volume 8, Spring 2007.
- Benham, Harry and Giullian, Marc. (2005). “Reducing Spreadsheet Errors Rates” *Issues in Information Systems, Volume VI, Number 1*, 28-34.
- Giullian, Marc A. (2003). “Individual Financial Analysts’ Contribution in Earnings Per Share Forecasting” *Journal of Business & Economic Research, Volume 1, Number 8*, 111-121.
- Giullian, Marc A., Odom, Marcus D. and Totaro, Michael W. (2003). “CPAs and Electronic Survey Media” *The Review of Business Information Systems, Volume 7, Number 1*, 103-108.

Giullian, Marc A., Odom, Marcus D. and Totaro, Michael W. (2000). "Developing Essential Skills For Success In The Business World: A Look At Forecasting" *Journal of Applied Business Research, Volume 16, Number 3*, 51-61.

Odom, Marcus D., Giullian, Marc A. and Totaro, Michael W. (1999), "New Technology In Survey Research: Does It Improve Response Rates?" *Review of Accounting Information Systems, Volume 3, Number 1*, 27-34.

Refereed National Proceedings:

Giullian, Marc A., Alzheimer, Tim (2004), "College Students' Credit Card Attitudes and the Effect of Direct Instruction" *Proceedings of the Association for Financial Counseling and Planning Education*, 67-71.

Refereed Abstracts & Poster Sessions:

Giullian, Marc A. (2006), "College Students' Perspective on Appropriate Credit Card Usage" *Association for Financial Counseling and Planning Education Annual Conference*, San Antonio, TX, November 15-17, 2006.

Giullian, Marc A., Alzheimer, Tim (2005), "The Relationship Between Choice of Major and Attitudes Toward Credit Cards" *Association for Financial Counseling and Planning Education Annual Conference*, Scottsdale, AZ, November 16-18, 2005.

Moshavi, Dan, Johnson, Christie and Giullian, Marc A., "Teaching the Business of Accounting: Developing Student Competencies in Professional Services Management." *American Accounting Association National Meeting*, Orlando, FL, August 8-11, 2004.

Refereed Presentations without Associated Published Materials:

Giullian, Marc A. "The Incremental Predictive Ability of Both Individual Financial Analysts and Statistical Models in Forecasting Earnings" *International Business and Economics Research Conference*, Las Vegas, NV, October 8, 2002.

Giullian, Marc A., Odom, Marcus D. and Totaro, Michael W. "CPAs and Electronic Survey Media" *International Business and Economics Research Conference*, Reno, NV, October 8, 2001.

Giullian, Marc A., Odom, Marcus D. and Totaro, Michael W. "CPAs and Electronic Survey Media" *National Applied Business Research Conference*, Denver, CO, August 2, 1999.

Odom, Marcus D., Giullian, Marc A., and Totaro, Michael W. "Survey Response Rates of Accounting Faculty: Regular Mail, Email And Web Form," *Southwest American Accounting Association Regional Meeting (Held jointly with SWFAD Annual Meeting)*, Houston, March 12, 1999.

Giullian, Marc A. "Financial Analysts' Intuition in Earnings Per Share Forecasts," *Behavioral Decision Research in Management Conference*, University of Miami, June 20, 1998.

Giullian, Marc A., Odom, Marcus D. and Totaro, Michael W. "Forecasting: Increasing Importance in the Undergraduate Business Curriculum," *Annual meeting of the American Society of Business and Behavioral Sciences*, Las Vegas, Feb 25, 1998.

Giullian, Marc A., Odom, Marcus D. and Totaro, Michael W. "Survey Response Rates by Accounting Professors: Snail Mail vs. Web-form," *Annual Meeting of the American Society of Business and Behavioral Sciences*, Las Vegas, NV, Feb 25, 1998.

Other publications:

Short, Daniel G., Libby, Robert, Libby, Patricia A. and Giullian, Marc A. "Financial Accounting: Global Edition," McGraw-Hill Irwin, New York, New York, 2012

Research projects in progress:

Giullian, Marc A. "College Students and Credit Cards: What Do We Know?" This is a paper examining and summarizing the extant literature related to college students and their relationship with credit cards. It is in the manuscript preparation phase.

Giullian, Marc A. "The Potential Value of Interest Understanding." Data gathered in Fall 2010, Spring 2011 and, Summer 2011. Data will be evaluated to determine if more is needed and if any further changes need to be made to future data gathering.

Giullian, Marc A. and Alzheimer, Tim. "The Effect of Direct Instruction on College Document1 Students' Attitudes Toward Credit Cards and Credit Card Use." Rejected at *Financial Counseling and Planning*. Submitted to the *Journal of Family and Economic Issues* in August 2012. Rejected at *Journal of Family and Economic Issues* in December 2012.

Interests: Accounting and business education's effect on attitudes toward personal debt, Impact of technology on the accounting profession, Individual financial analysts' earnings per share forecasts, Judgment/decision making (JDM) research applied to accounting related topics.

TEACHING

Honors and Awards:

Faculty 2012 Excellence Award presented by the Montana State University Alumni Association and the Bozeman Area Chamber of Commerce.

