



American Accounting Association

Mid-Atlantic Region Meeting

April 23 - 25, 2009

Ocean Place Resort and Spa

Long Branch, New Jersey



### 2009 Mid-Atlantic Region Meeting Program

**Thursday, April 23, 2009**

**CPE 1 8:30 am - 12:00 noon**

**Federal Tax Update**

*Taxes (Update) 3.5 credit hours*

Doug Stives, Monmouth University

This session is designed to bring participants current on recent legislation, rulings and cases. Some speculation on changes expected for 2009 will also be covered. Emphasis will be for educators who are familiar with Income Tax Law but need clarification on recent changes and interpretations.

**CPE 1A 8:30 am - 12:00 noon**

**Deceptive Accounting Practices**

*Regulatory Ethics (Update) 3.5 credit hours*

Kenn Heaslip, Bloomfield College

Auditing standards have been promulgated largely as a result of past frauds and failed audits. This seminar will discuss and detail major historical scandals in categories such as classic cases, revenue recognition, reserves, inventory, fixed assets and ethics. The focus will be the influence of the frauds in the creation of revised standards.

**CPE 2 1:00 pm - 4:30 pm**

**How to Integrate ACL Audit Software into an Auditing Course**

*Auditing (Basic) 3.5 credit hours*

Shifei Chung, Rowan University and

Ramesh Narasimhan, Montclair State University

This includes an overview of the following: key ACL concepts, terms, and functions; how to access, verify, and analyze data using ACL; how to use ACL to run audit sampling; how to use ACL to perform audit tests. We will be using I-clicker during the session and can also demonstrate how to use it for teaching.

**CPE 3 1:00 pm - 4:30 pm**

**Accounting and Auditing Update**

*Accounting (Update) 3.5 credit hours*

John Fleming, CPA, Loscalzo Associates

This program will revisit FAS 157, Fair Value Measurements, considering its ongoing impact on current asset and liability valuations; provide a brief update on FIN 48, Accounting for Uncertainty in Income Taxes and update FASB proposals in the areas of financial statement presentation, lease accounting, revenue recognition, and contingencies. This program will discuss audit application problems encountered by accounting firms and recommendations to improve these practices.

**CPE 4 1:00 pm - 4:30 pm**

**Financial Reporting of Small Businesses**

*Accounting (Update) 3.5 credit hours*

Kenn Heaslip, Bloomfield College

The session will discuss how small businesses are reacting to the high cost of keeping up with increasingly complex financial accounting and auditing standards. It will include discussions of the more rigorous SSARS rulings, AICPA proposed revision to independence standards, recent ethics rules and the increased use of OCBOA financial statements.

**2:00 PM - 7:30 PM**

**Registration**

**4:00 PM - 7:30 PM**

**Exhibits**

**6:00 PM - 7:30 PM**

**Welcome Reception**

Friday, April 24, 2009

7:00 AM - 5:00 PM                      **Registration**

7:00 AM - 4:00 PM                      **Exhibits**

7:30 AM - 8:30 AM                      **Breakfast**

8:45 AM - 10:00 AM

**Session 1: Plenary Session**

*Accounting (Overview) 1.5 credit hour*

**Introduction and Welcome**

Brian R. Greenstein, President, Mid-Atlantic Region,  
Seton Hall University

Nancy Uddin, Program Chair 2009 Meeting, Monmouth University

Steven Balsam, Program Chair 2010 Meeting, Temple University

Ralph Greenberg, Coordinator 2010 Meeting, Temple University

**Speaker: Susan Haka**, President, American Accounting Association,  
Michigan State University

**American Accounting Association Commons Presentation**

Shifei Chung, Rowan University

Jane Saly, American Accounting Association

10:00 AM - 10:30 AM

Coffee Break

*Sponsored by J H Cohn*

10:30 AM - 12:00 NOON      **SESSION 2: CONCURRENT PAPER AND PANEL SESSIONS**

**2A. Auditing: Fraud Prevention Panel**

*Behavioral Ethics (Basic) 1.5 credit hours*

Fraud Prevention - A Strategic Imperative in Today's Economy

*Moderator:* Peggy Griffin, New Jersey City University

*Panel Members:* Paul Cohen;

Joe Riotto, New Jersey City University;

Denise Serpico

Fraud is a major cost to businesses, government and non-profit agencies. The stress in the economy presents the opportunity for even greater incidences of economic crime as layoffs and earnings issues distract management. The need for vigilance in ensuring that opportunities for fraudulent acts are identified and prevented and the training and engagement of employees in understanding fraud prevention is a business imperative that must not be neglected.

