

DENISE A. JONES
Curriculum Vitae
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Mason School of Business
The College of William & Mary
P.O. Box 8795
Williamsburg, VA 23187-8795

Office: (757) 221-2876
E-mail: denise.jones@mason.wm.edu

EDUCATION

Ph.D. in Business Administration, University of Colorado at Boulder, August 2000
Primary Field – Accounting; Secondary Field – Finance
M.B.A., M.S. in Finance, University of Colorado at Denver, May 1996
B.S. in Accounting, Bryant College, Rhode Island, May 1989

ACADEMIC EMPLOYMENT

College of William & Mary
D. Hillsdon Ryan Term Distinguished Associate Professor of Business, 2011 to present
Associate Professor, 2007 to 2011
Assistant Professor, 2000 to 2007
University of Colorado at Boulder
Instructor and Research Assistant, 1996 to 2000

RESEARCH INTERESTS

I am interested in the choices that managers make about what information they voluntarily disclose, as well as the political strategies managers employ to maintain those choices. In addition, I am interested in the role of accounting information in firm valuation, particularly in those situations where financial statements are less informative about market value.

REFEREED PUBLICATIONS

“Employee Stock Options: A Standard Setting Saga,” with Kim Smith, forthcoming in the *Journal of Business Case Studies* Vol. 8, No.3, May/June 2012.
“Comparing the Value Relevance, Predictive Value, and Persistence of Other Comprehensive Income and Special Items,” with Kim Smith, *The Accounting Review* Vol. 86, No. 6, November 2011, p. 2047-2073.
“Market Valuation of Intangible Resources: The Use of Strategic Human Capital,” with Lisa Bryant and Sally Widener, *Advances in Management Accounting* Vol. 17, 2008, p. 1-42.
“Voluntary Disclosure in R&D Intensive Industries,” *Contemporary Accounting Research* Vol. 24, No. 2, Summer 2007, p. 489-522.
“How Does Accounting Fit into a Firm’s Political Strategy?” with Derek Johnston, *Journal of Accounting and Public Policy* Vol. 25, No. 2, March/April 2006, p. 195-228.

“Existing Disclosure Challenges of IPO Allocations,” with Wanda Wallace, *Research in Accounting Regulation* Vol. 18, 2005, p. 107-126.

“Managing Value Creation within the Firm: An Examination of Multiple Performance Measures,” with Lisa Bryant and Sally Widener, *Journal of Management Accounting Research* Vol. 16, 2004, p. 107-131.

WORKING PAPERS

“Changes in the Funded Status of Retirement Plans after the Adoption of SFAS No. 158: Economic Improvement or Balance Sheet Management?” (Status: under review at *Contemporary Accounting Research*).

“What Do We Learn From Changes in Firms’ Estimated “Taxable Income”?”, with David Guenther and Kenneth Njoroge.

“The Persistence and Valuation of Tax-Related Earnings Changes,” with David Guenther and Lisa Bryant-Kutcher.

WORK IN PROGRESS

“Financial Statement Trends Following Mergers and Acquisitions: the Unintended Consequences of Purchase Accounting,” with Derek Johnston.

“Do Financial Analysts Understand the Forecasting Implications of Securitizations Gains and Losses?”

“Are Management Earnings Forecasts a Substitute for the Overall Level of Voluntary Disclosure?”

“Why do Firms Freeze their Defined Benefit Pension Plans?”

RESEARCH GRANT

“The Dynamic Effects of Other Comprehensive Income,” with Kim Smith.

- One of five selected projects with \$20,000 of funding provided by the International Association for Accounting Education and Research, KPMG, and the University of Illinois.
- Intended to inform the International Accounting Standards Board and U. S. Financial Accounting Standards Board project on Reporting Financial Performance.
- Findings showcased at four conferences including two invitation-only conferences.

