

# The Division in Review

Lewis College of Business | Marshall University  
One John Marshall Drive | Huntington, WV 25755  
304-696-2310

Issue 1, Fall Semester 2016

## Message from the Chair:

Dear Students, Faculty, and Friends,

Welcome to our first issue of *The Division in Review*. We created this newsletter as part of our new Strategic Plan to improve communications. We hope you find it interesting and informative. Our Division has been quite busy over the last semester!



Other exciting goals in the Strategic Plan include (1) Attracting a high number of talented students, (2) Providing students with professional development opportunities, (3) Developing and maintaining impactful faculty engaged with the academy and the profession, (4) Helping students learn key skills and knowledge to succeed in professional accounting, and (5) Accessing sufficient resources to engage students and faculty. We will be busy implementing these goals over the next semester and beyond.

Please help us welcome in the New Year, and the New Semester.  
Jeffrey Archambault, Division Head

Edited by N. Lankton  
Contributing Editors: B. Walters, J. Wilson

## Inside:

[New Faculty Highlights](#)

[Student Activities](#)

[Faculty Accomplishments](#)

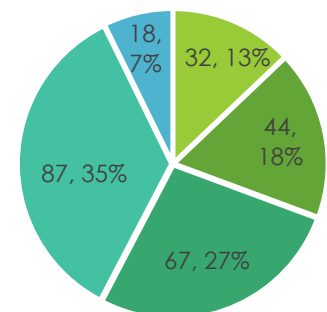
[AOL/Accreditation](#)

[External Stakeholders](#)

Find out which new faculty member . . .

- a. Was struck by lightning
- b. Has lived in five time zones
- c. Name means "Blessed by the Ray of the Sun"
- d. Has dual citizenship in the US and Ireland

## Accounting Majors



- Freshmen
- Sophmores
- Juniors
- Seniors
- MS Program

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## New Faculty Highlights

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**Parporn Akathaporn** is originally from Bangkok, Thailand. She first came to the U.S. in 1982 and got her DBA in Accounting at Kent State. Her major accomplishments include being the Chair of the Accounting Standards Board in Thailand (similar to the FASB in the U.S.), being a consultant to the SEC in Thailand, and being a Director of Professional Standards Practice at Price Waterhouse. She has been teaching on and off since 1988, and holds professional seminars in Thailand. Recently Parporn returned to the U.S. to teach auditing, management accounting, and the accounting capstone here at Marshall. Parporn is happily married with one son who attends the University of Cincinnati. Parporn has a consulting practice and enjoys traveling, hiking, and scuba diving in her spare time. Parporn's name translates to "Blessed by the Ray of the Sun".

**Casey Baker** was born in Huntington, WV. He grew up in Procterville, Ohio and has lived there most of his life. Casey received his BBA in Finance at Ohio University in 2003 and his JD at Ohio State in 2008. He is admitted to the BAR and the southern district federal court in Ohio and WV. His major accomplishments include being named the Lawrence County Citizen of the Year in 2011, being the most recent Past President of the Lawrence County Chamber of Commerce, and being identified as a Rising Star in WV Banking Law by Super Lawyer Magazine. Casey has been an adjunct professor at Ohio University since 2009, and began teaching business law at the undergraduate and graduate levels here at Marshall this fall. Casey's wife also teaches at Marshall and they have two children with one on the way. He has a private practice, and enjoys spending time with his children, watching college football, and working on his house. Casey was once struck by lightning, and while he was not seriously hurt, he jokes that he unfortunately did not receive super powers.

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### Keeping in Touch. . .

**Bob Simpson** taught tax and the accounting capstone. He came to Marshall after a successful career in public accounting knowing he would enjoy the course content and interaction with students. He was not sure what to expect, but was warmly welcomed and accepted by the faculty. The unexpected part was that he fell in love with Marshall. He became a son of Marshall! After 5 years of teaching Bob felt it was time for a change – and he got one – just not what he expected! Bob Simpson is currently the Interim Dean of the Lewis College of Business. Says Bob, "It is a great privilege and pleasure to serve as Interim Dean and I hope my work here will benefit those here and to follow."

