



Thought Leaders in
Accounting

Teaching, Learning and Curriculum Section

The Accounting Educator

Fall 2017

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MESSAGE FROM THE PRESIDENT

Dear TLC Section Members

October 2017

We had a successful 2017 Annual Meeting in San Diego, CA. I am excited that we have over 130 TLC Members engaged in various board and committee positions for the 2017-2018 year. The annual meeting program contained several TLC committee initiatives. Committee Chairs are contacting their respective committee members and brainstorming new ideas or following through with previous ideas for next year's program.



The annual meeting kicked off with the TLC breakfast on Monday morning with the award winners being the highlight of the breakfast. We are proud to recognize that two of the three **J. Michael Cook Prize** winners are TLC members – Cathy J. Scott and Susan M. Curtis. The winners of the **Outstanding Instructional Contribution in Accounting Award** sponsored by the Deloitte Foundation are Katherine Campbell and Duane Helleloid. The winners of the **Outstanding Research in Accounting Education Award** sponsored by the EY Foundation are Anne Christensen, Jane Cote, and Claire Kamm Latham. Alan Reinstein was the recipient of the **TLC Hall of Honor Award** sponsored by the KPMG Foundation. Congratulations to all of the winners and a warm thank you to our award sponsors!

The second TLC Colloquium will occur in Tampa Florida from November 16 – November 18, 2017. Cassy Budd, Gail Hoover King, Tracy Manly, Tracie Miller Nobles. Cathy Scott, Norbert Tschakert and I have arranged amazing sessions for both research and teaching tracks (see pages 10-13 for the schedule). Thank you, KPMG Foundation, for sponsorship of this event.

I am fortunate to work with so many outstanding volunteers. And, grateful for our executive team including Gail Hoover King (Purdue University Northwest), Past President; Stephanie

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Hernandez (KPMG), VP Practice; Cassy Budd (Brigham Young University), VP Academic; Cindy Bolt-Lee (The Citadel), Treasurer; Claire Kamm Latham (Washington State University Vancouver), Secretary; and Bambi Hora (University of Central Oklahoma), Council Representative. Thanks to all of our members for your support of the TLC Section.

Good luck as you complete the fall semester.

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The Accounting Educator
Articles, Call for Papers, and Announcements

For publication in *The Accounting Educator*, email short articles, cartoons, letters to the editor, call for papers, announcements, or other items of interest to carol@carolyacht.com.

**CALL FOR SHORT PAPERS FOR NEXT ISSUE –
ANY ISSUE CONCERNING ACCOUNTING EDUCATION**

The TLC Newsletter accepts submissions on any issue regarding accounting education or curriculum. Your manuscript should be two to three pages, single spaced. Submit your manuscript in Word format electronically by February 1, 2017.

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For the latest information about AAA Meetings, click [here](#).

Cook Prizes Awarded to:

- ★ Graduate: Edmund Outslay, Michigan State University
- ★ Undergraduate: Susan M. Curtis, University of Illinois Urbana Champaign (TLC member)
- ★ Two-Year College: Cathy J. Scott, Navarro College (TLC member)



The American Accounting Association announced the following winners of the 2017 AAA/J. Michael and Mary Anne Cook/Deloitte Foundation Prize.



Congratulations Cathy J. Scott, Susan M. Curtis and Edmund Outslay.

The Cook Prizes were presented at the Annual Meeting's opening plenary session on Monday, August 7, 2017. The AAA/J. Michael and Mary Anne Cook/Deloitte Foundation Cook Prize is the foremost recognition of an individual who consistently demonstrates the attributes of a superior teacher in the discipline of accounting. The Cook Prize serves to recognize, inspire and motivate members to achieve the status of a superior teacher. Each year up to three awards of \$25,000 each can be made in the categories of graduate, undergraduate and two-year accounting degree programs.



2017 TLC Award Winners

A highlight of the TLC breakfast each year at the AAA annual meeting is seeing our colleagues recognized for their outstanding work in the prior year. The following awardees were recognized at the TLC breakfast in San Diego, CA on August 7, 2017. Congratulations!

