

Mark Myring, PhD

Associate Dean for Graduate Programs and Strategic Initiatives

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Academic Experience – College Leadership

Miller College of Business, Ball State University: *Associate Dean for Graduate Programs and Strategic Initiatives* (September 2017 – June 2018; July 2019 – present) and *Interim Bryan Dean* (July 2018 – June 2019)

The Interim Bryan Dean oversees the operations of the Miller College of Business. The Miller College houses six academic departments, six centers and includes more than 125 faculty members, 45 professional/administrative staff members and has an operating budget of \$18 million. Several programs in the college are nationally ranked, including the MBA program (13th Online, *US News and World Report*), Entrepreneurship program (12th, *Princeton Review*) and Accounting programs (13th undergraduate and 15th masters in the Midwest, *Public Accounting Report*). As Associate Dean, I guided all aspects of strategic planning for the Miller College and oversaw the college's graduate and executive education programs.

Strategic Planning/Direction:

- Worked with faculty and stakeholders to revise the Miller College of Business mission and vision statements. Developed a strategic plan with measurable outcomes, along with a dashboard to track progress toward achievement of these initiatives.
- Engaged in efforts to develop the university's strategic plan which was launched in January 2019. Led activities to align the college's and university strategic plans.
- Facilitated the Miller College's participation in the development and implementation of the university's new incentive-based budget model.
- Leading the 2019 – 20 AACSB reaccreditation efforts. In process of preparing the Miller College's Continuous Improvement Report. Updated faculty qualification policy and developed mechanisms to capture engagement, innovation and impact activities.
- Served as a member of seven AACSB Continuous Improvement Review visit teams, chairing two, as well as engaging other colleges of business in a consultative capacity to facilitate their preparation for Continuous Improvement Reviews.

- Led activities to increase the number, quality and diversity of students. Engaged admitted students to encourage their enrollment. Established the Summer Academy, which brings high achieving, diverse high school students to campus to build the skills necessary to transition to college and provide introduction to business majors/careers.
- Significantly expanding executive education programs in the college. Reorganized and enhanced resources allocated to the Graduate Programs Office to facilitate and promote executive education. Created an infrastructure that identifies opportunities to provide executive education and incentivizes faculty to engage in this function. Partnering with external entities to offer executive education programming.
- Worked with faculty to improve inclusiveness and diversity in the college. Provided incremental professional development funding to incentivize faculty and staff to complete university sponsored inclusiveness/diversity programs. Engaged an external diversity consultant to explore innovative methods to pursue inclusive excellence.
- Enhanced research support and recognition in the college.
 - Incentivized high-quality research through the establishment of a policy that offers course reassignments for faculty who publish in premier journals.
 - Provided a comprehensive array of resources to support faculty research, including a subscription to the Wharton Research Data Services (WRDS) platform, as well as the establishment of an in-house student subject pool, and a new grant program to fund costs associated with behavioral research.
 - Funded enhanced summer research support for newly hired faculty.
- Enhanced the college's external and internal communications.
 - Launched the college's new magazine, *Ball State Business*, which was distributed to all alumni and friends of the college.
 - Established the college's internal newsletter, *Miller News*. This newsletter served as a summary of faculty and student accomplishments and was used as an effective communication mechanism to highlight college accomplishments for external placement in popular press.
 - Partnered with Ball State's Marketing and Communications division to highlight the accomplishments of Miller College faculty and students. During 2018, faculty and students were featured in more than 2,700 media placements, with a publicity value of more than \$3.4 million.
 - Working with the Center for Advancement of Digital Marketing and Analytics, facilitated a student led immersive learning project to enhance the scope and depth of the college's social media presence as well as assess its effectiveness.