**Bruce Conrad** was a professor at Marshall for 31 years before he retired last year. He is still actively providing investment services through his firm, Diversified Investment Strategies. Also, for the first time in 20 years, he is actually doing a little accounting work for several trusts. On the personal side, Bruce and his wife just received news that they will have a second grandchild, a son, in June. He has plans for backpacking on the Havasupai Indian Reservation near the Grand Canyon after Christmas, and hiking the West Coast Trail in British Columbia in August.

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## New Faculty Highlights Cont.

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**Patrick Donahoe** is from Charleston WV. He has an MS in Taxation from WVU. Patrick is a Certified Public Accountant and an Accredited Estate Planner. Patrick has been an adjunct professor on and off for the past 15 years. Patrick decided to come to Marshall after guest lecturing in one of Bob Simpson's classes. He now teaches the graduate tax course and the beginning financial accounting course for undergraduates. This spring he looks forward to teaching federal taxation to undergraduates because tax is his specialty. Patrick has three daughters and one grandson. He enjoys hiking and traveling to Ireland. An interesting fact about Patrick is that he has dual citizenship in the U.S. and Ireland.

**Junwook Yoo** is originally from Seoul, South Korea, and previously lived in Canada for 12 years. He has a Ph.D. in



Accounting from the University of Alberta, and an MBA from the University of Oregon. He is a CPA and a CGA (Certified Governmental Accountant). Junwook is currently doing research in accounting theory using analytical methodologies. He has been a professor for seven years, and teaches the principles of managerial accounting

course for all business majors and the cost accounting class for accounting majors. He also teaches profit planning & control in the MBA program. Junwook is married and has a daughter. He finds Huntington a great place to raise a family. He has lived in each of five time zones in North America; Pacific (-3), Mountain (-2), Central (-1), Eastern (0), and Maritime (+1).

### Keeping in Touch. . .

**Keri E. Lucas** was a professor at Marshall for 3 1/2 years before returning to the private practice of law in August 2016. She is currently an associate with VanAntwerp Attorneys, LLP, in Ashland, Kentucky, where she also practiced for nearly 6 years before coming to Marshall University. Her practice focuses on personal injury litigation, commercial litigation, medical negligence, and labor and employment. She has resumed her practice before all state and federal courts in the Commonwealth of Kentucky and the state courts in the State of Ohio. On the personal side, she is still busy chasing her two young children. She can be reached at [klucas@vanattys.com](mailto:klucas@vanattys.com) and would be happy to hear from former students, colleagues, and friends!



# Student Activities

## Beta Alpha Psi

Beta Alpha Psi was busy this semester. Most every Thursday, seasoned and new professionals came to campus to share their experiences with our accounting students. The time and effort these professionals take is invaluable. Thank you for making this an informative and educational semester!

Beta Alpha Psi also hosted its annual Meet the Professionals event on September 8. Approximately 25 companies attended this mini career fair and there was a professional photographer taking LinkedIn pictures. It also hosted a bowling night where students and professionals networked over pins and pizza. The Banquet on November 17 wrapped up the semester with nine new members inducted (Andrew Campbell, Bill Choi, Elijah Duduit, Travis Grimm, Brad Haddix, Tatyana Hall, Elijah McSweeney, Rachel Rohrbach, and Ashley Taylor). Tyler Moles, who has been a shining star this year and has reached requirements to become a member except a 300 level class, was also recognized! Congrats everyone!

### **BAP Officers 2016 – 2017**

**President:**  
Katherine Cauley  
**Vice President;**  
Corey Tornes  
**Treasurer:**  
Mark Nelson  
**Reporter:**  
Shelly Clifton  
**Professional Development:**  
Patrick Arnold  
**Vita Coordinator:**  
Josh Ison



Being part of a student organization like BAP is crucial for success. BAP does a great job at getting professionals and students together. This allows students to "look at" multiple internship and full time opportunities.

**Corey Tornes  
BBA Accounting Program**



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## Student Activities cont.

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### VITA Recognition

The University recognized the Accounting Division and the Volunteer Income Tax Assistance (VITA) program for their excellent community service at the September 17<sup>th</sup> football game against the Akron Zips. Our Accounting students participate IN VITA each year to provide free basic federal, state and local income tax return preparation with electronic filing to qualified individuals including those with low income, international students, and elderly persons. This past year, our Division VITA team returned more than \$90,000 worth of refunds to the community. We are very proud of faculty member Amanda Thompson-Abbott for leading this program, and all the students who made it happen!



