



PAWS *and* REFLECT



News from Clemson University's School of Accountancy

Dear Alumni, Friends and Supporters,

Our programs are thriving! We have 325+ undergraduate accounting majors, 475+ accounting minors, and graduate approximately 150 accounting majors annually. Our MPAcc program has 100+ students, with a graduation rate of 95% and CPA pass rate of about 80%. We listened to the market and added a data analytics course and visualization projects to our curriculum. We have also added an elective course focused on soft skills to help students with professional communication skills, critical thinking and problem-solving.

To continue producing excellent graduates, we must develop a national reputation that attracts high-quality faculty and students. In part, that reputation is developed through the school's research endeavors. I am pleased to report that the School of Accountancy's worldwide research ranking has increased to #55 (in 2018) from #275 (in 2011). Our faculty are also leaders in our field's professional academy, the American Accounting Association. Our

reputation is helping us attract top-notch faculty and we are fortunate to welcome a new faculty member, Dan Way, Ph.D., this fall. Although we are proud of who we are, we can never stop innovating and moving forward. We are exploring ways to expand our offerings of analytics through elective courses and better integrating analytics and critical thinking across the curriculum. We are also determining the feasibility



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of developing a student leadership trip to Washington, D.C., and New York where we can expose students to standard-setting and regulatory bodies.

We greatly appreciate your support of the School of Accountancy, which is necessary for our continued success and allows us to pursue initiatives such as those described above. If you would like to provide financial support, please designate your contribution to the School of Accountancy Excellence Fund. We also greatly appreciate your support in hiring our graduates and interacting with our students. I look forward to continued interactions; please feel free to reach out to me at any time.

GO TIGERS!

Sally K. Widener, Ph.D.

*Trevillian Distinguished Professor and
Director of the School of Accountancy*

*To support the School of Accountancy's initiatives, select the **School of Accountancy Excellence Fund** from the drop-down menu at clemson.edu/business/give.*



CHALLENGE

For the second year in a row, a select team of six sophomore and junior accounting majors competed in the Deloitte Audit Innovation Campus Challenge under the direction of accounting faculty member Terry Knause. The competition required teams to suggest ways in which Deloitte might leverage their knowledge and capabilities to expand their traditional audit services by providing assurance on less traditional, non-financial topics.

The Clemson competition team proposed that Deloitte provide assurance on unverified claims made by the food industry regarding food source and quality, such as “all natural” and “farm to table.” Clemson won the regional competition where they competed against six other colleges and universities and went on to compete in the finals at Deloitte University in Dallas, Texas.

Team members found participating in the competition to be a rewarding experience. Paige Leshock described it as “one of the best professional development experiences I’ve had throughout my college career.” Caroline Clayton also had a very positive experience noting that she “learned how to think outside of the box, create a well-rounded presentation, and so much more.”

Congratulations to our competition team and Terry Knause for a job well done!

Deloitte Challenge team. Left to right: Evan Bartlett, Paige Leshock, Shannon Gurreri, Terry Knause (faculty advisor), Caroline Clayton, Colleen McDonough, and Chris Breeman

An interdisciplinary team of Clemson students placed third overall (out of 21 teams) in the Templeton Business Ethics Case Competition in February 2019. Sydney Puffer, a senior accounting and marketing major, and Sal Tinnerello, a senior finance major, were led by accounting faculty member, Robin Radtke, Ph.D.

Each student received \$500 in prize money for their efforts, but the practical experience they gained by participating in the challenge was worth far more:



Templeton Competition team. Left to right: Sal Tinnerello, Robin Radtke, Ph.D. (faculty advisor), and Sydney Puffer

“From thinking on your feet while presenting in front of a distinguished panel of judges, to learning how to examine an issue in a holistic, well-rounded way, this was a great exercise in preparing me for the business world. The research and work we did to address an issue where there may not be a right or wrong answer, is exactly what will be expected of us as professionals,” said Puffer.

“The competition taught me to use innovative analysis and come up with forward-thinking conclusions and ideas. Those skills will translate well into any profession. When I am asked to solve a problem in a new and better way, I’ll know the caliber of solution expected and the work that goes into it,” said Tinnerello.

Beta Alpha Psi

Beta Alpha Psi, an honor society for junior and senior accounting and finance majors, has had a busy year. The organization welcomed 46 new members last year. Four executive members represented the chapter at the annual BAP meeting in Washington, D.C., and four members attended the regional conference in Jacksonville, Florida.

