

Friday, September 20, 2024

11:00 am–2:00 pm

Optional Tour: Volkswagen Manufacturing Plant–Presentation (with Lunch on Your Own)
Accounting - 1.0 CH

Presenter: Gustavo Dozo, Sr. Vice President Finance Chattanooga

2:30 pm–2:45 pm

Registration
Fletcher Hall

2:50 pm–4:30 pm

Welcome and Keynote Speaker
Fletcher 105

Accounting - 1.8 CH

The Case Method Approach to Active Learning in Accounting: A Variance Analysis Application

Keynote Speaker: Shane Dikolli, University of Virginia

Introduction: Dutch Fayard, The University of Tennessee at Chattanooga

4:30 pm–6:05 pm

Cases

Fletcher 105

Accounting - 1.8 CH

Case Session 1

OK Travel

JP Stearns, Eastern Kentucky University

Michael Wayne Penn, University of Illinois at Urbana-Champaign

Ye Joo Park, University of Illinois at Urbana-Champaign

*Tesla Earnings**

Lori Medders, Appalachian State University

Chris McNeil, Appalachian State University

Kimberly Zahller, Appalachian State University

*Editor Feedback

Case Session 2 (to begin at 5:40 pm)

Karlee's Bagels

Marie Gioiosa, Iona University

6:05 pm–6:30 pm

Travel to Reception Dinner (Walk, Drive, Shuttle)

6:30 pm–8:00 pm

Welcome Reception Dinner

Walden Club, 633 Chestnut Street, Suite 2100, Chattanooga, TN 34750

Saturday, September 21, 2024

8:00 am–8:15 am

Shuttle Transportation to UTC

Residence Inn Chattanooga Downtown, 215 Chestnut Street, Chattanooga, TN 37402

8:15 am–8:30 am

Registration
Fletcher Hall

8:30 am–9:30 am

Case Session 3

Fletcher 105

Accounting - 1.0 CH

Suztaina

Wendy Tietz, Kent State University

Tracie Miller, Franklin University

Jackson Family Wines

Lucy Diala, California State University, Fresno

9:30 am–10:30 am

Case Session 4

Fletcher 105

Accounting - 1.0 CH

Upcycled Bag Company

Jennifer Cainas, University of South Florida

Wendy Tietz, Kent State University

Rachel Gambol, University of Tampa

*Classic Cars**

Steve Buchheit, The University of Alabama

Austin Reitenga, The University of Alabama

*Editor Feedback

10:30 am–10:40 am

Break

Fletcher Hall

10:40 am–11:40 am

Case Session 5

Fletcher 105

Accounting - 1.0 CH

Lucy's Choice

Kimberly Jane Tribou, College of Charleston

Mike Braswell, College of Charleston

Broadway

Margaret Shackell, Ithaca College

11:40 am–12:30 pm

Case Session 6

Fletcher 105

Accounting - 1.0 CH

SSD Productions

Margaret Shackell, Ithaca College

Nathan Stuart, University of Wisconsin–Oshkosh

Strategic Product Mix Decisions

Cynthia Lloyd, University of Houston–Downtown

Felicia Farrar, Alabama Agriculture and Mechanical University

12:30 pm–1:40 pm

Lunch

Fletcher 109

1:40 pm–3:20 pm

Cases

Fletcher 105

Accounting - 1.8 CH

Case Session 7 (Virtual Presentation)

*ESG Impact on Supply Chain**

Jenny Han, Syracuse University

Austin Chen, EY-Parthenon

Li Zhang, University of Illinois at Urbana-Champaign

*Editor Feedback

Case Session 8 (to begin at 2:20 pm)

Parsons Food

Robert Rankin, Texas A&M University–Commerce

Nick Fessler, Western Kentucky University

Pinky Rusli, Western Kentucky University

Chris Cuts

Kathy Otero, Truman State University

Jack Winstead, Southeast Missouri State University

3:20 pm–4:20 pm

Case Session 9

Fletcher 105

Accounting - 1.0 CH

Laona

Kristine Brands, U.S. Air Force Academy
Mark Holtzblatt, Cleveland State University

Hello Fresh

Stacey Whitecotton, Arizona State University
Nicholle Kovach, Wilfrid Laurier University
Dorian Lane, Wilfrid Laurier University

4:20 pm–5:30 pm

IMA Editor Panel and Brainstorming

Fletcher 105/109

Accounting - 1.0 CH

Panelists: Margaret Shackell, Senior Editor
Christine Denison, Editor
Kent Hu, Editor (Virtual)

Best Case Award and Closing Remarks

Presenter: Christine Denison, Iowa State University

6:00 pm–7:00 pm

Informal Networking Social

Attendees

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