

Friday, November 5, 2021

10:30 am–11:20 am EDT

Welcome and Opening Remarks

Flora Zhou, Bentley University

IECJ Editorial Panel: Trends and Ideas for Successful Cases: Perspectives from the Editorial Board of the IMA Educational Case Journal

Accounting - 1.0 CH

Moderator: Marsha Huber, Director of Research and Managing Editor of IECJ, IMA

Laurie L. Burney, Baylor University
Thomas Calderon, The University of Akron
Jason Porter, Washington State University

11:20 am–11:30 am EDT

Break

11:30 am–12:30 pm EDT

Case Session 1: Transfer Pricing at Parson Foods Company: When the Lure of Cheaper Foreign Production Does Not Deliver

Accounting - 1.2 CH

Panelists: Robert Rankin, Texas A&M University-Commerce
Nicholas J. Fessler, Western Kentucky University
Pinky Rusli, Western Kentucky University

12:30 pm–1:10 pm EDT

Lunch Break

1:10 pm–2:00 pm EDT

Case Session 2: A Deep Dive into an AI Startup Company in the Pandemic

Specialized Knowledge - 1.0 CH

Li Zhang, University of Illinois at Urbana-Champaign
Austin Chen, New York University

2:00 pm–2:10 pm EDT

Break

2:10 pm–3:00 pm EDT

Case Session 3: SABMiller: The Case for Sustainability Reporting

Accounting - 1.0 CH

Kristine Brands, United States Air Force Academy
Mark Holtzblatt, Cleveland State University

3:00 pm–3:50 pm EDT

Case Session 4: Wilson's Bike Store—Can the Success of a Business' First Store Be Duplicated?

Accounting - 1.0 CH

David Stubing, George Mason University

3:50 pm–4:00 pm EDT

Break

4:00 pm– 5:00 pm EDT

What Case Should I Write? Thinking Strategically about Case-Writing Projects

Accounting - 1.2 CH

Robert Kaplan, Harvard University

5:00 pm–6:00 pm EDT

Overview of Day 2 and Virtual Reception

Flora Zhou, Bentley University

Saturday, November 6, 2021

10:00 am–10:15 am EDT

Opening Session with the Conference Sponsors

Willie Choi, MAS President, University of Wisconsin–Madison
Marsha Huber, Director of Research and Managing Editor of IECJ, IMA

10:15 am–11:05 am EDT

Case Session 5: TU Packaging Group—Case Study

Accounting - 1.0 CH

Wei Hwa Chua, Singapore University of Social Sciences
Adrian Yeow, Singapore University of Social Sciences

11:05 am–11:15 am EDT

Break

11:15 am–12:15 pm EDT

Case Session 6: Work Pants Finance

Accounting - 1.2 CH

Shane Dikolli, University of Virginia
Matt Miner, PLC Wealth Management

12:15 pm–1:00 pm EDT

Lunch Break

1:00 pm–2:00 pm EDT

Case Session 7: Bene Petit: An Integrated Analytics Case

Accounting - 1.2 CH

Stacey Whitecotton, Arizona State University

2:00 pm–2:30 pm EDT

Case Session 8

Accounting - 0.5 CH

Session A

Using Data Analytics to Explore Labor Rate and Efficiency Variances for Decision Making

Andrew Weinberger, Central Connecticut State University

Marc Lewis, Central Connecticut State University

Fengyun Wu, Manhattan College

Session B

Hot Bricks Inc.

