

WHAT'S INSIDE



**J. Christian Plesner
Rossing, Ph.D.**
Director / Associate Professor
of Accounting

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A Look Inside the Department

The Accounting Department at The University of Tampa (UT) is dedicated to providing high-quality education to students and fostering partnerships with the accounting industry in Tampa Bay. Over the past academic year, faculty collaborated closely to enhance connections with accounting alumni, promote involvement in accounting student organizations and highlight the societal relevance of accounting. We continued to refine programs based on feedback from stakeholders and to better prepare for the new CPA exam format. We take great pride in our accomplishments over the past year and look forward to another successful year ahead.

These accomplishments would not have been achievable without the commitment of our faculty and the invaluable support from the advisory board and the local business community.



Juliana Kralik

assurance at EY-Tampa. Kralik's research examines the evolving expertise and work motivation of accountants in response to automation and artificial intelligence. Kralik has been recognized for her

work developing a gamified tool for the managerial accounting course with Jennifer Cainas at the University of South Florida, including the 2021 Bea Sanders/AICPA Innovation in Teaching Award, the 2021 Jim Bulloch Award for Innovation in Managerial Accounting and the Institute of Management Accountants (IMA) sponsored Outstanding Education Case Award at the AIS/SET

Midyear Meeting 2021.

Steve Platau, Professor

Steve Platau has a J.D. from the University of Cincinnati and holds the CPA designation. Platau has been with The University of Tampa



Steve Platau

for 40 years. He specializes in teaching tax at both the undergraduate and graduate levels and is the director of the accounting department's VITA program. Platau serves on the National Association of State Boards of Accountancy's Ethics Committee as well as the Florida Board of Accountancy.



Kelly Darnell

Kelly Darnell, Visiting Instructor

Kelly Darnell joined the accounting faculty in Fall 2022. She is a Certified Public Accountant (CPA) and has an MS in Accounting from The University of Tampa. Darnell

has worked in public accounting, internal audit and consulting. She has experience in performing financial statement audits and compliance audits for both public and private clients in the technology, retail, hospitality, healthcare and education sectors.

Juliana Kralik, Assistant Professor

Juliana Kralik teaches the introductory accounting courses. She is a CPA with prior experience in

Michael Robinson, Professor

Michael Robinson earned a Ph.D. in Accounting from Arizona State University with an emphasis on equity valuation technologies. He joined The University of Tampa in Fall 2012 and teaches courses in the EMBA and MBA programs with a focus on how managers analyze and use accounting information to make tactical business decisions. Robinson’s teaching is supported by over 20 years of corporate experience that spans strategic planning, organizing business, and implementing and monitoring control systems.

Lisa Bostick, Associate Professor

Lisa Bostick has been with the accounting department since Fall 2001. She earned her DBA at Louisiana Tech University and taught there prior to joining The University of Tampa. Bostick is a CPA and specializes in teaching financial accounting.

Bachman Fulmer, Associate Professor

Bachman Fulmer earned his Ph.D. from Florida State University and worked as an assistant professor at California State University, Fullerton prior to joining The University of Tampa in Fall

2016. Fulmer specializes in accounting information systems, and he teaches introductory and intermediate financial accounting.

Mary Keener, Associate Professor

Mary Keener has a Ph.D. from Kent State University. She joined The University of Tampa in 2007 and teaches intermediate accounting II and introductory financial accounting at the undergraduate level.

Robert Marley, Associate Professor

Robert Marley has a Ph.D. in Accounting from the University of South Florida and is a CPA. He has been a member of the accounting faculty since Fall 2014, having previously served as an assistant professor at Georgia Southern University. Marley specializes in teaching auditing and fraud examination but also teaches introductory accounting courses as well as financial statement analysis and valuation at the graduate level. He is one of the co-directors for the Center for Ethics.

J. Christian Plesner Rossing, Associate Professor, Director/ Chair

J. Christian Plesner Rossing earned his Ph.D. from

Copenhagen Business School where he served as an assistant professor and an associate professor prior to joining The University of Tampa in Fall 2018. He teaches financial accounting at the undergraduate and graduate level.