## **2B. Financial Accounting and Reporting: Income Recognition**

### ***Accounting (Intermediate) 1.5 credit hours***

*Moderator:* Daniel He, Monmouth University

The Effect of R&D Tax Credit on R&D Spending and Operating Performance: A Life Cycle Analysis

Picheng Lee, Pace University; Shuling Chian, Soochow University;

Asokan Anandarajan, New Jersey Institute of Technology

*Discussant:* Janet Phillips, Southern Connecticut State University

Deferred Revenues and the Matching of Revenues and Expenses

Nishi Sinha, Boston University; Rachna Prakash, College of William and Mary

*Discussant:* Claudia Tyska, Richard Stockton College of New Jersey

Should Unrealized Holding Gains or Losses for Investments be Part of Net Income? Arguments For Changing The Standards

Ramesh Narasimhan, Montclair State University; Shifei Chung, Rowan University

*Discussant:* Daniel He, Monmouth University

## **2C. Financial Accounting and Reporting: Regulation**

### ***Accounting (Intermediate) 1.5 credit hours***

*Moderator:* Steven Balsam, Temple University

Legal Consequences of Management of Specific Accruals: Evidence from Equity Offerings

Salma Ibrahim, Morgan State University; Li Xu, Southern Illinois University at Carbondale

*Discussant:* Erica Harris, Temple University

Impact of Economic Change on the Value-Relevance of Nonfinancial and Financial Airline Performance Measures

Stephen L. Liedtka, DeSales University, Amy Scott, DeSales University

*Discussant:* Steven Balsam, Temple University

Increasing the Transparency and Information Content of Financial Statements Using Sparklines

Daniel Tinkelman, Hofstra University

*Discussant:* Hannah Wong, William Paterson University

## **2D. Tax**

### ***Taxation (Advanced) 1.5 credit hours***

*Moderator:* Brian Greenstein, Seton Hall University

The State Of State Taxation of Telecommuters

C. Andrew Lafond, Philadelphia University

*Discussant:* Brian Greenstein, Seton Hall University

What to do about College Education: Understanding the Education Credits and the Tuition and Fees Deduction

Joan Hollister, State University of NY at New Paltz; Donald Furman, State University of NY at New Paltz

*Discussant:* Brian Greenstein, Seton Hall University

Two-Part Analysis Required for Student Exemption from FICA

Laura Lee Mannino, St. John's University

*Discussant:* Brian Greenstein, Seton Hall University

## **2E. Teaching and Curriculum: Ethics and Diversity**

### ***Behavioral Ethics (Intermediate) 1.5 credit hours***

*Moderator:* Nashwa George, Berkeley College

Experiential and Group Learning as a Component of Accounting, Audit and Taxation Education

Katherine Kinkela, New York Institute of Technology; Peter Harris, New York Institute of Technology

Cheating and Whistle Blowing in Academia: The Effect of Social Desirability Response Bias

Richard A. Bernardi, Roger Williams University; Caitlin A. Banzhoff, Roger Williams University; Abigail M. Martino, Roger Williams University; Katelyn J. Savasta, Roger Williams University

*Discussant:* Dave Stout, Youngstown State University

An Examination of Anticipatory Socialization and Professional Commitment: An Analysis of Diversity among Accounting Students

Satina V. Williams, Marist College; Carol Cox, Middle Tennessee State University

*Discussant:* James Rebele, Robert Morris University

## **2F. Teaching and Curriculum: Workshop**

### ***Accounting (Overview) 1.5 credit hours***

Strategies for a Successful Accounting Classroom Experience

William Stahlin, Stevens Institute of Technology

This session is designed to discuss strategies to create a positive learning environment for students. Each attendee should leave the session with a number of ideas to enhance student learning and create interest in accounting. Additionally, attendees will be able to take a new look at the way they have been conducting their courses.