Under the direction of School of Accountancy faculty member Phebe Davis-Culler, Ph.D., the organization has been active in providing its members with skills and information that will benefit them as they embark on their professional careers. They regularly host companies and firms to provide insights into various accounting and finance-related roles. They also hold an annual etiquette and networking dinner to prepare members for recruiting.

On top of all the work they do to prepare students for their careers after college, they also find time to give back. BAP members regularly participate in community service activities, such as Habitat for Humanity, and provide tutoring services for lower-level accounting and finance courses.



Students and faculty at Beta Alpha Psi national meeting. Left to right: Phebe Davis-Culler, Ph.D., faculty advisor; and students Banks Lucas, Heather Godbold, William Howell and Nicole Wince.



Beta Alpha Psi students at annual Community Service Day. Left to right: Heather Godbold, Banks Lucas and Nicole Wince.



Beta Alpha Psi students with faculty members Mike Mendonca and Jimmy Barnes at the Etiquette Training Dinner.



We know that the business world is rapidly changing, requiring firms to harness the power of “Big Data” and “Data Analytics” to compete. Our students are enthusiastic about the digital revolution that is disrupting the accounting profession. At Clemson University, we are embracing these changes and listening to our employers to understand what new skills are required for our accounting graduates. In response to these changes, we are integrating data analytics and visualization projects into various courses in our accounting curriculum.

We are also introducing a new required course for all accounting majors titled “Analytics for Accounting Decision-Making.” The course begins fall 2019 and will ensure that students can use, understand and analyze accounting data in order to identify issues, answer pertinent questions and clearly communicate the results. We believe the combination of providing an entire course focused on accounting analytics and the integration of analytics projects throughout other upper-level accounting courses will produce students who are ready to take on the new digital challenges that await them in business.

innovation
leadership
collaboration

Accounting Abroad



St. Peter's College, Oxford University Summer Study Abroad graduate (left) and undergraduate (right) students

Our accounting programs offer several opportunities for global engagement. Two of the most popular study abroad programs attended by accounting undergrad students include a five-and-a-half-week summer program in Oxford, England, and a five-and-a-half-week summer program in Rome, Italy. Students spend a week-and-a-half on Clemson's main campus and end with four weeks abroad. Students typically take two accounting classes (taught by Clemson faculty), which include guest lectures from international faculty and time for engaging with the people and culture of the local regions.

The MPAcc program also provides an opportunity to take accounting classes in Oxford over the summer, with students beginning classes in Greenville and then living on campus at Magdalen College, University of Oxford. Clemson's many study abroad programs enhance the Clemson college experience and prepare students for increasingly global career opportunities.

“The Oxford program specifically opened my eyes to new experiences and cultural traditions, while sparking a passion for travel I didn't know I had.”

“My study abroad trips have, by far, been my favorite experiences in my time at Clemson,” said MPAcc student Jordan Russell, as she reflected on her study abroad experiences. “They allowed me to find my own independence and become a more confident version of myself. The Oxford program specifically opened my eyes to new experiences and cultural traditions, while sparking a passion for travel I didn't know I had.”

Jordan graduates in August of 2019 and has accepted an auditor position in Deloitte's Charlotte office.





Our faculty members hold top leadership positions in the American Accounting Association (AAA).

- **Robin Radtke**, Ph.D., is the incoming President of the Accounting, Behavior and Organizations section of AAA.
- **Derek Dalton**, Ph.D., and **Nancy Harp**, Ph.D., are the President-elect and Vice-President of Practice, respectively, of the Gender Issues and Work-life Balance Section of AAA.



NANCY HARP, PH.D.

Clemson in the Press

In January 2019, **Jace Garrett**, Ph.D., had his research paper “Consumer Responses to Price Disclosure in Direct-to-Consumer Pharmaceutical Advertising” featured on CNN. Additionally, the paper has been heavily cited in the Final Rule that was issued by the Centers for Medicare and Medicaid regarding regulation to require drug pricing transparency. The study addresses the complex problem of high drug prices and explores how drug price disclosures impact consumer behavior. Garrett found that while the use of mandatory price disclosure could be effective, “the use of copay programs or coupons mitigates the benefits of price transparency.”

Awards and Accolades:

Jeremy Vinson, Ph.D., was awarded the 2nd annual Charles D. and Katrina M. Way Faculty Fellowship. This fellowship provides \$6,500 in research funds for a designated research project that has implications for practice and student learning.

Sally Widener, Ph.D., was named the Special Assistant to the Dean where she will consult with the Dean on important matters across the College.



JACE GARRETT, PH.D.



