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***Gender Issues and Worklife Balance Newsletter***  
***Winter 2014 Edition***

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**GIWB Section Newsletter, Winter 2014**

**Newsletter Editor: L. Murphy Smith**

**Letter from the Section President**



Dear GIWB Colleagues,

Did you know that a 2011 Michigan State University study found that smiling can improve your mood? As GIWB President, I welcome you to our section and to smile because you are part of a great group of people:).

I'd also like to let you know about the initiatives we are exploring this year:

(1) Expand your horizons by exploring Positive Organizational Scholarship (POS) - During the 2013 breakfast meeting, I introduced members to the POS field. I also spoke with Tracey Sutherland about possibly inviting leaders in the field for a plenary session at our next annual meeting. Even if we are not able to accomplish this, my hope is that some of you might want to conduct research in this new research area. This year the University of Michigan is hosting the first Positive Business Conference from May 15 - May 17.

Get in on the ground floor at <http://positiveorgs.bus.umich.edu/events/positive-business-conference/>

(2) We are giving new "best paper" awards at the regions - Each regional meeting coordinator will be encouraged to give a "best paper" award as a way to promote GIWB issues.

(3) Establishing a Hall of Fame for the 2014 meeting - We hope to begin a hall of fame for accomplished individuals in our field. We will need to work out details for this award this year.

(4) Let's learn and share well-being activities - We hope to be able to contribute to the well-being of our colleagues through the regions in the upcoming year. I plan to promote a well-being exercise at the national meeting. Keep an eye out for it!

(5) Strategic Plan initiative - we are going to start investigating setting up a strategic plan for the section this January, 2014. You will hear more about it as the officers discuss it over the next few months.

(6) Happiness in accounting research - I am conducting research about the happiness levels of accounting educators. I will provide a short report at next year's breakfast meeting on how

President's Letter – continued

educators compare to the happiness levels of professional accountants. Feel free to complete the following survey at:

Happiness survey link: <https://www.surveymonkey.com/s/happyacct>

If you have any ideas for the section, do not hesitate to email me at [hubercpa@hotmail.com](mailto:hubercpa@hotmail.com).

Sincerely,

**Marsha**

Dr. Marsha Huber  
GWIB Section President 2013-14  
Youngstown State University  
Email: [hubercpa@hotmail.com](mailto:hubercpa@hotmail.com)

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**AAA Annual Meeting, Aug 2-6, 2014, Atlanta, Georgia, USA**



The theme for the 2014 Annual Meeting is "Global Engagement & Perspectives." Globalization is today's reality and a key feature of our future. Globalization affects all of accounting academe, regardless of where you live, work, and learn; and regardless of what you teach or the type of scholarship you do. Continuing to become more global means embracing varied perspectives and having global impact and reach for our teaching, research, and service to the profession. The plenary and follow-up sessions at the 2014 Annual Meeting will focus on making all of us more global so that we can be thought leaders in accounting. They will provide the backdrop for discussions throughout the meeting. The meeting will also emphasize engagement with our senior researchers and partners in practice, and

continue to include the Conference on Teaching and Learning in Accounting (CTLA). Please join us in Atlanta and participate in the conversation!

The American Accounting Association's Annual Meeting will be held in Atlanta, Georgia, August 2–6, 2014 at the Atlanta Marriott Marquis and the Hilton Atlanta.

To receive the special conference rate be sure to:

- Identify yourself as attending the American Accounting Association Annual Meeting.
- A credit card guarantee or first night room deposit is required to confirm your reservation.
- Make your reservation by June 17, 2014.



*Atlanta: a phoenix rising from the ashes (after Sherman's march)*

### **AAA Meeting Hotels:**

Atlanta Marriott Marquis  
265 Peachtree Center Avenue  
Atlanta, GA 30303 USA  
Toll-Free: 1-800-228-9290  
Telephone: 1-404-521-0000  
Association Group Rate:  
Single/Double: \$159\*

Hilton Atlanta  
255 Courtland Street NE  
Atlanta, GA 30303 USA  
Toll-Free: 1-877-667-7210  
Telephone: 1-404-659-2000  
Online: Coming Soon!  
Association Group Rate:  
Single/Double: \$159\*

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### **GIWB Section Annual Business Meeting 2014**

Our annual GIWB Section business meeting is tentatively scheduled for Tuesday, August 5, 2014 at 6:45 am. As usual we will discuss issues relevant to our Section and to the AAA overall, such as this year's annual meeting theme regarding globalization. We will also elect officers for the coming year and present the GIWB Section KPMG Awards. Our Section's focus on gender and work-life balance continues to be important, both to academics and practitioners. Please make your colleagues aware of our Section and encourage them to join, and attend our breakfast meeting.