12:00 Noon – 1:15 PM

**Luncheon Program and Awards Presentation**

*Accounting (Overview) 1 credit hour*

**Sponsored by Monmouth University School of Business Administration**

**Welcome:** Fredrick Kelly, Dean, School of Business Administration, Monmouth University

**Speaker:** Ralph Albert Thomas, Executive Director, New Jersey Society of Certified Public Accountants

**Distinguished Paper Award:** *The Implications of Shifting from Rules to Principles Based Accounting: The Case of Goodwill Impairment*, Kang Cheng, Morgan State University

**Outstanding Doctoral Student Paper:** *Debt-contracting Efficiency of Accounting Conservatism*, Ningzhong Li, The University of Chicago, Booth School of Business

**Teaching, Learning and Curriculum Section Paper Award:**

*Leveraging a Familiar Scenario: An Experiential Introduction to the Audit Risk Model (Rosie's East End Restaurant)* Richard H. Gifford, West Chester University; Harry Howe, School of Business, SUNY-Geneseo

1:30 PM – 3:00 PM

**SESSION 3: CONCURRENT PAPER AND PANEL SESSIONS**

**3A. Accounting, Behavior and Organizations: Ethics**

*Behavioral Ethics (Advanced) 1.5 credit hours*

*Moderator:* Hussein Nouri, The College of New Jersey

Factors Influencing Auditors' Ethical Judgments and Intentions

Howard Buchan, SUNY College at Oneonta

*Discussant:* Danielle Lombardi, Rutgers University

An Exploratory Comparison of the Propensity to Whistle-Blow: the United States and Taiwan/China

A. Blair Staley, Bloomsburg University of Pennsylvania; Dennis

Hwang, Bloomsburg University of Pennsylvania; Yan Chen,

Dongbei University of Finance and Economics; Teng- Shih Wang,

Feng Chia University; Yafang Tsai, Chung Shan Medical

University

*Discussant:* Kathleen Sobieralski, University of Maryland

Fairness, feelings and falsification: Can cheating make you cheerful?

Cynthia L. Krom, Marist College: School of Management

*Discussant:* Hussien Nouri, The College of New Jersey

### **3B. Auditing: Internal Control**

#### ***Auditing (Advanced) 1.5 credit hours***

*Moderator:* Abdus Shahid, The College of New Jersey

The Legal Environment and Corporate Governance: The Impact of S-OX on Internal Control Remediation

Gary Kleinman, Touro College; Kam Chan, Pace University;  
Picheng Lee, Pace University

*Discussant:* Alan Reinstein, Wayne State University

Fraudulent Tax Refunds: The Case of Harriette Walters

Philip F. Jacoby, American University

*Discussant:* Alan Reinstein, Wayne State University

Offshoring and Internal Controls: Relevance of SAS 70

Li Xu, Southern Illinois University at Carbondale, Partha

Mohaparthi, Morgan State University

*Discussant:* Shifei Chung, Rowan University

### **3C Financial Accounting and Reporting: CEO Compensation and Earnings Management**

#### ***Accounting (Intermediate) 1.5 credit hours***

*Moderator:* Stephen Liedtka, DeSales University

CEO Compensation, Pension Plan Funding Status, and Pension Discount Rate Assumptions

Steven Balsam, Temple University; Fang Sun, Temple University

*Discussant:* Stephen Liedtka, DeSales University

The Association between CEO Compensation and the Undervaluation of Stock Options by IPO Firms

Anthony J. Amoruso, Elon University; Joseph Beams, University of New Orleans

*Discussant:* Arundhati Rao, Elizabethtown College

The Choice between Real and Accrual-Based Earnings Management around Initial Public Offerings and its Legal Consequences

Salma Ibrahim, Morgan State University; Li Xu, Southern Illinois University at Carbondale

*Discussant:* Arundhati Rao, Elizabethtown College

### **3D. History and Society**

#### ***Accounting (Intermediate) 1.5 credit hours***

*Moderator:* Nancy Uddin, Monmouth University

The Financial Control Practices of Zakāt Institutions in State Islamic Religious Council in Malaysia

Muhammad Akhyar Adnan, International Islamic University, Malaysia

Maryland Audit Companies: History of Accounting Firms Organized as Corporations within the State of Maryland

James J. McKinney, University of Maryland

Accounting Standard Setting in the Colonial History of Hong Kong

Anthony Mounq Yin Chan, Ryerson University

### **3E. International: IFRS**

#### ***Accounting (Update) 1.5 credit hours***

*Moderator:* Daniel He, Monmouth University

The Adoption of International Financial Accounting Standards: Its Effect on Global Market Integration

