

**DENISE A. JONES**  
Curriculum Vitae  
February 2019

Raymond A. Mason School of Business  
The College of William & Mary  
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## **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

## **EMPLOYMENT**

### **Academic**

College of William & Mary

Department Chair and Director of Accounting Programs, 2017 to present

John S. Quinn Term Professor, 2015 to present

Professor, 2014 to present

D. Hillsdon Ryan Term Distinguished Associate Professor of Business, 2011 to 2014

Associate Professor, 2007 to 2014

Assistant Professor, 2000 to 2007

University of Colorado at Boulder

Instructor and Research Assistant, 1996 to 2000

### **Professional**

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

## **RESEARCH**

### **Refereed Research Publications**

“Using Real Options Theory to Explain Patterns in the Valuation of Research and Development Expenditures ” (sole-authored), *Review of Quantitative Finance & Accounting*, Vol. 51, No. 3, October 2018, p. 575-593.

“When do Companies Fund their Defined Benefit Pension Plans?” (sole-authored), *Accounting & Taxation*, Vol. 6, No. 1, 2014, p.13-23.

“Changes in the Funded Status of Retirement Plans after the Adoption of SFAS No. 158: Economic Improvement or Balance Sheet Management?” (sole-authored), *Contemporary Accounting Research*, Vol. 30, No. 3, Fall 2013, p. 1099-1132.

“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.

(Invited for presentation on FASRI, February 2012.)

“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” (sole-authored), *Contemporary Accounting Research* Vol. 24, No. 2, Summer 2007, p. 489-522.

(Best Paper Award at 2003 American Accounting Association Southeast Regional Meeting.)

“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.

### **Refereed Other Publications**

“Accounting for Employee Stock Options with Service, Performance, and Market Conditions” (with John Boschen and Kim Smith), *Journal of Business Case Studies* Vol. 9, No. 1, January/February 2013, 47-57.

“Employee Stock Options: A Standard Setting Saga” (with Kim Smith), *Journal of Business Case Studies* Vol. 8, No. 3, May/June 2012, p. 241-260.

### **Grant Reports**

“Comparability v. Flexibility in Alternative Performance Measures: Views of Preparers, Auditors, and Analysts,” (with Chris McCoy and Kim Smith)

- Informing the IASB Standard Setting Process Grant Report No. 1, January 2019.
- Informing the IASB Standard Setting Process Grant Report No. 2, September 2018.

“Do Gains and Losses on Available-for-Sale Securities Reverse?” (with Kim Smith)

- Informing the IASB Standard Setting Process Final Grant Report, March 2017.
- Informing the IASB Standard Setting Process Grant Report No. 2, April 2016.
- Informing the IASB Standard Setting Process Grant Report No. 1, November 2015.

“The Dynamic Effects of Other Comprehensive Income” (with Kim Smith)

- Reporting Financial Performance Research Report No. 3, November 2006.
- Reporting Financial Performance Research Report No. 2, March 2006.
- Reporting Financial Performance Research Report No. 1, August 2005.

## **Working Papers**

“Do Gains and Losses on Available-for-Sale Securities Reverse?” (with Margot Howard and Kim Smith).

“Inferences about Tax Expense when Profit and Loss Firms are Combined” (with David Guenther and Kenneth Njoroge).

## **Work-in-Progress**

“Users Perceptions of Recognized versus Disclosed Amounts over Time: the Case of Business Combinations.” (with Derek Johnston).

“Does the Source of Merger and Acquisition Data Make a Difference in Academic Studies: A Comparison of SDC and Compustat Data.”

“Do Fair Value Gains and Losses Provide New Information to the Market: The Case of Real Estate Investment Trusts?” (with Margot Howard and Adriane Tomovic).

“Comparability v. Flexibility in Alternative Performance Measures: Views of Preparers, Auditors, and Analysts.” (with Chris McCoy and Kim Smith).

## **External Research Grants**

\$25,000 Informing the International Accounting Standards Board (IASB) Standard Setting Process Research Program Grant (with Chris McCoy and Kim Smith), 2018-2019, funded by the International Association for Accounting Education and Research, KPMG LLP, and the KPMG Foundation. Funded projects will be showcased at two workshops hosted by the IASB in London, as well as the IAAER-AAA joint conference in Miami.

\$25,000 Informing the International Accounting Standards Board (IASB) Standard Setting Process Research Program Grant (with Kim Smith), 2015-2016, funded by the International Association for Accounting Education and Research, KPMG LLP, and the KPMG Foundation. Funded projects will be showcased at three workshops hosted by the IASB in London.

\$20,000 Reporting Financial Performance Research Program Grant (with Kim Smith), 2005-2006, funded by the International Association for Accounting Education and Research, KPMG, and the University of Illinois. Findings presented at two invitation-only conferences in Bordeaux, France (2005) and New York (2006), as well as the American Accounting Association Annual Meeting in Washington DC (2006) and the World Congress of Accounting Educators in Istanbul, Turkey (2006).