### Student Voices

"The MSA program has helped me grow personally and professionally. I value the challenging curriculum and the bonds that I have built with my peers and professors. It is a great feeling to know that I am getting the best preparation for my career in accounting and enjoying myself while doing so."

**Peyton Miller,  
MSA Program**

### Visit the Firms Huntington Style

Each year the Division and Beta Alpha Psi sponsor a Visit the Firms event. This year, approximately 50 students and faculty visited firms and organizations from the Huntington area including Sommerville & Co.; Hess Stewart, and Campbell; Hayflich PLLC; and the Marshall Foundation. Lunch was held on campus where everyone got to mingle and meet the firms they did not visit. Thank you firms for inviting us and helping us learn what goes on in the day-to-day life of an accountant!



### Scholarships Awarded

Students are recognized for scholarships each semester at the BAP banquet. The students receiving these scholarships are hand-picked by faculty and meet certain criteria. This semester, CMA scholarships were awarded to Christopher Holland, Guy Parker, Anthony Cornell, and Gwyneth Locascio. IMA Honor Society scholarships were awarded to Bill Choi, Andrew Gibb, Lyndsie Guzek, Ashley Taylor, and Erica Popp. Summer Patrick was also awarded a Becker Scholarship. Congratulations to all these students for their hard work and efforts!

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## Faculty Accomplishments

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### Faculty Fall Semester, 2016



Back Row: Junwook Yoo, Parporn Akathaporn, Jeffrey Archambault, Patrick Donahoe, Raymond Keener, Casey Baker, Nancy Lankton  
Front Row: Marie Archambault, Jean Price, Amanda Thompson-Abbott, Suzann Workman (Division Secretary)  
Not Pictured: Susan Lanham, Charles Stivason

### Graduate Assistants

This year the Division has two Graduate Assistants (GAs): Brandon Walters and Jessa Wilson. They are a great asset to the Division and help with research, grading, copying, and more!



This semester we are featuring Brandon to help you get to know him. **Brandon Walters** is a student in the MS Accounting program and is originally from Huntington, WV. He got his BBA in Accounting from Marshall in 2016. Brandon has passed 3 parts of the CPA exam and has audit left to take. He will start at Ernst & Young in Charleston this summer in the Assurance department. Brandon is a past BAP President, and won the WVSCPA Huntington Chapter outstanding senior award. He is engaged to another Accounting major, Lakin Boggs, and they are getting married in October 2017. Brandon is a firearms enthusiast, and worked at a greenhouse for 5 years. He once helped deliver a baby Alpaca at the greenhouse's petting zoo.

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## Faculty Accomplishments cont.

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### Research Publications

**Jean Price** and **Nancy Lankton**, "A Framework and Guidelines for Assessing and Developing Board-Level Information Technology Committee Charters," *Journal of Information Systems*, Accepted November 2016.

**Abstract:** IT governance is important to the success of most business enterprises. One form of IT governance is the use of board-level IT committees. This study examines committee charters, which are the basic foundation for an effective committee. Based on prior literature and theory, we develop a framework and six propositions for assessing IT committee charter components including committee characteristics, member characteristics, and roles and responsibilities. We test the propositions by exploring the IT committee charters and information from other sources for 23 Fortune 500 companies. We find that most IT committees have more members and meet more often than required by the charter. All but one committee has at least one member with IT expertise as defined in our study. Also, most roles and responsibilities are focused on the five IT governance focus areas prescribed by the Information Technology Governance Institute. However, the roles are not consistently specified in all charters. Suggestions for future research and guidelines for practice are provided.

**Junwook Yoo**, "Relative Incentive Rate in a Multi-Period and Multi-Task Agency," *Asian Journal of Management Science and Applications*, Accepted July 2016.