Hannah C. Wong, William Paterson University; Malay Dey, William Paterson University; Francis Cai, William Paterson University

*Discussant:* John Haverty, St. Joseph's University

IFRS Adoption in the United States and Implications for Stock Prices: A Review and Analysis of the Relevant Literature

Hossein Nouri, The College of New Jersey; Daniel Pannone, The College of New Jersey; Abdus Shahid, The College of New Jersey

*Discussant:* John Haverty, St. Joseph's University

IFRS and U.S. GAAP: Differences and Convergence

Obeua Persons, Rider University

*Discussant:* Daniel He, Monmouth University

### **3F. Teaching and Curriculum: Panel**

#### ***Accounting (Overview) 1.5 credit hours***

Shared Experiences Panel Proposal - Teaching, Learning and Curriculum

*Moderator:* Donald E. Wygal, Rider University

*Panel Members:* Bea Sanders, KPMG; Raef Lawson, IMA; Dave Stout, Youngstown State University and James Rebele, Robert Morris University

Among the issues to be explored are possibilities for faculty members and practitioners to work together to pursue a common purpose of enhancing accounting education. These panels will bring together educators and practice members to explore how each may benefit from the fruits of the other's experiences. A part of this dialogue will include an exploration of common and distinctive elements of the missions and constraints that are identifiable with academic programs and with the practice environment.

3:00 PM – 3:30 PM

**Coffee Break**

*Sponsored by Monmouth University, Department of Accounting*

3:30 PM – 5:00 PM

**SESSION 4: CONCURRENT PAPER AND PANEL SESSIONS**

**4A. Auditing: Earnings Management and Audit Fees**

*Auditing (Advanced) 1.5 credit hours*

*Moderator:* Picheng Lee, Pace University

Bridging the Gap: A Study of Audit Fee Determinants Currently Used by Public Accounting Firms Compared to Prior Studies and Empirical Results

Danielle Lombardi, Rutgers University; Victoria Chiu, Rutgers University

*Discussant:* Peggy Griffin, New Jersey City University

Earnings management and Culture: An international comparison of the banking industry

Kurt A. Desender, Autonomous University of Barcelona; Christian Castro, Autonomous University of Barcelona

*Discussant:* Picheng Lee, Pace University

The Influence of Board Composition on Enterprise Risk Management Implementation

Kurt Desender, University of Illinois at Urbana Champaign

*Discussant:* Shifei Chung, Rowan University

**4B. International: IFRS Panel**

*Accounting (Update) 1.5 credit hours*

International Financial Reporting Standards in the Classroom: Is it coming, and are we ready?

*Moderator:* John Haverty, St. Joseph's University

*Panel Members:* Elizabeth Gordon, Temple University; Ramesh Narasimhan, Montclair State University; Brian O'Reilly, PricewaterhouseCoopers LLP; Obeau Persons, Rider University

**4C. Strategic and Emerging Technologies**

*Accounting (Intermediate) 1.5 credit hours*

*Moderator:* Silvia Romero, Montclair State University

Formal Definition of Policy Constraints in REA Enterprise Systems

Guido Geerts, University of Delaware

*Discussant:*

Corporate Environmental Performance: A Proposal for Standards

Atasi Basu, Utica College

*Discussant:* Silvia Romero, Montclair State University

#### **4D. Teaching and Curriculum: Faculty Development**

##### ***Accounting (Intermediate) 1.5 credit hours***

*Moderator:* Nancy Uddin, Monmouth University

From Doctoral Student to Faculty Member: Insights from PhD Project Alumni

Satina Williams, Marist College; Bill N. Schwartz, Stevens Institute of Technology; W. Darrell Walden, University of Richmond

*Discussant:* Mary Ellen O'Grady, Ramapo College of New Jersey

How Productive Accounting Faculty Members View the Citation Process

Alan Reinstein, Wayne State University; James Hasselback, University of West Florida, Mark Riley, Northern Illinois University; David Sinason, Northern Illinois University

*Discussant:* Kathleen Sobieralski, University of Maryland

An Exploratory Study of Accounting Faculty Publication Patterns Leading to Promotion and Tenure