External Funding and Engagement:

- During academic year 2018-2019, completed a \$1.5 million naming campaign for the Oz Nelson Logistics and Supply Chain Management Center for Excellence; Worked to secure a \$1.0 million gift for accounting excellence and \$100,000 in funding for student internship support.
- Launched \$1.5 million naming campaign for the Department of Finance and Insurance. The focus of initiatives to be funded by the campaign center on research and instruction of financial literacy.
- Facilitated the Miller College's participation in One Ball State Day, the university's first annual day of giving. The college received nearly \$27,000 in gifts from almost 200 donors.
- Enhanced support for the college's nationally ranked Entrepreneurship program. Worked with the program's advisory board to establish a pre-seed grant fund for students; this fund offers resources to facilitate development of student business plans.
- Served as interim dean during Ball State's centennial year. Facilitated extensive outreach and engagement events for Miller College alumni, as well as participating extensively in centennial celebration activities.
- Re-established the Miller College Alumni Awards Dinner. The 2018 event, which brought more than 200 alumni and friends to campus, provided an opportunity to recognize seven alumni for their career success and engagement with the college.
- Hosted the Miller College's annual Dialogue Days, a two-day alumni experience that features career, professional and major-driven topical content in the classroom. This year's event brought more than 100 distinguished alumni to campus.
- Expanded the Miller College Executive in Residence (EIR) program, which provides the opportunity for an alumnus/a to return to campus. Hosted five EIR events, including one that featured Barb Bradley Baekgaard (co-founder of Vera Bradley) and Mike Ray (alumnus and retired CEO of Vera Bradley).

Curriculum Development and Student Success:

- Enhanced support for Miller College students by establishing the Student Success Center, an integrated student support facility. The Center provides a consolidated location for course-specific tutoring as well as skill building sessions on topics critical to academic success (e.g., effective studying techniques).
- Expanded our first-year student engagement program. The engagement program consists of on-boarding/business orientation events which include introductions to majors offered in the college. Additional programming focused on the development of academic and professional skills.

- Worked with the Dean’s Student Advisory Board to initiate a peer mentoring program. This program provides more than 20 hours of mentoring per week on academic and non-academic issues.
- Led the renovation of the business building. The renovated building includes flexible learning and meeting spaces which enhance student collaboration and increased opportunities for group work.

External Service and Leadership Roles:

- Served as Chapter Advocate and on the Board of Directors of Beta Alpha Psi, the scholastic and professional fraternity for financial information professionals.
- Selected to be a member of the State of Indiana Alcohol Code Revision Commission, a special purpose Commission charged with recommending changes in the state alcohol code.
- Member of the American Accounting Association Notable and Distinguished Contributions to Accounting Literature Award Screening Committee.

Academic Experience – Department Leadership

Paul W. Parkison Department of Accounting Miller College of Business, Ball State University Chair and Alumni Distinguished Professor (2011 – 2016) and Director of Graduate Studies in Accounting (2006-2011).

The Chair of the Paul W. Parkison Department of Accounting oversees operations of the department’s undergraduate and master’s program, which hold separate accounting AACSB accreditation. In 2015, the Department was named in honor of a former accounting faculty member following the completion of a \$3.1 million capital campaign. The department has 18 faculty members and enrollment of more than 500 students. While serving as Chair, the Department was nationally ranked by the *Public Accounting Report*.

Strategic Planning/Direction:

- Headed the successful AACSB re-accreditation efforts in 2014-2015. The department is one of less than 220 accounting programs worldwide that hold this accreditation.
- Led the development and implementation of a strategic plan for the department.
- Created an Executive Professor in Residence position. This individual provides a direct connection to current practice and trends and increases students access to internships, speakers and employment opportunities.

- Enhanced the research culture in the department through the following:
 - Established the Parkison Department of Accounting Research Workshop Series, which brings four prominent scholars to campus each academic year.
 - Worked with the accounting faculty to develop journal rankings, which helps equitably incentivize and reward quality research.
 - Recruited faculty from highly-regarded PhD programs. Several of these faculty have published in the discipline's top journals.

Fundraising/Engagement:

- Collaborated with the former Dean to facilitate a successful naming campaign for the Department of Accounting. The \$3.1 million campaign was completed in 18 months and was recognized with a *CASE* Silver Award.
- Secured funding for the Chuck Allen/Crowe Leadership Lecture Series. The series brought nationally recognized leadership speakers to campus and provided an opportunity for students to interact with the CEO of the firm.
- Obtained funding from accounting firm Katz, Sapper, and Miller (KSM) for a classroom named in its honor. The classroom provides a branded, flexible learning space for accounting students.
- Established the department's external newsletter which is sent to 5,000 alumni, deans and accounting chairs annually.
- Hosted annual Accounting Alumni Awards dinner. The event is typically attended by over 150 alumni and friends and provides an effective means for both students and faculty to engage with alumni and industry partners.