L. Melissa Walters, Associate Professor

Melissa Walters earned her Ph.D. from the University of Central Florida. She joined the accounting faculty at UT in 2006, having previously been an associate professor at Loyola University. Her teaching interests are accounting information systems, business and professional ethics, cost and management accounting and information systems advisory and assurance.

Elio Alfonso, Assistant Professor

Elio Alfonso joined the accounting faculty in Fall 2018. He earned his Ph.D. in Accounting from Louisiana State University and previously was an assistant professor at Florida International University. Alfonso is a CPA and teaches intermediate accounting and introductory financial accounting.



Michael Robinson



Lisa Bostick



Bachman Fulmer



Mary Keener



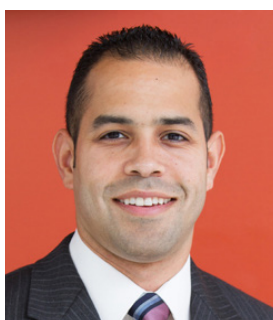
Robert Marley



J. Christian Plesner Rossing



L. Melissa Walters



Elio Alfonso



Rebecca (Becca) Baaske

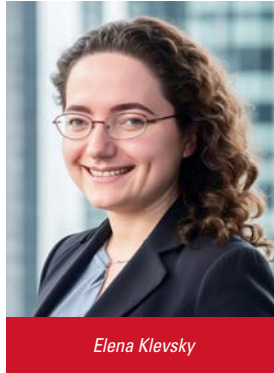


Allison Beck

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Sarah Fulmer



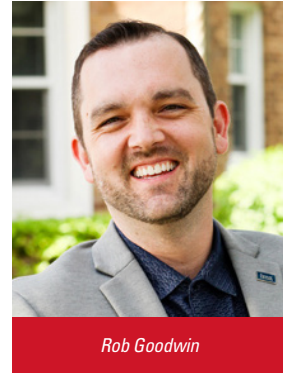
Elena Klevsky



Michael Baker



Rachel Gambol



Rob Goodwin

Becca Baaske, Assistant Professor

Becca Baaske joined the accounting faculty in Fall 2021, having earned a Ph.D. in accounting from the University of South Florida. She is a CPA and previously worked at PwC in Chicago, rising to the position of senior auditor in the Private Company Services group. Baaske currently teaches introductory financial accounting information, managerial accounting and advanced accounting analytics.

Allison Beck, Assistant Professor

Allison Beck joined the accounting faculty in Fall 2019 having previously served as an assistant professor at Florida State University. She earned her Ph.D. in Accounting from The University of Tennessee, Knoxville. Beck teaches introductory financial accounting.

Sarah Fulmer, Assistant Professor

Sarah Fulmer joined the accounting department as an assistant professor in Fall 2019, and previously was an assistant professor at California State University, Fullerton. She earned a Ph.D. in Finance from Florida State University and holds an LLM in Taxation from the University of Florida. Fulmer teaches managerial and cost accounting.

Elena Klevsky, Assistant Professor

Elena Klevsky joined the accounting faculty in Fall 2020, having previously worked at The University of New Mexico as an assistant professor. She holds a Ph.D. in Accountancy from The University of Illinois at Urbana-Champaign, is a CPA and worked as a senior associate at PwC in Boston.

At The University of Tampa, Klevsky teaches introductory managerial accounting and cost accounting to MBAs.

Michael Baker, Lecturer

Michael Baker has been a faculty member since Fall 2019 and is the faculty advisor for the IMA student chapter. He is a CPA and teaches introductory financial and managerial accounting. He will be teaching the department's new Mergers and Acquisitions graduate course in Fall 2024.

Rachel Gambol, Lecturer

Rachel Gambol has an MS in Accounting from Kent State University and is a CPA. She has been with The University of Tampa as an Instructor since Fall 2017. Gambol is the Beta Alpha Psi faculty advisor and teaches introductory and intermediate financial accounting as well as managerial accounting.