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**CFPs - Upcoming Meetings:**

**AAA MEETINGS**

April 3, 2014-April 5, 2014  
2014 Southeast Region Meeting  
St. Petersburg, Florida  
Call for Submissions - Expires: January 17, 2014

April 24, 2014-April 26, 2014  
2014 Western Region Meeting  
Salt Lake City, Utah  
Call for Submissions - Expires: January 30, 2014

April 24, 2014-April 26, 2014  
2014 Mid-Atlantic Region Meeting  
King of Prussia, Pennsylvania\*  
Call for Submissions - Expires: January 30, 2014  
\*Check out Valley Forge nearby.

May 1, 2014-May 3, 2014  
2014 Ohio Region Meeting  
Columbus, Ohio  
Call for Submissions - Expires: January 31, 2014

August 2, 2014-August 3, 2014  
2014 Conference on Teaching and Learning in Accounting  
Atlanta, Georgia  
Call for Submissions - Expires: April 7, 2014

August 3, 2014-August 3, 2014  
19th Annual Ethics Research Symposium  
Atlanta, Georgia  
Call for Submissions - Expires: April 7, 2014

August 4, 2014-August 6, 2014  
2014 AAA Annual Meeting - Effective Learning Strategies  
Atlanta, Georgia  
Call for Submissions - Expires: April 7, 2014

August 5, 2014-August 5, 2014  
2014 AAA Annual Meeting - Emerging Research  
Atlanta, Georgia  
Call for Submissions - Expires: April 7, 2014

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**Future AAA Annual Meetings will be held in:**



Chicago, IL (August 8-12, 2015)



New York, NY (August 6-10, 2016)

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**ALLIED ACADEMIES SPRING 2014 MEETING:**

**Call for Papers: The Allied Academies, International Conference in Nashville, March 26-28, 2014:**



The Allied Academies will hold its Spring 2014 meeting in Nashville, Tennessee, on Wednesday, March 26 through Friday, March 28, 2014. The deadline for all submissions and registration is Wednesday, February 26. The registration fee for submissions received on or before that date is \$325. The registration fee for any submissions received after the deadline is \$375. Please note that each conference participant who plans to attend the conference must register, and at least one author on every paper is required to register.

The Conference will be held at the **Holiday Inn - Nashville Vanderbilt**, located on the West End of town in the beautiful backyard of Vanderbilt University. The discounted room rate is \$129, and the room block will expire on March 4, 2014 (rooms will be subject to availability and varying rates after that). As usual, everyone is encouraged to stay at the conference hotel.

The Conference hotel is 12 miles from Nashville International Airport (BNA). Nashville has a variety of attractions, from the arts venues along the Music City's famous Music Row to the Tennessee Titans' LP Field. The hotel's location, near Vanderbilt, puts guests within walking distance of the Vanderbilt campus, Dudley Field, Centennial Park, and the famed Parthenon



replica. In addition, the hotel is close by to major shopping, dining and entertainment districts of downtown Nashville. The hotel offers a complimentary shuttle to destinations within a three-mile radius for hotel's guests

To provide you with maximum outlets for your research, the Allied Academies will hold joint meetings of all its member academies. Each Academy publishes one or more double blind, peer reviewed journal, with a 25% acceptance rate. To provide you with maximum outlets for your research, the Allied Academies will hold joint meetings of all its member academies:



*Parthenon full-size replica in Nashville, TN*

Academy of Accounting and Financial Studies (AAFS)  
Academy for Economics and Economic Education (AEEE)  
Academy of Educational Leadership (AEL)  
Academy of Entrepreneurship (AE)  
Academy of Information and Management Sciences (AIMS)  
Academy of Organizational Culture, Communications Conflict (AOCCC)  
Academy of Marketing Studies (AMS)  
Academy of Strategic Management (ASM)  
Academy of Legal, Ethical and Regulatory Issues (ALERI)  
Academy for Studies in International Business (ASIB)  
International Academy for Case Studies (IACS)  
Academy for Studies in Business (ASB)

All submissions are handled electronically, through our website. Please note that participants may choose their presentation times when they register. Further, participants who cannot attend physically may choose to participate via the Internet Division. This will enable you to participate at your leisure during the two week period surrounding the conference.

