

Robert Prentice

Department Chair and Professor, Department of Business, Government & Society and BHP Director at The University of Texas at Austin, McCombs School of Business

Austin, TX, US

Ethics, business and public policy, securities fraud, and corporate law

Description

Robert A. Prentice is an educator and lawyer with a focus on business law, securities regulation, and ethical decision making. He is a published expert on securities fraud, insider trading, the value of securities regulation and the legal liability of accountants.

Prentice is the founding chair of the Business, Government and Society department, and is the Ed & Molly Smith Professor of Business Law at the McCombs School of Business, The University of Texas at Austin.

Prentice has won numerous teaching awards and is a member of UT's Academy of Distinguished Teachers. He has published more than 60 major law review articles on such topics as securities law litigation, tender offers, insider trading, securities regulation and the Internet, accountants' legal liability, and products liability.

He is the founder and director of the Ethics Unwrapped Video Series and Educational Program, a 48-video online learning library with teaching notes which is used to teach behavioral ethics at more than 130 colleges in 170 countries.

Availability

Keynote, Moderator, Panelist, Corporate Training

Industry Expertise

Training and Development, Judiciary, Capital Markets, Education/Learning, Accounting, Research, Public Policy

Topics

Behavioral Ethics, Business Ethics, Corporate Law, Securities Law and Ethics, Accounting Regulation, Securities Fraud, Business & Public Policy, Corporate Governance, Sarbanes-Oxley, Energy Markets

Affiliations

Business Ethics Quarterly, Journal of Business Ethics, American Business Law Journal

Sample Talks

Prentice Examines Roots of Ethical Decision Making

Recent studies suggest that most people innately believe they are more skilled, ethical and generous than their colleagues—a tendency Prentice said can cause some people to venture into murky moral territory. In a business context, ethical dilemmas may emerge when a person's self-image is inflated to a point that he or she feels entitled to cut corners. "Under certain circumstances, we give ourselves license to play a little faster and looser than we normally would," Prentice says. "And we don't realize how much the last decision we made can affect the next decisions we make."

Past Talks

Heroes and Villains: Teaching Ethical Behaviour by Example

Partners in Business Ethics Annual Conference

Talks On Behavioral Ethics (Since 2014)

Young Presidents Organization, UT Athletics Staff, UT System Office of General Counsel, Comfort Systems, Inc., National Telephone Cooperative, PCAOB Standing Advisory Group, Washington, D.C.

Ethical Decision Making - Why It's Not Easy Being Your "Best Self" Even When You Want to Be

Texas Enterprise Speaker Series

Education

Washburn University

J.D. Law

University of Kansas

B.A. Undergraduate Studies

Accomplishments

Virginia Maurer Award for Best Ethics Paper

ALSB Annual Conference

Texas Blazers Faculty Excellence Award

In 2014, 2013, 2011, and 2001.

Outstanding Article Award

American Business Law Journal (with Dain Donelson). Also in 2008 and 1999.

Richard J. Davis Ethics Award

Research award

Teaching Excellence Award

Awarded by the Texas Board of Regents.

Excellence in Education Award

Awarded by the McCombs School of Business at the University of Texas at Austin.

Favored Professor

Awarded by the Order of Omega Honor Society

Hank & Mary Harkins Award

Awarded for Effective Teaching in Undergraduate Classes.

Testimonials**Minette (Meme) Drumwright**

Robert Prentice has been a leader in bringing behavioral ethics into research and teaching of business law and business ethics. Moreover, he has applied his research in ways that make behavioral ethics easily accessible to students and business people through innovative initiatives such as Ethics Unwrapped. He has also been an innovator in integrating liberal learning into undergraduate business education.

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