Rob Goodwin, Lecturer

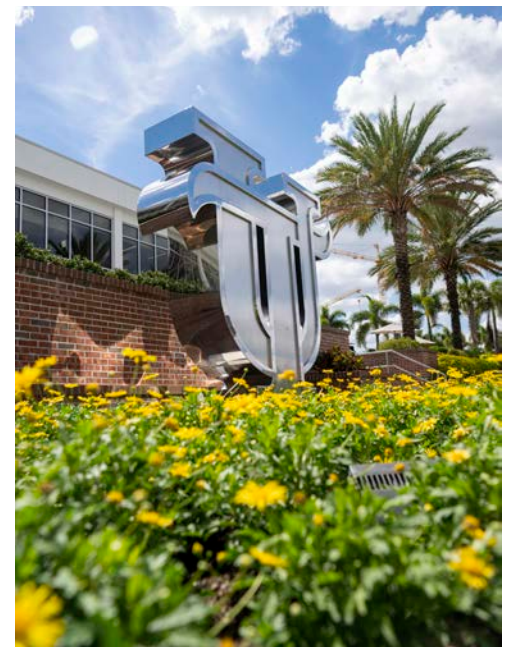
Rob Goodwin has an MS in accounting from the University of South Florida, holds both the CPA and CMA designations and is pursuing a DBA in accounting from the University of Florida. He has been affiliated with The University of Tampa since 2015 and teaches various courses, including UT's newest accounting elective, Data Analytics for Accounting. Goodwin also serves as the accounting internships coordinator for students seeking college credit for their internship experience. He will be teaching the department's new Data Analytics for Accounting course starting Fall 2024.

Yvette Green, Lecturer

Yvette Green has an MS in Accounting from the University of South Florida and is a CPA. She has been with The University of Tampa since 2016 and was an adjunct instructor in 2015. Green is the coordinator for our introductory accounting courses and teaches introductory financial and managerial accounting.



Yvette Green



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Academic Year 2023-24 highlights

Steve Platau served on the Accounting Program Advisory Board at Hillsborough Community College. He is a recipient of the Florida Institute of CPA Outstanding Education Award and was also appointed to serve on the Florida Board of Accountancy in 2017, where he continues to serve on the Board's Rules, Probable Cause, and Education Advisory Committees. Platau also serves on the Ethics Committee and is currently serving on the Standard-Setting and Professional Trends Advisory Committee as part of the National Association of State Boards of Accountancy. Lastly, Platau is completing his 40th year as a faculty member at The University of Tampa.

J. Christian Plesner Rossing served as co-chair for the tax track at the 2024 Hawaii Accounting Research Conference.

Melissa Walters and **Elena Klevsky** delivered a CTL presentation on "Energy Management: The Secret to Lowering Stress and Mitigating Burnout." This presentation discussed what produces changes in personal energy levels, strategies individuals may use to manage their personal energy and how organizations could serve as allies in the battle against burnout. The purpose of this presentation was to equip UT faculty and staff with the tools needed to better manage their

personal energy while also encouraging dialogue about how UT can serve as an ally in the battle against faculty burnout.

Becca Baaske served as a peer reviewer for the Journal of Information Systems, the International Journal of Accounting Information Systems and the American Accounting Association Annual Meeting.

Sarah Fulmer served as chair of the Undergraduate Curriculum Committee, leading initiatives to enhance the undergraduate academic experience, including the department's new Data Analytics for Accounting course.

Robert Goodwin completed a second term as the secretary of the Tampa Bay chapter of the Institute of Management Accountants. He redesigned ACC 500 and 501 to be case-based rather than lecture-based. He also presented "Preventing and Detecting Fraud" to the North Central Florida chapter of the Florida Government Finance Officers Association and was invited to participate in a DBA Experience Panel at the University of Florida for incoming DBA students.

Yvette Green served as a board member of the Florida Association of Accounting Educators (FAAE) and Guardian ad Litem volunteer in Hillsborough County.

Robert Marley was chosen to lead one of the Honors College's inaugural Idea Lab courses. The course he created, "The Embedded Business Models of Fairy Tales and Folk Wisdom," explores the financial and economic contexts found in various fairy tales, aiming to identify where such models persist today.