- ***Outstanding Research in Accounting Education*** to recognize excellence in accounting education research (published in year prior to the award). Sponsored by the EY Foundation.
 - Sylvia Ulrich presents award to Anne Christensen and Claire Kamm Latham for their article “Developing Ethical Confidence: The Impact of Action-Oriented Ethics Instruction in an Accounting Curriculum” by Anne Christensen, Jane Cote, and Claire Kamm Latham. *Journal of Business Ethics* (2016)



- ***Outstanding Instructional Contribution*** to recognize excellence in the development of original instructional materials (published in year prior to the award). Sponsored by Deloitte.
- Kathy Shoztic, Deloitte Foundation, presents award to Katherine Campbell and Duane Helleloid for their article “Starbucks: Social responsibility and tax avoidance.” *Journal of Accounting Education* 37 (2016): 38-60.



- Kathy Shoztic, Deloitte Foundation, presents honorable mention to Norbert Tschakert for their article “Should US and Global Regulators Take a Bigger Tax Bite Out of Technology Companies? A Case on Apple's International Tax Minimization and Reporting Strategies” by Mark A. Holtzblatt, John Geekie, and Norbert Tschakert. *Issues in Accounting Education* 31.1 (2016): 133-148.



- ***Hall of Honor Inductee*** to recognize a TLC member who has provided outstanding service to the section for an extended period of time. Sponsored by the KPMG Foundation.
- Bette Kozlowski, KPMG Foundation, presents Hall of Honor award to Dr. Alan Reinstein.





Whose work is inspiring you?

TLC Awards Committee Solicits Nominations

A highlight of the TLC breakfast each year at the AAA annual meeting is seeing our colleagues recognized for their outstanding work in the prior year. Start searching now for nominations for the following awards for the 2018 Awards in National Harbor, MD (Washington, DC).

- ***Outstanding Research in Accounting Education*** to recognize excellence in accounting education research (published in 2017).
- ***Outstanding Instructional Contribution*** to recognize excellence in the development of original instructional materials (published in 2017).
- ***Hall of Honor Inductee*** to recognize a TLC member who has provided outstanding service to the section for an extended period of time.

The nomination for the two publication awards should include the full bibliographic citation and a brief note to indicate the reason for nomination. Nominations may be made by both members and non-members of the TLC Section. However, at least one of the nominated authors must be a TLC member.

Nominations for the Hall of Honor should be made by TLC members. Nominees should have been a member of the TLC section for at least eight years, served as chair of one TLC committee, and served as an officer or director.

Nominations will be accepted through April 1, 2018.

Send your nominations or questions to Tracy Manly, Chair, TLC Awards Committee at tracy-manly@utulsa.edu.

Council Minutes
August 6, 2017
AAA Annual Meeting, San Diego

Dear Council Members,

Thank you all for a great meeting on Sunday, August 6th at the Annual Meeting in San Diego. Below is a brief summary of that meeting that you may share with your Segments. Please consider asking your Segment leadership to share this information with the membership either through an email or newsletter.

2016-2017 Council Chair Mark Dawkins welcomed everyone to the August 2017 Council Meeting. Outgoing Council members were recognized for their service, and incoming Council members and Segment Leadership were welcomed.

Executive Director Tracey Sutherland reflected on the past 10 years of the Association in terms of core activities: Membership, Publications, Meetings and headquarters. Membership has been on an upward tick and we are at our third highest year in the past 10 years. The Hasselback Directory will now be done by the AAA as an online directory to be called the “Accounting Faculty Directory.” The Accounting Hall of Fame will be joining the AAA. A Transition Team has been put in place to ensure a smooth transition. Annual Meeting figures are on par with Atlanta’s numbers. The third Accounting *IS* Big Data meeting will be held in September, and the Fall Segment Meetings will be starting to take place in October. The lease space at our headquarters building is in the process of being shown by our realtor to a potential tenant. The AAA is investigating meeting submission systems in addition to the current All Academic platform.

Chief Innovation Officer Julie Smith David spoke about trends in journal downloads and the fact that the AAA has had over 2 million downloads for the first time. *The Accounting Review (TAR)* has the largest number of journal downloads, and the *Journal of Management Accounting Research (JMAR)* has had a large upswing in the number of downloads. The question of whether to make the Section journals available to all AAA members remains as the majority are currently only available to members of the Section.