**Abstract:** This study explicitly calculates the relative incentive rate in an N-period contract with multiple tasks. The inter-temporal covariance risk, as well as the within-period risk-premium, prevents the first-best allocation of effort from being endogenously achieved even if the first-best allocation is feasible. The inter-temporal covariance risk reduces the effective sensitivity of a performance measure, and thus the performance measure with a bigger inter-temporal covariance risk is assigned a weaker relative incentive rate. From these results, an empirical prediction is derived that a performance measure with larger positive (negative) inter-temporal covariances is assigned a weaker (stronger) relative incentive rate in multi-period contracts.



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## Faculty Accomplishments cont.

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**Jeff Archambault** and **Marie Archambault**, "Senior Level Accounting Course Performance and the Timing of Completing Intermediate Accounting II," *International Journal of Accounting and Taxation*, Accepted Fall, 2016.

**Abstract:** This study examines whether student performance in senior level accounting courses is a function of how soon the course is taken after Intermediate Accounting II. The classes considered at the senior level are Advanced Accounting, Auditing, and Senior Seminar (the Capstone Experience). The results indicate that course sequencing does influence performance in the senior-level courses. The grade received in the senior level accounting courses is adversely affected by the length of time between that course and Intermediate Accounting II for both Auditing and Advanced Accounting, but not for Senior Seminar. Other control variables that were found significant in determining student performance in senior-level courses were the student's grade in Intermediate Accounting II and overall GPA. ACT scores were shown to not significantly influence the grade received in the senior level accounting courses. These results have implications for student course sequencing through their program and for advising of students.

**Susan Lanham**, "Preparing Students for Their Financial Future," *Business Education Forum*, Accepted Summer 2016.

**Abstract:** Parents and teachers alike are often surprised at young adults' inability to make sound personal financial decisions. A primary issue is that the skills needed to develop an appropriate budget are frequently lacking in high school and college students. Too often individuals complete their formal education without the knowledge needed and the responsibility required to live independently. Unfortunately, the consequences of making poor financial decisions as a young adult can be significant and may follow an individual throughout life. Guiding students through a budget preparation simulation may awaken them to the importance of making sound financial decisions.

Personal financial budget simulations help students appreciate the challenges and consequences of financial decision making (O'Neal, 2008). Several financial simulations available today guide students through budget preparation (Figart, 2014). These simulations, however, are often complex and meant to be completed over several weeks or performed in a group setting instead of individually. This article introduces an easy-to-use web-based personal financial budget simulation that allows individual students to prepare a realistic personal budget. The simulation also stresses the importance of completing a college education, which can have a profound impact on each student's financial future.



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## Faculty Accomplishments cont.

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### Teaching Professionalism Accounting Style

ACC 198-Accounting Professionalism is a new course that can help students develop skills for internships and careers in accounting through resume writing, interviews, and job search strategies. This course was created several years ago to help students become thoroughly acquainted with the accounting profession and explore the various career options available within it. It also covers the ethical context within which professional accountants operate and the credential options available to them upon completing their degrees. Professor Amanda Thompson-Abbott currently teaches this 1 credit hour required course that students should take early in their major.

### University Award Finalists

Two of our faculty have been announced as finalists for prestigious University teaching awards. Susan Lanham is a finalist for the 2016-17 Pickens-Queen Teaching Award, and Amanda Thompson-Abbott is a finalist for the Council of Chairs Award for Excellence in Teaching Award. We wish them the best!

### Conferences Attended

#### Educators' Conference

Nine Accounting faculty attended the annual WV Council of Accounting Educators' Conference September 22<sup>nd</sup> – 26<sup>th</sup>. The conference was held this year at the University of Charleston in the Erma Byrd Art Gallery. Speakers included James Sutherland from Dixon Hughes Goodman on technology used by CPAs, Wendy Tietz from Kent State on her Accounting in the Headlines Blog, Robyn Hampton-Peers (Becker) and Colleen Conrad (NASBA) on the CPA Exam Update, Alfonzo Alexander from NASBA on the Center for Public Trust, and JiaJia Wu from Ernst & Young on Big Data. Amanda Meadows and Suzanne King, both professors at the University of Charleston hosted the event and discussed their very successful outcomes-based learning program. Drs. Jeff Archambault and Richard Dull, the Accounting Chair from WVU, were the dinner speakers Friday night.

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## Faculty Accomplishments cont.

