

# **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

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## **Biography**

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.

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## **Availability**

Keynote, Moderator, Panelist, Corporate Training

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## **Industry Expertise**

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

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## **Areas of Expertise**

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

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## **Affiliations**

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

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## **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.”

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## **Event Appearances**

### **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

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## **Education**

### **Washburn University**

J.D. Law

### **University of Kansas**

B.A. Undergraduate Studies

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## **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.

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**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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