## **Presentations at Academic Conferences with a Selection Process**

Informing the International Accounting Standards Board (IASB) Standard Setting Process  
“Comparability v. Flexibility in Alternative Performance Measures: Views of Preparers, Auditors, and Analysts.” (with Chris McCoy and Kim Smith)

- Interim Grant Presentation, IAAER-AAA joint conference, Miami, January 2019
- Interim Grant Presentation, IASB Office, London, England, September 2018

International Association for Accounting Education and Research World Congress, Sydney Australia, November 2018  
“Do Gains and Losses on Available-for-Sale Securities Reverse?” (with Margot Howard and Kim Smith)

Informing the International Accounting Standards Board (IASB) Standard Setting Process  
“Do Gains and Losses on Available-for-Sale Securities Reverse?” (with Kim Smith)

- Final Grant Presentation, IASB Office, London, England, March 2017
- Interim Grant Presentation, IASB Office, London, England, April 2016
- Interim Grant Presentation, IASB Office, London, England, November 2015

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)

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

Reporting Financial Performance Grant Workshop, New York, March 2006  
“The Dynamic Effects of Other Comprehensive Income” (with Kim Smith)

International Association for Accounting Education and Research Conference, Bordeaux France, September 2005  
“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 6<sup>th</sup> 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**

International Accounting Standards Board Research Forum, Sydney Australia, invited participant, November 2018

International Association for Accounting Education & Research (IAAER) World Congress, Sydney Australia, invited panelist for “IAAER Research Grant Program: Achieving Successful Outcomes,” November 2018

*Contemporary Accounting Research* Conference, Halifax Nova Scotia, invited participant, October 2014

Financial Accounting Standards Research Initiative Roundtable (FASRI), presentation, February 2012

Virginia Accounting Research Conference, presentation May 2011, invited participant May 2012 and 2013

Baylor University, research workshop, January 2011

Old Dominion University, research workshop, January 2008

Virginia Commonwealth University, research workshop, February 2005

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

George Washington University, research workshop, October 2001

### **Discussions of Other Papers at Academic Conferences**

American Accounting Association Annual Meeting, Washington DC, August 2012

American Accounting Association Annual Meeting, Denver, August 2011

American Accounting Association Southeast Regional Meeting, Charlotte, April 2005

## **COURSES TAUGHT** (all at the College of William & Mary)

Valuation and Fair Value Accounting, MAcc program (average rating 4.6/5.0)  
Advanced Financial Topics, MAcc program (average rating 4.6/5.0)  
Current Issues in IT & Accounting Analytics, MAcc program (average rating 4.4/5.0)  
Introduction to Academic Research in Accounting, MAcc program (average rating (5.0/5.0)  
Financial Statement Analysis, MBA program (average rating 4.6/5.0)  
Financial Statement Modeling, MBA program (average rating 4.6/5.0)  
International Accounting, Undergraduate program (average rating 4.6/5.0)  
Advanced Accounting, Undergraduate program (average rating 4.5/5.0)  
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)

## **HONORS AND AWARDS**

Alfred N. Page Graduate Teaching Award, William & Mary, 2016  
Cabell Fellowship, William & Mary, 2015-2016  
Faculty Excellence Award—Master of Accounting Program, William & Mary, 2013  
Alfred N. Page Graduate Teaching Award, William & Mary, 2011  
Geary Faculty Fellowship, 2010  
Faculty Excellence Award—Master of Accounting Program, William & Mary, 2010  
Peterson Grant to Promote Student Involvement in Research, 2007  
Faculty Excellence Award—Master of Accounting Program, William & Mary, 2006  
Best Paper Award for the article “Voluntary Disclosure in R&D Intensive Industries,”  
American Accounting Association Southeast Regional Meeting, 2003  
Outstanding Professor Award—Master of Accounting Program, William & Mary, 2003  
Alfred N. Page Award for Teaching Excellence in the MBA Program, William & Mary, 2003  
Mason School of Business Summer Research Grant, 2013, 2012, 2011, 2010, 2009, 2008,  
2007, 2006, 2004  
PAC 10 Doctoral Consortium Fellow, 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**

### **Mason School of Business Service**

#### *Governance related*

Accounting Department Chair, AY2018-2019, AY2017-2018  
Mason School of Business Personnel Committee, AY2018-2019, AY2017-2018, AY2016-2017, AY2015-2016  
Associate Dean's Advisory Team, AY2018-2019, AY2017-2018  
Strategic Planning Committee (Financial Sustainability Task Force), AY 2018-2019  
Accounting Area Advisory Committee, AY2013-2014  
Secretary of the Faculty, AY2013-2014, AY2012-2013  
Chair of Mason School of Business Faculty Affairs Committee, AY2010-2011  
Mason School of Business Faculty Affairs Committee, AY2011-2012, AY2010-2011, AY2009-2010  
Chair of Teaching Evaluation Committee, Fall 2013, Fall 2012, Fall 2010  
Teaching Evaluation Committee Fall 2010, Fall 2008, Fall 2007