PRESENTATIONS

Academic Conferences with a Selection Process

American Accounting Association Annual Meeting, Denver, August 2011

“Changes in the Funded Status of Retirement Plans after the Adoption of SFAS No. 158: Economic Improvement or Balance Sheet Management?”

American Accounting Association Annual Meeting, San Francisco, August 2010

“The Persistence and Valuation of Tax-Related Earnings Changes,” with David Guenther and Lisa Bryant-Kutcher (presented by co-author).

World Congress of Accounting Educators, Istanbul, Turkey, November 2006
“The Dynamic Effects of Other Comprehensive Income,” with Kim Smith (presented by co-author).

American Accounting Association Annual Meeting, Washington DC, August 2006
“The Dynamic Effects of Other Comprehensive Income,” with Kim Smith.

European Accounting Association Annual Congress, Göteborg, Sweden, May 2005
“Voluntary Disclosure in R&D Intensive Industries.”

American Accounting Association Southeast Regional Meeting, Charlotte, April 2005
“How Does Accounting Fit into a Firm’s Political Strategy?” with Derek Johnston.

European Institute for Advanced Studies in Management 6th Manufacturing Accounting Research Conference, Twente, The Netherlands, May 2003
“Managing Value Creation within the Firm: An Examination of Multiple Performance Measures,” with Lisa Bryant and Sally Widener (presented by co-author).

American Accounting Association Southeast Regional Meeting, Charleston, March 2003
“Voluntary Disclosure in R&D Intensive Industries.” (paper selected for **Best Paper award**).

American Accounting Association Annual Meeting, Atlanta, August 2001
“Valuation Implications of Changes in Firms’ Effective Tax Rates,” with David Guenther.

American Accounting Association Annual Meeting, Philadelphia, August 2000
“Managing Value Creation within the Firm: An Examination of Multiple Performance Measures,” with Lisa Bryant and Sally Widener.

Invited Workshops and Conferences

Financial Accounting Standards Research Initiative Roundtable, Spring 2012

Virginia Accounting Research Conference, Summer 2011

Baylor University, Spring 2011

Old Dominion University, Spring 2008

Reporting Financial Performance Workshop, New York, Spring 2006

International Association for Accounting Education and Research Conference, Bordeaux France, Fall 2005

Virginia Commonwealth University, Spring 2005

Batten Young Scholars Conference at the College of William & Mary Summer 2003, Summer 2002 and Summer 2001

George Washington University, Fall 2001

TEACHING

Teaching Interests

Financial Accounting
Financial Statement Analysis
Managerial Accounting
Auditing

Teaching Awards

Alfred N. Page Graduate Teaching Award, William & Mary, 2011
Faculty Excellence Award--Master of Accounting Program, William & Mary, 2010
Faculty Excellence Award--Master of Accounting Program, William & Mary, 2006
Outstanding Professor Award--Master of Accounting Program, William & Mary, 2003
Alfred N. Page Award for Teaching Excellence in the MBA Program, William & Mary, 2003

Courses Taught at the College of William & Mary

Advanced Financial Topics, MAcc program (average rating 4.5/5.0, where 5=highest)
Financial Reporting and Analysis, MAcc program (average rating 4.9/5.0)
Financial Statement Analysis, MBA program (average rating 4.6/5.0)
Financial Statement Modeling, MBA program (average rating 4.6/5.0)
Equity Valuation and Financial Statement Modeling, MAcc program (average rating 4.6/5.0)
Intermediate Accounting, Undergraduate program (average rating 4.5/5.0)
Principles of Financial and Managerial Accounting, Undergraduate (average rating 4.3/5.0)
Career Acceleration Module, MAcc program (average rating 4.5/5.0)
Advanced Auditing, MAcc program (average rating 4.7/5.0)
Auditing and Internal Controls, Undergraduate program (average rating 4.5/5.0)