Susan Borkowski, La Salle University; Mary Jeanne Welsh, La Salle University

*Discussant:* Mary Ellen O'Grady, Ramapo College of New Jersey

#### **4F. Teaching and Curriculum: The Introductory Accounting Course**

##### ***Accounting (Intermediate) 1.5 credit hours***

*Moderator:* Gilda Agacer, Monmouth University

Income Tax Coverage in Accounting Principles Courses

Robyn Lawrence, University of Scranton; Robert McDonald, University of Scranton

*Discussant:* Nashwa George, Berkeley College

A Financial Statement Analysis Approach to the First Accounting Course

Mark P. Holtzman, Seton Hall University; Theresa Henry, Seton Hall University; David Mest, Seton Hall University; Karen Schoenbeck, Seton Hall University

*Discussant:* Gilda Agacer, Monmouth University

Adopting a Mastery Goal Orientation for Introductory Accounting Courses

Susan Muzorewa, Morgan State University

*Discussant:* Katherine Kinkela, New York Institute of Technology

**5:30 PM – 7:00 PM**

#### **Reception**

*Sponsored by the Membership Committee of the American Accounting Association*

**7:30 PM – 8:30 PM**

**Ice Cream Social**, Hosted by the Teaching, Learning and Curriculum Section

No charge for TCL Section member, \$10.00 for non-members.

Saturday, April 25, 2009

7:00 AM - 11:30 AM

**Registration**

7:30 AM - 8:30 AM

**Breakfast**

7:30 AM - 8:30 AM

**RESEARCH FORUM**

*Accounting (Intermediate) 1 credit hour*

1. A Discussion of the 2008 Collapse of the US Municipal Auction Rate Securities Markets  
Louis J Stewart, Howard University
2. Stock option backdating, Corporate Governance and CEO compensation: A longitudinal Study  
Jui-Chin Chang, Howard University; Alex Tang, Morgan State University
3. Negotiated measurement rules in debt contracts  
Ningzhong Li, The University of Chicago Booth School of Business
4. Financial Analysis Using the FASB's Preliminary Views on Financial Statement Presentation  
Daniel Acton, St. John Fisher College
5. An Empirical Analysis of the Effect of Accounting-Based Debt Covenant Disclosures on Shareholder Wealth  
Ping Wang, Baruch College CUNY; Masako Darrough, Baruch College CUNY
6. Creating an Ethical Culture - A Challenge for all Employees  
Peggy Griffin, New Jersey City University; Kim Surkan, Capella University
7. Reexamination of the Effects of Expensing Stock Options on Firm Returns in Anticipation of SFAS 123R  
Rogelio J. Cardona, University of Puerto Rico

**8:30 AM - 10:00 AM SESSION 5: CONCURRENT PAPER AND PANEL SESSIONS**

**5A. Auditing: Audit Quality and Materiality**

*Auditing (Intermediate) 1.5 credit hours*

*Moderator:* Linda Flaming, Monmouth University

The Changing Public Reports by Management and the Auditors of Publicly Held Corporations: A Comparative Study of a Retail Industry and a Gaming Industry

Charles J. Pineno, Shenandoah University; Mark Tyree, Shenandoah University

*Discussant:* Linda Flaming, Monmouth University

A Meta-Analysis of Empirical Materiality Studies

David E. Vance, Rutgers University School of Business Camden

*Discussant:* Silvia Romero, Montclair State University

PCAOB Inspections: Perceptions of Trenchless Firms with No-Deficiencies

Mary Ellen Oliverio, Pace University; Bernard Newman, Pace University

*Discussant:* Linda Flaming, Monmouth University

**5B. Financial Accounting and Reporting: Earnings**

*Accounting (Advanced) 1.5 credit hours*

*Moderator:* Doug Stives, Monmouth University

A Theoretical Analysis of Diluted Earnings per Share

Mei Zhang, Montclair State University

*Discussant:* Hanmei Chen, Rowan University

Accounting and Finance Issues Motivating Subsidiary Stock Offerings

Deborah Pendarvis, North Georgia College and State University

*Discussant:* Stephen Liedtka, DeSales University

Stock Price Performance and Ownership Structure during Periods of Stock Market Crisis

Kurt A. Desender, Autonomous University of Barcelona; Miguel

Angel Garcia Cestona, Autonomous University of Barcelona

*Discussant:* May Lo, Western New England College

**5C. Financial Accounting and Reporting: Earnings Management**

*Accounting (Intermediate) 1.5 credit hours*

*Moderator:* Steven Balsam, Temple University

Accruals Conundrum in Earnings Management Research

Varda Yaari, Morgan State University

*Discussant:* Steven Balsam, Temple University

Abnormal Returns Around SEOs; Does Insider Trading And Earnings Management Matter?

