

JOETTA FORSYTH

The Pepperdine Graziadio Business School
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Education

Ph.D. *Harvard Business School & Department of Economics*, Business Economics 1995
First year honors, Harvard MBA program

Thesis: “Leverage and Restructuring:
Theory and Application to Corporate Control in the 1980s”

M.A. *University of Chicago*, B.A./M.A. Program in Economics 1984

Masters Thesis: “A Theoretical & Empirical Analysis of Dependence in Stock Returns”

B.A. *University of Chicago*, B.A./M.A. Program in Economics 1983

Research Interests

My research interests include theory and empirical work in corporate finance, corporate control, asset pricing, and banking. Topics of interest are: how CEO characteristics affect firm performance, how product pricing affects systematic risk, the relationship between misreporting of mortgage loan application income and bank behavior, the relationship between bank employee compensation and risky lending practices, and the incentive effects of high leverage.

Teaching

MBA Executive Education: Advanced Financial Management. Topics include real options, interest rate swaps, and hedging, among others.
Money and Capital Markets. Topics include the workings of financial markets and institutions.
Financial Management of the Firm. An introductory corporate finance course.
Economics course for employed senior executives.
Participated in conducting various business simulations.

MBA Executive Education *Online*: Financial Management of the Firm.

Full Time MBA: Corporate Control Topics in Finance. Topics included mergers, takeovers, LBOs, leveraged recapitalizations, corporate oversight, among others.
Corporate Finance.

BSM (Undergraduate) Executive Education: Managerial Finance.

BSM (Undergraduate) Executive Education *Online*: Managerial Finance.

Employment

Graziadio School of Business, Pepperdine University, 2002–Present
Associate Professor of Finance

Fisher School of Business, Ohio State University, 2001-2002
Visiting Lecturer

IntegralMarkets Inc., Los Angeles CA, 1999–2001 (startup venture)
Founder & President

Marshall School of Business, University of Southern California, 1997–1998
Visiting Assistant Professor of Finance and Business Economics

University of Michigan Business School, 1995–1997
Visiting Assistant Professor of Finance

Lexecon Inc., Chicago IL, 1983–1988 (law and economics consulting and expert witness firm)
Economist

Publications

2020 Are Narcissistic CEOs a Blessing or a Curse? Practical Methods to Measure and Respond to Narcissism in Leaders, *Graziadio Business Review*, 23(2), with Jillian Alderman, Charla Griffy-Brown, and Richard Walton. Retrieved from <https://gbr.pepperdine.edu/2020/09/are-narcissistic-ceos-a-blessing-or-a-curse/>

2020 Instilling Christian Principles of Business Success in the Classroom, *Christian Business Academy Review*, 15(1). Retrieved from <https://cbfa-cbar.org/index.php/cbar/article/view/531>

2017 How Religious Beliefs Influence Financial Decision-Making: Implications for Business Leaders, *Graziadio Business Review*, 20(3), with Jillian Alderman and Richard Walton. Retrieved from <https://gbr.pepperdine.edu/2017/12/religious-beliefs-influence-financial-decision-making/>

2015 Possible Evidence of Income falsification on Mortgage Applications During The Housing Bubble, *Journal of Business and Finance Research*, 5(2), with James DiLellio.

2015 House Price Increases and Previously Rejected Mortgages, *Journal of Accounting and Finance*, 15(6), with Peggy Crawford.

2015 Was There a Regulatory Approval Market for Mortgages? *Journal of Financial Economic Policy*, 7(4) with Peggy Crawford.

2015 Think “It’s Unethical, But Legal”? Think Again? *Academy of Business Journal*, V.1 107-115 with Linnea McCord and Terry Young.

- 2015 Is Cyprus the Warning Bell that Bank Deposits are No Longer Safe?, *Graziadio Business Review*, 18(2) with Linnea McCord and Terry Young.
- 2014 Who Received TARP Bail-Outs? Did Widespread, Government-Detected Regulatory Filing Errors Predict Which Lenders Were Subsequently Bailed Out Under TARP?, *Graziadio Business Review*, 2(17), <http://gbr.pepperdine.edu/2014/10/who-received-tarp-bail-outs>.
- 2014 Government-Sponsored Enterprises and Income Falsification on Mortgage Applications, *International Journal of Business, Accounting and Finance*, 8(1), with James DiLellio.
- 2011 *Financial Wisdom: Personal Finance and Career Skills to Guide Teens and Young Adults on Their Journey to Success and Happiness*, Vol. 1, Financial Wisdom Preparatory Institute, LLC.
- 2011 Examining Bank Employee Compensation and Residential Mortgage Loan Volume at the State Level, *International Journal of Business, Accounting, and Finance*, 4(1), 18-32, with Maretno Augus Harjoto.
- 2009 The Impact of Mortgage Loans Transferred on Bank Employee Compensation, *Global Business & Finance Review*, 14(1), 77-85, with Maretno Augus Harjoto.
- 2008 Learning to Love Financial Market Barbarians, Yes Traders Do Make a Valuable Contribution to Society, *Graziadio Business Report*, 11(1.) <http://gbr.pepperdine.edu/081/traders.html>
- 1995 Leverage and Restructuring: Theory and Application to Corporate Control in the 1980s, Ph.D. Thesis, Harvard University.
- 1992 Thermo Electron, Harvard Business School Press, case study 9-292-104, with Carliss Baldwin.