Julie Smith David gave an overview and update on AAA Finances related to the reporting problem with batch reporting in January. Consultants assisted with solutions and no problems were found by the Auditors. On July 17, financial reports were sent to Sections. A Task Force, led by Anne Farrell, was developed to talk about what future financial reports should look like.

As a reminder and overview, Julie reviewed the Sustainability Mindset Model that was the focus on the April Council Webinar. One concept from this webinar focused on the importance of an Impact Strategy and how this must be examined along with an organization’s Financial Strategy. Julie gave an overview of the Matrix Map which looks at an organization’s programs to see how much impact the services have as well as the Profitability. The BOD came up with a draft Intended Impact Statement – “Engage and inspire the global accounting community, broadly defined, to advance accounting as a learned profession through the purposeful integration of

research, teaching and practice.” The Council then worked on an activity at each table to focus on a Segment’s Impact Scoring to an area of interest/focus and identify the following: the contribution to Intended Impact, Excellence in Execution, Community Building, Significant Unmet Need. Discussions from each table followed so that everyone understood the methodology of scoring.

Mark Dawkins gave a review of the tasks that Council accomplished in 2016-2017, including developing a Council Guest Policy, At-Large Panel sessions for the Annual Meeting, and the population of the slate for the BOD position of Director-Focusing on Membership.

2017-2018 Council Chair Markus Ahrens gave an overview of the activities to come in 2017-2018 by month, including the dates for the Fall and Spring Council Meetings and the May Council Webinar. Markus also thanked outgoing Council Chair Mark Dawkins for his service on Council.

Mark Dawkins reminded Council that following the August meeting, the election for the Chair for the 2017-2018 Council Ballot Committee would occur. Voting for the three candidates will take place electronically via two rounds of voting. Following the Council meeting, voting was conducted electronically. Theresa Libby was elected as the 2017-2018 Council Ballot Committee Chair. Thanks to Urton Anderson and Greg Burton who also participated in the election.

The Call for Nominations for the Board of Directors positions opened on August 28th. Please take the time to nominate qualified candidates for these very important positions. As a reminder, Council will select the candidates for the Director - Focusing on Segments position at the November Council Meeting.

Finally, the November Council meeting will be in National Harbor, MD on Saturday, November 11. I look forward to seeing you there.

Regards,
Markus Ahrens
2017-2018 Council Chair

The 2017 TLC Midyear Colloquium
The Science of Learning



When: Thursday, November 16- November 18, 2017
Where: Tampa, FL
Early Registration: \$350 TLC members; \$400 non-members

Preliminary Program

Thursday, November 16, 2017

5:30 pm–7:00 pm **Reception**

Friday, November 17, 2017

8:00 am–9:00 am **Breakfast**

9:00 am–10:30 am **Plenary Session**

What do we Really Know about how People Learn?

Speaker: Edward Watson, Association of American Colleges and Universities

10:30 am–10:50 am **Break**

10:50 am–12.30 pm **Concurrent Sessions**

1.01: Moving a Research Idea into Reality

Panelists:

Tim Fogarty, Associate Editor, *Journal of Accounting Education*

Alan Reinstein, Associate Editor, *Journal of Accounting Education*

David E. Stout, Former Editor-in-Chief, *Journal of Accounting Education*
and former Editor, *Issues in Accounting Education*

1.02: Small Teaching Tips That Create Large Learning Gains

Presenters:

Brenda Mattison, Tri-County Technical College

Tracie Miller-Nobles, Austin Community College

12.30 pm–1:45 pm **Lunch**

1:45 pm–3:25 pm **Concurrent Sessions**

2.01: Scholarship in Accounting Education I

Pulling it All Together: ACME Trailers, A Costing Case

Douglas Ayres, Ball State University; Jason W Stanfield, Ball State

University
Discussants: David E. Stout, Villanova University; Bonnie Kamm, North Dakota State

University Sunrise Hotels: An Integrated Managerial Accounting Teaching Case

James W Hesford, University of Lethbridge; Mina Pizzini, Texas State

University - San Marcos; Nicolas Mangin, Ecole hôtelière de Lausanne;