#### *Accounting Programs related*

Director of Accounting Programs, AY2018-2019, AY2017-2018  
MAcc Admissions Committee, AY2018-2019, AY2017-2018, AY2016-2017  
Chair of Accounting Area Curriculum Committee, AY2016-2017

#### *Appointments related*

Chair of Tenure-track Accounting Faculty Search Committee, AY2017-2018, AY2012-2013, Fall 2007, and Spring 2007  
Chair of Clinical Accounting Faculty Search Committee, Spring 2018, Fall 2017, AY2012-2013  
Director of Development for Accounting and Marketing Search Committee, Spring 2018  
Director of Admissions Search Committee, Spring 2018  
Director of Student Engagement Search Committee, Fall 2017  
Accounting Faculty Search Committee, AY2017-2018, AY2015-2016, AY2012-2013, AY2011-2012, AY2010-2011, AY2007-2008, AY2006-2007, AY2005-2006, AY2004-2005, and AY2000-2001  
Chair of Accounting Leadership Position Search Committee, AY2012-2013  
Director of Masters of Accounting Program Search Committee, Fall 2008 and Spring 2005

#### *Research related*

Chair of Mason School of Business Research Committee, Fall 2007  
Mason School of Business Research Committee, Fall 2008, Fall 2007, AY2006-2007 and AY2005-2006  
Organized Accounting Research Workshop Series, AY2008-2009, AY2002-2003, and AY2001-2002  
Co-organized Batten Young Scholars Conference in Accounting, Summer 2003, Summer 2002, and Summer 2001

### *Curriculum related*

AoL Steering Committee, AY 2018-2019, Spring 2018  
Chair of AoL Program Oversight Committee for MAcc and Undergraduate Accounting Programs, AY 2018-2019  
Mason School of Business Curriculum Committee, AY2013-2014  
AoL Working Group, Summer 2013, Summer 2012, and Summer 2010  
Prepared AoL Portfolio for Principles of Accounting, Spring 2012  
Prepared AoL Portfolio for Advanced Auditing, Spring 2010  
Prepared AoL Portfolio for Auditing & Internal Controls, Spring 2010

### *Student related*

Advisor for Goodman Accounting Challenge, Fall 2010  
Advisor for Gibbs Accounting Society, Fall 2009  
Advisor for New York Mercantile Exchange Commodities Challenge, Spring 2006  
Advisor for Master of Accounting students, AY2007-2008, AY2006-2007, AY2005-2006, AY2004-2005, and AY2003-2004  
Advisor for Undergraduate Accounting students, AY2009-2010, AY2008-2009, AY2002-2003, AY2001-2002, and AY2000-2001

### **College-wide Service**

Washington DC Office Advisory Committee, AY2015-2016, AY2013-2014  
Organized information session on accounting careers for the Center for Gifted Education Focusing on the Future Conference, January 2013  
Advisor for Undergraduate Freshman, AY2007-2008  
Chair of Library Policy Advisory Committee, AY2006-2007  
Library Policy Advisory Committee, AY2006-2007, AY2005-2006, and AY2004-2005

### **Professional Service**

Innovations in Financial Accounting Education Award Committee (American Accounting Association), AY2016-2017  
Public Accounting Report (PAR) Editorial Advisory Board, AY2018-2019, AY2017-2018, AY2016-2017, AY2015-2016, AY2014-2015, AY2013-2014  
Liaison to the Canadian Academic Accounting Association, AY2018-2019, AY2017-2018, AY2016-2017, AY2015-2016, AY2014-2015  
Participant in Accounting is Big Data Conference, 2017  
Reviewer—Canadian Academic Accounting Association Annual Conference, 2015  
Reviewer—American Accounting Association Annual Meetings, 2012, 2011, and 2009  
Moderator—American Accounting Association Annual Meetings, August 2012 (Washington DC) and August 2011 (Denver)  
Co-organizer Virginia Accounting Research Conference, Spring 2014, Spring 2013  
Representative to KPMG National Faculty Symposium, Summer 2012  
Deloitte and Touche Trueblood Seminar Participant, Spring 2010 and Spring 2002  
Reviewer—American Accounting Association Southeast Regional Meeting, 2003



American Accounting Association New Faculty Consortium Representative, 2001

Houghton Mifflin Conference on Accounting Education Participant, 2001

Ad Hoc Reviewer

*The Accounting Review*

*Contemporary Accounting Research*

*Review of Accounting Studies*

*Journal of Accounting and Public Policy*

*Accounting Horizons*

*British Accounting Review*

*Managerial Finance*

*Journal of Business Research*

*Public Finance and Management*

*International Journal of Information Technology and Management*

*International Journal of Organizational Analysis*

## **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