Dutch Fayard, University of The Tennessee at Chattanooga

2:30 pm–2:45 pm EDT

Break

2:45 pm–3:15 pm EDT

Case Session 9

Accounting - 0.5 CH

Session A

A Budget Manager's Dilemma

Mary Michel, Manhattan College

Session B

LawnBots: Cost-Volume-Profit and Cost Behavior in the Crowdfunding Environment

Ian J. Twardus, Murray State University

3:15 pm–4:15 pm EDT

Case Session 10: Pueblo Hospitality, Inc: Rethinking Performance Measurement

Accounting - 1.2 CH

Ann C. Dzurain, Northern Illinois University

Thomas Calderon, University of Akron

Jim Hesford, University of Missouri-St. Louis

4:15 pm EDT

Best Case Award, Closing Remarks

Steve Buchheit, The University of Alabama

Attendees

Shauna Balderson	Creighton University	smb19092@creighton.edu
Jeremiah Bentley	University of Massachusetts Amherst	bentley.jw@gmail.com
Diane Bingaman	St. Martin's University	dbingaman@stmartin.edu
H C. Blakeway-Phillips	Case Western Reserve University	hcb33@case.edu
Rebecca Bogie	Louisiana State University in Shreveport	rebecca.bogie@lsus.edu
Jason Brown	Indiana University Bloomington	browjaso@indiana.edu
Steve Buchheit	The University of Alabama	srbuchheit@cba.ua.edu
Laurie Burney	Baylor University	laurie_burney@baylor.edu
Weihwa Chua	Singapore University of Social Sciences	whchua@suss.edu.sg
Emma E. Cole	Creighton University	ecolecpa@yahoo.com
Kelvie B. Crabb	The University of Kansas	kacrabb@ku.edu
Junnan Cui	St. Norbert College	cuijunnan26@gmail.com
Carolyn V. Deller	University of Pennsylvania	cdeller@wharton.upenn.edu
Michele Deneau	Lander University	heart999@charter.net
Christine A. Denison	Iowa State University	caw@iastate.edu
Rui Ding	Xi'an Jiaotong-Liverpool University	drunsw@yahoo.com.au
Howoanou A. Fangnon	University of Thomas	honorefang2004@hotmail.fr
Nicholas J. Fessler	Western Kentucky University	nicholas.fessler@wku.edu
Nathan Garrett	Woodbury University	profgarrett@gmail.com
Karen Gaskill	Catawba College	kggaskill@carolina.rr.com
Jacobo Gomez-Conde	Universidad Autónoma de Madrid	jacobo.gomez@uam.es
Maurice Gosselin	Université Laval	maurice.gosselin@fsa.ulaval.ca
Theresa A. Gunn	Alfred University	gunn@alfred.edu
Maren Haavig	University of Alaska Southeast	mmhaavig@alaska.edu
Helmi Hammami	Rennes School of Business	helmi.hammami@gmail.com
Yvonne L. Hinson	American Accounting Association	yvonne.hinson@aaahq.org
Mark A. Holtzblatt	Cleveland State University	m.holtzblatt@csuohio.edu
Chenchen Huang	Carlow University	chuang@carlow.edu
Wei Huang	San Francisco State University	weihuang@sfsu.edu
Marsha M. Huber	Institute of Management Accountants	
Cody Hyman	University of Maryland	codyhyman@rhsmith.umd.edu
Heather Kaminski	University of Wisconsin–Green Bay	kaminskh@uwgb.edu
Robert S. Kaplan	Harvard University	rkaplan@hbs.edu
Hoyoung Kim	The University of Texas at Tyler	hoyoungkim@uttyler.edu
Gyebi Kwarteng	Global Citizen Financial	gyebi_kwarteng@msn.com
Melvin A. Lamboy-Ruiz	Georgia Southern University	mlamboyruiz@georgiasouthern.edu
Marlys G. Lipe	University of South Carolina	marlys.lipe@moore.sc.edu
Yoshie Lord	Brooklyn College–CUNY	yoshiesaito.lord@brooklyn.cuny.edu
Paola M. Madini	University of Kent	p.m.madini@kent.ac.uk
Thomas Marben	Tiffin University	marbentr@tiffin.edu
Steve C. Matzke	American Accounting Association	steve.matzke@aaahq.org
Susan M. McCarthy	Loyola University Chicago	smccarthy7@luc.edu
Danielle McLimore	McGraw Hill	danielle.mclimore@mheducation.com
Mary Michel	Manhattan College	mary.michel@manhattan.edu
Evelyn Money	Delaware Tech Community College	emoney@dtcc.edu
Laila Morad	American Accounting Academy	laila.morad.aaa@gmail.com
Landi Morris	Bentley University	lmorris@bentley.edu
Mayumi Nakagawa	Kansai Gaidai University	mnakab@kansai.gaidai.ac.jp
Marc P. Neri	Texas Christian University	marcpeterner@gmail.com
Mahmoud M. Nourayi	Loyola Marymount University	mnourayi@lmu.edu
Kathy F. Otero	Truman State University	kotero@truman.edu
Deborah Pendarvis	Sul Ross State University	deborah.pendarvis@sulross.edu
Jason C. Porter	Washington State University	jason.porter@wsu.edu
Romeva Prcela	Hiram College	prcelarb@hiram.edu
Carolyn Previti	Drexel University	previtc1@tcnj.edu
Robert Rankin	Texas A&M University–Commerce	robert.rankin@tamuc.edu
Natalie Rogers	Adams State University	natalierogers@adams.edu
Pinky Rusli	Western Kentucky University	pinky.rusli@wku.edu
Mohamad Majdi Sahloul	American Accounting Academy	majdi_sahloul@yahoo.com

Attendees

Yigit B. Senyigit	King's College	borasenyigit@kings.edu
Fei Shuai	Heritage University	shuai_f@heritage.edu
Sanobar Siddiqui	University of Regina	sanobar.siddiqui@uregina.ca
David H. Sinason	Northern Illinois University	dsinason2@gmail.com
Subprasiri Siriviriyakul	University of Connecticut	subprasiri.siriviriyakul@uconn.edu
Eva M. Ström	Hanken School of Economics	eva.strom@hanken.fi
Nathan V. Stuart	University of Wisconsin–Oshkosh	stuartn@uwosh.edu
Martin Stuebs	Baylor University	marty_stuebs@baylor.edu
Monte R. Swain	Brigham Young University	monte@byu.edu
Breda Sweeney	National University of Ireland Galway	breda.sweeney@nuigalway.ie
Tyler F. Thomas	University of Wisconsin–Madison	tthomas@bus.wisc.edu
Hong Y. Trebesh	Lansing Community College	trebeshh@star.lcc.edu
Anna Vysotskaya	Higher School of Economics	annaborisovna@hotmail.com
Daphne Wang	Jacksonville University	dwang@ju.edu
Stacey M. Whitecotton	Arizona State University	stacey.whitecotton@asu.edu
Jeffrey Williams	Utah Valley University	jeff.williams@uvu.edu
Marvin Williams	University of Houston–Downtown	williamsm@uhd.edu
Li Xu	Washington State University	li.xu3@wsu.edu
Adrian Yeow	Singapore University of Social Sciences	adrianyeowyk@suss.edu.sg
Minna Yu	Monmouth University	miyu@monmouth.edu
Cha Yunshil	University of New Hampshire	yunshil.cha@unh.edu
Herand R. Zargarian	Indiana Wesleyan University	ron.zargarian@indwes.edu
Li Zhang	University of Illinois at Urbana-Champaign	lzhang70@illinois.edu
Zhuoyi Zhao	St. Norbert College	z.zhao@snc.edu
Aner Zhou	California State University, San Marcos	azhou@csusm.edu
Flora H. Zhou	Bentley University	fzhou@bentley.edu