WELCOME TO OUR NEWEST FACULTY MEMBER

During the 2018-2019 academic year our faculty published ten academic, peer-reviewed articles covering a wide range of accounting and interdisciplinary topics.

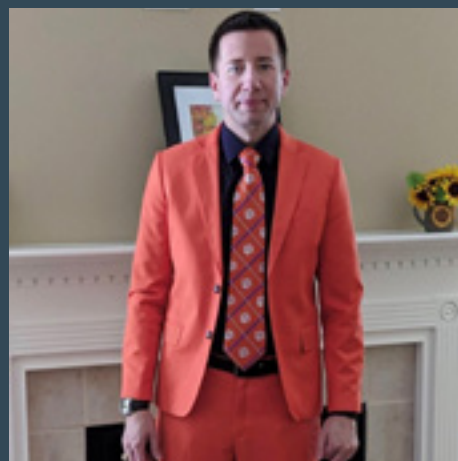
The articles are listed below (presented in alphabetical order, with Clemson authors in bold):

1. Bagley, P., B. Barnes, and **N. Harp**. 2019. Evaluating Risk and Processing Integrity Controls over Spreadsheets: An Educational Case, *Issues in Accounting Education*. (Forthcoming).
2. Buchheit, S., **D. Dalton**, T. Pollard, and S. Stinson. 2019. Crowdsourcing Intelligent Research Participants: A Student versus MTurk Comparison. *Behavioral Research in Accounting*. (Forthcoming).
3. Cohen, J., **D. Dalton**, **J. McMillan**, and L. Holder-Webb. 2019. An Analysis of the Glass Ceiling in the Accounting Profession. *Journal of Business Ethics*. (Forthcoming).
4. **Garrett, J. B.**, W. B. Tayler, G. Bai, M. P. Socal, A. J. Trujillo, and G. F. Anderson. 2019. Consumer Responses to Price Disclosure in Direct-to-Consumer Pharmaceutical Advertising. *JAMA Internal Medicine*, 179, 3, 435–437.
5. Hannan, R., **G. McPhee**, A. Newman, and I. Tafkov. 2019. The Informativeness of Relative Performance Information and Its Effect on Effort Allocation in a Multi-Task Environment. *Contemporary Accounting Research*. (Forthcoming).
6. **Kennedy, F.A.**, and **S.K. Widener**. 2019. Socialization Mechanisms and Goal Congruence. *Accounting, Organizations and Society*, (In-press).
7. **Kisska-Schulze, K.** and Davis-Nozemack, K. (Forthcoming 2020). Humans vs. Robots: Rethinking Tax Policy for a More Sustainable Future, 79 Maryland L. Rev. 4.
8. **Kisska-Schulze, K.** 2019. This Is Our House! – The Tax Man Comes to College Sports, 29 Marquette Sports L. Rev. 2, pp. 347-379.
9. Viator, R., **N. Harp**, S. Rinaldo, and B. Marquardt. 2019. The Mediating Effect of Reflective-Analytic Cognitive Style on Rational Thought. *Thinking & Reasoning*. (Forthcoming).
10. **Vinson, J. M.**, J.C. Robertson, and R.C. Cockrell. 2018. The Effects of Critical Audit Matter Removal and Duration on Jurors' Assessments of Auditor Negligence, *AUDITING: A Journal of Practice & Theory*, (In-press).

The Clemson School of Accountancy is excited to welcome **Dan Way**, Ph.D., to the faculty as a new assistant professor. Way earned his Ph.D. from Indiana University in May 2019. Previously, he worked for several years as a systems consultant and financial consultant in the financial services sector.

Born and raised in West Newbury, Vermont, Way is a first-generation college student who credits his mother as the inspiration for his pursuit of lifelong learning. In his free time, he enjoys hiking, spending time with his partner Lisa and dogs, Juno and Vixen, and attending college football and basketball games. He is especially excited to explore all of the lake and mountain activities the Upstate has to offer and looks forward to game days in Death Valley this fall.

Way holds an undergraduate degree in Accounting and Information Systems from Virginia Tech, as well as a Master of Accountancy from the University of North Carolina at Charlotte and an M.S. in Technology Systems from East Carolina University. His research interests focus on managerial accounting, with an emphasis in performance evaluation, incentives and group decision-making.





Accounting faculty and staff touring the new building site.
Front row left to right: Amy Donnelly, Phebe Davis-Culler.
Middle row: Suzy Pearse, Erin Hawkins, Sebrina Clayton, Sally Widener,
Frances Kennedy, Lucia Bellora Beinengraber (visiting professor from Germany).
Back row: Mike Mendonca, Robin Radtke, Kathryn Kisska-Schulze,
Jimmy Barnes, Jeffrey McMillan, Jeremy Vinson.

