

# Report of the President

By Jennifer Joe



I hope everyone is having a great semester and looking forward to a pleasant summer. I'd like to take this opportunity to thank the Executive Committee: Allan Blay (Past President), Chad Stephaniak (Vice-President Academic), Margot Cella (Vice-President Practice), Steve Perreault (Treasurer), Kenneth Bills (Secretary), Karla Johnstone (Historian), and Chad Simon (Council Representative). This team is a pleasure to work with and cares greatly for the well-being of the Auditing Section and its members. I appreciate their great ideas and wise counsel, particularly as we look forward for how best to continue to guide the section.

## **2024 Auditing Section Midyear Meeting, Doctoral Consortium, and Audit Educator's Workshop**

The 2024 Midyear held in New Orleans was a great success with approximately 400 members in attendance. We are grateful to our sponsors: The Center for Audit Quality and KPMG for their generous support. Thanks to our meeting Co-Chairs Joshua Gunn, Lauren Reid, Andrew Trotman, Ally Zimmerman, and Vice-Chairs Eric Condie, Christine Gimbar, Roy Schmardebeck, Tim Seidel who did an excellent job putting together a meeting filled with opportunities to learn about each other's research and to network. There were 133 manuscript submissions for the concurrent sessions and 82 papers were selected for the program. Thanks to everyone who volunteered their time as discussants and moderators of the sessions. The two plenary sessions were well-attended. The Friday session featured a spirited Fireside Chat with former PCAOB professionals: Claudius Modesti and Jim Kaiser, which was moderated by John Keyser. On Saturday Chuck Bamford lead a strategic planning session (more below).

The section gave its best conference paper awards during the Friday luncheon. At the Saturday luncheon we celebrated the winners of annual awards. These award winners are all selected by volunteer committees. Thank you to all the committees and congratulations to all the award recipients. You can find the award listings and winners on our web page <http://aaahq.org/AUD/Awards>. It's not too early to consider nominations for the 2025 awards.

In addition to the events at the MYM, the Section hosted its annual Doctoral Consortium and the Excellence in Audit Education Workshop. Please join me in thanking Bradley Bennett for his leadership of the Doctoral Consortium this year. The Consortium represents a great opportunity for emerging scholars to learn from senior colleagues and to get to know their peers. Please also join me in thanking Lindsay Andiola, Chair; Kim Westermann, Vice Chair and Margot Cella, Vice Chair – Practice for their leadership of the Excellence in Audit Education Workshop. The Workshop is a great resource for us to keep current and learn from front-line auditors how to better prepare the next generation for a changing profession. They assembled a great group of practitioners to help us with the workshop as well as the rest of the meeting.

Our next midyear meeting will be held in Charlotte, NC on January 16-18, 2025. That location offers a convenient airport hub and great dining and entertain options. I hope to see you all there. Please check the Auditing Section's website for updates.

### **Strategic Planning**

The theme of strategic planning plenary was Envisioning The Auditing Section of the Future. Leading up to the MYM members selected the top 5 areas of interest for the future of the session. At the plenary session, members broke into five groups to brainstorm on the following topics:

- Declining Enrollments in Accounting – **Group 1**
- 150 Hour Issue – **Group 2**
- Recruiting Students into the Audit Track – **Group 3**
- Addressing Changes in Technology Approaches – **Group 4**
- Recruiting Ph.D. Students into Audit – **Group 5**

Below are some of the great ideas and recommendations. We are in the process of establishing five taskforces to address these topics. Please contact [Chad Stefaniak](#) and I to volunteer for a Taskforce.

Group 1 we can be more PROACTIVE? - TARGET HSS

AUDITING SECTION

- DEDICATE A SECTION TO UNDERSTANDING
- RESOURCES / MOTIVATION TO CREATE INTERESTING TEACHING CASES
- FACILITATE APPLICATION OF PATH NOT TO CAREER PATH ACCESS TO JOBS
- ACCT FROM LITERACY @ HIS PROGRAMS & CONNECT WITH COMMUNITY COLLEGE STUDENTS
- FACILITATE CONNECTION W/ PRE-UNIVERSITY STUDENTS
- RESEARCH TO UNDERSTAND WHY STUDENTS ACQUIT
- IN CORPORATE / MANAGERIAL TECHNICAL SKILLS (E.G. DATA ANALYTICS)
- HAVE THE BEST TEACHERS TEACH INTRO
- "DISCOVER" SEMINAR PRE-MAJOR SELECTION

INCREASE AFFAIR DIVERSITY IN ACADEMIC CAREER

Group 2

Audit Section?