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### 2016 Big Thinkers Conference

Jeff Archambault, Division Chair, attended the 2016 Big Thinker Conference: Exploring the Value of Accreditation in Atlanta, Georgia in December. He joined with key stakeholders from across the accreditation landscape to examine the state of higher education and accreditation, to identify the key issues, to understand stakeholders' perspectives, and to begin to realize the value of accreditation given the different models of accreditation at the institution, business school and program levels.

### FSA Meeting in Dallas on Data Analytics

Jeff Archambault also attended the 2016 Deloitte Foundation/Federation of Schools of Accountancy (FSA) Faculty Consortium called "Big Opportunities, Big Data" in May at Deloitte University in Westlake, Texas. The objective of the Consortium is to provide accounting faculty with a better understanding of business issues, and deliver best practice information that participants can incorporate into their institutions' curricula. The program is delivered as a combination of presentations from regulators, standard setters, practice and experienced educators at leading accounting programs. This year's conference featured case study demonstrations for teaching big data skills and concepts in audit, tax, and advisory services.

## Service to the College and University

In addition to serving the division, our faculty also serve the College and University. The following are the **committee assignments** for the 2016-2017 academic year. If you have questions about any of these committees, please contact the serving faculty member(s).

| <b>College Committees and Faculty Member Assigned</b>    |                                      |
|--|--------------------------------------|
| Strategic Planning                                       | Charles Stivason                     |
| Faculty Development                                      | Parporn Akathaporn                   |
| Assurance of Learning                                    | Marie Archambault                    |
| Continuous Improvement                                   | Ray Keener & Junwook Yoo             |
| Undergraduate Curriculum                                 | Jean Price & Charles Stivason        |
| Graduate Curriculum                                      | Susan Lanham & Junwook Yoo           |
| Policy Development                                       | Jean Price & Susan Lanham            |
| Promotion and Tenure                                     | Nancy Lankton & Ray Keener           |
| Recruitment and Retention                                | Amanda Thompson-Abbott & Casey Baker |
| <b>University Committees and Faculty Member Assigned</b> |                                      |
| Graduate Council   | Susan Lanham                         |
| Reynolds Teaching Award                                  | Nancy Lankton                        |

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# AOL/Accreditation

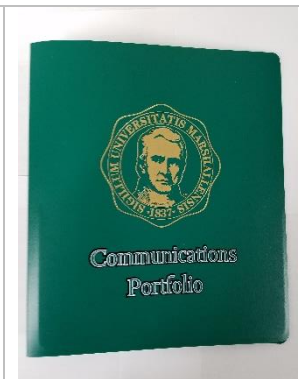
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## Upcoming AACSB Visit

The Association to Advance Collegiate Schools of Business (AACSB) Peer Review Team will visit us February 26-28 of 2017. Our Accountancy program will receive extra scrutiny during this visit because in addition to being part of the College accreditation, it is also separately accredited. The Continuous Improvement Review process is a holistic review centered on the themes of Engagement – Innovation – Impact. The Continuous Improvement Review Report is organized around the four areas of accreditation standards – Strategic Management and Innovation; Participants-Students, Faculty, and Professional Staff; Learning and Teaching; and Academic and Professional Engagement. Jeff Archambault, our Division Chair, has been busy this semester writing the Division's Continuous Improvement Report for this accreditation review.

## Communication Portfolio Notebooks

As part of the Division's **Assurance of Learning** activities this fall, students in ACC 198 received the new Communication Portfolio Notebooks. Students will use these notebooks to store their graded written or oral communication assignments, along with the rubrics and cover sheets for each assignment. Students are required to collect assignments as they progress through the major, and turn in the portfolio notebooks during ACC 312 and ACC 499. Their Division Mentor will review the notebooks during mentoring week. The notebooks were sponsored by members of the Division's Advisory Board. Thank you for helping our students learn how to become better communicators!



## Closing the Loop

Based on the Division's assessment of Excel usage in ACC 414, we observed a consistent weakness in the areas of cell referencing and use of functions and formulas. Marie Archambault, AOL Coordinator for our Division, shared these results with the College's AOL committee. Based on discussions at this meeting, instructors in MIS have or will make changes to the curriculum. They are adding assignments on pivot tables and other functions that have not necessarily been discussed in class. They are also introducing students to YouTube videos for learning how to use Excel functions. This is what "closing the loop" in AOL terms is all about!