All papers accepted for presentation at the Conference will be published in the appropriate Proceedings. All of the articles submitted for journal and award consideration are eligible for the Accelerated Review Process, which is a double blind peer review conducted by members of the appropriate journal Editorial Board. There is a 25% acceptance rate for these manuscripts, and approved papers will appear in the appropriate journal within a year of submission. In addition, the top papers submitted for the conference will be recognized with a distinguished research award.

Conference Registration: <http://www.alliedacademies.org/Public/SubmissionInstructions.aspx>

Hotel: <http://www.holidayinn-nashville.com/>

Awesome things to see and do in Nashville: Grand Ole Opry (for all music lovers), Parthenon (full-size replica, seen in Percy Jackson Lightning Thief), state capitol, zoo, the Hermitage (Andrew Jackson's home), etc.

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### **Charles Dickens and the Accountant's Challenge to Attain Work-Life Balance\***

People have long recognized that a quality life involves more than simply making a profit. A *Christmas Carol* is the famous classic novel by British author Charles Dickens, which a few years ago was made into a movie featuring actor Jim Carey, playing the story's protagonist, Ebenezer Scrooge. In a pivotal scene, the ghost of his deceased partner, Jacob Marley, confronts Scrooge. Marley laments his wasted life, which clearly lacked work-life balance. Scrooge defends the way Marley lived his life, to which Marley berates Scrooge:



*'But you were always a good man of business, Jacob,' faltered Scrooge, who now began to apply this to himself. 'Business!' cried the Ghost, wringing its hands again. 'Mankind was my business. The common welfare was my business; charity, mercy, forbearance, and benevolence, were, all, my business. The dealings of my trade were but a drop of water in the comprehensive ocean of my business!'*

The story has a happy ending, as Scrooge gets another chance to re-order the priorities of his life. Finding the balance between career and personal life has always been a challenge for working people, whether they lived in 19th century England or live in 21st century

USA. Work-life balance refers to people spending sufficient time at their jobs while also spending adequate time on other pursuits, such as family, hobbies, and community involvement. Work-life balance is very important in career decisions. A healthy work-life balance is associated with job satisfaction, job performance, and even ethical decision-making.

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\*Excerpted from: Brower, T., K.T. Smith, and L.M. Smith. 2011. Research Findings about Work-Life Balance Perspectives of Accountants. Ernst & Young Faculty Connection, Issue 34 (Fall), Website: <http://www.ey.com/US/en/Careers/EY-Faculty-Connection-Issue-34---Research-findings-about-work-life-balance-perspectives-of-accountants>.

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**Nominations of GIWB Officers to Serve in 2014-15:**

Please consider nominating a Section member to serve in an officer position (self-nominations are welcome). The GIWB Section has five elected officers: President-Elect, VP-Research, VP-Practice, Secretary-Treasurer (2-year term), and AAA Council Representative (3-year term). In addition, there are a number of other officer positions that are appointed, such as regional coordinator positions. The function of regional coordinators is to ensure reviews of GIWB papers submitted to regional meetings. Also, the regional coordinators are encouraged to set up a GIWB-related event, e.g. giving out a GIWB Best Paper Award to the best meeting paper that deals with GIWB-related research. All officers' duties are described on the GIWB website in the Bylaws section ([http://aaahq.org/GIWB/GIWB\\_Bylaws\\_Aug2013.pdf](http://aaahq.org/GIWB/GIWB_Bylaws_Aug2013.pdf)). If you have an interest in serving in any officer position, please contact GIWB Section President Marsha Huber. If you want to nominate someone, please check with your nominee first, to be sure that they are willing to serve. Officer duties are described in the Bylaws.

Current officers are listed on the GIWB website (<http://aaahq.org/GIWB/currentofficers.html>).

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**GIWB Bylaws are on GIWB Website:**

Revisions to the GIWB Section Bylaws were approved last year. The newly revised Bylaws provide information for activities of the GIWB Section, including officer duties and awards criteria. Please check them out online ([http://aaahq.org/GIWB/GIWB\\_Bylaws\\_Aug2013.pdf](http://aaahq.org/GIWB/GIWB_Bylaws_Aug2013.pdf)).