Elena Klevsky chaired the COB Student Committee, responsible for planning the COB Student Research Day 2024. Furthermore, in January 2024 she was honored with the 2023 Impact on Management Accounting Practice Award sponsored by the Association of International Certified Professional Accountants. This award was in recognition for "Connectors: A Control to Manage Employee Turnover Intentions?," her 2019 article published in Accounting, Organizations and Society. Additionally, she was awarded the 2023 Lybrand Award: Certificate of Merit from Strategic Finance in August 2023 for "The Value of Connectors," her 2022 article published in Strategic Finance.

Elio Alfonso served as a judge in the event "Accounting Applications" at the 2023 DECA International Career Development Conference.

Allison Beck served as a peer reviewer for the academic journal, Accounting Horizons, during the academic year.

"An Exploration of Career Paths in Accounting" and "More than Debits and Credits"

The Accounting Department has been actively engaging the introductory accounting students through various events and initiatives. We piloted these initiatives in Spring 2023 and have expanded each semester to reach a wider student audience and involve more professionals. This academic year, we connected almost 1,500 introductory students with professionals through classroom presentations titled "An Exploration of Career Paths in Accounting" early in the semester. In the classroom, accounting professionals shared their diverse experiences and answered questions. To conclude each semester, we host a networking

and panel event called "More than Debits and Credits." Panelists shared insights about accounting outside the classroom, and the future of the accounting profession, including the impact of artificial intelligence. At this event, students get the unique opportunity to network one-on-one with professionals before and after the panel discussion.

We are thrilled by the positive student feedback and the enthusiastic interest from professionals. If you'd like to participate in future events or collaborate with us on professional development for our accounting students, please reach out to professors Kralik (jkralik@ut.edu) or Baaske (rbaaske@ut.edu). We are flexible to new ideas and willing to help connect you with students

with unique events. For example, in the fall, PwC presented "Analytics and Accounting," demonstrating the use of Alteryx in identifying revenue anomalies and highlighting the intersection of accounting and technology.



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Student Organizations

Beta Alpha Psi (BAP)

UT's Beta Alpha Psi (BAP) chapter maintained its superior status for the 2023-24 academic year by completing a significant number of professional and service hours, among other requirements to achieve this top tier award status. When receiving notice of the superior status, the national BAP president noted that UT's BAP Chapter "...far exceeded the baseline requirements of Beta Alpha Psi and has excelled in the areas of academics, professionalism, and leadership."

The BAP chapter was thrilled and humbled to be a first-round winner of the Inclusive Leadership Award sponsored by EY. All BAP chapters are eligible to compete for this award, and UT's chapter was one of only 10 chapters to be recognized as a first-round winner. The final competition submission is in process in the Spring 2024 semester; we will learn whether we placed in the top three for the final round of the competition at the upcoming BAP Annual Meeting in July 2024.

Beyond the mentioned award, it was another strong year for the Lambda Beta chapter in various other BAP-sponsored international competitions.

Despite there being a significant number of submissions worldwide, UT's chapter was a first-round winner in two of the three Best Practices competitions that took place in Atlanta at the February mid-year BAP meeting. Moreover, two UT chapter representatives from UT were selected to compete in the Project Run With It competition at the annual meeting in August 2023, where they teamed up with BAP members across the world to help problem-solve an issue facing a non-profit organization.

In addition to competing, we hosted over 20 local financial information firms at weekly chapter meetings. Lastly, we held over 10 service events throughout the year, including a "Stories for Kids" event where members recording readings of various children's books to be sent to participating hospitals, volunteer hours through local Volunteer Income Tax Assistance (VITA) programs and create cards and gifts for local school children and seniors, just to highlight a few.

BAP Alumni Mixer

UT's Beta Alpha Psi chapter held its second annual Alumni & Employer Mixer in April 2024, strengthening connections between students, faculty and professionals in the Tampa Bay area.

During this successful event, current students and alumni mingled over food and beverages. We are excited to continue to build a strong alumni network and include this event in the annual BAP schedule.

Institute of Management Accountants (IMA) Student Chapter

During the 2023-2024 academic year, UT's IMA student chapter continued its momentum under new leadership. The chapter organized a series of engaging events featuring prominent guest speakers from various sectors. Notable speakers included industry experts such as Klint Salati from EY, Lindsey Buck, and Jennifer Allen from FICPA, Ryan Clemmons, Katie Siglain-O'Brien and Andrew Hammer from PwC, and concluded the year with an insightful presentation by Mary Patterson who is a member of the professional IMA Chapter. These events attracted a high turnout, providing members with valuable insights and networking opportunities in the accounting and finance fields. The IMA chapter remains dedicated to fostering professional growth and networking among students, encouraging active participation to enhance their collegiate and future career prospects.