Professor of the Year, 2012, presented by the Montana State University chapter of Beta Gamma Sigma.

Joe and Sharlene Loendorf Excellence in Teaching Award, 2008, presented by the Montana State University College of Business for teaching excellence.

Thomas Nopper Excellence in Teaching Award, 2005, presented by the Montana State University College of Business Award for teaching excellence.

Professor of the Year, 2005, presented by the Montana State University chapter of Beta Gamma Sigma.

Outstanding Teacher Award, 1996, presented by the Accounting Society (student organization) of the University of Louisiana-Lafayette.

Incomplete List of Instructors Rated Excellent, 1988 & 1992, university-wide teaching recognition award, University of Illinois at Urbana-Champaign.

Experience:

Montana State University-Bozeman: Associate Professor, September 2006 to present; Assistant Professor, May 2001 to August 2006. Courses taught: Survey of Research in Accounting (graduate course), Accounting Theory and Complex Issues in Accounting (graduate course), Intermediate Accounting II, Principles of Accounting I.

University of Louisiana-Lafayette: Instructor, August 1995 to June 1996, Assistant Professor, June 1996 to May 2001. Courses taught: Advanced Accounting, Intermediate Accounting III, Intermediate Accounting II, Accounting Principles II.

Western Illinois University (RIRUC Campus): Visiting Assistant Professor, August 1994 to May 1995. Courses taught: Auditing, Intermediate Accounting I, Intermediate Accounting II.

University of Illinois at Urbana-Champaign: Graduate Assistant, June 1988 to August 1994. Courses taught: Intermediate Accounting I, Acct Principles I.

Interests: Financial Accounting, Auditing

ADMINISTRATIVE EXPERIENCE

Montana State University: Accounting Option Coordinator, September 2008 to present

University of Louisiana-Lafayette: Acting Department Head, August 2000 to May 2001.

PROFESSIONAL EXPERIENCE

Staff Auditor: Tanner & Company, CPAs, Salt Lake City, UT 1987-1988.

Administrative Aide: Assisted Associate Dean of the School of Management, BYU, 1985-1986.

Staff Accountant: Beecher Company, Provo, UT, 1985.

ACADEMIC HONORS

University of Illinois at Urbana-Champaign:

AICPA Doctoral Fellowship Recipient (competitive), 1989-1991.

Andrew Barr Scholar, 1991-1992.

Brigham Young University:

Merit Scholar, 1984-1985.

Trustees Scholar 1979-1984.

Dean's List 1979-1984.

SERVICE

Montana State University-Bozeman:

Accounting Option Coordinator, September 2008 to present

Director, Masters of Professional Accountancy Program, July 2001 to June 2004;

January 2005 to August 2005

Chair, Accounting Search Committee, September 2006 to May 2007

Executive Secretary, Accounting Advisory Council, September 2006 to May 2007
Graduate Council, September 2001 to June 2004; January 2005 to August 2005
Graduate Student Academic Appeals Board, September 2001 to June 2004;
January 2005 to August 2005
COB Promotion and Tenure Committee, September 2010 to May 2011;
September 2013 to present
COB Strategic Initiatives Committee, September 2007 to May 2010; September
2013 to present
COB Assurance of Learning Committee, September 2007 to May 2009
COB Curriculum Committee, September 2002 to September 2006
COB Accounting Recruiting Participant, September 2001 to present
Chair of Graduate Committee for all MPAC students, September 2001 to June
2004; January 2005 to August 2005
Member, Marketing Search Committee, September 2004 to May 2005
Member, Accounting Search Committee, September 2005 to September 2006
Member, Montana State University Bookstore Board of Directors, April 2011 to
present

University of Louisiana-Lafayette:

Strategic Planning Team, Fall 2000 to Spring 2001
AACSB Accreditation Team, Fall 2000 to Spring 2001
Advisor for USL Accounting Society, Fall 1996 to Spring 2001
Accounting Principles Committee (Dept.), Fall 1995 to Spring 1999
Accounting Research Library Committee (Dept.), Fall 1995 to Spring 1997
Teaching Excellence/Instructional Responsibilities Comm. (College), Fall 1995
to Spring 1999
Service Learning Council (University), Fall 1997 to Spring 2001

Professional:

Member, Membership Advisory Committee, American Accounting Association,
Fall 2009 to Summer 2012.

Member, Accounting Certificate for Educators Task Force, American Accounting
Association, Fall 2009 to Summer 2010.

Western Region Liaison for the Teaching & Curriculum Section of the American
Accounting Association, 2005.

Discussant for 2005 American Accounting Association Western Regional
Meetings in Sacramento, CA.

Discussant for 2004 American Accounting Association Western Regional
Meetings in Newport Beach, CA.

Discussant for 2003 American Accounting Association Western Regional Meetings in Breckenridge, CO.

Discussant for 2001 American Accounting Association Annual Meetings in Atlanta, GA.

Session chair at 1997 American Accounting Association Southwest Regional Meetings in New Orleans, LA.

PROFESSIONAL HONORS & SOCIETIES

Certified Public Accountant
American Institute of Certified Public Accountants
American Accounting Association
Beta Alpha Psi
Beta Gamma Sigma