Other Publications

- 2009 My Shocking Bank Experience and the Need to Read Terms and Conditions, *Graziadio Business Review Blog*. October 19th. <http://gbr.pepperdine.edu/blog/2009/10/19/1481/>.
- 2009 It's Time to Hit the Reset Button, *Graziadio Business Review Blog*. February 2. <http://gbr.pepperdine.edu/blog/2009/02/02/480/>.
- 2008 America's Financial Crisis, *Graziadio Business Review Blog*. September 30. <http://gbr.pepperdine.edu/blog/2008/09/30/103/>.

Video Interview and Panel Discussion

- 2011 Quinn, A., Dr. Joetta Forsyth Discusses the Perils of Financial Illiteracy. Video Interview, *Graziadio Business Review Blog*. October 25. Retrieved video from <http://gbr.pepperdine.edu/blog/2011/10/25/4265/>.
- 2008 Pepperdine Faculty Answer Questions on America's Financial Crisis. Moderator: Ronald Ford; Co-panelists: David Smith, Ed Fredericks. *Graziadio Business Review Blog*. October 1. Retrieved recording from: <http://gbr.pepperdine.edu/blog/2008/10/01/134/>.

Working Papers

- 2007, Misvaluation, CEO Equity-Based Compensation, and Corporate Governance, with Siew Hong Teoh and Yinglei Zhang.
- 2007, Examining Motives: Clues About Bank Lending Practices That Can Be Found in Employee Compensation, with Maretno Augustus Harjoto.
- 1997, Changes in Firm Diversification: Theory and Evidence of Financial Sources.
- 1997, Corporate Control, Leverage, and Managerial Incentives.
- 1996, The Incentive Role of Leverage: Evidence from Restructuring after Mergers.

Conference Presentations

- 2020 Are Narcissistic CEOs a Blessing or a Curse? Practical Methods to Measure and Respond to Narcissism in Leaders. The International Academy of Business and Public Administration Disciplines Fall Conference, Online. Jillian Alderman, Charla Griffy-Brown, and Richard Walton, coauthors.
- 2019 The Relationship Between Product Price and Systematic Risk: Beyond Marginal Revenue Equals Marginal Cost. The International Academy of Business and Public Administration Disciplines Conference, Athens Greece. Richard Walton, coauthor.
- 2015 What Mortgage Rebounds Reveal About the House Price Run-Up. Academic Forum, Graziadio School of Business and Management, Pepperdine University, West Los Angeles, CA. [Compilation of research papers authored alone, and also coauthored with Peggy Crawford and James DiLellio.]
- 2014 Income Falsification on Mortgage Applications during the Housing Bubble. World Finance Conference, Venice, Italy. James DiLellio, coauthor.
- 2014 Income Falsification on Mortgage Applications during the Housing Bubble. Annual Meeting, Southwestern Finance Association, Dallas, TX. James DiLellio, coauthor.
- 2013 A Study of Income Falsification on Mortgage Applications. Academic Forum, Graziadio School of Business and Management, Pepperdine University, West Los Angeles, CA. With James DiLellio.
- 2012 GSEs and Income Falsification on Mortgage Applications. Conference, The International Academy of Business and Public Administration Disciplines, Honolulu, HI. James DiLellio, coauthor.
- 2009 Examining Bank Employee Compensation and Residential Mortgage Loan Volume at the State Level. The International Academy of Business and Public Administration Disciplines Annual Conference. Given Research Award. Maretno Augustus Harjoto, coauthor.
- 2008 Mortgage Loan Transfers and Bank Employee Compensation. Association for Global Business. Received Best Paper (in session) Award. Maretno Augustus Harjoto, coauthor.

2007 Misvaluation, CEO Equity-Based Compensation, and Corporate Governance. Financial Management Association. Presented at a top ten session. Siew Hong Teoh and Yinglei Zhang, coauthors.

Workshop Presentations

Pepperdine Graziadio Business School
Harvard Economics Department
Harvard Business School
University of Michigan Business School
University of Southern California Marshall School of Business

Awards

2019 Pepperdine 50th Anniversary Research Reward.
2012 Julian Virtue Award, Pepperdine University Graziadio School of Business and Management.
2011 Funds for Excellence, Pepperdine University Graziadio School of Business and Management.
2009 Research Award. International Academy of Business and Public Administration Disciplines.
2008 Best Paper (in session) Award, Association for Global Business Conference.
2007 Top Ten Session Paper: Financial Management Association.

Editorial

Referee, *Journal of Business and Finance Research*
Referee, *Journal of Financial Economic Policy*
Referee, *Graziadio Business Report*
Refereem *The Quarterly Journal of Economics*

Service

Create and conduct seminars for homeless people at PATH (People Assisting the Homeless)
Chair of the BSM Committee, The Graziadio School of Business and Management

Business Activities

Founder of Financial Wisdom Preparatory Institute, LLC. Financial Wisdom Prep promotes financial literacy in teens and young adults through innovative textbooks and online personal finance education for teen educators and homeschooling parents.

Other Professional Activities

Discussant Western Finance Association

Discussant World Finance Conference