The Accounting Programs

Recently Developed Courses:

ACC 305 Data Analytics for Accounting: This course will provide accounting students with an understanding of data analytic thinking and terminology and hands-on experience with data analytics tools and techniques used in various areas of the accounting profession. Students should leave this course with the skills to translate accounting and business problems into actionable proposals using critical thinking and standard business technologies.

ACC 541 Governmental Accounting: This course covers accounting theory and regulations for governmental accounting. The course focuses on differences between governmental and private sector accounting, with an emphasis on the logic and techniques of fund accounting.

ACC 611 Mergers and Acquisitions: This course provides students with an understanding of mergers and acquisitions. Through a series of lectures, articles and case work, students gain insights into the mergers and acquisitions process.

They will learn the motivations behind deals, the importance of historical mergers and acquisitions transactions and cycles and the stages of the deal process from inception to post merger integration. The course emphasizes the due diligence process typically conducted by accounting and finance specialists.

Recently Updated Courses:

ACC 625 Advanced Accounting Analytics: This course is an innovative, tech-savvy course that recognizes the need for students to develop strong research competencies, critical thinking skills and an analytical mindset to make data-driven decisions in the dynamic field of accounting. First, this course delves into theories, methods and applications of accounting research, empowering students to evaluate and apply research in real-world scenarios. Second, this course guides students through a formula data analytic process, starting from planning and data extraction to employing advanced analytic techniques and visualization tools.

ACC 202 Financial Accounting Information and

ACC 203 Managerial Accounting: These courses are now offered online during the summer term.

Accounting Department Events:

Beyond our recurring events, we were fortunate to host other events connecting professionals, students and faculty. PwC presented “Analytics and Accounting,” demonstrating the use of Alteryx in identifying revenue anomalies and highlighting the intersection of accounting and technology. PwC also hosted a tabling event in the Sykes College of Business atrium to discuss internship opportunities with students. Additionally, we had the pleasure of welcoming Anglin Reichmann Armstrong, a new firm in Central Florida, to UT for a faculty lunch. We also had the pleasure of an onsite visit at RSM who shared interesting insights about their expansion in the Tampa Bay accounting and advisory community.

Finally, we extend our sincere gratitude to all the professionals who generously share their expertise with our students through formal and informal events and interactions. Your insights and expertise impact our students!

Other highlights

For the 2023-24 tax filing season, students prepared tax returns for underserved communities in the Tampa metropolitan area through the Volunteer Income Tax Assistance program (VITA) under the leadership of Steve Platau.

UT's commitment to continuous improvement includes pursuing separate AACSB accounting accreditation. AACSB accreditation is a signal of quality for business and accounting programs. In Fall 2023, the department welcomed the assigned AACSB mentor, Dr. Lassar, for the development and implementation of a plan to achieve initial AACSB accounting accreditation

Local alumni and faculty joined in homecoming festivities on a beautiful October evening.

Some of our recent Cayman graduates gathered in December for a memorable sunset.

UT alumna Kathryn Bostick was promoted to partner at Crowe accounting firm on April 1, 2024.



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Accounting Advisory Board

The Accounting Advisory Board assists the department with a variety of tasks including strategic development, program designs and curriculum improvements. The board also plays a critical role in classroom visits as well as extracurricular activities where students can learn more about the accounting profession and engage in networking opportunities. The members of the Accounting Advisory Board are:

- Jeannette Bolesta, Saltmarsh, Cleaveland & Gund
- Bo Brault, RSM
- Christopher Bray, PwC
- Carlos Gonzalez, Amgen
- Cindy Mull, Trenam Law
- Dmitriy Bukhar, Internal Revenue Service
- Edward Carey, CliftonLarsonAllen
- Joanie Vergo, Kemco Systems
- Judith Destasio, MacDonald Training Center
- Kathryn Bostick, Crowe
- Kim Cardenas, Rivero Gordimer & Co.
- Kristen Brand, Hancock Askew & Co
- Larissa Pavan Santos, Alvarez & Marsal
- Steven J. Rodriguez, O'Connor & Rodriguez, PA