Thomas G Calderon, University of Akron

Discussant: Christina Ritsema, University of Northern Colorado

Teaching Millennials with Reality TV: The Use of Multimedia Learning in Managerial Accounting

Danny Lanier, Elon University; Kelly Richmond Pope, DePaul University

Discussants: Norbert Tschakert, Salem State University; Don Wygal, Rider University

Tourist Trap: The New Lease Accounting Standard and Debt Covenants

Charlene Parnell Spiceland, Simmons College; J. David Spiceland,

University of Memphis; Phillip Kamau Njoroge, Coastal Carolina University

Discussants: Linda Matuszewski, Northern Illinois University and

Stephanie Grimm, University of St Thomas - Minneapolis

2.02: Storytelling: The Art and Benefit

Speaker: Chuck Hooper, BIAlytics

3:25 pm–3:45 pm **Break**

3:45 pm– 5:00 pm **Concurrent Sessions**

3.01: Scholarship in Accounting Education II

We All Scream for Ice Cream Analytics: Using Data Visualization Software to Drive Business Decision Making

Jamie Hoelscher, Southern Illinois University - Edwardsville; Amanda Mortimer, Southern Illinois University Edwardsville

Discussants: Yuebing Liu, University of Tampa; Anna Vysotskaya, Southern Federal University

Fraud Examination is Not Auditing: An Interactive Case Revealing Typical Fraud Examination Tasks and Sequences

Donald C Wengler, University of Central Missouri

Discussants: Barbara White, University of West Florida - Pensacola and Norbert Tschakert, Salem State University

Developing Early Career Audit Professionals at Work: Towards Audit Ineffectiveness

Kato Plant, University of Pretoria; Gerrit Sarens, Universite de Catholique Louvain

Discussants: Alan Reinstein, Wayne State University; Tracy Manly, University of Tulsa

3.02: Understanding and Engaging Millennial and iGen Learners! A Different Way to Think About Teaching

Presenters:

Markus Ahrens, Saint Louis Community College-Meramec
Cathy Scott, Navarro College

5:30 pm–7:00 pm **Reception with Teaching Practices Forum**

Saturday, November 18, 2017

8:00 am–9:00 am **Breakfast**

9:00 am–10:15 am **Concurrent Sessions**

4.01: Editor Panel

Panelists:

Allen B. Blay, Associate Editor, *Issues in Accounting Education*

Thomas Calderon Editor, *Advances in Accounting Education*

Natalie T. Churyk, Editor-in-Chief, *Journal of Accounting Education*

Marco Lam, Editor, *Global Perspectives on Accounting Education*

Alan Sangster, Editor, *Accounting Education*

4.02: Teaching Students How to Learn: Learning Strategies That Transform Student Motivation, Learning, and Success

Presenter: Cathy Scott, Navarro College

10:15 am–10:35 am **Break**

10:35 am–12:15 pm **Concurrent Sessions**

5.01: Individual Appointments with Editors/Associate Editors

Participants:

Natalie T. Churyk, Editor-in-Chief, *Journal of Accounting Education*

Dale Flesher, Associate Editor, *Journal of Accounting Education*

Tim Fogarty, Associate Editor, *Journal of Accounting Education*

Bonnie Klamm, Associate Editor, *Journal of Accounting Education*

Mark J. Kohlbeck, Associate Editor, *Issues in Accounting Education*

Tracy Manly, Associate Editor, *Issues in Accounting Education*

Marco Lam, Editor, *Global Perspectives on Accounting Education*

Alan Reinstein, Associate Editor, *Journal of Accounting Education*

Alan Sangster, Editor, *Accounting Education*

David E. Stout, Former Editor-in-Chief, *Journal of Accounting Education* and former Editor of *Issues in Accounting Education*

Don Wygal, Associate Editor, *Journal of Accounting Education*

5.02: Winter Oak: Cultivating Passion for Teaching

Presenter: Bob Allen, University of Utah

Call for Papers

Advances in Accounting Education: Teaching and Curriculum Innovations

Submissions are invited for forthcoming volumes. AIAE publishes a wide variety of articles dealing with accounting education at the college and university level. AIAE encourages readable, relevant, and reliable articles in all areas of accounting education including auditing, financial and managerial accounting, forensic accounting, governmental accounting, taxation, accounting systems, etc. Articles from outside the U.S. are encouraged. Papers can focus on:

