

# PEPPERDINE UNIVERSITY

## Graziadio School of Business and Management

### **Dubos J. Masson, Ph.D., MBA, B.S., CTP, Cert ICM** **Associate Professor of Finance**

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Over the past 20 years, Dr. D.J. Masson has provided business and financial consulting and training services to a wide variety of corporations, financial institutions, and not-for-profit organizations in the U.S. and abroad. In addition, D.J. has served on the faculty of several universities, and is currently an associate professor of finance at the Graziadio School of Business and Management at Pepperdine University. Dr. Masson is a frequent conference speaker on a variety of financial, treasury management, and electronic commerce topics and is the author of numerous articles and such financial textbooks as *Treasurer's Handbook of Financial Management*, *Essentials of Cash Management* and *Essentials of Treasury Management*. Dr. Masson is also a lead instructor and curriculum developer for the Association for Financial Professionals (AFP), an association of corporate treasury managers and banking professionals. Dr. Masson holds an MBA and Ph.D. in Finance from Indiana University and professional certifications in cash/treasury management from both U.S. and UK treasury associations.

### **Areas of Expertise**

Banking Industry  
Bankruptcy  
Cash Flow Analysis  
Commercial Lending  
Cost Analyses  
Finance  
Financial Accounting  
Financial Investments  
Financial Markets and Institutions  
Financial Planning  
Foreign Trade  
International Business  
Investment Banking  
Investments

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Mergers and Acquisitions  
Valuation  
Venture Capital

### Current Research or Projects

Dr. Masson is currently working on a chapter on Working Capital Management for the ***Handbook of Modern Finance***. He is also working on several publications in the areas of financial education and corporate financial practice, as well as developing a training program in international trade for a major financial institution.

### Professional Experience

Dr. Masson is President of The Resource Alliance, a training and consulting firm specializing in treasury management, electronic commerce, international finance, sales and sales management, retirement investments and planning, and business process redesign. Over the past 20 years, Dr. Masson has been providing business and financial consulting and training services to a wide variety of corporations, financial institutions, and not-for-profit organizations in the U.S., Canada, and abroad.

### Selected Publications and Presentations

- ***Essentials of Treasury Management***, Lead Author, with David Wikoff and Peggy Weber, Published by Association for Financial Professionals. (This text is the body of knowledge for AFP's Certified Treasury Professional exam.)
- "A Survey of Capital Budgeting in Publicly Traded Utility Companies", with Antonio Apap, Forthcoming in ***Southwest Business and Economics Journal***, Volume 13, 2004-2005
- "No-Load Equity Mutual Funds Versus the S&P 500 Index Funds During Bull and Bear Markets", with Antonio Apap, ***The Journal of Accounting and Financial Research***, Volume 13, Number 4, Summer II, 2005
- ***Essentials of Cash Management, 7<sup>th</sup> Edition***
- Investment Mathematics – Presentation at 2005 AFP Annual Conference
- Treasury Management Workshop – For Congress for Executive Education (Mexico City)

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## Graziadio School of Business and Management

- Cash Management Basics for the National Association of Credit Managers (NACM) Certification Program – Dartmouth, July 2005

### **Professional Memberships**

Association of Corporate Treasurers (UK)  
Association for Financial Professionals  
Financial Management Association  
National Association of Credit Managers

### **Honors and Awards**

- Certified Treasury Professional (CTP)
- Cert ICM (Certification of International Cash Management – UK)

### **University Service**

Served on GSBM Faculty Orientation and Development Committee

### **Professional Service**

Served on AFP's Certified Treasury Management Committee (works with university business schools to promote treasury certification in business programs).