Faculty research published/ accepted for publication

Steve Platau published "Help Reduce Risk with Formal Client Onboarding" in the Journal of Accountancy in April 2024. This article identifies effective risk management techniques for professional liability through formal client onboarding practices. Written with risk management professionals from AICPA Insurance Program carrier CNA Insurance (Article: <https://www.journalofaccountancy.com/issues/2024/apr/help-reduce-risk-with-formal-client-onboarding.html>).

Robert Marley published "Can an Understanding of the Accounting Function Assist with Breaking Stereotypes?" in the Journal of Accounting Education. This study investigates whether introducing basic accounting principles to non-business college students affects their perceptions of the accounting profession and their confidence in their accounting skills. Findings indicate that this educational approach diminishes stereotypes surrounding accounting and boosts the confidence of non-business students in their potential success within the field (Article: <https://doi.org/10.1080/09639284.2023.2252398>).

J. Christian Plesner Rossing and co-author published "Assessing the Transfer Pricing Automation Potential: The Role of Human Capabilities" in the International Transfer Pricing Journal. In this article, the authors address this paradox and argue that in-house human capabilities play a significant role in the potential transition towards automation that needs to

be addressed when assessing the degree of automation readiness. Essentially, multinationals need to go beyond an evaluation of technical and system conditions when determining if automation tools can realistically be deployed in operational transfer pricing processes. (Article: <https://doi.org/10.59403/radz72>).

Robert Goodwin, Robert Marley and Steve Platau published "Mitigate Fraud and Scope Creep Risk While Adding Value (and Revenue)" in the Fall 2023 issue of Florida CPA Today. The article explains how tax preparers can manage client expectations about their duty to detect fraud and open ways to offer additional services to existing clients. It reveals a positive correlation between auditor-initiated restatements and trust in both firm management and auditors, highlighting the significance of transparency and reliability in financial reporting efforts. (Article: https://issuu.com/ficpa/docs/fct_fall_2023_issue).

Becca Baaske and colleagues published "Improving Audit Quality with Data Analytic Visualizations: The Importance of Spatial Abilities and Feedback in Anomaly Identification," in Accounting Horizons. This study investigates the impact of auditors' spatial abilities on their selection of data visualizations and accuracy in identifying anomalies. It suggests that auditors with higher spatial abilities tend to choose more effective visualizations and exhibit greater accuracy, while those with lower spatial abilities benefit from task property feedback to enhance anomaly detection, ultimately reducing false positives in risk assessment (Article: <https://doi.org/10.2308/HORIZONS-2023-073>).

Elena Klevsky and colleagues published "Connectors: A Catalyst for Team Creativity" in The Accounting Review. This study explores how the presence of connectors, individual's adept at forming and nurturing relationships, influences team creativity. Connectors facilitate positive interactions among team members, encouraging greater idea sharing. The research suggests that teams with a strong individualistic orientation, which tend to generate more novel ideas but may struggle with idea sharing, benefit the most from having a connector. (Article: <https://doi.org/10.2308/TAR-2020-0671>).

Elena Klevsky and Melissa Walters published "Mitigating Auditor Burnout with an Energy Management Mindset" in the ISACA Journal in June 2023. Their article focuses on how the Sustainable Model of Human Energy can help auditors develop a mindset to better manage their energy to recover from current burnout and/or lower the risk of future burnout. (Article: <https://www.isaca.org/resources/isaca-journal/issues/2023/volume-3/mitigating-auditor-burnout-with-an-energy-management-mindset>).

Elena Klevsky and Melissa Walters also published "How Can Organizations Help Auditors Avoid Burnout?" in the ISACA Journal in August 2023. This ISACA Now blog extends their ISACA Journal article by discussing what organizations can do to support auditors' efforts to manage personal energy and mitigate burnout. (Blog: <https://www.isaca.org/resources/news-and-trends/isaca-now-blog/2023/how-organizations-can-help-auditors-avoid-burnout>).