- Innovation in teaching and learning, with evidence to demonstrate effectiveness.
- Research studies with implications for improving accounting education.
- Efficacy of technology in teaching and learning.
- Assessment of learning and continuous improvement.
- Pedagogical implications of regulation.
- Administrative and leadership issues related to innovation and effective teaching and learning.
- Global challenges, constraints and opportunities for accounting education.
- Critical reviews of the domain of accounting with implications for curriculum innovation.
- Conceptual models, methodology discussions, and position papers on particular issues.
- Historical discussions and literature reviews with implications for pedagogical efforts.

AIAE provides a forum for sharing ideas and innovations in teaching and learning ranging from curricula development to content delivery techniques. Pedagogical research that contributes to more effective teaching and learning in colleges and universities is highlighted. All articles must include a discussion of implications for teaching, learning and curriculum improvements. Non-empirical papers should be academically rigorous, and specifically discuss the institutional context of a course or program, as well as any relevant tradeoffs or policy issues. Empirical reports should exhibit sound research design and execution, and must develop a thorough motivation and literature review, possibly including references from outside the accounting field.

SUBMISSION PROCESS

Send two files by email: one with a manuscript copy but without a cover page, and the other solely a cover page with author information. Cover pages should list all authors' names and addresses (with telephone numbers, fax numbers, and e-mail addresses). The authors' names and addresses should not appear on the abstract. To assure anonymous review, authors should not identify themselves directly or indirectly. Also, attach a copy of any research instruments. Two reviewers assess each manuscript submitted and reviews are completed in a timely manner, usually 60-90 days.

Send manuscripts to Thomas Calderon, editor, aiae@uakron.edu

WRITING GUIDELINES

1. Write your manuscript using active voice. Therefore, you can use the pronouns "we" and "I". Also, please avoid using a series of prepositional phrases. We strongly encourage you to use a grammar and spell checker on manuscripts before you submit to AIAE. Parsimony is a highly desirable trait for manuscripts we publish. Be concise in making your points and arguments.
2. Each paper should include a cover sheet with the names, addresses, telephone number, and email address for all authors. The title page also should include an abbreviated title that you should use as a running head (see item 7 below). The running head should be no more than 70 characters, which include all letters, numbers, punctuation and spaces between words.
3. The second page should consist of an abstract of approximately 150 - 200 words.
4. You should begin the first page of the manuscript with the manuscript's title. DO NOT use the term "Introduction" or any other term at the beginning of the manuscript. Simply begin your discussion.
5. Use uniform margins of 1.5 inches at the top, bottom, right and left of every page. Do not justify lines; leave the right margins uneven. Do not hyphenate words at the end of a line; let a line run short or long rather than break a word. Type no more than 25 lines of text per page.
6. Double-space all lines of text, including titles, headings and quotations.
7. Place each figure, table and chart on a separate page at the end of the manuscript. Include a marker in the body of the paper to show approximately, where in the final manuscript each figure, table or chart will appear.
8. After you have arranged the manuscript pages in correct order, number them consecutively, beginning with the title page. Number all pages. Place the number in the upper right-hand corner using Arabic numerals. Identify each manuscript page by typing an abbreviated title (header) above the page number.
9. Format all citations within your text with the author(s) name and the year of publication. An appropriate citation is Catanach (2004) or Catanach and Feldmann (2005), or Catanach et al. (2006) when there are three or more authors. You do not need to cite six or seven references at once, particularly when most recent references cite earlier works. Please try to limit yourself to two or three citations at a time, preferably the most recent ones.
10. You should place page numbers for quotations along with the date of the material being cited. For example: According to Beaver (1987, 4), "Our knowledge of education research ...and its potential limitations for accounting"
11. List at the end of the paper the full bibliographic information (e.g., author, year, title, journal, volume, issue and page numbers) for all references cited in the body of the paper. List references in alphabetical order by the first author's last name.

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- **Faculty Development**
- **International Outreach**
- **Membership**

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Elaine Sanders	University of Texas- San Antonio
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