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## External Stakeholders

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### Connections Dinner

This semester, the Division sponsored a Connections Dinner as part of a College-wide project to improve student services and experiences by engaging with the community. The Project is a series of dinners/receptions to which members of our Advisory Board, other business people, and faculty were invited. The dinner was held on October 12, and was hosted by Professor Susan Lanham. Dean Simpson, seven faculty, and eight members of the community attended including: Pamela Chandler, Director of Finance for the City of Huntington; David Carter, Director of Finance for the United Way; Deborah Carter, retired nurse; Steve Robertson, Senior Manager at Kelly Galloway Smith & Goolsby; John Spears, Senior Manager at Kelly Galloway Smith & Goolsby; Tony Martin, Advisory Board member and State Electric; Lisa Bragg, Controller with HealthSouth Rehabilitation; and Scott Withrow, VP Finance with WV Paving. The dinner was a great success. Relationships were formed and developed that will impact our program and benefit our students in the future. Thanks Susan for organizing this event, and everyone who came and took part!!

### Alumni Spotlight

Grant Grishaber is our featured alumni this semester. Grant graduated from Marshall with his BBA in Accounting in 2010, MBA in 2011, and is now a Manager at Ernst & Young. Grant believes getting his 150 hours in the graduate program and studying hard for the CPA exam has put him ahead. Since graduation he has obtained his CPA, become a member of the Finance Committee of the United Way of Central WV, and been



#### **Alumni Advice**

"Obtain as many internship opportunities as you can. Do not narrow your focus too early in your career. There are so many different firms and forms of accounting."

**Grant Grishaber, CPA  
Manager E&Y, BBA, MBA**

selected to be a part of EY's Assurance Faculty Network Program. Grant finds that being able to teach and give advice to new hires, and then seeing those same individuals progress in the firm and be able to help other staff is very rewarding. His biggest surprise upon entering the "real world" has been seeing how auditing has evolved from providing assurance that the numbers are reasonably correct to providing assurance that the internal controls are sufficient. He believes that graduates of Marshall University's accounting program are more than prepared for their first several years in the profession. Marshall gives its students a solid base of working accounting knowledge.

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## External Stakeholders cont.

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### Advisory Board

The Division's Advisory Board met with faculty on Friday, November 11. The meeting was held in the John Spotts Room of the Student Center. A continental breakfast was served at 8:30 a.m. and the meeting began at 9:00 a.m. with some opening remarks from Interim Dean Simpson. Topics discussed included Assurance of Learning initiatives—the communication portfolio and the IMA Accounting Honor Society Award, Curriculum issues—legal environment, tax, and technology course changes, and creating a chapter of the Student Center for the Public Trust. The meeting was very productive and concluded around 11:30 with lunch. We thank all who attended for giving their time and insight to make our Division better!



#### Fall 2016 Advisory Board Meeting Attendees

**Back Row:** Todd Campbell, Barry Burgess, David Hill, J.R. Yost, James Ware, Rick Montgomery, John Blatt, Jered Green  
**Front Row:** Akia Rice, Tatiana Hliatsevich, Leah Woodward, Valerie Ellis, Drema Foster, Shayna Chapman-Burris

### Did you know?

- Employment of accountants and auditors is projected to grow 11% from 2014 to 2024, faster than the 7% average for all occupations.
- Accountants and auditors who have earned professional recognition, especially as Certified Public Accountants (CPAs), should have the best prospects. Job applicants who have a master's degree in accounting or a master's degree in business with a concentration in accounting also may have an advantage.

Bureau of Labor Statistics <https://www.bls.gov/ooh/Business-and-Financial/Accountants-and-auditors.htm#tab-6>



In order to maintain our AACSB accreditation, the Division of Accountancy and Legal Environment needs your financial support. Please make checks payable to:

**“Marshall University Foundation-  
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Fund Number 204008”**  
and mail to:

**Division of Accountancy and Legal Environment  
1 John Marshall Dr.  
Huntington, WV 25755**

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**All donations are greatly appreciated and will help us continue to provide a high quality, successful learning experience to our students.**

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