The School of Accountancy is excited to move to its new home in 2020. The new facility will bring together students, faculty and industry in a collaborative, inspiring space that is forward thinking in its design and daily application. Business students will have the kind of attractive environment that compels them to engage, study, ask hard questions, challenge themselves and work together.

The New Building Will:

- be a dual-tower, five-story structure across from Sikes Hall in the heart of campus;
- house 176,000 square feet of space to accommodate growth, encompassing more than twice the square footage of Sistine;
- allow students and faculty to be centrally located in one building;
- possess the technological capabilities of a top university, with the capacity to evolve as technology changes;
- facilitate and enhance the partnership between academics and industry, providing opportunities for cutting-edge and applied research;
- create a flexible think tank with post-doctoral fellows, adjunct and visiting dignitaries and scholars, graduate students and permanent faculty that tackle the major business and social issues; and
- become a model of sustainability with quality daylighting, recycled or locally sourced materials;
- open in 2020.

Visit clemsont.edu/business/new-building/ to watch our progress.

THANK YOU TO OUR ADVISORY BOARD!

The School welcomes and appreciates the contributions from our new and continuing board members:



SoA Advisory Board touring the new building site. Left to right: Jessica Donan, Sally Widener, Anna Locke, Brandon Robinson, Roxanne Caldwell, Mike Boliek, TJ Way, David Bennett. In back, Jon Ridgway.

Continuing Board Members

- Roxanne Caldwell (DHG)
- Carla Cox
- Anna Locke (A.T. Locke, PC)
- Gray Suggs (SuggsJohnson)
- TJ Way (Morgan Stanley)

New Board Members

- David Bennett (SunTrust)
- Mike Boliek (Elliott Davis)
- Jessica Donan (EY)
- Renee Klein (PwC)
- Jon Ridgway (KPMG)
- Brandon Robinson (Cherry Bekaert)
- Jeff Schwartz (Deloitte)
- TJ Way (Morgan Stanley)

Your financial support is an important component contributing to the School of Accountancy's success in research, the classroom, and beyond.

We greatly appreciate all of our donors for their generous support. We will begin recognizing donors with annual

contributions to the School of Accountancy that exceed \$1,000 in our annual newsletter, however, any financial donation is welcomed and appreciated. Please designate your contribution to the School of Accountancy Excellence Fund.

To support the School of Accountancy's initiatives, select the School of Accountancy Excellence Fund from the drop-down menu at clemsont.edu/business/give.



MA Prater

Few individuals have accomplished as much as MA Prater has in her 35+ years at Clemson University. The impact that she has had, not only on her students, but on the School of Accountancy and Clemson University, is clear.

MA has been a part of the Clemson family since she enrolled at the University as a freshman in the fall of 1969. She has taught in the School of Accountancy for more than 35 years. While officially retiring in 2012, she has continued to teach courses in accounting, and has been actively involved in our summer Rome program for undergraduate accounting students.

MA's legacy is evident. From the endowment started in her honor, to a naming opportunity associated with the new business building that was set up in her name, it is clear she has made quite an impact. MA has been the recipient of the 1987 J. E. Serrine Textile Foundation Teaching Award,

the 2011 Clemson University Alumni Master Teacher Award, and the 2019 Undergraduate Teaching Excellence Award. The numerous teaching awards she has received reflect her love of teaching and the positive influence she has had on her students.

Her influence and commitment extend beyond the classroom. She has served as past chair of the Clemson University Women's Alumni Council, where she received the 1992-1993 Alumni Volunteer of the Year award. She is also a member of the Tiger Brotherhood and the Golden Key Honor Society. In 2011 she received the National Blue Key Advisor of the Year Award and was also named one of the 100 Most Influential People in Accounting by the South Carolina Association of CPAs in 2015. When MA is not busy with one of her many Clemson commitments, you can find her engaging in one of her hobbies, including knitting and shooting sporting clays.

We can't thank MA enough for her service and commitment to the School of Accountancy and Clemson University!

WE WANT YOUR NEWS!!

Clemson University School of Accountancy has a number of alumni who are doing great things that are positively affecting those around them.

If you or someone you know has a story you'd like to highlight in the School of Accountancy newsletter, please contact us at accounting@clemson.edu.