Student Success and Curricular Advancement:

- Developed the Accounting Boot Camp and Career Preparation Workshop Series in partnership with the department's alumni boards. These events enhance the professional preparedness and acumen of accounting students.
- Led revision of the Master's of Accounting curriculum. The streamlined curriculum resulted in growth in enrollment and improved CPA exam pass rates.

Diversity Related Initiatives:

- Significantly increased the diversity among tenured and tenure track faculty in the department of accounting.

- Facilitated participation in the INCPAS Scholars program. The program, sponsored by the Indiana CPA Society, provides career awareness and mentoring for underserved high school students.
- Participated in the Ball State Dream Makers program, which provides university leaders with tools and resources to increase student diversity.

External Service and Leadership Roles:

- Founded the Mid-American Conference (MAC) Accounting Research Symposium. The event provides a unique opportunity for MAC Accounting Faculty to receive feedback about in-progress research from their colleagues at MAC schools. The initial event featured keynote speakers from the University of Chicago and Northern Illinois University.
- Co-President of the Midwest Region of the American Accounting Association.
- President, North-Central Indiana Chapter, Institute of Management Accountants.

Summary of Scholarship: Published more than 45 articles in basic, applied and teaching/learning journals, including four publications in FT 50 journals. Research presented at more than 50 academic conferences, including the European Accounting Association Annual Congress and American Accounting Association Annual Meeting. Invited presentations include those at the AACSB Continuous Improvement Conference and the National Association of State Boards of Accounting Western and Eastern Regional Meetings. Total citations of published work: 762 (Google Scholar).

A sample of publications is presented below.

Ayres, D., S. Huang, and M. Myring. 2017. Fair value accounting and analyst forecast properties. *Advances in Accounting* 37: 68-70.

Myring, M. and R. Barniv. 2015. How would the differences between IFRS and U.S. GAAP affect U.S. analyst performance. *Journal of Accounting and Public Policy* 34(1): 28-51.

Myring, M., J. P. Bott, R. Edwards. 2014. New approaches to online accounting education. *The CPA Journal* 84(8): 66-71.

Harp, N., M. Myring and R. Shortridge. 2013. Do variations in the strength of corporate governance still matter? A comparison of the pre- and post-regulation environment. *Journal of Business Ethics* 122(3): 361-373

- Barniv, R., O. Hope, M. Myring and W. Thomas. 2010. International evidence on analyst stock recommendations, valuations, and returns. *Contemporary Accounting Research* 27(4): 1131-1167.
- Barniv, R., O. Hope, M. Myring and W. Thomas. 2009. Do analysts practice what they preach and should investors listen? Effects of recent regulations. *The Accounting Review* 84(4): 1015-1039.
- Myring, M., C. Luchs and R. Bloom. 2009. What's ahead for internal auditors. *Strategic Finance* September: 46-52. (Certificate of Merit winner).
- Myring, M. and R. Bloom. 2008. Charting the future of the accounting, finance and auditing professions. *The CPA Journal* 76(6): 65-67.
- Myring, M. and R. Bloom. 2007. International transfer pricing and intellectual property: The PrimeCo case. *Issues in Accounting Education* 22(4): 769-744 (case), 168-176 (teaching notes).
- Brown, C., D. Brickner and M. Myring. 2007. Using fundamental analysis of financial information to explain unexpected market behavior. *Global Business and Economics Review* 9(4): 366-380.
- Myring, M. 2006. The relationship between returns and unexpected earnings: A global analysis by accounting regimes. *Journal of International Accounting, Auditing and Taxation* 15(1): 92-108.
- Barniv, R. and M. Myring. 2006. An international analysis of historical and forecast earnings in accounting-based valuation models. *Journal of Business, Finance and Accounting* 33 (7-8): 1087-1109.
- Bloom, R. and M. Myring. 2005. Ideas on globalizing the intermediate accounting courses. *Advances in Accounting Education* 7: 355-379.
- Barniv, R., M. Myring and W. Thomas. 2005. The association between the legal and financial reporting environments and forecast performance of individual analysts. *Contemporary Accounting Research* 22(4): 1-33.
- Shortridge, R. and M. Myring. 2004. Principles-based accounting standards: What, why and when. *The CPA Journal* 74(8): 34-37.
- Myring, M., R. Shortridge and R. Bloom. 2003. The impact of Statement of Financial Accounting Standard No. 123 on equity prices of computer software companies. *Research in Accounting Regulation* 16: 121-144.