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### **Member News and Accomplishments:**



**GIWB Section Member, Don Ariail** named Teacher of the Year for 2013-14 in the Cobb Chamber of Commerce's annual salute to educators. In keeping with tradition, Dr. Ariail will deliver a presentation on the Southern Polytechnic State University campus during the Spring 2014 semester as part of his role as Teacher of the Year. Prior to his academic career, Dr. Ariail was a practicing CPA for 35 years, nine years at the staff, senior and management levels and 26 years as a partner/owner of local CPA firms. He began teaching at SPSU in 2008. His latest book, "Ansley Park (Images of America)"

published in June, is a history of Atlanta's first northside suburb and the area in which he grew up, and he has co-authored two educational novels about accounting: "The Ultimate Rip-Off – A Taxing Tale" (2012) and "Costly Reflections in a Midas Mirror" (2011). Dr. Ariail holds a Doctor of Business Administration degree in Accounting from Nova Southeastern University in Fort Lauderdale, Fla., a Master of Public Accountancy degree from Georgia State University and a bachelor's degree in finance, also from Georgia State.



**GIWB Section Member, Marsha Huber** has been selected to be a Visiting Faculty Scholar at Harvard University. Dr. Huber is an accounting professor at Youngstown State University. In 2012 Dr. Huber received the George Krull/Grant Thornton Teaching Innovation Award. Her award-winning assignment was titled: "Out of the Box Learning for Tax Class: Students Create Models, Pamphlets, and a Shoebox Case." The award recognizes successful innovative practices in the teaching of junior- and senior-level accounting

courses (e.g., undergraduate intermediate and advance financial, cost/managerial, auditing, systems, tax, fraud/forensics, etc.) that continue to enhance accounting majors' interest in accounting and pursuing the CPA profession as a career.

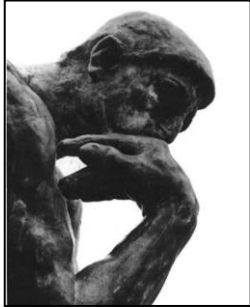


**GIWB Section Member, L. Murphy Smith**, is coauthor of a new textbook on international business. Dr. Smith is the Dill Distinguished Professor of Accounting at Murray State University. His book, titled: *Introduction to Global Business: Understanding the International Environment & Global Business*, introduces the comprehensive foundational and functional tools to better prepare students for a global business landscape. As part of the functional approach, the

text flows smoothly and clearly from concept to application, asking students to implement their learning into real-world personal and professional applications. The specialized author team introduces globalization through unparalleled scholarship and a world-view presentation of the fundamental pillars of the global landscape - culture, ethics, economic, and information technology. The purpose of this book is to introduce students to these principles in an engaging, current, and relevant way in the hope that they may develop the knowledge for successful careers in a globalized business landscape.

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### **Teaching News:**



#### **PowerPoint Presentations on Ethics: Available online**

(<http://goo.gl/7s3zB>) are four ethics-related presentations: (1) Ethics in Business and Society, (2) Pursuit of Ethics: Heroes and Villains in Life and Legend, (3) Teaching Ethics: Why, What, How, and (4) Ethics--The Basics and Why It Matters: An Ethics Presentation Adaptable across Academic Fields. Ethics is a critically important issue for persons working in accounting and other areas of business. While teaching technical concepts and skills, various professional organizations, ask that business school faculty integrate ethical training into their classes. While financial statement

analysis and corporate financial reporting requirements are important technical topics, the issue of ethics addresses deeper truths about doing business and life in general. These presentations make a compelling argument that what really satisfies a person's soul is not fame and fortune, but living a life reflecting noble character and personal integrity



#### **Great Ideas for Teaching Accounting: South-Western College**

Publishing has created the Great Ideas for Teaching accounting site (<http://www.swlearning.com/accounting/car/gita.html>) to allow accounting professors the opportunity to share their teaching techniques. The teaching tips contributed by various accounting professors are categorized into a table of contents similar to that of an introductory accounting textbook. The site also provides tips on classroom management, communication skills and teamwork development. Visitors can use a form at the site to

submit their own teaching ideas.

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### **GIWB Section Awards for 2014:**

As announced earlier on the AAA website, the Gender Issues and Work-Life Balance Section will present four awards at the GIWB annual business meeting at the AAA meeting in Atlanta, GA. The KPMG Best Paper Award is selected from the papers submitted to the annual meeting. Nominations for the other three awards (dissertation, published manuscript, and mentoring) are due by March 1 each year, per the AAA website (<http://aaahq.org/awards.cfm>). The awards are described in the GIWB By-Laws ([http://aaahq.org/GIWB/GIWB\\_Bylaws\\_Aug2013.pdf](http://aaahq.org/GIWB/GIWB_Bylaws_Aug2013.pdf)).