OTHER HONORS AND AWARDS

Geary Faculty Fellowship, 2010
Peterson Grant to Promote Student Involvement in Research, 2007
Best Paper Award for the article "Voluntary Disclosure in R&D Intensive Industries,"
American Accounting Association Southeast Regional Meeting, 2003
PAC 10 Doctoral Consortium Representative, 2000, 1999 and 1998
Hart Fellowship, University of Colorado, 1999 and 1997
Graduate Dean's Scholarship, University of Colorado, 1996 and 1995
Financial Executive Institute Outstanding Graduate Finance Student, 1995
Honor Society Membership: Beta Gamma Sigma and Delta Mu Delta

SERVICE

Institutional Service

Chair of Mason School of Business Faculty Affairs Committee, academic year 2010-2011
Member of Mason School of Business Faculty Affairs Committee, academic years 2011-
2012 and 2009-2010
Chair of Mason School of Business Research Committee, Fall 2007
Member of Mason School of Business Research Committee, Fall 2008 and academic years
2006-2007 and 2005-2006
Advisor for Goodman Accounting Challenge, Fall 2010
Advisor for Gibbs Accounting Society, Fall 2009

Advisor for New York Mercantile Exchange Commodities Challenge, Spring 2006
Organized Accounting Research Workshops, academic years 2008-2009, 2002-2003 and 2001-2002
Co-organized Batten Young Scholars Conference in Accounting, summer of 2003, 2002 and 2001
Chair of Accounting Faculty Position Search Committee, Fall 2007 and Spring 2007
Member of Accounting Faculty Position Search Committee, Spring 2012, Fall 2011, Spring 2011, Fall 2010, Spring 2008, Spring 2006, Fall 2005, Spring 2005, Spring 2001
Member of Director of Masters of Accounting Program Search Committee, Fall 2008 and Spring 2005
Assurance of Learning Working Group, Summer 2010
Prepared Assurance of Learning Portfolio for Principles of Accounting, Spring 2012
Prepared Assurance of Learning Portfolio for Advanced Auditing, Spring 2010
Prepared Assurance of Learning Portfolio for Auditing & Internal Controls, Spring 2010
Chair Teaching Committee for Promotion Review, 2010
Member of two Teaching Committees for Promotion Review, 2010 and 2007
Chair of Library Policy Advisory Committee, academic year 2006-2007
Member of Library Policy Advisory Committee, academic years 2005-2006 and 2004-2005
Advisor for Master of Accounting students, academic years 2007-2008, 2006-2007, 2005-2006, 2004-2005, and 2003-2004
Advisor for Undergraduate Accounting students, academic years 2009-2010, 2008-2009, 2002-2003, 2001-2002, and 2000-2001
Advisor for Undergraduate Freshman, academic years 2007-2008

Other Academic Service

Ad Hoc Reviewer—*The Accounting Review*
Ad Hoc Reviewer—*Journal of Accounting and Public Policy*
Ad Hoc Reviewer—*British Accounting Review*
Ad Hoc Reviewer—*Journal of Business Research*
Ad Hoc Reviewer—American Accounting Association Annual Meeting, Financial Accounting and Reporting Section Mid-Year Meeting, and Southeast Regional Meeting
Discussant—American Accounting Association Annual Meeting, Denver, August 2011
Discussant—American Accounting Association Southeast Regional Meeting, Charlotte, April 2005
Moderator—American Accounting Association Annual Meeting, Denver, August 2011
Deloitte and Touche Trueblood Seminar Participant, 2010, 2002
American Accounting Association New Faculty Consortium Representative, 2001
Houghton Mifflin Conference on Accounting Education Participant, 2001

PROFESSIONAL

Certification

Certified Public Accountant in Colorado and Rhode Island (inactive)

Memberships

American Accounting Association

Financial Accounting and Reporting Section of the American Accounting Association

Canadian Academic Accounting Association

European Accounting Association

International Association for Accounting Education and Research

Professional Employment

Karsh & Co., P.C., Denver, CO, Audit and Tax Senior, January 1993 to October 1994

Laventhol & Horwath, Providence, RI, Audit Senior, August 1989 to September 1992