

Dr. John R. Cesta

Arizona State University
W.P. Carey School of Business
PO Box 873906
Tempe, AZ 85287-3906

Home
7209 W. Irwin Avenue
Laveen, AZ 85339

Telephones: (602) 965-2969 Campus
(602) 965-8539 Campus Fax
(480) 250-7593 Cellular Phone

E-Mail: John.Cesta@asu.edu
Web Homepage: <http://www.cob.asu.edu/fin/faculty/jcesta.html>

Educational Background:

Doctor of Business Administration, Florida State University (1974)
M.B.A., Florida State University (1971)
B.S., Capital University (1968)

TEACHING EXPERIENCE:

Faculty member Arizona State University teaching Corporate Finance, Investment and Security Management, Statistics and Economics classes since 1975. Internship and Externship coordinator for finance department since 1990.

BUSINESS CONSULTING:

Airline Industry Analyst: Currently working with Joseph M. Davis and Associates, Inc. as a consultant to national and regional air transportation companies in valuation and property tax matters and litigation.

Business Valuation Analyst: Financial Valuation Services, Inc. preparing business valuations, acquisition analysis, investment performance reviews and other studies for sale, and tax purposes.

Investment Consultant: Arizona State Retirement System and the Arizona State University endowment fund in the area of security selection and investment performance measurement.

Computer Modeling: Developed computer models: for the analysis of a potential oil refinery that analyzed the profitability and financing requirements for Provident Energy Company; for lease, purchase land reviews by Arizona State trust funds; and for valuation of various air transportation and other companies.

University Research Analyst: Worked for the Bureau of Business and Economic Research collecting housing permit data and forecasting housing activity within the State of Arizona.

PUBLICATIONS& ACADEMIC PRESENTATIONS:

Valuation Issues

"Cost of Equity Models that meet the Needs of the Ad-Valorem Tax Analyst," The Journal of Property Tax Management; Volume 9, Issue 1, Summer 1997, pp. 7-15.

"The Valuation Impact of Common Errors in Calculating the Weighted Average Cost of Capital," The Journal of Property Tax Management; Volume 8, Issue 1, Summer 1996, pp. 9-19.

"Extracting the Value of Intangible Assets from the Unit Assessment Method," The Assessment Journal; for the International Association of Assessing Officers, with Joseph M. Davis; Volume 3, Number 5, September/October 1996, pp. 54-60.

"Does Leverage Create Intangible Value," The Journal of Property Tax Management; with Joseph M. Davis, Volume 6, Issue 4, Spring 1995, pp. 23-33.

"The Valuation of Operating Lease Property in the Unitary Method," Valuation: American Society of Appraisers, with Joseph M. Davis; Volume 39, Number 11, August 1994, pp. 42-56.

Bankruptcy

"Business Bankruptcies (1920-1970): Insurance Research Implications," The Journal of Insurance Issues and Practices, Fall, 1979, 3 (1), pp. 87-101.

"Business Failures, Problematical Analysis, and the Question of Data Adequacy," Review of Business and Economic Research, October, 1979, with Vincent Apilado.

"Bankruptcy Analysis and the Reliability of Data," The American Bankruptcy Law Journal, with Vincent P. Apilado and Claude Begin, October, 1977, 51 (4), pp. 363-70.

"Business Bankruptcies - Variations and Associative Factors," with Vincent Apilado; presented at the Midwest Finance Association meeting, April, 1977, St. Louis, Missouri.

Solar Energy

"Speeding Solar Energy Commercialization: A Delphi Research of Marketplace Factors," Journal of Business Research, with Patrick G. Decker, December, 1978.

"Overcoming Solar Energy Commercialization Problems," University of Michigan Business Review, with Patrick G. Decker, September 1978, 30 (5), pp. 6-11.

"Government and Business Actions for Solar Energy Commercialization," Arizona Professional Engineer, with Patrick G. Decker, January, 1978, 30 (1), pp. 12-3.

"Solar Energy Perspectives: 1977-87," Real Estate Today; with Jay Butler and Dwight Anderson, November/December, 1977, 10 (10), pp. 48-53.

"Outlook for Solar Energy Products in Arizona," Arizona Business, with Patrick G. Decker and Bruce J. Walker, November, 1977, 24 (11), pp. 3-9.

"Impediments to Commercialization of Solar Energy in Arizona," published in Proceedings - Commercializing Solar Energy in Arizona; November 9, 1977. A study funded by Arizona Solar Energy Research Commission and completed with other researchers.

Real Estate

A Primer on Real Estate Related Futures and Portfolio Diversification Possibilities," presented at the Allied Social Sciences-AREUEA meeting, Denver, September, 1980.

"Construction and the Economy: Arizona's Upward Trend Continues," Arizona Business, March, 1978, 25 (3), pp. 13-20.

"Real Estate Investments and the Futures Market," Arizona Business, with Jay Butler, January, 1978, 25 (1), pp. 19-24.

"Construction Activity in Arizona: The Upward Trend in 1976," Arizona Business, March, 1977, 24 (3), pp. 13-24.

General Business

"Planning and Financial Policy: A Discriminant Analysis," The Akron Business Review, with Ronald J. Kudla, 1982.

"Of Barbells and Ladders . . . Managing the Near-Cash Portfolio", Cashflow, Volume 2 (2), March, 1981, pp. 35-37.

"Financial Futures and the Social Benefit Hypothesis," presented at the Midwest Finance Association Meeting, Chicago, March, 1980.

"Measuring Performance in the Arizona State Retirement System Fund," Arizona Business, March, 1979, 26 (3), pp. 10-17.

"The Delphi Technique: An Innovative Approach to Teaching Finance" Conference on Financial Education; San Jose, California, March 30, 1979.

"The Classification and Information Content of Financial Ratios: An Empirical Scheme, Journal of the Midwest Finance Association, Volume 7, 1978, pp. 23-45.

"Panama's Colon Free Zone Stands at the Crossroads of World Trade," The Latin American Digest, in the 1978 Fall issue.

"Financial Management and Sources of Short-Term Capital," Arizona Business, May, 1977, 24 (5), pp. 11-18.

Financial Planning in the Turbulent 80's, with Lester Tenney, University Research Press; Tempe, Arizona, 1981.

PROFESSIONAL SOCIETIES, HONORS, AND ORGANIZATIONS

Beta Gamma Sigma (Business Honorary)
Sigma Iota Epsilon (Management Honorary)