1. KPMG Best Paper Award: Awarded each year to the best paper presented in the Gender Issues and Work-Life Balance sessions at the Annual Meeting.
2. KPMG Outstanding Dissertation Award: Awarded each year to the outstanding dissertation regarding gender issues and work-life balance.
3. KPMG Outstanding Published Manuscript Award: Awarded each year to the outstanding published manuscript regarding gender issues and work-life balance.

4. KPMG Mentoring Award: Awarded each year to a special mentor (female or male) who has affected the lives of women in accounting.

The KPMG Best Paper Award is selected from the GIWB papers presented at the annual meeting. The other three awards are selected from nominations received by March 1 each year. Information about the awards and submission information is available on the GIWB website (<http://aaahq.org/GIWB/awards.html>) and the AAA website (<http://aaahq.org/awards/GenderIssuesAwards.htm>).

These awards have a significant impact on the work of accounting academic researchers regarding gender issues and work-life balance. The contributions of the KPMG Foundation to higher education and academic scholarship are sincerely appreciated.

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**GIWB Website:**



The GIWB website (<http://aaahq.org/GIWB/gis.html>) lists the objectives of our section, how to become a member, bylaws, officers, awards, and our newsletter. A big thanks goes to our webmaster, Dr. Arundhati Rao of Towson University ([arao@towson.edu](mailto:arao@towson.edu)).

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**Pass it on....***Why every American Accounting Association Member Should be a Member of the Gender Issues and Worklife Balance (GIWB) Section. Ask your colleagues to join today!*

Everyone knows students and colleagues who are affected by matters of work-life balance or gender issues. The GIWB Section is relevant to AAA members regardless of their fields of specialization or geographic location. The GIWB Section is renowned for its paper sessions, panels, pre-conference workshops, and symposia at the AAA annual meeting. The Section provides four prestigious awards funded by KPMG each year, three for research and one for exemplary mentoring of students.

The Gender Issues and Worklife Balance Section enables members to share their experiences, facilitating networking among large and small schools, educators and practitioners, and members worldwide. Fill out the attached form to apply for membership in the GIWB (you must also be a member of the AAA). Mail your application to AAA headquarters (5717 Bessie Drive, Sarasota, FL 34233-2399). Join today and become better connected to your colleagues and your profession.

**GIVE THE FORM BELOW TO COLLEAGUES AND ENCOURAGE THEM TO JOIN!  
OR THEY CAN JOIN ONLINE ([http://aaahq.org/membership/section\\_info.htm](http://aaahq.org/membership/section_info.htm)).**

**Membership Application for the Gender Issues and Worklife Balance Section**

ID# \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Affiliation \_\_\_\_\_

Telephone: Office \_\_\_\_\_ Home \_\_\_\_\_ Fax \_\_\_\_\_

Dues Enclosed: \$15

Payment method: ☐ Check enclosed (make payable to AAA) ☐ VISA ☐ Mastercard

Billing

Address \_\_\_\_\_

Account Number \_\_\_\_\_ Expiration date \_\_\_\_\_

Signature \_\_\_\_\_

\_\_\_\_\_

### **Contact the Newsletter Editor:**



Please send me items of interest for the next newsletter, including:

- Recent books or journal articles related to GIWB - whether you have published them or you have seen other people's work that you think our section members should know about.
- Conferences and calls for papers related to GIWB - make sure all regional or local events you may be involved with get good billing this way.
- Conferences and calls for papers could include non-AAA events too (if directly relevant to section members' interests) - Have you been to an interesting meeting recently? Why not write a few paragraphs for us describing who presented what so we can all benefit in some way from events we couldn't attend?
- Personal accomplishments e.g. promotions or awards (if possible, include a photo; don't be shy!) Have you changed jobs recently? Let people know where you are now via the newsletter perhaps!
- New research projects started or updates on current ones you may be working on.
- PhD students tell us what you are doing and what you are finding out--there may be people out there who can help you in all kinds of ways you hadn't thought about. Ask!
- Submit a short article to the newsletter.
- Other items related to GIWB e.g. comments or questions you'd like answers to or help with. Maybe someone out there has an answer that can help you with an issue you are facing? Ask!

Happy teaching and researching to all,

*Murphy*

Dr. L. Murphy Smith, CPA  
Newsletter Editor, GIWB Section  
Dill Distinguished Professor of Accounting  
Murray State University