Loretta Nartey Baryeh, Towson University

*Discussant:* Lianzan Xu, William Paterson University

Earnings Smoothing and Derivative Restatements

Jayanthi Krishnan, Temple University; Chunwei Xian, Temple University

*Discussant:* Wei Xu, New Jersey Institute of Technology

## **5D. Gender and Diversity**

### ***Behavioral Ethics (Intermediate) 1.5 credit hours***

*Moderator:* Donald Wygal, Rider University

Using Corporate Code of Ethics to Examine Cultural Effects on the Ethicality of Chinese vs. American Students

Sherry Fang Li, Rider University; Obeua Persons, Rider University

*Discussant:* Tim Coville, S.U.N.Y. College at Old Westbury

Sexual Harassment in Public Accounting: Anecdotal Evidence from the Profession

Gerald J. Miller, The College of New Jersey; Brian Stanko, Loyola University Chicago

*Discussant:* Satina Williams, Marist College

Are Female Auditors Still Women?

Kris Hardies, Free University of Brussels

*Discussant:* Donald Wygal, Rider University

## **5E. Managerial Accounting**

### ***Managerial Accounting (Intermediate) 1.5 credit hours***

*Moderator:* Gilda Agacer, Monmouth University

A Synergistic Approach to Planning and Control using a Stakeholder Based

George Joseph, University of Massachusetts Lowell; Stephen Collins, University of Massachusetts Lowell

*Discussant:* Ramesh Narasimhan, Montclair State University

Debt-contracting Efficiency of Accounting Conservatism

Ningzhong Li, The University of Chicago Booth School of Business

*Discussant:* Ramesh Narasimhan, Montclair State University

Time-Driven Activity Based Costing in Healthcare- Time Measurement, Workload Intensity and Cost Estimation

Bea Chiang, The College of New Jersey

*Discussant:* Gilda Agacer, Monmouth University

**5F. Teaching and Curriculum: Teaching Strategies Forum**

*Accounting (Intermediate) 1.5 credit hours*

*Moderator: Brian Greenstein, Seton Hall University*

Leveraging a Familiar Scenario: An Experiential Introduction to the Audit Risk Model (Rosie's East End Restaurant)

Richard H. Gifford, West Chester University; Harry Howe, School of Business, SUNY-Geneseo

Practicing Accountants' Views of the Content of Accounting Ethics Courses

Mohammad J. Abdolmohammadi, Bentley University; Alan Reinstein, Wayne State University

Service-Based Cost-Volume-Profit (CVP) Problems for Use in Accounting and Tax Courses

David E. Stout, Youngstown State University; Raymond Shaffer, Youngstown State University

How Metropolitan and Regionally-Focused Accounting Programs Can Thrive in the 21st Century

Alan Reinstein, Wayne State University; Mark Higgins, University of Rhode Island

**10:00 AM - 10:30 AM**

**Coffee Break**

**10:30 AM - 12:00 NOON**

**SESSION 6: CONCURRENT PAPER AND PANEL SESSIONS**

**6A. Auditing: Audit Fees and Independence**

*Auditing (Intermediate) 1.5 credit hours*

*Moderator: Mary Ellen Oliverio, Pace University*

Post Sarbanes-Oxley Changes in the Composition of Boards: Have They Impacted Spending for Audit Services?

Timothy G. Coville, S.U.N.Y. College at Old Westbury

*Discussant: Mary Ellen Oliverio, Pace University*

Belief Revision among Accounting Practitioners Regarding the Effect of Nonaudit Services on Auditor Independence

Philip Beaulieu, University of Calgary; Alan Reinstein, Wayne State University

*Discussant: David E. Vance, Rutgers University School of Business Camden*

## **6B. Financial Accounting and Reporting: Goodwill**

### ***Accounting (Advanced) 1.5 credit hours***

*Moderator:* Brian Greenstein, Seton Hall University

The Implications of Shifting from Rules to Principles Based Accounting:  
The Case of Goodwill Impairment

Kang Cheng, Morgan State University; Yu Cong, Towson  
University; Martin Freedman, Towson University

*Discussant:* Rogelio J. Cardona, University of Puerto Rico

Using an Ounce of Prevention – Does it Reduce Healthcare Expenditures  
and Reap Pounds of Profits?