- Discussion w/ firms: Are we...?
- Direct route to senior w/ MAAs?
- Thought piece -> importance of Grad. education
- Data Analytics focus in Masters
- Improve selling skills
- Stackable certificates / more flexible design
- More emphasis on Double Majoring?
- Broaden audience for "Financial" or "auditing literacy"
- Individuals?
- What can accounting offer?
- Value prop of other business Masters
- Pitch Masters more.
- Measure efficacy of our programs.

Group 3

- Disseminator of each invite frame it positively
- Charge code
- Each participation count as CPE
- TED talks - of firm training? Tik tok
- Email sheet summaries direct to phones
- Outreach to state CPA societies
- Smaller firms
- Talk about it with students
- Shared alumni pool
- Run studies with alumni when they are on campus for other events

Group 5

SECTION

- #1 PHD COORDINATOR MEETING
- #2 SECTION PLT TOGETHER MULTIMEDIA TO REIZE STUDENTS/PROFESSIONALS
- #3 AICPA STUDY ON WHY PEOPLE ARE NOT APPLYING

Group 4

- Access to AI & ChatGPT
- AI in accounting
- AI in education
- AI in business
- AI in marketing
- AI in HR
- AI in legal
- AI in healthcare
- AI in finance
- AI in energy
- AI in transportation
- AI in agriculture
- AI in manufacturing
- AI in construction
- AI in retail
- AI in e-commerce
- AI in media
- AI in entertainment
- AI in sports
- AI in gaming
- AI in technology
- AI in science
- AI in education
- AI in business
- AI in marketing
- AI in HR
- AI in legal
- AI in healthcare
- AI in finance
- AI in energy
- AI in transportation
- AI in agriculture
- AI in manufacturing
- AI in construction
- AI in retail
- AI in e-commerce
- AI in media
- AI in entertainment
- AI in sports
- AI in gaming
- AI in technology
- AI in science

## Committee Activities

Our committees are always hard at work to fulfill the mission of the Section. Please see our web page for their names and responsibilities <http://aaahq.org/AUD/Officers-and-Committees#comchair>. They all do an outstanding job and are the lifeblood that keeps our section moving along and excelling. Please contact Chad Stephaniak if you would like to serve on a committee in the coming year. He will be assigning committees over the next few months for a September 1 start date.

## Research and Teaching Excellence Opportunities

As you plan your research agenda, please consider the opportunity to submit to the special issues of our section journal:

AJPT Call for papers:

- [Research Forum on Technology, Audits & Auditors](#)
- [Research Forum on the Role of Assurance in Non-Financial Reporting](#)
- [Shorter Papers](#)
- [Unexpected or Non-Significant Results in Experimental Research](#)

## **Annual Meeting 2024**

Planning for the Annual Meeting is well underway. The meeting will be held in Washington, DC, August 10 - 14. The theme is "Revolutionizing Accounting Education." I would like to thank the Auditing Section planning committee led by Co-Chairs: Nathan Berglund, Melissa Carlisle, Zach Kowaleski and Vice Chairs: Stephani Mason, Anne Albrecht, Xinning Xiao. They are working hard to coordinate the review process, put together concurrent sessions and panel sessions, and assist the AAA staff in ensuring a valuable experience for all of our members. If you haven't already, please volunteer as a moderator or discussant so that all presenters can receive high quality feedback on their papers. Also, when you see them next, please thank these individuals for their effort on this enormous task.

## **Closing Remarks**

It is a busy time of the year, so it is easy to forget how lucky we are to have one of the best careers. We experience a constant audience of smart and (mostly) interested students with whom we can discuss interesting and challenging issues. We have the freedom to direct our own research agendas with research that is of interest to us. I encourage all of you to advance the horizon of knowledge through your research, so that we unveil new discoveries. I thank all of you for the time and energy you have put into the section and into being academics. I have enjoyed working with you to advance our Section's mission "Enhancing Audit Integrity." We continue to have the best AAA Section.

Best wishes,

Jennifer Joe