Follow us on Instagram 

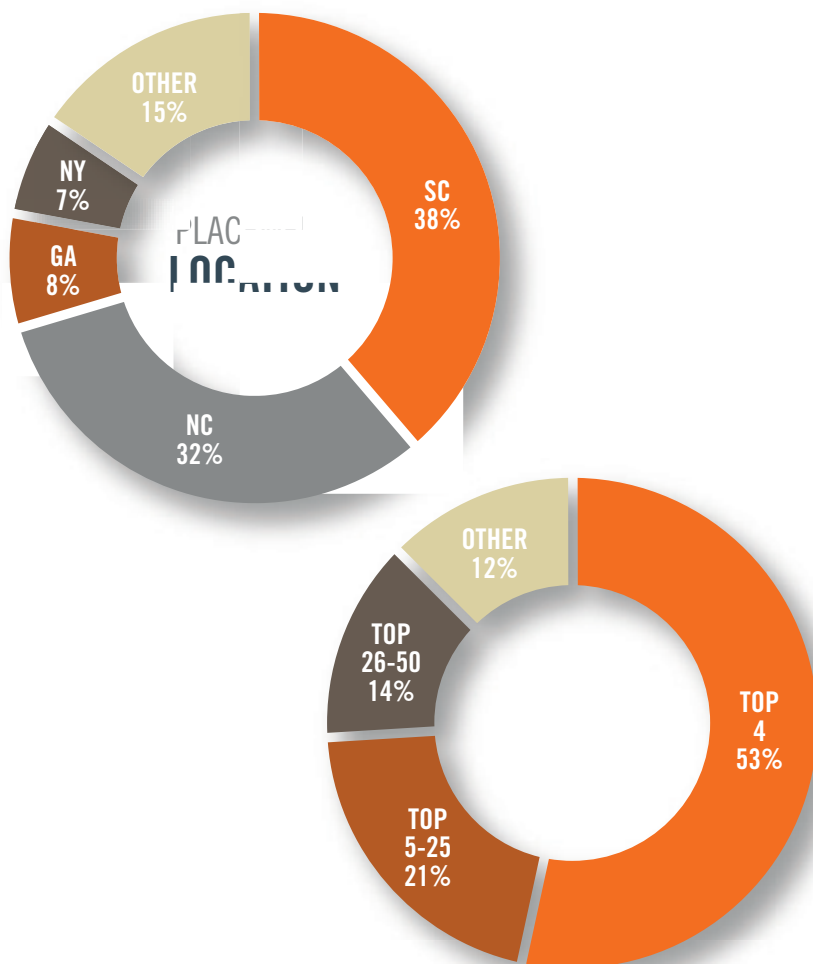
The School of Accountancy is now on Instagram [@Clemsonaccounting](https://www.instagram.com/Clemsonaccounting).

Please stay in touch by emailing updated contact information to accounting@clemson.edu.

SCHOOL OF ACCOUNTANCY SNAPSHOT

2018 Placement Statistics

90% of MPAcc students placed took jobs in public accounting as follows:



By the Numbers

- **19%** growth over the past six years in declared undergraduate accounting majors
- **47%** growth over the past six years in graduate students
- **67%** over the past six years in total student credit hours taught
- **55%** of accounting students are in-state

MPAcc CPA Exam Highlights

- **100%** of graduating students have completed all four sections of Becker CPA review prior to graduation
- **90%** of graduating students have sat for CPA exam prior to graduation
- **80%** average pass rate for first time sitting of a CPA exam section
- **5** Elijah Watt Sells Award winners over the last five years, placing us fifth in the nation for number of winners

MPACC PROGRAM DELIVERS 'BEST-IN-CLASS' PERFORMANCE ON CPA EXAM

In addition to a very high pass rate across the four parts of the CPA exam (~80% pass rate per part before graduation), our MPAcc program regularly attracts students who win the AICPA's prestigious Elijah Watt Sells Award. The award is given to CPA exam candidates who both (1) obtain a cumulative average score greater than 95.50 across all four sections of the exam and (2) pass all four parts on the first attempt.

In 2018, MPAcc program graduate **Allyson Randle** won this prestigious award. Allyson is currently working as a tax associate for EY in Greenville, SC.

Clemson's MPAcc program has had at least one Elijah Watt Sells Award winner in each of the past five years. We are extremely proud of all of our winners and especially excited to announce that three of the last five winners from our MPAcc program are also graduates of our undergraduate program (through the MS/BS path). Clemson's MPAcc program is ranked #5 in the country for number of winners since 2014.



ALLYSON RANDLE



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