Janet Phillips, Southern Connecticut State University

*Discussant:* Kurt Desender, Autonomous University of Barcelona

Value Relevance of Goodwill Impairments

Lianzan Xu, William Paterson University of New Jersey; Francis  
Cai, William Paterson University of New Jersey

*Discussant:* Deborah Pendarvis, North Georgia College and State  
University

## **6C. Financial Accounting and Reporting: Earnings Quality**

### ***Accounting (Intermediate) 1.5 credit hours***

*Moderator:* Charles J. Pineno, Shenandoah University

The Prediction of Next-Year Cash Flows with Current Earnings as a Test  
of Earnings Usefulness

Steve V. Lim, Texas Christian University; Oliver Kim, University  
of Maryland; Taewoo Park, Kennesaw State University

*Discussant:* Jui-Chin Chang, Howard University

Quality of Reported Earnings by Chinese Firms: The Influence of  
Ownership Structure

Wei Xu, New Jersey Institute of Technology; Asokan  
Anandarajan, New Jersey Institute of Technology; Kun Wang,  
Tsinghua University

*Discussant:* Benedicte Reyes, Monmouth University

Value-at-Risk Disclosure, Cost of Equity Capital, and Investor Reaction

Hanmei Chen, Rowan University; Zhan Gao, Lancaster University

*Discussant:* Evelyn Aniton McDowell, Rider University

## **6D. International: Multinational Companies**

### ***Accounting (Intermediate) 1.5 credit hours***

*Moderator:* Claudia Tyska, Richard Stockton College of New Jersey  
The effect of Financial Reporting Management on Knowledge-flow Management in MNC

Varda Yaari, Morgan State University

*Discussant:* Claudia Tyska, Richard Stockton College of New Jersey

Comparison of French GAAP, US GAAP and International Financial Accounting Standards in the Insurance Sector

Gilda Agacer, Monmouth University; Jahnvi Patel, Monmouth University

*Discussant:* Joann Pinto, Montclair State University

The Abuse of International Transfer Pricing by Multinational Companies

Wagdy Abdallah, Seton Hall University; Athar Murtuza, Seton Hall University; Nadeem Firoz, Montclair State University

*Discussant:* Joann Pinto, Montclair State University

## **6E. Information Systems: Workshop**

### ***Specialized Knowledge (Basic) 1.5 credit hours***

XBRL Workshop

Clinton White, University of Delaware

The objective of this workshop is to introduce accounting educators to XBRL (eXtensible Business Reporting Language) and the family of technologies being developed to support business reporting and the “publication, exchange and analysis of complex financial information.” XBRL now includes taxonomies (dictionaries of standard terms) for financial reporting for all major categories of companies filing under US GAAP and for mutual funds filing risk and return information. The SEC has passed a ruling requiring the 500 largest domestic companies to begin filing in XBRL format by mid-2009, followed by a phase in for all other publicly-traded companies over three years.

**6F. Teaching and Curriculum: Learning Assessment Forum**

*Accounting (Intermediate) 1.5 credit hours*

*Moderator: Doug Stives, Monmouth University*

*Assessment of Accounting Knowledge Findings of Pilot Study*

*Nashwa George, Berkeley College*

*Approaches to Learning, Assessment Preferences, and Learning Outcomes of Intermediate Accounting Students*

*Susan A. Lynn, University of Baltimore*

*A Comparative Analysis of Undergraduate and Graduate Students' Perception of Effective Assessment Strategies: Is There a Relationship or a Disconnect?*

*Joseph J. Riotta, New Jersey City University*

*The Structure of Accounting Education in the United States: A Revisit of the Argument for Separate Professional Schools of Accountancy*

*Mary F. Jackson-Heard, Elizabeth City State University; Freda McBride, Elizabeth City State University*

**12:00 NOON - 2:00 PM**

**Steering Committee Meeting**