Myring, M. and R. Bloom. 2003. Independence standards board staff report: A conceptual framework for auditor independence. *The CPA Journal* 73(1): 30-35.

Brown, R. and M. Myring. 2002. A novel approach to accounting education. *The CPA Journal* 72(3): 10-13.

Bloom, R. and M. Myring. 2002. GAO's new auditor independence rules. *The Journal of Government Financial Management* 51(3): 44-48.

Brown, R. E., M. Myring and C. G. Gard. 1999. Activity-based costing in government: Possibilities and pitfalls. *Public Budgeting and Finance* 19(2): 3-21.

Bloom, R., J. Fuglister and M. Myring. 1998. The state of accounting in Armenia. *The International Journal of Accounting* 33(5): 633-654.

Grants and Awards

- Grant to fund centers supporting entrepreneurship, economics, and free enterprise in the Miller College (\$9,043,596). Proposal outstanding.
- Best Paper Award, 2017 Midwest Regional Meeting, American Accounting Association
- National Association of State Boards of Accountancy, Accounting Education Research Grant to explore the use of learning analytics in online accounting education (\$5,000)
- U.S. Department of State Grant, Assist Tikrit University (Iraq) develop Accounting program (\$983,507), supporting role
- Outstanding Research Award from the Miller College of Business (four years)
- Institute of Management Accountants Certificate of Merit for outstanding contribution to accounting and finance literature
- The George A. Ball and Wally T. Miller Distinguished Research Fellowships in Business Administration (eight years)
- Fisher Research Fellowship (two years)
- Lilly Corporation Grant to stimulate student interest in accounting and to retain current accounting majors, (\$15,850), supporting role

AACSB Related Activities

Peer Review Team Participation: 2012, 2015, 2016, 2017, 2018, 2019 (2)

University Service

University Committees

University Senate, Faculty Council, Governance and Elections Committee, Faculty Salary and Benefits Committee, Graduate Education Committee, Student Affairs Subcommittee (Chair), Graduate Education Committee Faculty Affairs Subcommittee, Graduate Education Committee Dean Search Committee, Miller College of Business, Graduate Education Committee Curricular Affairs Subcommittee, John W. Fisher Faculty Research Fellowship Committee

College Committees

Graduate Curriculum and Assessment Committee (Chair), Undergraduate Curriculum and Assessment Committee, Salary Committee, Tenure and Promotion Committee (Chair) Faculty Development Committee

Advisory Roles in Student Organizations

Advisor, Zeta Omega Chapter, Beta Alpha Phi, Founding Co-Advisor, Ball State Chapter, Alpha Kappa Psi, Co-Advisor, Financial Management Student Association

Teaching

Average teaching evaluation: 4.49. Courses Taught: Principles of Financial Accounting, Principles of Managerial Accounting, Intermediate Financial Accounting (I and II), Practicum in Financial Analysis and Decision Making, International Field Study, MBA Financial Accounting (Graduate), International Accounting (Graduate), Accounting Capstone (Graduate).

Academic Positions

2010-Present	Professor and Alumni Distinguished Professor Paul W. Parkison Department of Accounting, Miller College of Business
2005-2010	Associate Professor and Alumni Distinguished Professor Department of Accounting, Miller College of Business
2000-2004	Assistant Professor of Accounting Department of Accounting, Miller College of Business

Professional Positions

Consultant (litigation support)

Rosenthal Thurman, Cleveland, OH

Accounting Staff

C. J. Monastra, CPA and Company, Shaker Heights, OH

Education

PhD **Kent State University**
Major: Business Administration, Accounting; Minor: Statistics

MBA **Kent State University**

BSBA **John Carroll University**
Accounting